



OPPOURTUNITY IN HEALTHCARE IN INDIA

A Brief Overview of Hospital Industry in India

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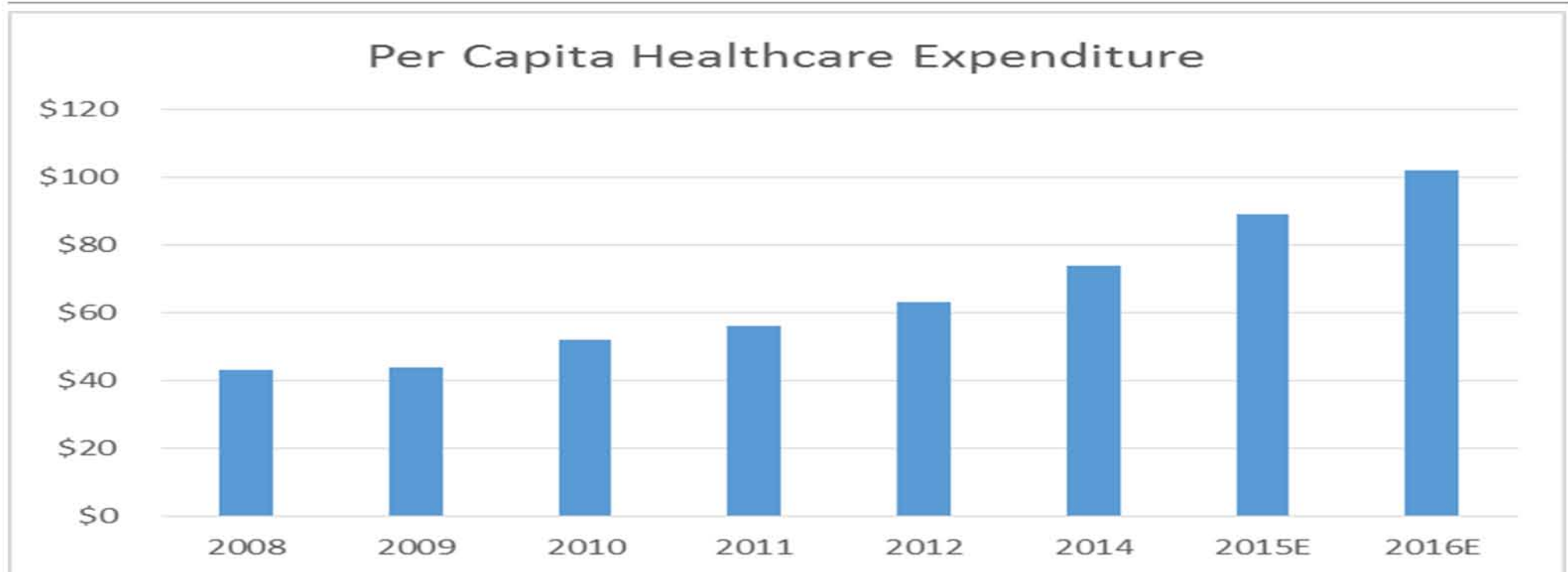
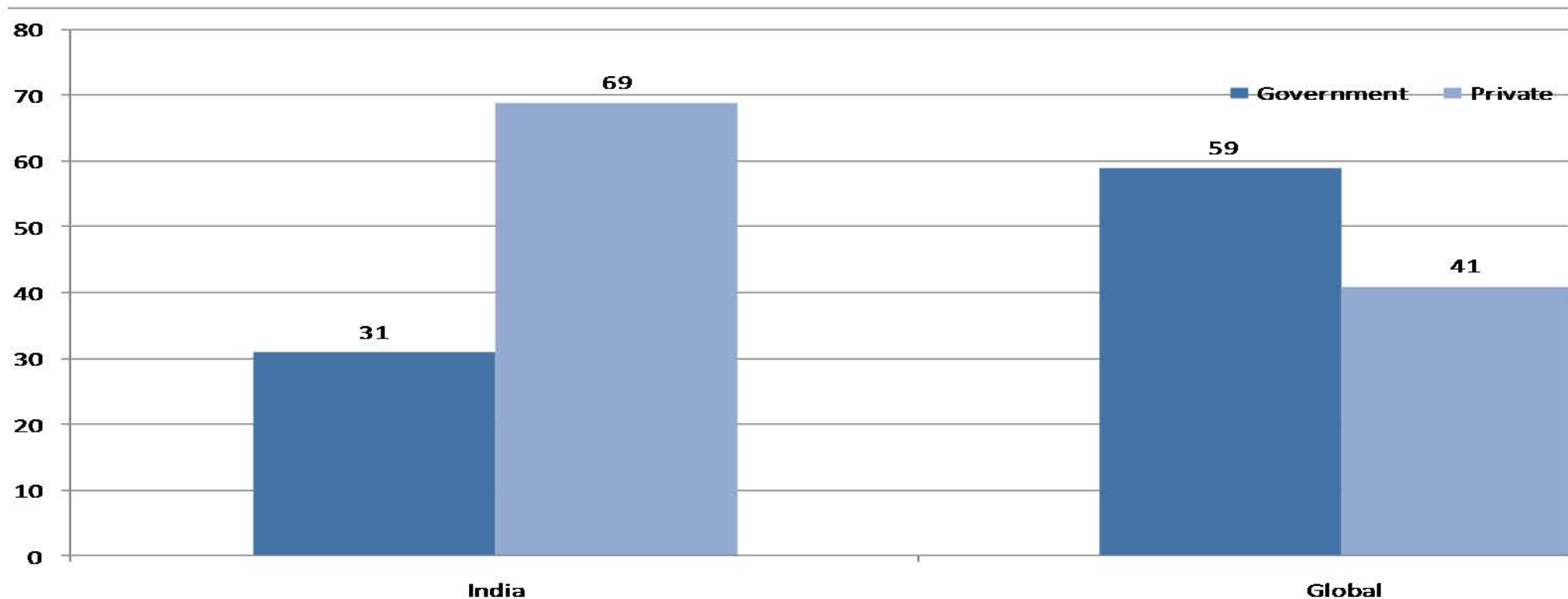
Summer training at Amritt Ventures



