

# DEVELOPMENT OF THE INDIAN MEDICAL TOURISM MARKET



# INDIA :A Dynamic Health Tourism Landscape



India, currently the fastest-growing economy according to the World Bank, may achieve developed status by 2047 with a projected GDP of \$30 trillion. IMF forecasts also anticipate a \$5 trillion economy by 2026-27.



India has emerged as a beacon in the realm of health tourism, drawing visitors from around the world seeking not only medical treatments but also being attracted by a holistic approach to wellness.



Our nation's remarkable growth in this sector is underpinned by several factors that make India a preferred destination for domestic and international tourists alike.



# **India's Medical Tourism Advantages**

## Diverse Treatments

India offers diverse medical treatments, from alternative medicine to advanced surgeries like cardiac bypass and joint replacements, meeting varied patient needs.

## Top-notch Infrastructure

Indian hospitals feature cutting-edge facilities, meeting global healthcare standards at a fraction of the cost elsewhere.

## Patient-Centric Care:

Indian healthcare professionals prioritize personalized care alongside clinical excellence, ensuring comprehensive treatment.

## Affordable Excellence

India's medical tourism thrives on providing high-quality care affordably, making it a preferred choice for patients worldwide.

# Connectivity: Bridging Distances for Healthcare



**Robust Connectivity:**  
India's strong domestic and international connectivity is instrumental in establishing it as a global healthcare hub.



**Seamless Travel:** Well-connected major cities by rail ensure convenient travel for patients seeking medical treatments, enhancing accessibility.



**Tailored Visa Policies:**  
Visa policies customized for medical tourists further improve India's appeal as a convenient and accessible destination for healthcare.



**Telemedicine Advancements:**  
Telemedicine innovations enable remote consultations with top Indian doctors, breaking geographical barriers and improving healthcare accessibility..



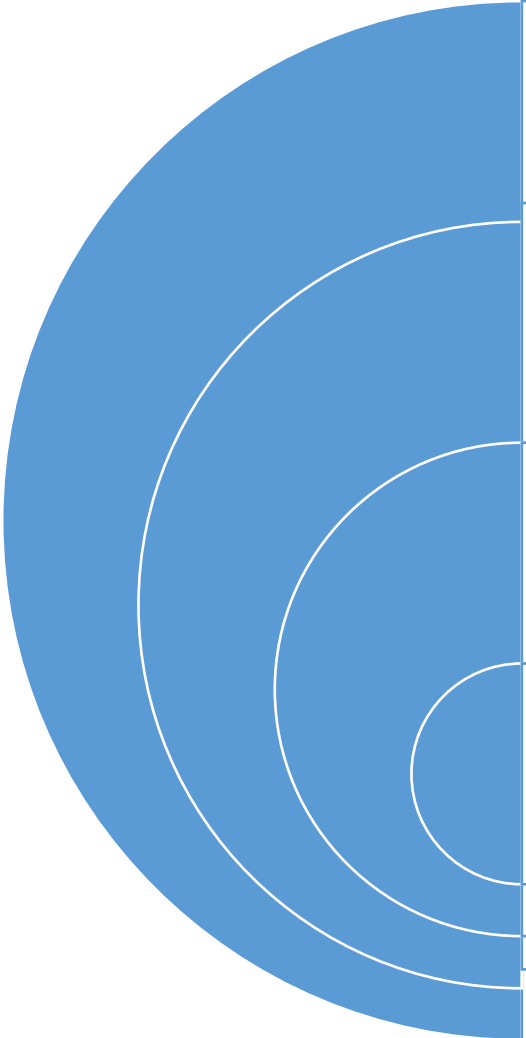
# The Rise of Tier 2 Medical Tourism Destinations In India

After major cities like Chennai, Delhi, Mumbai, Bangalore, and Kerala, Tier 2 medical tourism destinations are emerging.

Following are the emerging Tier 2 Medical Tourism Destinations:

- ✓ Bhubaneswar in Odisha
- ✓ Tiruchi, Coimbatore in Tamil Nadu
- ✓ Pune in Maharashtra
- ✓ Panaji in Goa
- ✓ Surat, Ahmedabad in Gujarat
- ✓ Mysore in Karnataka
- ✓ Kolkata in West Bengal

# Competitive Pricing: Value in Healthcare



**Competitive Pricing:** India offers world-class healthcare at significantly lower costs compared to developed countries, without compromising on quality.

