

## Dentalkart inks strategic partnership with NSK Japan to strengthen access to authentic dental technology in India

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### Dentalkart aims to ensure pan-India availability of NSK's flagship products



Dentalkart, India's largest online marketplace for dental products, has announced a strategic partnership with NSK Japan, a global leader in dental rotary instruments and precision-engineered dental technology.

This collaboration marks a major step forward in Dentalkart's mission to connect Indian dental professionals directly with world-class global manufacturers through a transparent, digital-first ecosystem.

The primary objective of the Dentalkart–NSK partnership is to establish a direct, authorised channel between NSK Japan and the Indian dental community. By removing multiple layers of intermediaries, the collaboration ensures that dentists across the country gain access to 100% authentic NSK products at standardised and transparent pricing.

This partnership bridges the gap between Japanese precision engineering and Indian clinical practice, while addressing long-standing concerns around counterfeit products and inconsistent availability in the market.

Through this collaboration, Dentalkart strengthens its position as a strategic partner for global original equipment manufacturers. Partnering directly with a legacy brand like NSK significantly reinforces Dentalkart's "100% Original" promise and helps combat the grey market for dental handpieces.

The partnership also enables Dentalkart to offer NSK's complete product portfolio, ranging from entry-level arotors to advanced surgical systems, further establishing Dentalkart as a comprehensive one-stop destination for dental clinical infrastructure. In addition, direct access to the manufacturer improves warranty handling, spare parts availability, and service efficiency, resulting in higher customer trust and long-term retention.

The collaboration sets clear milestones for the next twelve months. Dentalkart aims to ensure pan-India availability of NSK's

flagship products, including the Pana Air and Ti-Max series, with next-day dispatch across its network of more than 20,000 pin codes. Furthermore, after-sales support will be significantly enhanced by integrating NSK's service and warranty protocols directly into the Dentalkart platform, enabling faster turnaround times and a more seamless customer experience.