

# Booming Medical Tourism in India

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## Abstracts

India is perceived as one of the fastest growing medical tourism destination. In the recent years, government support, low cost, improved healthcare infrastructure, and its rich cultural heritage, have taken the Indian medical tourism to the new heights. Overall, its emergence as one of the world's most cost-efficient medical tourism destination has helped India to attain a position among the global leaders.

Our research on Indian medical tourism is an outcome of extensive primary and secondary research, and a thorough analysis of its industry trends. According to the report, India has managed to match-up with the quality of healthcare services that are being provided in the developed countries. The qualified medical staff, adoption of advance technology and improving healthcare infrastructure has made India an attractive destination for the patients all over the world. Based on the analysis provided in our latest research report "Booming Medical Tourism in India", we anticipate that the Indian medical tourism industry will register a CAGR of more than 20% during 2013-2015.

The advantage of cost competitiveness further contributes to the factors responsible for making India a preferred destination for medical tourists. Thus, we studied each market segment in detail in the report, and included its cost-comparison with other countries.

Extensive research and analysis also revealed that many private information agencies in India are offering attractive packages to the medical tourists. They offer customized travel and treatment itineraries to the international patients, which include personalized treatment packages depending on individual needs and assistance throughout the stay.

It has also been observed that alternative traditional medicine like ayurveda, pranic healing, aromatherapy, music therapy, meditation and yoga are becoming popular among the medical tourists. Many tourists come to India to seek the divine peace and

healing power provided by these alternative medical therapies. This provides India an extra advantage over the other countries.

Further, we have covered various government initiatives that provided a positive impact on the medical tourism market in India. We have also included the prominent industry players such as Apollo Hospitals, Wockhardt Ltd., Max India Ltd., and Fortis Healthcare to provide a balanced research outlook of the industry. The section covers their business overview, key financials and industry activities.

Overall, the report taking into consideration all the aspects of the Indian medical tourism industry, is designed to facilitate our clients towards devising the rightful strategies, and make sound investment decisions.

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