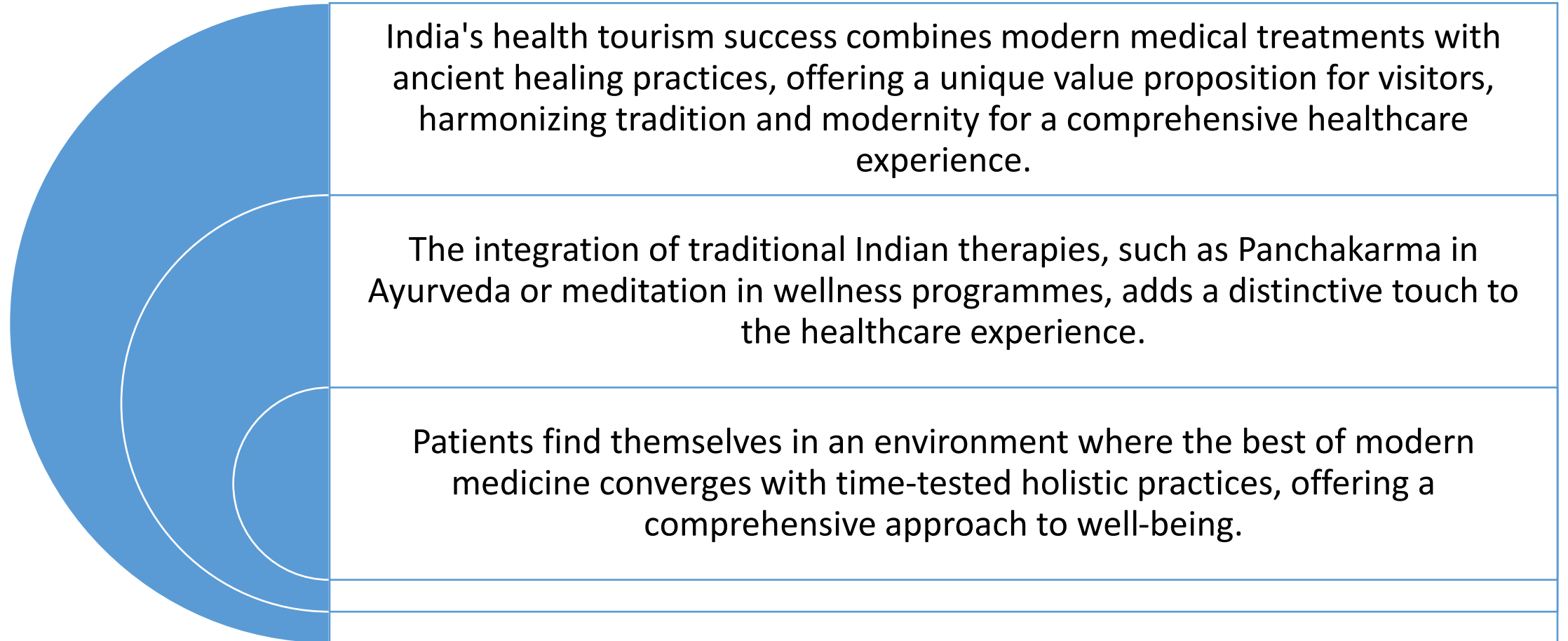
**Value Proposition:** This affordability makes India an attractive destination for individuals seeking high-quality healthcare solutions at affordable prices.

**Wide Range of Services:** Competitive pricing extends across various medical services, ranging from routine check-ups to specialized surgeries.

**Commitment to Accessibility:** India's affordable healthcare is a testament to its dedication to making healthcare accessible to all, transcending economic barriers.