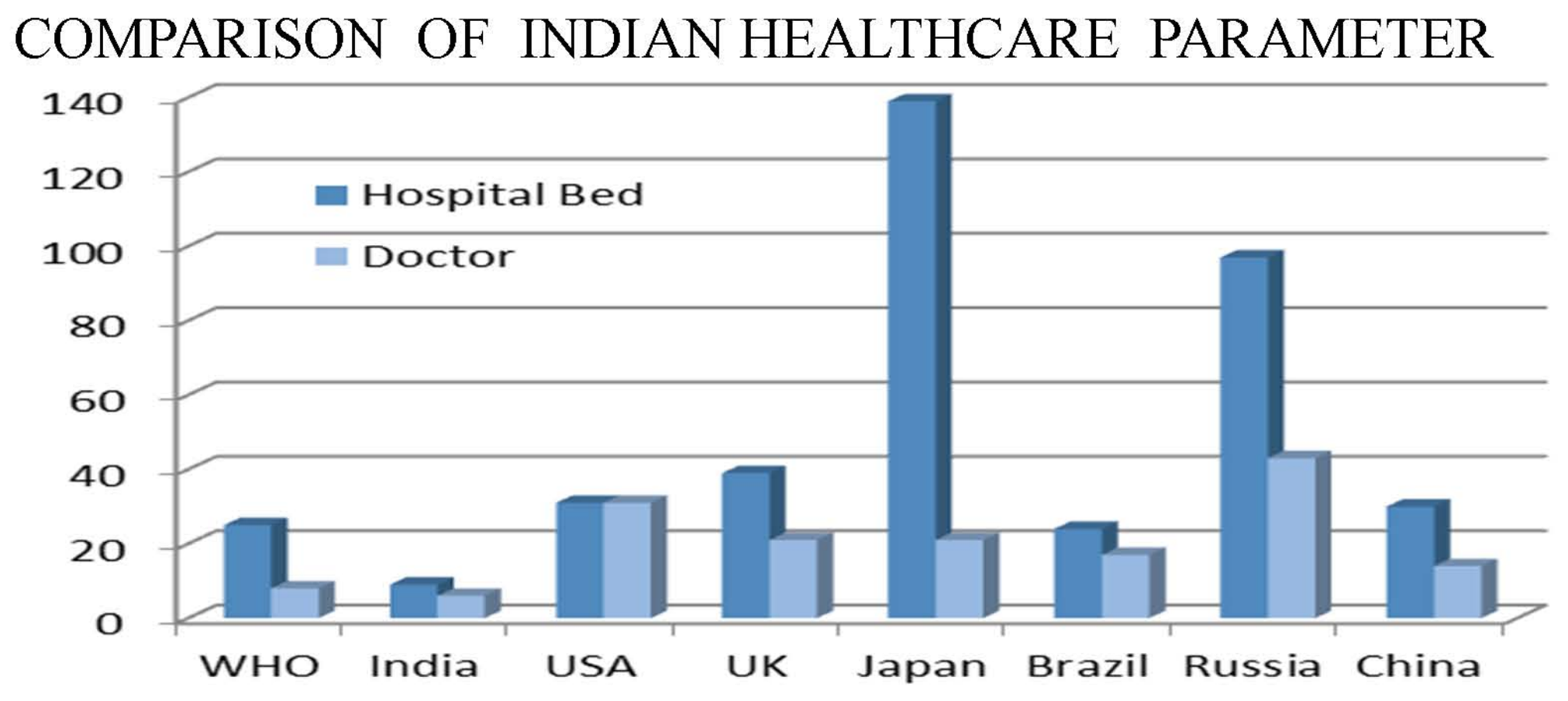
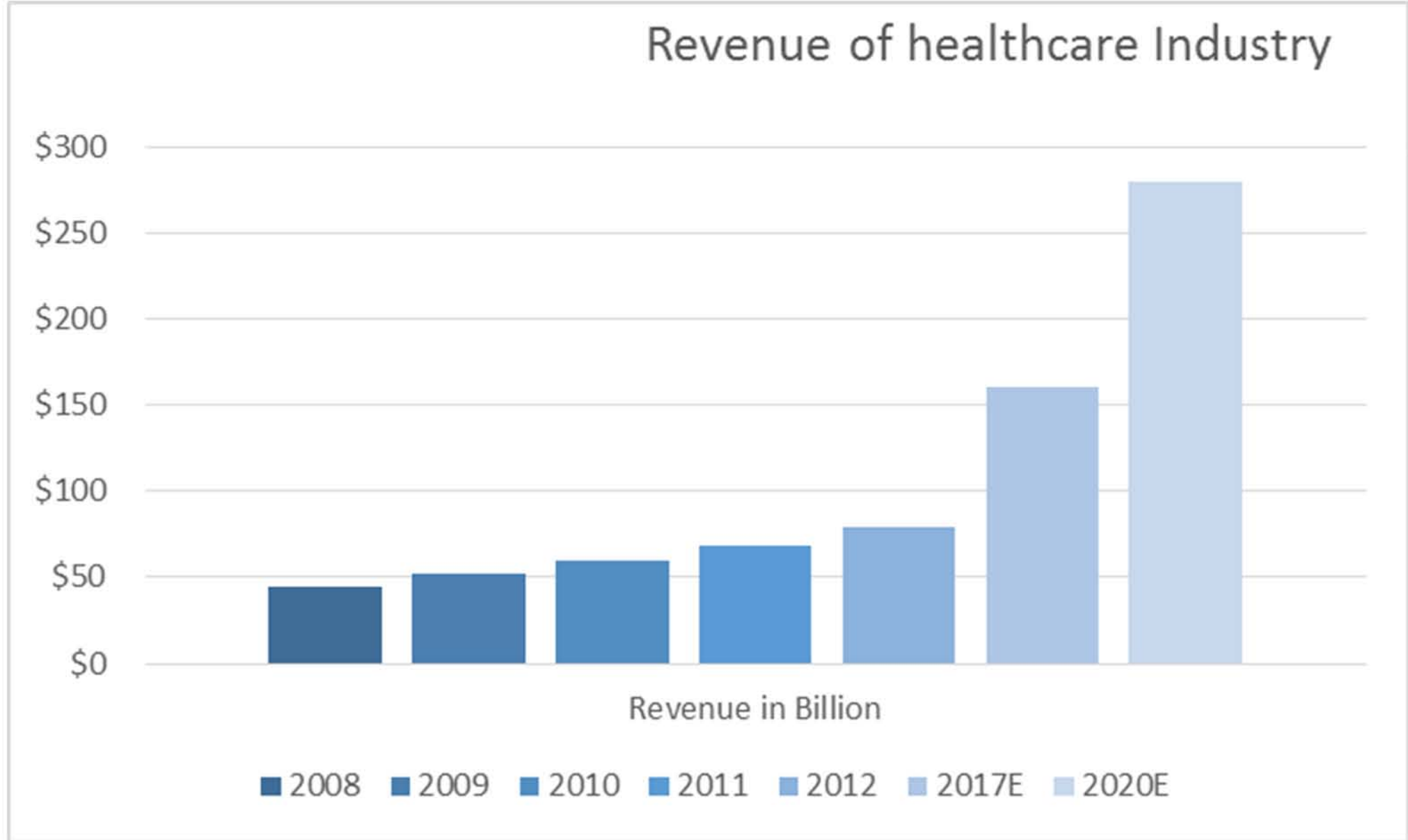
Amritt, Inc. is a global business consulting company which offers management advisory service facilitating trade between the West and Asia. It provide guidance to American companies in entering new markets, global strategy execution, finding and managing vendor partners, and establishing overseas offices. It is a management consulting firm focused on globalization, with three broad practices: marketing, sourcing and business consulting.

