Will India be the next big dental market?

**By DTI**

**HYDERABAD, India:** The Indian dental care services market is estimated to experience a double-digit growth rate, reaching up to US$2.2 billion (147 bn. Indian rupees) by 2020. According to Ken Research, India has already witnessed a compound annual growth rate of 12 per cent for the period of 2010 to 2015 as dental awareness and disposable income have increased. Taking into account factors such as continued economic growth and reforms, India might have the potential to become the largest market for dental products and materials worldwide.

According to the Indian Dental Association, India’s population of 1.2 billion had access to 180,000 dentists, including 35,000 specialists, in 2014. This number is projected to grow to 300,000 by 2018. Around 5,000 dental laboratories and 300 dental institutes currently provide basic and advanced oral health care. Expected growth in the number of dental chains will increase the share of organised dental clinics across the country. Although the vast majority of dental products are imported from Germany, the US, Italy and Japan, foreign companies continue to invest in India and establish production units.

Most importantly, patient demand for better health care facilities has increased. As a country without a unified health care system, more Indians are purchasing private oral health insurance. A rising elderly population, changing lifestyles, and increased private and public health care expenditure are additional factors for the growth of the dental care market. Furthermore, dental companies are focusing on improving dental services for tourists seeking lower-cost treatment across India.

Ken Research recommends that domestic companies focus on effective marketing strategies and attractive discounts. In addition, free dental check-ups, dental outreach programmes and mobile clinics should improve the oral health care situation in less-developed regions, as substantial differences between rural and urban areas regarding access to dental clinics remain. The current dentist–population ratio is reported to be 1:9,000 in urban and 1:200,000 in rural areas. Many Indian citizens, especially in poorer areas, have yet to be educated about preventative oral health care.

The publication, *India dental care service market outlook to 2020—Increasing awareness on oral care and rising number of organized players to foster future growth*, is available online at www.kenresearch.com. The report covers various aspects, such as market size, structure and segmentation, as well as the demographics of domestic and foreign customers.
Splyce ID: Designing Bespoke Modern Wonder Clinics - Part IV (Circular Shapes)

By Menaka Ramakrishnan, India

Circles are congruous with infinity. The shape signifies interminable peace, balance and harmony. So how does one incorporate this into a Dental Clinic? Splyce Interior Design ideated the most efficacious ways to do this.

Four years ago Splyce Interior Design conceptualized a clinic for the same client in Dubai Healthcare City. The relaxing aura and ambiance have gotten several laurels. The Same Day Dental Clinic attributes their triumph to impeccable service and seamless interiors.

The specialty of Splyce is creating novel yet concrete designs, particularly clinics. The effective functionality of the space is imperative followed by adding precise atmospheric elements. Dr. Costa, leading dentist at the Same Day Dental Clinics, had entrusted Splyce with this project before. Now, the clinic had to be customized to dentist-clients on Jumeirah Beach Road, Dubai. Dr. Costa has been practicing since 1984, therefore the space needed to reflect his astounding qualifications and experience.

Ranjit Prasad, Creative Director of Splyce, envisioned circular shapes along with shades of white and grey to be used within the clinic space. The first facet of this is the flamboyant, circular ceiling crystal chandelier that is placed right at the reception. The very presence of this chandelier fills the customer with tranquility. Consequently all other areas of the clinic branch out from this central zone in an organic distribution. It’s so important to feel relaxed at a dental clinic, principally before intricate procedures. Splyce manages to set a peaceful tone as soon as the customer sets foot into the clinic.

Circular clouds lights are placed above each treatment chair in the procedure rooms. These lights illustrate a visual of clouds. White circular lights are also placed in strategic locations throughout the clinic such as the waiting areas. Curvilinear pieces of furniture are used in the reception and meeting rooms. This complements the Zen-like sensation.

The client required superior materials for this project. As the colour palette was mainly white and grey, the choices were limited. The colour white signifies sterility and cleanliness. Therefore the floor has been exclusively built around this shade. Warmer tons of white leather have been used for the waiting and relaxation areas to emulate cosiness. Solid surface resin was chosen as the countertop material. The dental chairs also imitate this leitmotif. Carpets were placed in the meeting rooms and admin areas to entice the reverberation of sound.

Natural light has been fruitfully used as well, with large windows being placed in the meeting room and waiting areas. Glass windows coupled with the colour white enlarges the space. The aesthetic is analogous to being in a premiere spa. The technology used is up-to-the-mark as well, predominantly in the dental laboratory space and treatment areas.

Splyce Interior Design has clearly demonstrated the evolution of a run-of-the-mill dental clinic, into a peaceful and specialized setting. Dentist trips are no longer dreadful, but manageable thanks to them. Our goal is to integrate meaningful design into the space we create. Every element in the space we create is placed to achieve something significant, as is the case with Same Day Dental Clinic. Watch this space for further prodigious design inputs by Splyce ID.

Splyce Interior Design is a boutique agency driven to meet satisfactions of a clientele that know the value of good design and incorporated that into their own philosophy. Splyce believes its raison d’être is creating stunning designs that exceeded client expectations.

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