



Thanusugam

# Thanusugam Hospitals

## Detailed Project Plan

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# Executive Summary

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- Thanusugam Hospitals aims to deliver luxury wellness services integrating AYUSH with modern medicine. Key offerings include:
  - - 30 inpatient rooms
  - - 8 therapy rooms
  - - 2 acupuncture wards
  - - Luxury Kerala-style accommodations.
- Investment opportunity in a growing medical tourism sector.





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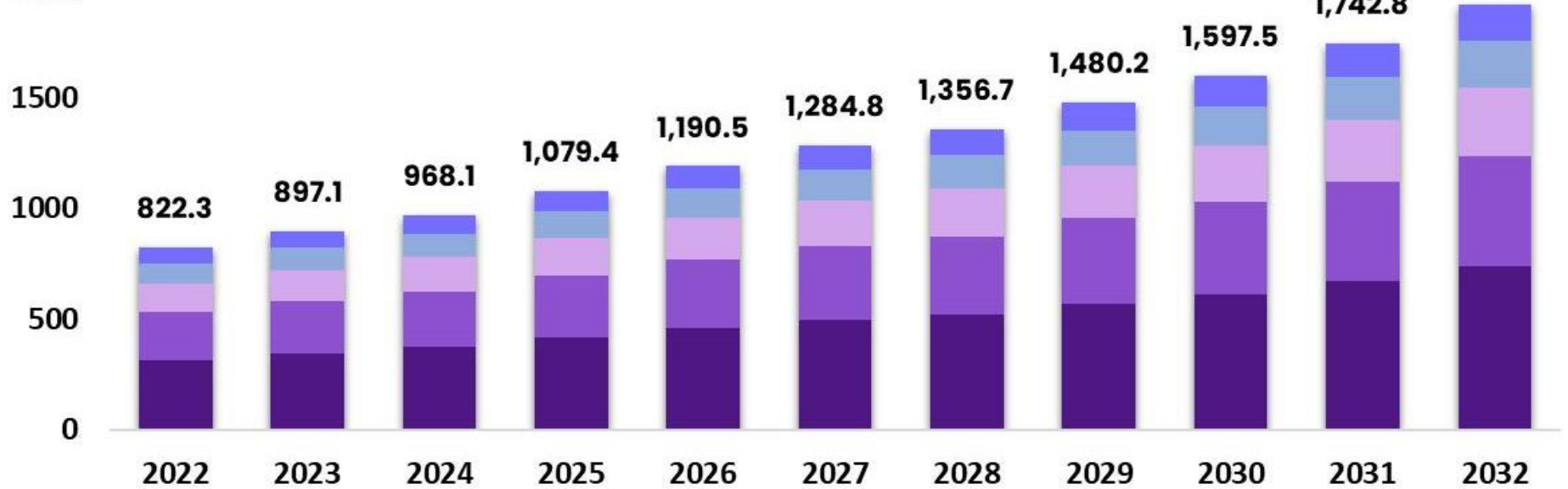
## Vision & Mission

- Vision:

"To be Mysore's premier wellness destination, attracting global patients seeking holistic and integrated healthcare."

- Mission:

"Providing unparalleled healing experiences with a blend of traditional Kerala aesthetics and modern healthcare."



**The Market will Grow  
At the CAGR of:**

**9.1%**

**The forecasted market  
size for 2032 in USD:**

**\$1,922.2B**

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## Market Opportunity

- Market Size: Global wellness market forecast, CAGR of 10-15%.
- Growth Drivers: Increased health tourism, affordability, preference for holistic healthcare, growing disposable income.
- Competitive Edge: Strategic location, high-end offerings, and integration of AYUSH with orthopedic care.



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## Services & Facilities

- Overview of Service Offerings:
  - AYUSH, orthopedic care, acupuncture, premium and ultra-premium rooms.
- Luxury Amenities:
  - Traditional Nalukettu Kerala architecture
  - Therapeutic pond
  - Amphitheater
  - Library
  - Wellness programs.



