



K. R. GIRISH

President

8th April 2010

Mr. K. Jothiramalingam, IAS

Principal Secretary

Tourism Department

Government of Karnataka

No: 4 & 5, Vikasa Soudha

Bangalore

Dear Mr. Jothiramalingam,

**Sub: Positioning Karnataka on the world map as a preferred tourist destination for
Medical Value Travel**

Sir, on behalf of the members of the Tourism Committee and on my own behalf, we would like to express our sincerest thanks for providing us an opportunity to meet you at a very short notice on Wednesday, 31st March, 2010 in your office. During the meeting we have been informed by your goodself that the State Government would like to come out with a calendar of events to promote Medical Tourism in the State. As per your request, BCIC would be very happy to extend all the necessary support with policy prescriptions to promote Medical Tourism as well extend our wholehearted co-operation in the proposed road shows as well.

Respected Sir, if a proper Government Policy for Medical Value Travel is drawn up, it will be first of this kind in the country and Karnataka can play a pioneering role in this sector. Bangalore has equal or better infrastructure in Medical facilities and Medical Professionals compared to Mumbai, Chennai and Delhi but the cost is comparatively less in Bangalore – nearly 30 to 40 %. Hence this cost advantage attracts large number of patients both from abroad and other Indian States.

As indicated to you we welcome your initiative and would like to submit our recommendations for promotion of Medical Tourism in the State:-

Bangalore Chamber of Industry and Commerce

1A, Bharat Apartments, 44/1, Fairfield Layout, Race Course Road, Bangalore - 560 001 |

Phone (91) (080) 22286080/81/82 Fax: (91) (080) 22251475 |

E-mail: bcic@bcic.org.in | Web Site: www.bcic.org.in



- The State Government should recognize **Medical Value Travel** as a tourism sector in the state of Karnataka
- **Luxury tax** on high end hospital rooms rent should be exempted. The neighbouring states taxes on the hospital rooms are comparatively low.
- Government approved hospitals for Medical Value Travel (any hospital which has **quality accreditation like NABH / JCI**) to be included in the **Karnataka Tourism website**
- The Chamber / Hospitals / Hotels / Medical Tourism companies will be part of the Road Show in the neighbouring country which is going to be organized and **partly funded** by Tourism Department, Government of Karnataka
- Regions identified for the **Road Show** for the **calendar 2010 - 2011** are Middle East Countries (like Dubai, Bahrain, Egypt, Oman), South East Asia Countries, Africa and Maldives
- Leading hoteliers who are recognized by ITDC / FHRAI are offering attractive packages. Tourism Department should recommend only those hotels and the Chamber will provide the necessary **Safety** and **Wellness** of Medical Value Traveller in the State
- Travel Agencies has to be recommended by Travel Agency Association of India who are in the Medical Value Travel space operating in State of Karnataka

We would be happy once again to meet you on the above subject and if need be, we shall make an exclusive presentation on the above subject. Also we do welcome your suggestion of creating a **Special Cell** in the Chamber consisting of industry representatives from Hotel, Hospital and Travel sectors and Government of Tourism for issuing Validation Certificate.

Thanking you and looking forward to the pleasure of meeting you in this regard once again.

Yours faithfully

K. R. Girish

Bangalore Chamber of Industry and Commerce

1A, Bharat Apartments, 44/1, Fairfield Layout, Race Course Road, Bangalore - 560 001 |

Phone (91) (080) 22286080/81/82 Fax: (91) (080) 22251475 |

E-mail: bcic@bcic.org.in | Web Site: www.bcic.org.in