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GoMedii eyes Africa, Bangladesh markets to boost medical tourism

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GoMedii aims to bank on India's quality and affordable healthcare



Indian health-tech startup GoMedii aims to act as a digital enabler for quality and affordable healthcare for overseas patients, who come to India for medical tourism. Working closely with the government, GoMedii aims to organise the highly fragmented medical tourism industry by bringing all services under one roof.

Rohit Singh, Co-founder, GoMedii, said that the brand has been playing an active role as an Medical Value Travel Facilitator (MVTF) in Africa, the Middle East, Southeast Asia, and the SAARC regions are the primary markets for medical tourism in India, with Bangladesh and Africa contributing a lion’s share of traffic.

Singh pointed out that Africa remains a largely untapped market offering great potential. “The major performing markets that we see with huge potential to boost the medical tourism sector in India are the African countries like Nigeria, Congo, Ethiopia and more, hence, making the African continent a prime performing market for GoMedii,” said Singh.

GoMedii aims to bank on India’s quality and affordable healthcare as well as budget-friendly allied services that make treatment costs 50-80 per cent less vis-a-vis other popular medical tourism destinations like Turkey and Malaysia.

“We plan to expand our reach across our prime performing markets in the world by empowering the patients and their families with the right transparent knowledge through a well-established partner’s network,” said Abhishek Chandel, Co-Founder.