



MEDICAL TOURISM IN INDIA

"India is a great destination for healthcare both for modern as well as traditional medicine and therapy."

-Sudhanshu Pandey, Joint Secretary at Ministry of Commerce and Industry

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NUMBERS

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SUMMARY

12th

in World tourism receipts
- IMS Health report, 2015

3 billion
USD

India's medical value travel
- IMS Health report, 2015

9 billion
USD

projected income by 2020
-IMTJ Analysis, 2017

30 %

**annual increase in medical
procedures from travelers each
year**
-Healthcare Global, July, 2020

Why India?

- High Savings
- Less waiting time
- World class facilities
- Best surgeons
- Personalized support
- Travel Opportunities

619

hospitals accredited by
NABH

38

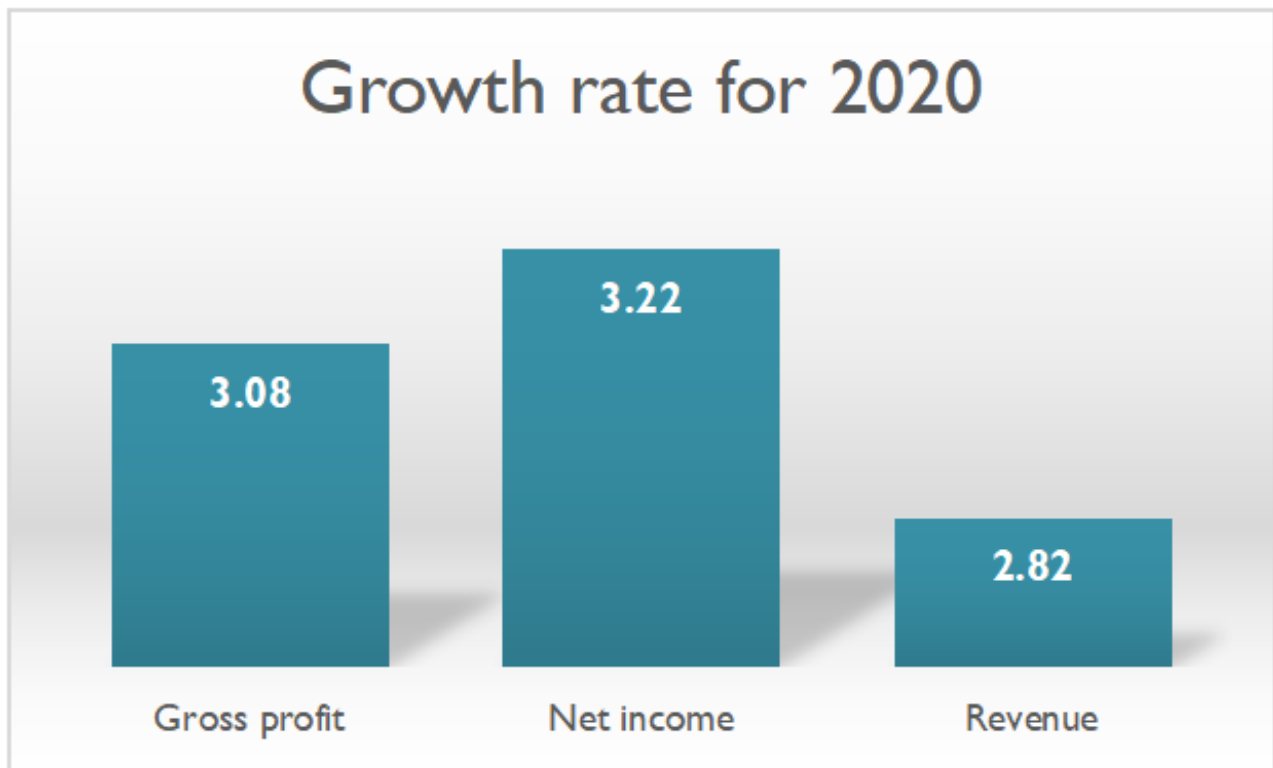
hospitals accredited by
JCI

1.4

post-operative mortality
rate

\$31

daily travel cost for a
foreign patient



COMPANY STATS

	2018	2019	2020
Gross Profit (in millions)	90	174	370
Net Income (in millions)	85	166	357
Revenue (in millions)	105	198	401