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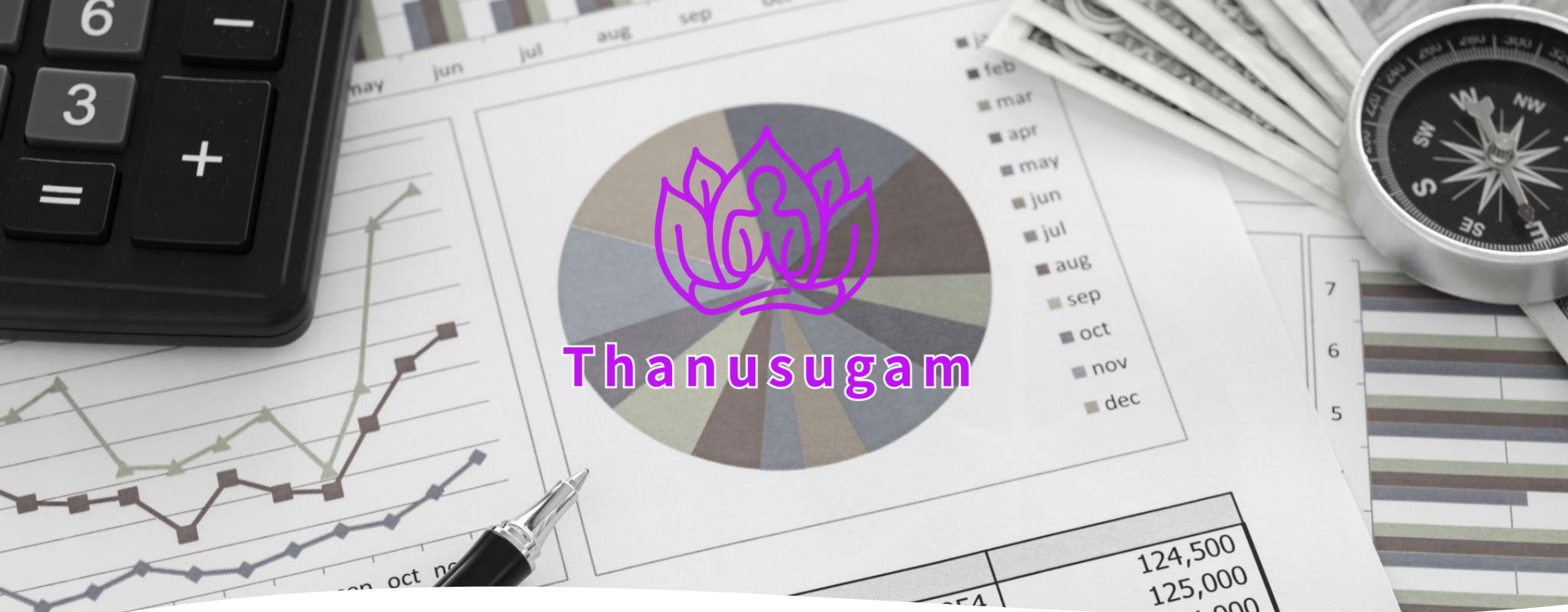
## Facility Design & Layout

- Infrastructure Summary:
- - G+1 steel structure, eco-friendly materials.
- Layout Highlights:
- - Zoning for patient rooms, therapy and treatment blocks, staff quarters, and wellness amenities.

# Revenue Model

- Key Revenue Streams:
  - - Inpatient stays
  - - Therapy services
  - - Acupuncture
  - - Wellness packages.
- Projected Annual Revenue Growth:
  - Year 1: ₹40.51 Cr
  - Year 2: ₹48.61 Cr
  - Year 3: ₹58.33 Cr.
- Upsell Opportunities: Corporate wellness programs, exclusive wellness retreats, partnerships with travel agencies.





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## Financial Highlights

- Startup Costs & CapEx: ₹21.55 Cr.
- Funding Requirements: Total ₹21.55 Cr; breakdown between equity investment, loans, grants.
- Profitability Timeline: Breakeven expected within 2 years.





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## Competitive Advantage

- Unique Selling Points:
  - Kerala-style luxury aesthetics
  - Strategic location
  - High-quality integrated treatments.
- Differentiation: High-end accommodation, blend of AYUSH and modern treatments, serene landscaping.



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## **Marketing Strategy**

- Brand Positioning: A luxury wellness and healthcare retreat.
- Channels: Digital marketing, social media, partnerships, wellness events.
- Customer Engagement: Wellness workshops, personalized care packages, CRM for patient relationship management.

# Sustainability & CSR

- Solar Power Integration, sustainable construction, water recycling.
- Community Impact: Local partnerships, health initiatives, employment opportunities.



## Project Timeline & Key Milestones



Key Phases:



- Planning



- Construction



- Setup



- Staffing



- Marketing



- Launch.



Expected Launch Date: Month 17 post-funding.







## Call to Action

- Invitation to invest and participate in establishing Mysore's leading wellness destination.
- Contact Details for follow-up discussions.



**Q&A**

