

## Health tech startup MedRabbits names Rana Bhattacharyya as GM- International Business

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### Bhattacharyya brings with him 23 years of cross-industry experience

Pune-based healthcare tech startup, MedRabbits has announced the appointment of Rana Bhattacharyya as their new General Manager (GM) of International Business. The company seeks to solidify its position as a holistic healthcare platform for pre- and post-treatment care in the global Medical Value Tourism (MVT) market through this appointment.

Bhattacharyya brings with him 23 years of cross-industry experience, much of which involved catalyzing growth in the MVT segment for brands like Aditya Birla Hospital (Pune) and Narayana Health (Bangalore).

In his role at MedRabbits, he is keen to identify a few cost-effective international locations for medical treatment for Indian domestic clients. In addition, he plans to further promote the Government's 'Heal In India' mission, where India is positioned to act as a premier destination for high-quality medical treatment.

Rana Bhattacharyya, General Manager, International Business, MedRabbits said: "My aim is to establish MedRabbits in the growing MVT segment as a differentiated market leader with a tech first approach. We want to position ourselves as an authentic global MVT partner with a specific, therapy-wise approach to medical tourism." I

MedRabbits was conceived in 2017 as a way to bring fast, affordable and high-quality healthcare to the Indian customer's doorstep. In addition to home healthcare, their medical tourism portfolio will help patients access the care they need at hospitals across India and the Middle East.