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Marketing News

C Com Digital wins integrated digital mandate for Onco-Life Cancer Centre

By mbdesk2 - August 26, 2025



C Com Digital has been awarded the integrated digital mandate for Onco-Life Cancer Centre (Onco-Life Hospitals), Maharashtra's chain of dedicated oncology hospitals.

The partnership will see C Com Digital lead the hospital group's digital strategy across communication architecture, website experience, and social media engagement.

Uday Deshmukh, an experienced oncologist, started Onco-Life Cancer Centre in 2014. Now, it has centers in Satara, Chiplun, Talegaon, and Wagholi (Pune).

Onco-Life has set standards in accessible cancer care by treating more than 120,000 patients, getting three NABH accreditations, and using cutting-edge technologies, including TomoTherapy with Synchrony radiation.

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The partnership with C Com Digital represents a major change in how India's top cancer hospitals interact with patients, families, and communities in the digital age.

C Com Digital's mandate is to create Onco-Life's brand and communication, design a multilingual (English and Marathi) website with a great user experience, and carry out social media strategies that include reels, campaigns, and digital outreach.

The program's goal is to raise awareness, create trust, and make cancer education and services more accessible in areas of Maharashtra that don't have enough of them.

Chandan Bagwe, the founder and director of C Com Digital, said, "We see this mandate as a way to change digital healthcare. Onco-Life is an oncology leader, allowing us to combine storytelling, technology, and design.

We need to create a digital ecosystem that embodies Onco-Life's values of care, cure, and comfort, and that also allows for conversations that raise awareness and encourage early action.

C Com Digital wants to make oncology communication in Maharashtra more inclusive and effective by combining brand architecture, social media storytelling, and patient-first online experiences.

We are on the right track with Onco-Life because we make technology more human. This is the future of healthcare communication," Bagwe added.

Sachin Deshmukh, Managing Director of Onco-Life Hospitals, said, "Oncology is not just about cutting-edge technology; it's also about trust and getting the right information on time.

"Patients today check out internet platforms before they even go to the hospital.

"Working with C Com Digital lets us reach them where they are, with honest, easy-to-understand, and caring communication.

"We see this as a chance to make cancer care less mysterious, raise awareness about early detection, and build a support network for patients and their families.

"Digital technology is essential to healthcare delivery in a time when information can help people make decisions about their treatment," Deshmukh added.

This partnership aims to ensure that communities in Maharashtra and beyond have access to accurate information, awareness of early detection, and expert care.

The project shows how technology, empathy, and strategy can combine to make a lasting difference in healthcare by combining Onco-Life's clinical excellence with C Com Digital's communication skills.



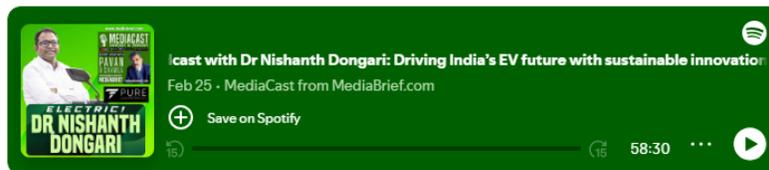
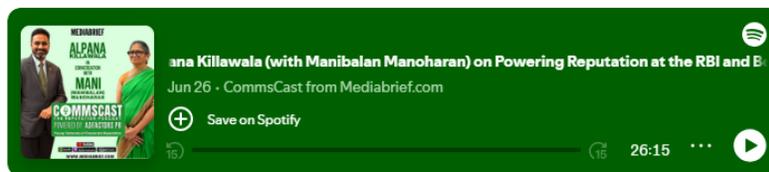
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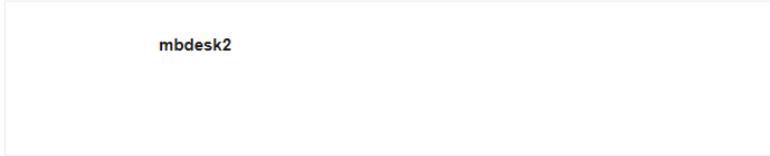


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