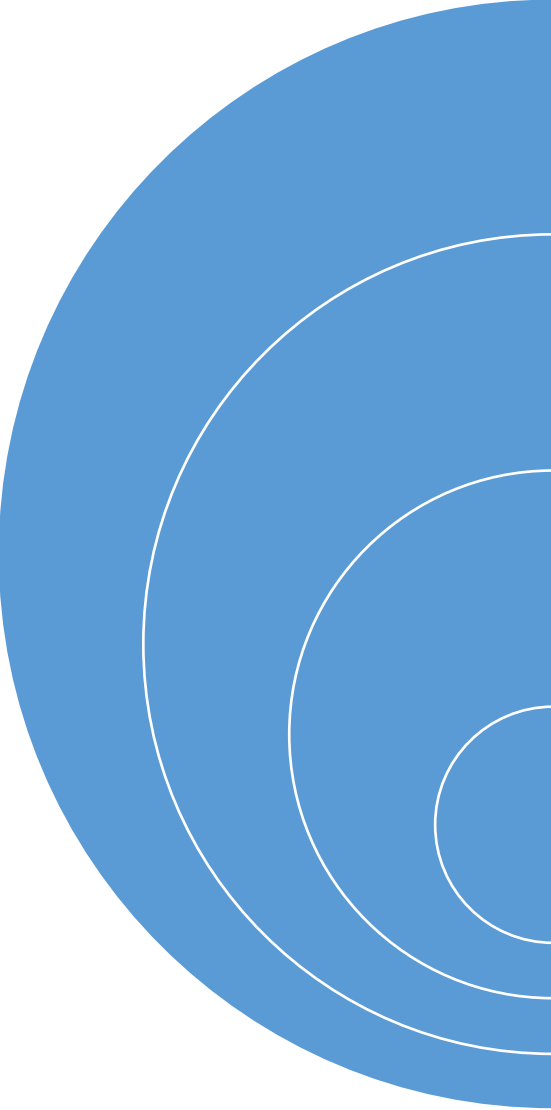


# The Nexus of Tradition and Modernity: Unique Selling Proposition





# Medical Tourism In India Over The Years




Approximately 2 million patients visit India each year from 78 countries for medical, wellness and IVF treatments, generating \$6 billion for the industry which is expected to reach \$13 billion by 2026 backed by the government's Heal in India initiative.

The 'Heal in India' initiative is a government-led program designed to promote India as a global hub for affordable, high-quality medical and wellness tourism.

India is set to register the third highest growth with a CAGR of 13.20%, behind Taiwan (14.5%) and Venezuela (13.6%), and ahead of the UK (11.90%), Germany (11.30%) and South Korea (11.30%) in the medical tourism market.

India offers medical tourists the advantage of streamlined visa processes (such as M-visas and e-visas), dedicated medical tourism promotion efforts, and a growing number of internationally accredited hospitals, all of which make medical travel to India easier.

# INDIA : HOME OF WORLD CLASS HOSPITALS



**Hub for Complex Surgeries:** India's emphasis on medical excellence has established it as a hub for complex surgeries and advanced medical procedures, attracting patients globally.

**High Accreditation Standards:** With a significant number of JCI and U.S. National Healthcare Accredited hospitals, India ensures quality and patient safety on par with advanced nations, enhancing its reputation in medical tourism.

**Language Accessibility:** The widespread use of English in India eliminates language barriers for medical tourists. Additionally, hospitals offer language translators, catering to patients from diverse regions, ensuring effective communication and comfort.

**Enhanced Patient Experience:** The combination of high accreditation standards and language accessibility contributes to a positive and comfortable experience for medical tourists, further solidifying India's position as a preferred destination for medical treatment.

# Ayurveda, Yoga, and Meditation: The Holistic Advantage



# Wellness in India: Ayurveda, Yoga, and Meditation



## Holistic Wellness Commitment:

India's healthcare extends beyond modern facilities, integrating ancient practices like Ayurveda, yoga for comprehensive well-being.



## Ayurveda's Role:

Ayurveda balances body energies, offering preventive healthcare and wellness maintenance through natural healing methods.



## Yoga's Contribution:

Yoga promotes physical and mental well-being through postures and breath control, providing alternative avenues for holistic health.



## Meditation's Tranquility:

Inclusion of meditation enhances the holistic experience, offering tranquility amidst life's challenges, enriching visitors' well-being

# Ayurveda Gains Global Acceptance



- With global recognition of traditional Indian medicine, the Ayush sector ensures world-class education, healthcare delivery, products, and services
- WHO's standardized Ayurvedic terms empower stakeholders in education, practice, and research, promoting safe, evidence-based practices and driving Ayurveda's global advancement.
- According to the report by Coherent Market Insights, the global traditional medicine market generated \$174.89 billion in 2023 and is anticipated to generate \$ 289.66 billion by 2031



# **Challenges and Opportunities A Balanced Outlook**



## Acknowledging Challenges

India's progress in health tourism faces challenges related to infrastructure, regulation, and balancing tradition with modernization. These require ongoing attention during rapid growth.

## Opportunities for Collaboration

India can boost health tourism globally through public-private partnerships, fostering innovation, sustainable growth, and preserving traditional healing practices while delivering world-class healthcare services to international patients.

## Leveraging Strengths

Leveraging strengths enhances India's health tourism appeal globally. Collaboration fosters growth, innovation, and excellence, ensuring a leading position in the healthcare landscape.



# The Road Ahead: Striving for Excellence



**Embracing Tradition and Progress:** India's health tourism sector stands at a pivotal point, blending tradition with progress and committing to future excellence.

