

‘Heal in India’ report sets blueprint for world-class medical and wellness tourism

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India unveils ambitious vision to become the Global Medical Hub by 2035



In a landmark effort to elevate India's position on the global healthcare map, the Federation of Hotel and Restaurant Associations of India (FHRAI), in collaboration with KPMG in India, has launched its flagship report titled “Heal in India: Catalysing Medical and Wellness Tourism for a Healthier Global Future.”

The report outlines a transformative national strategy that integrates India's clinical expertise with its centuries-old wellness traditions, aiming to make the country the world's most trusted destination for medical value travel (MVT).

This outlook was unveiled at the Heal in India 2025 Medical & Wellness Tourism Summit, organised by the FHRAI—the apex body representing India's hospitality sector.

The report marked that with global healthcare costs continuing to rise and long waiting periods in developed countries, India is emerging as a cost-effective alternative offering both modern surgeries and natural recovery options like Ayurveda, Yoga, and Panchakarma.

The report further highlights that India already attracts over 2 million medical tourists every year, with patients coming from more than 75 countries, including Bangladesh, Iraq, the Maldives, Nigeria, and developed nations such as the United States, Canada, and the UK. In 2024 alone, over 463,000 medical visas were issued, showing a strong rebound in the sector post-Covid.

It also talks about the global landscape where India stands. India competes with Thailand, Turkey, South Korea, and Malaysia, but offers unique differentiation via holistic wellness integration and affordability. Digital health leaders like Estonia and Denmark are role models, but India's scale and digital health ambitions (ABDM, AI in healthcare) give it strategic

leverage.

Key Highlights of the Knowledge Report

- India's Medical Tourism Market is set to surge from \$18.2 billion in 2025 to \$58.2 billion by 2035, at a CAGR of 12.3%.
- India ranks 10th in the Medical Tourism Index and 7th in Wellness Tourism, attracting nearly 2 million international patients from 75 countries.
- Medical visa issuance rose to 463,725 in 2024, with the majority of patients from Bangladesh, GCC nations, and Africa.
- The global medical tourism market, pegged at \$41.75 billion in 2024, and wellness tourism at \$954.14 billion, are expected to double by 2030 and 2034, respectively.

Strategic Recommendations & National Roadmap

- Launch National & State-Level Heal in India Missions with stakeholder coordination.
- Create treatment-specific and wellness tourism clusters in states like Kerala (Ayurveda), Delhi NCR (advanced care), Maharashtra (multispecialty).
- Strengthen capacity building: Train facilitators and providers on global standards and multilingual hospitality.
- Develop Tier II/III Infrastructure: Enable PPP models and SEZ-style hubs to extend reach and access.
- Global Branding Campaigns: Leverage embassies, expos, and digital platforms under the 'Heal in India' umbrella.
- Incentivise investment: Tax exemptions, FDI, fast-track approvals, and health-tech innovation grants.