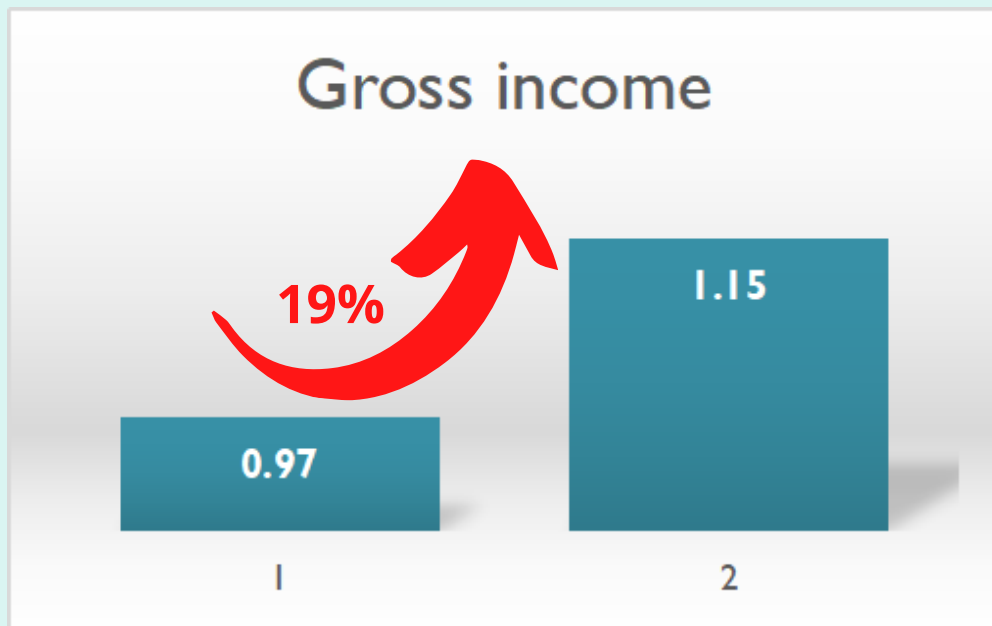
29.72%

CAGR for 2018-2020

3.02%

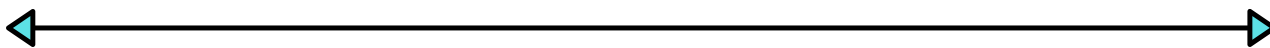
*overall Growth Rate (includes
gross profit, net income,
revenue)*

EARNING GROSS INCOME

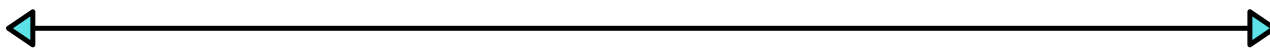


SUMMARY

- Re-evaluating and re-adjusting offers
- Communicating and engaging with customers
- Becoming the trusted source of health care related queries
- Providing positive views especially from doctors
- Providing more info on staffing suggestion, budgets, emergency funds, debt relief grants



End of Report



MEDTOUREASY financial dashboard

Year 2018

Year 2019

Year 2020

Marketing Cost

Adwords Cost (CPC - Rs 30, total clicks - 25000)

Content Marketing

Email Marketing

SEO manager salary (Rs 25000)

SME salary (Rs 20,000)

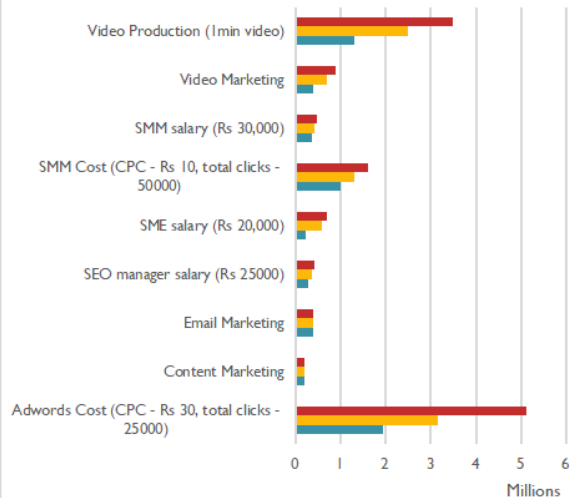
SMM Cost (CPC - Rs 10, total clicks - 50000)

SMM salary (Rs 30,000)

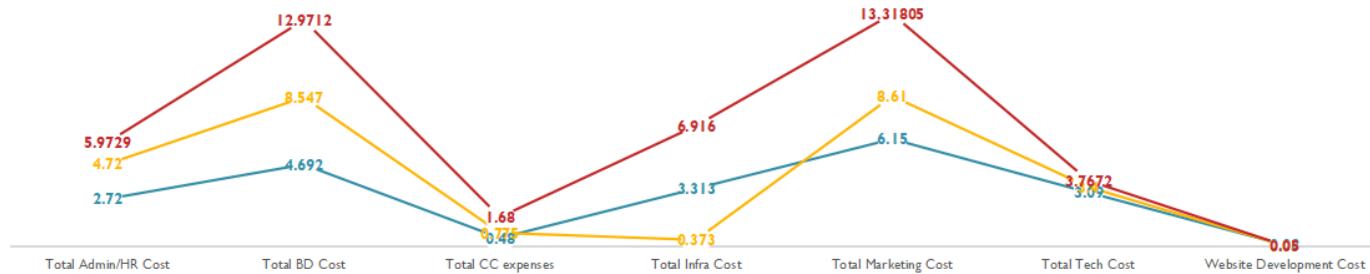
Video Marketing

Video Production (1min video)