- First it help Western companies market their products and services into India;
 - Second, it help with worldwide sourcing of products and services, but most often from the emerging economies of China, India, and similar countries.
 - Finally as part of business consulting, it offer in-company training workshops, advice on cross-border M and A, and recruitment of senior executives in emerging countries.
- It helps these companies to establish their operation by finding suitable channel of vendors or distributors opening Indian subsidiaries and recruiting human resources for western companies for India operations. Amritt, Inc. is headquartered in the Los Angeles area in Southern California of America and their consultants are distributed in North America

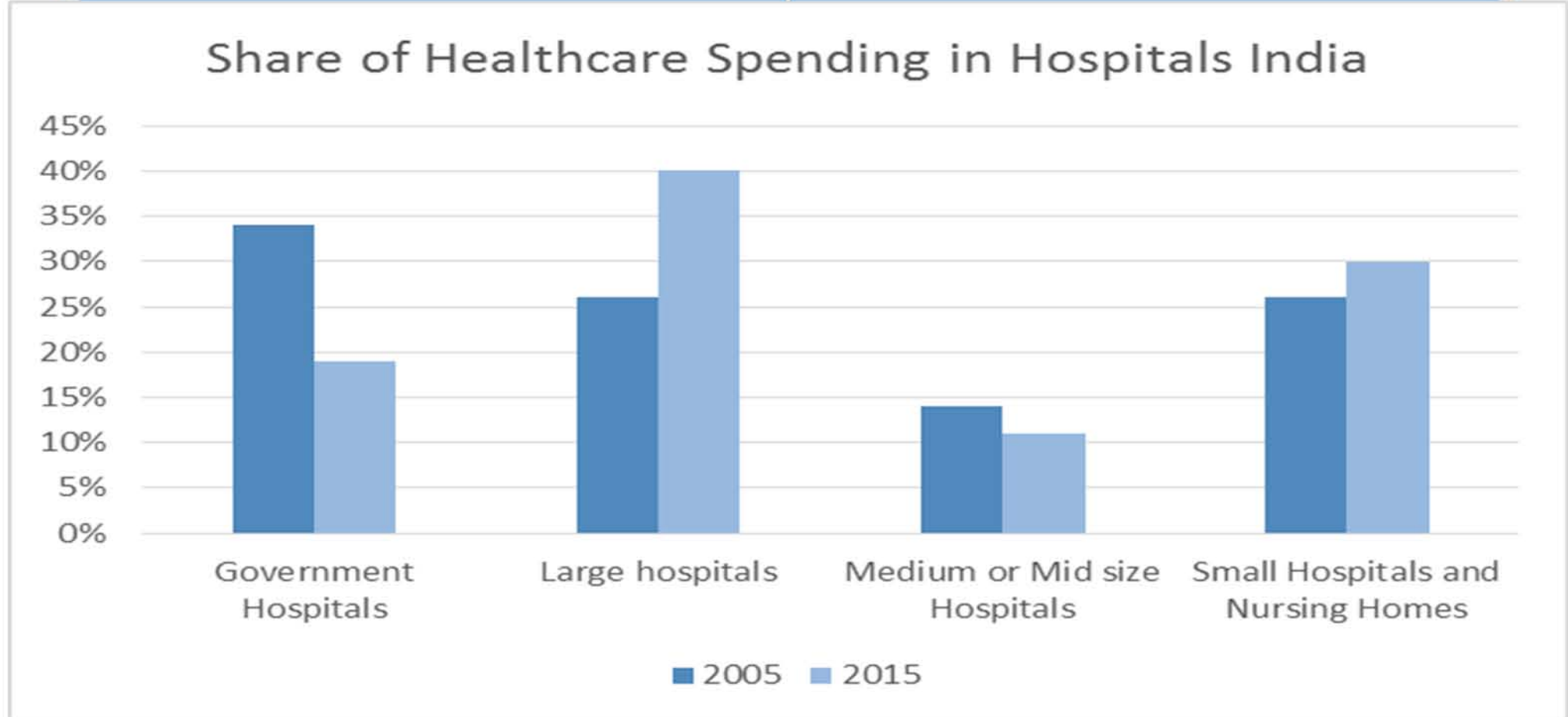
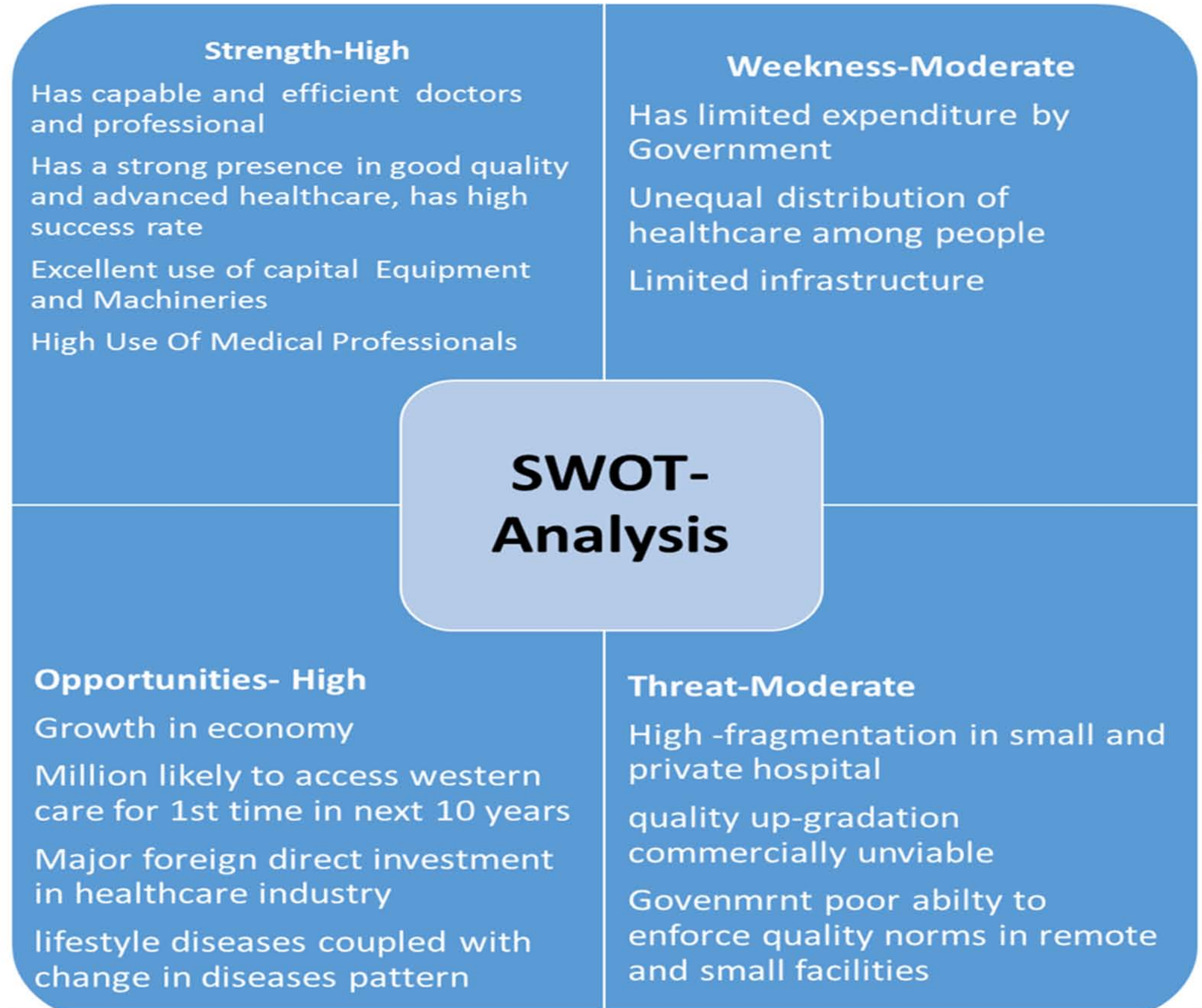
Introduction- The Healthcare industry in India consists of medical care providers such as the hospitals, nursing homes and healthcare centers, diagnostic service and pathology labs, medical equipment manufacturers, contract research organizations like organizations who perform clinical trials and third party service providers as the insurance companies. Greater penetration of health insurance aided the rise in healthcare spending, Economic prosperity is driving the improvement in affordability for generic drugs in the market



