



THE GREAT INDIAN HEALTH INSURANCE REVOLUTION

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HealthCare atHOME (HCAH) is a leading home healthcare service provider in India backed by the Burman family, the promoters of Dabur and the founders of HAH UK

India is at the precipice of a global healthcare revolution with implementation of the Ayushman Bharat health insurance scheme which aims to provide a health insurance cover of INR 5 lakhs to approximately 50 crore people for tertiary care.

With implementation of the Ayushman Bharat Scheme, it is envisioned that the burden on hospitals will increase. Home healthcare presents itself as an immediate and effective solution to manage the expected rise in pressure on India's medical infrastructure. Home healthcare is fast becoming an integral part of the Indian healthcare industry. The key

driving factors are increase in geriatric population, rise in chronic lifestyle diseases, increasing trend of nuclear family system and most importantly, shortage of hospital beds and doctors.

But even with a CAGR of ~18 percent (as per Cyber Media Research's report), home healthcare industry in India is yet to achieve its potential growth. This is largely because India's home healthcare market is mostly unorganized and unregulated. The organized home healthcare sector, led by leaders like HealthCare atHOME, has grown leaps and bounds with advancement in technology with advance procedures