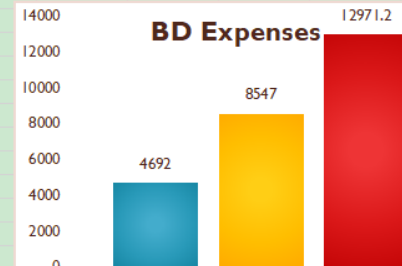
Marketing cost



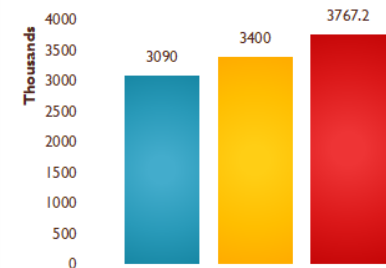
COSTS BY DEPARTMENTS



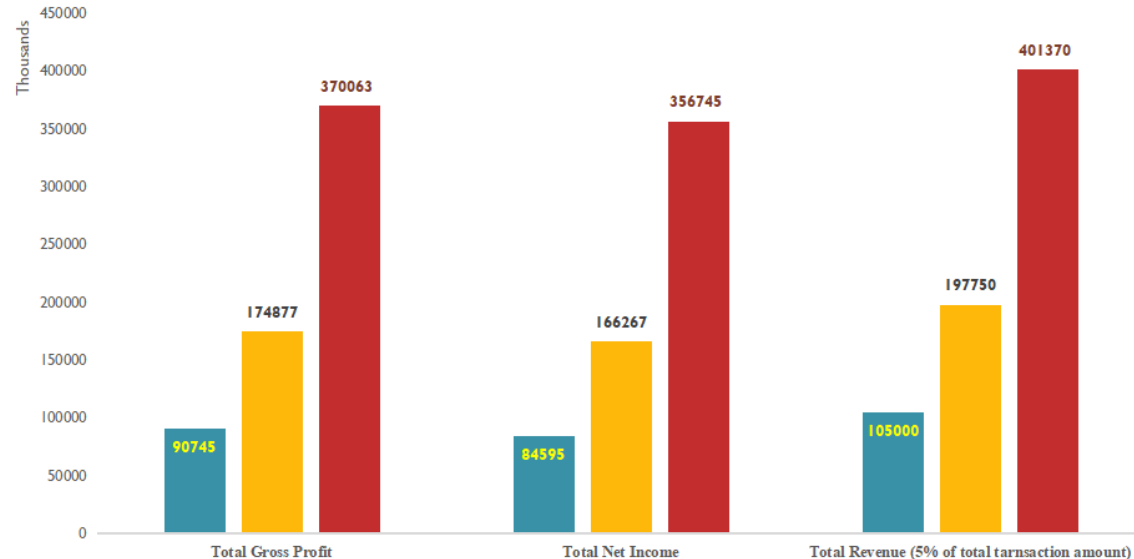
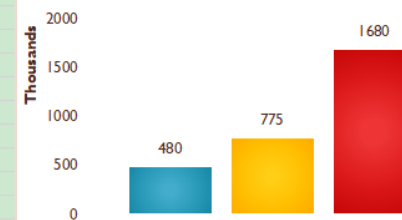
BD Expenses



Tech expenses



CC Expenses





Impact Analysis of COVID-19



India's growth rate fell
by 38.1% for April 2020

Q4 GDP growth rate
slows to 3.1%

Slowest since the Global Financial Crisis

Expected recovery



March, 2021

January, 2022



Market Impact
Negative

**Adversely impacted by
upto 25% in 2020**

**No. of passengers in
airlines declined by 27%**

**USD 3.6 billion loss , April 2020,
Indian Aviation Centre(CAPA
report)**

MARKET RECOVERY STRATEGY

THE NEW NORMAL

- **PRICING OF GOODS:**
Tailored pricing strategies for each customer
- **NEW APPROACH:**
An agile approach to accelerate product innovation
- **POCKETS OF OPPORTUNITY:**
Re-opening of plants and sectors will invite new demands, change in looking at products and a different customer segment
- **CHANGE IN MENTALITY:**
Customers have changed their way of marketing from go-to-market to remote shopping to a great extent