Healthcare Industry in India is being one of the fastest growing industries in India due to the rising income of the population, improved and easier access to the healthcare facilities and greater awareness of personal health and hygiene. It is expected to grow 15 % annually during the 2011-17 period \$160 billion.

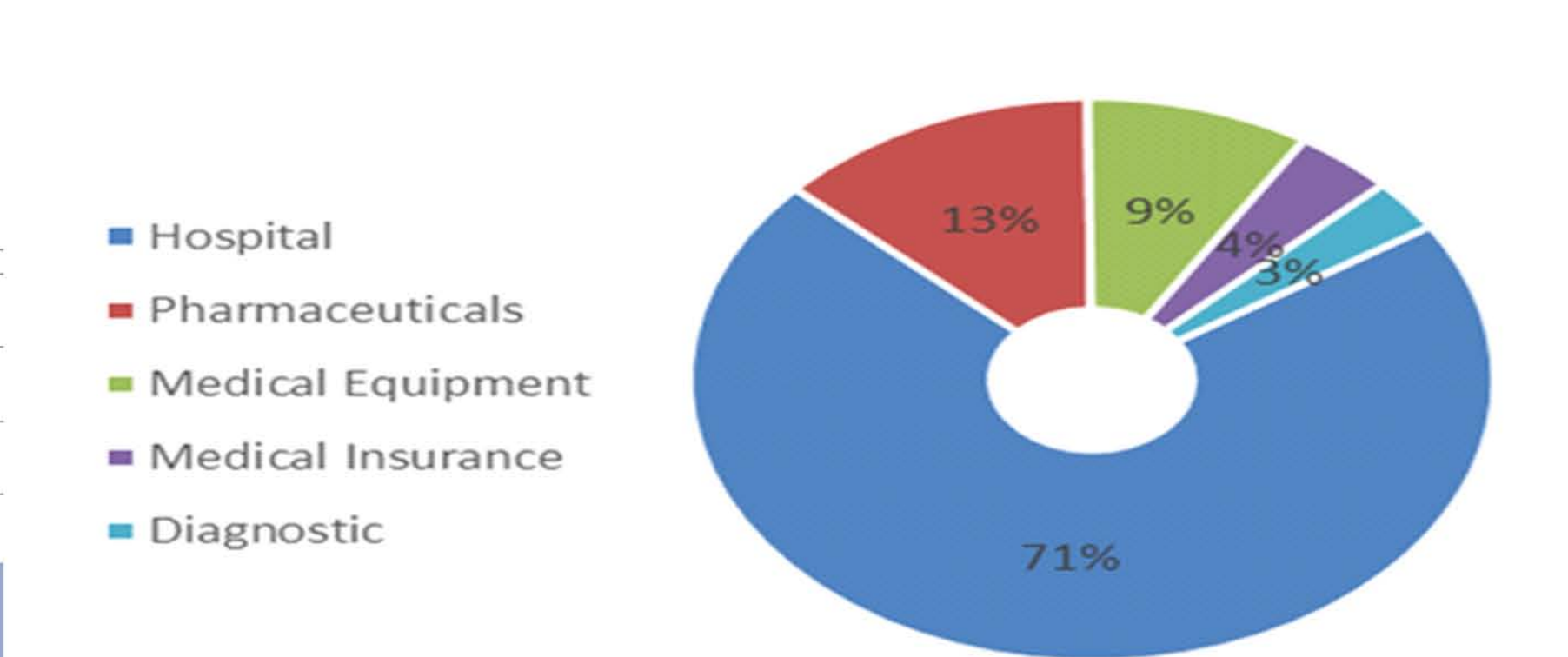


SWOT Analysis of Indian healthcare Sector

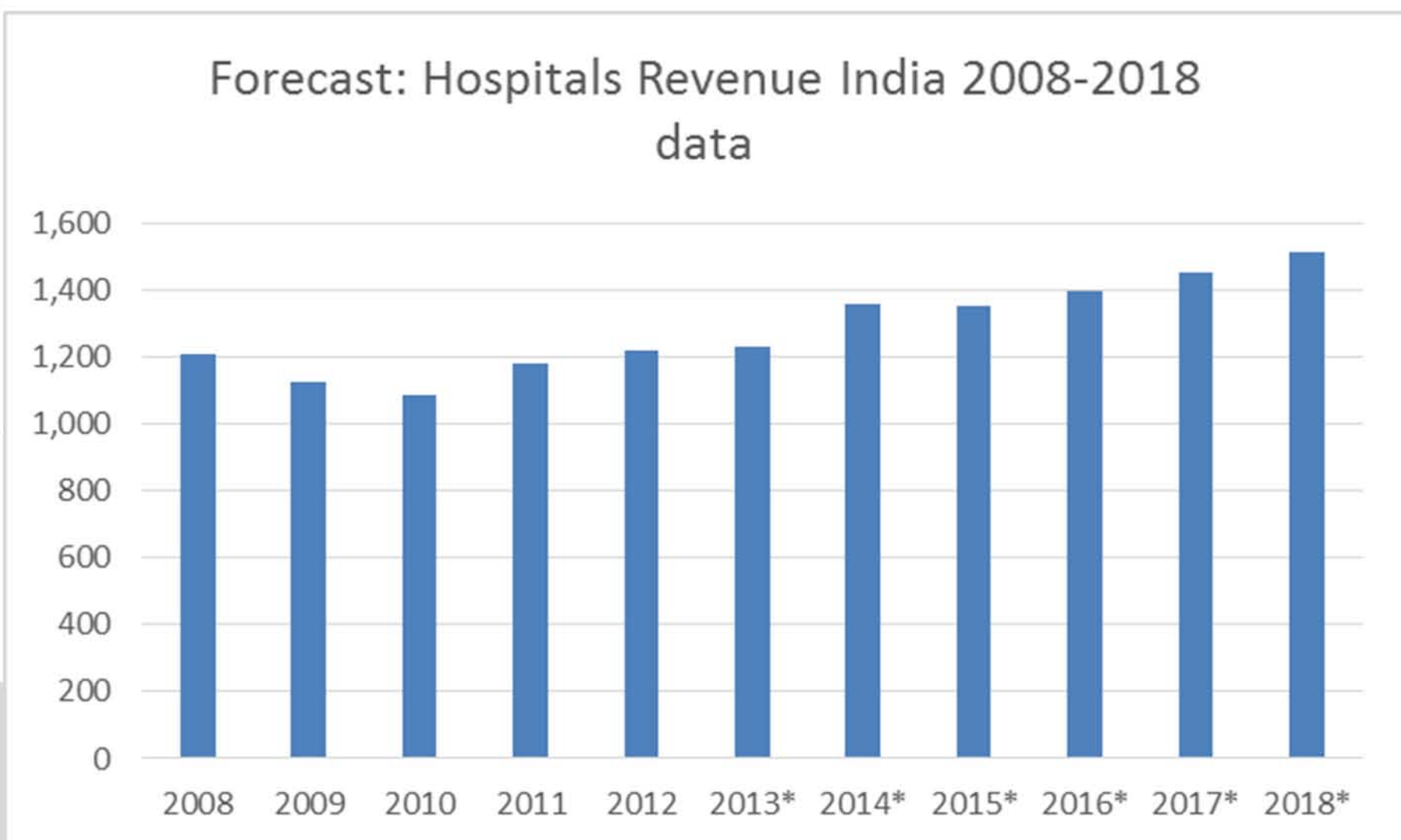


Analysis of Hospital Industry

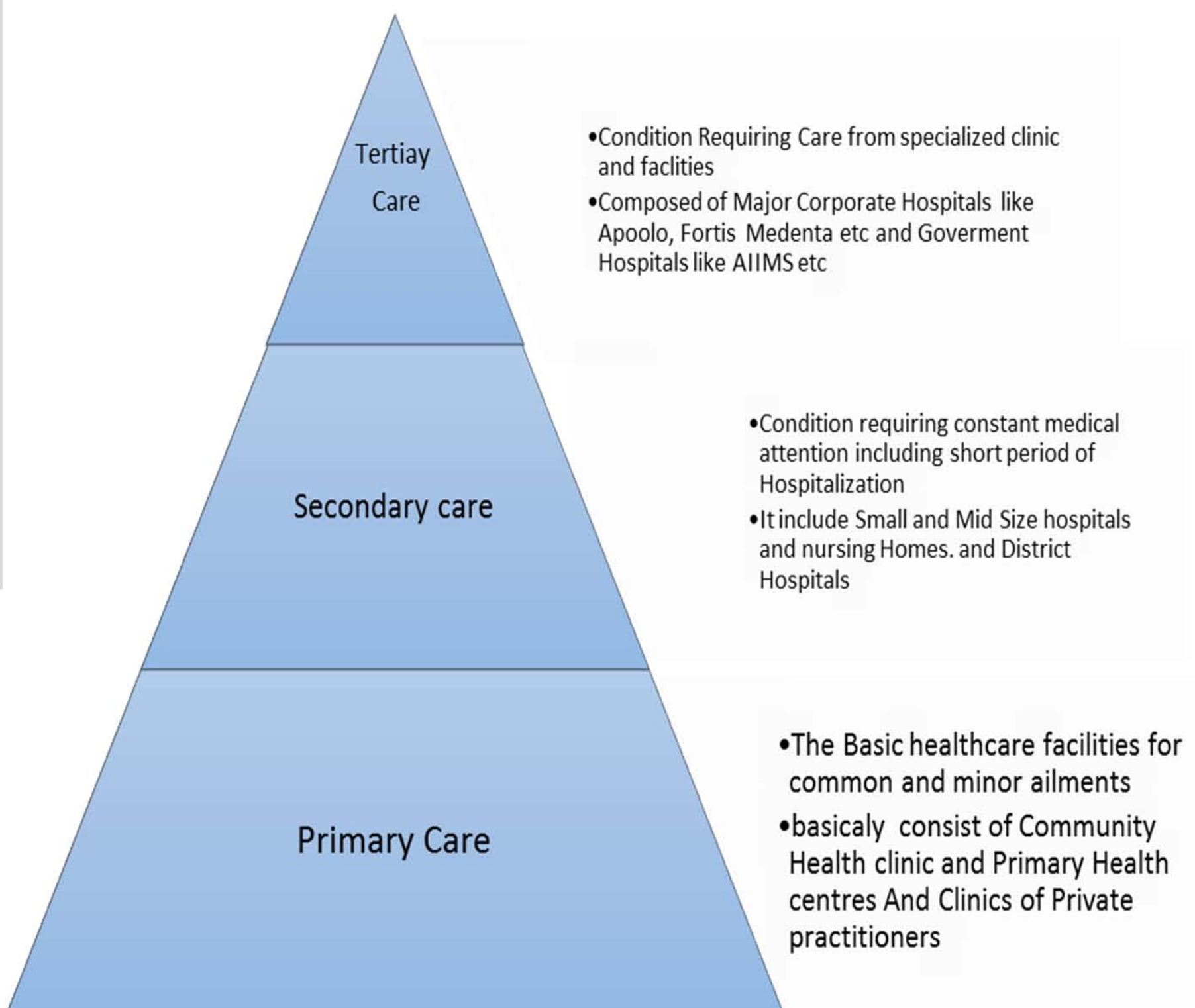
Market Break-up of Revenue of Healthcare industry