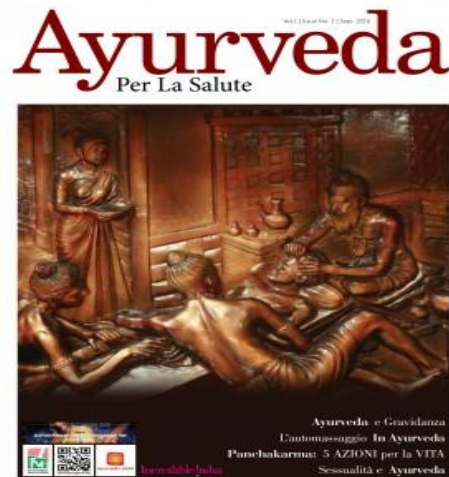
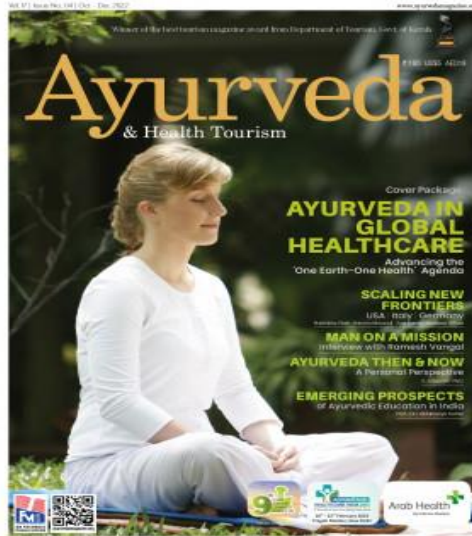
**Leadership in Healthcare:** With potential to attract more visitors, India aims to become a global leader in shaping healthcare's future.

**Collaborative Approach:** Collaboration among healthcare professionals, policymakers, and the tourism industry is crucial for achieving this vision.

**Ensuring Excellence:** Continuous improvement in infrastructure, fostering research, innovation, and upholding high standards of patient care are essential to maintaining India's reputation in health and wellness.

# OUR ROLE AS A PUBLISHER

- Ayurveda And Health Tourism

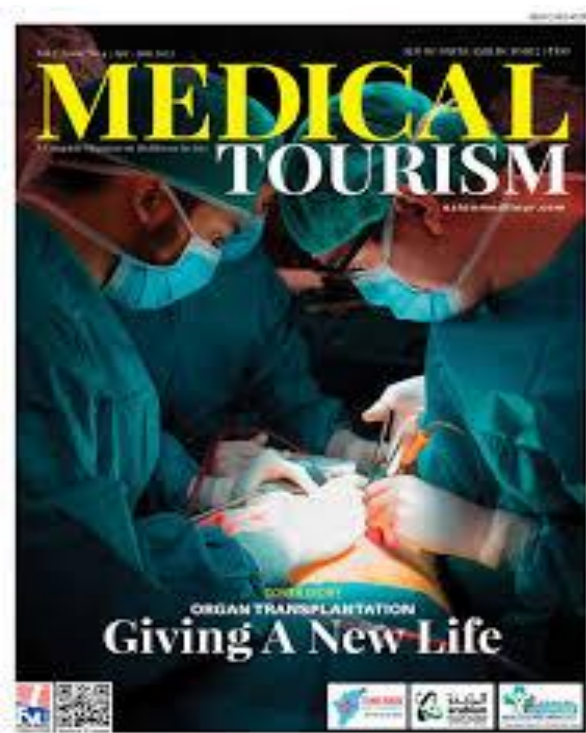


# Latest Edition In Polish Language





# Medical tourism Magazine



# Conclusion: A Healthy Tomorrow Begins Today

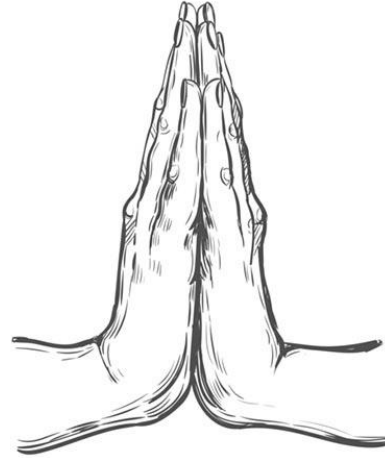


India's health tourism sector showcases dedication to global well-being with top healthcare, traditional healing, connectivity, and competitive pricing, positioning it as a global healthcare leader.



As stakeholders, let's seize opportunities and collaborate for a borderless health future. Together, we unlock wellness, inspire hope, and pave the way for a healthy tomorrow, starting today.





**Thank you**