

# **FHRAI-KPMG report on future of medical & wellness tourism launched at Heal India summit**

In a landmark move to position India as the global hub for medical value travel (MVT), the Federation of Hotel and Restaurant Associations of India (FHRAI), in collaboration with KPMG in India, unveiled its flagship report titled:

“Heal in India: Catalysing Medical and Wellness Tourism for a Healthier Global Future.”

The report was launched at the Heal in India 2025 Medical & Wellness Tourism Summit, bringing together key stakeholders from healthcare, tourism, hospitality, and government sectors.

## Key Highlights from the Report & Summit:

- Vision: Position India as the most trusted global destination for healing—offering world-class clinical care along with traditional wellness systems like Ayurveda, Yoga, and Panchakarma.
- Strategy: Leverage India’s clinical expertise, cultural heritage, and cost-effective treatment to compete with countries like Thailand, Turkey, and South Korea.
- Medical Footprint: India currently attracts 2+ million medical tourists annually from 75+ countries. In 2024, over 463,000 medical visas were issued.

## Voices from the Summit:

- Suman Billa, IAS, Addl. Secretary & DG, Ministry of Tourism:
  - Called for building trust across all stakeholders.
  - Positioned medical and wellness tourism as strategic pillars in India’s goal to grow its tourism economy to USD 3 trillion.
- Dr. Manoj Nesari, CMO (SAG), Ministry of Health:

- Emphasised Ayurveda as India's brand strength and praised the government's push for traditional medicine globally.
- K. Syama Raju, President, FHRAI:
  - Described "Heal in India" as a nation-branding initiative blending care with culture and credibility with comfort.
- Someswara Koundinya, Director, KPMG India:
  - Called the report a "call to action" to elevate India from a medical service provider to a global wellness leader.
- Minu Bajpai, Executive Director, NBEMS:
  - Stressed the need for clinical excellence and capacity building to meet global expectations.
- Rahool Macarius, MD, Wyndham Hotels & Resorts (Eurasia):
  - Reaffirmed hospitality's role in providing culturally sensitive care and world-class service in the medical travel journey.



#### India's Global Edge:

- Competitive costs, minimal wait times, and integration of modern and holistic healing systems.
- Strong digital health infrastructure (ABDM, AI in healthcare) to enhance access, tracking, and outreach.