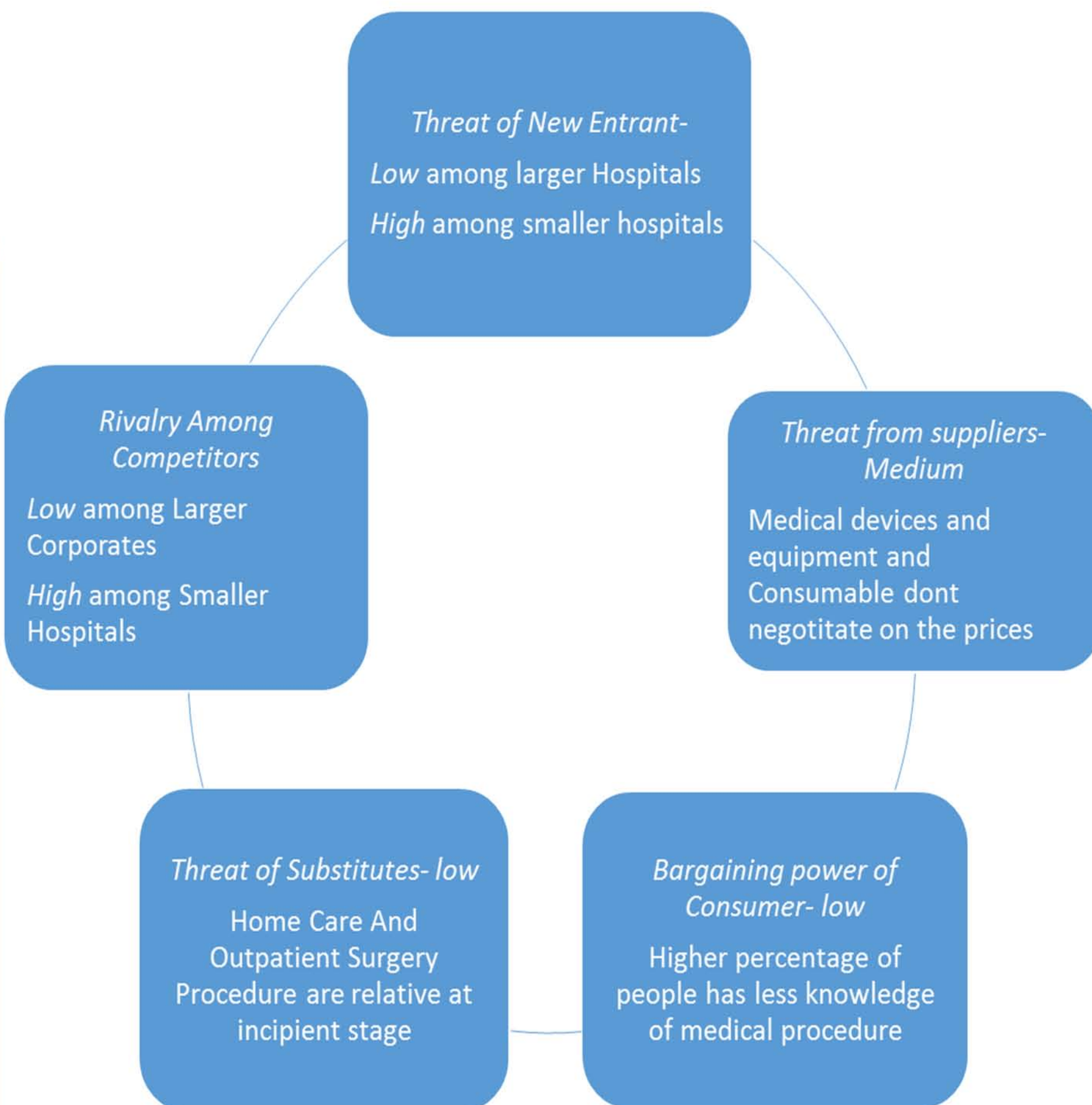
The Indian hospital service industry is projected to grow at a compounded annual growth rate of more than 9 per cent. It's undergoing metamorphosis by broadening focus of the services by using technology, deliverables and newer applications. The Indian Healthcare sector is emerging as one of the fast-growing service sectors in India, contributing almost 7 per cent to the country's Gross Domestic Product.



