

Ayush hospital Soukya embarks on global journey with Rs 220 Cr investment in Portugal

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Bengaluru-based Ayush hospital Soukya is set to embark on its first global expansion since its inception in 2002. Addressing the growing global demand for integrative medicine, Soukya will establish its first international unit in Portugal with an investment of Rs 220 crore.

The state-of-the-art residential medical institute, expected to be operational by late 2027, will offer its unique treatment approach combining traditional, time-tested natural systems of medicine such as Ayurveda, Homeopathy, Yoga, Naturopathy, and other complementary therapies for treating various chronic and lifestyle conditions.

Spread across 150 acres, the Soukya International Holistic Health Centre in Portugal will redefine holistic wellness with 40 villas and suites along with a dedicated yoga hall creating a sanctuary where mind, body, and spirit harmoniously align.

Equipped to address a wide spectrum of rare and chronic illnesses, including cancer rehabilitation, addiction, lifestyle and metabolic disorders, paediatric developmental challenges, mental health conditions, reproductive and gastrointestinal disorders, and autoimmune diseases, the centre builds on Soukya's proven success in treating advanced conditions such as liver cirrhosis, dermatitis, lupus nephritis, lung fibrosis, multiple sclerosis, Crohn's disease amongst others. This holistic approach promises transformative healing in a serene, nature-immersed environment.

India's AYUSH sector has experienced substantial growth in recent years. As reported by IBEF, the AYUSH services sector is estimated to be valued at \$26 billion by 2024, bringing the total industry valuation to over \$50 billion. Additionally, the manufacturing segment of the AYUSH industry grew significantly, reaching \$18 billion in 2020 and is projected to hit \$24 billion by 2024.

"With the growing awareness of integrative medicine, we aim to strategically position Soukya in India to cater to high-net-worth individuals within the domestic market and across select Asian countries. Our Portugal centre will serve a significant

portion of our existing patient base while also attracting new clientele.” added Dr Isaac Mathai, Founder Chairman & Medical Director, Soukya International Holistic Health Centre.