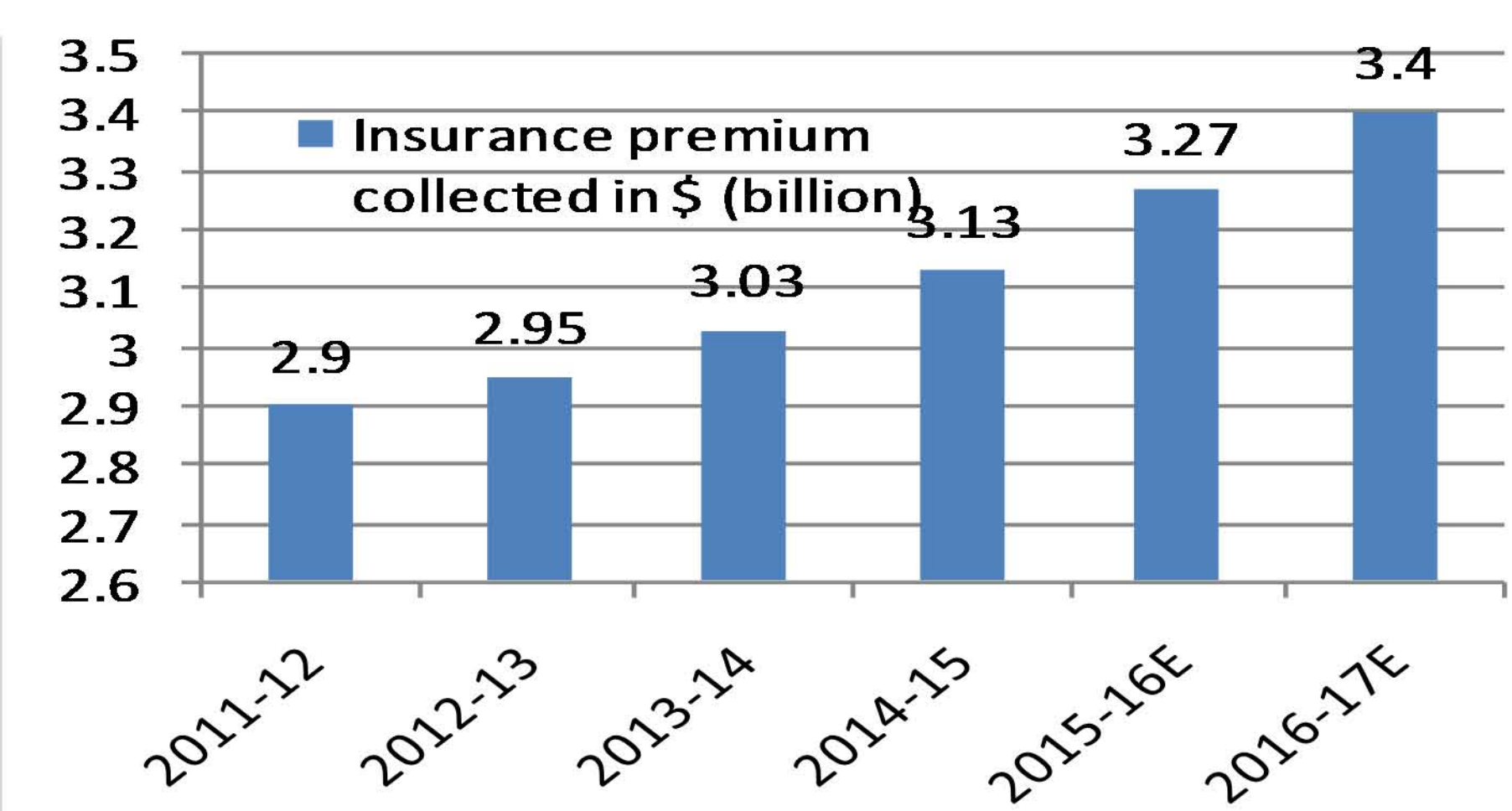
Classification of Hospitals in Term of Care Provided



Porter's five forces Analysis on Hospital industry



Insurance premium collected



HOSPITALS	LOCATIONS	BRANCHES	TOTAL OPERATING BEDS
	New - Delhi	8	1766
	Chandi-garh,	3	1948
	Pan India	64	8,600
	Pan India	45	4800
	Northern India	11	1,900
	Southern and west-ern India	15	5,200
	Pan India	32	6,498
	Mostly in Southern India	16	2000
	Pan India	8	1100
	Mumbai	2	900
	Gurgaon	1	1250
	Andhra Pradesh	5	200
	West Ben-gal	5	125-150
	Bangalore	1	650

- ### Growth Driver for hospitals
- Increasing Lifestyle Diseases.
 - Surge in medical tourism
 - Government Initiatives Propelling Investment
 - Growing Health Insurance market
 - Rising disposable Income
- ### Notable Trends And Opportunities
- Change in diseases pattern
 - Increases in demand for good quality and specialty healthcare
 - Consolidation of hospitals
 - Emergence of Tier 2 and 3 cities
 - Increasing penetration of health insurance
 - Tele-Medicine
 - Increasing Investment in technology, medical devices and Equipment
 - Medical tourism
 - Re-emergence of Traditional medicine in India
 - Diagnostic labs
 - Management Contract