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Luxora Experiences enters market to transform medical tourism industry

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Establishing partnerships with some of the most reputable hospital chains worldwide



Aditya Oza, co-founder of EMotorad, and Mikhail Bohra, co-founder of Harbor 365, have announced the launch of Luxora Experiences, a bold new venture set to transform the medical tourism industry.

With their combined expertise in scaling successful businesses, the duo is focused on providing high-quality healthcare solutions to Western patients in India, Thailand, Turkey, and South Korea.

Aditya, who played a key role in scaling EMotorad to 18 countries and raising a Series B round, and Mikhail, who led Harbor 365 to a profitable $10 million ARR, are bringing their marketing and execution know-how to Luxora. While most competitors target regions like Africa, Bangladesh, and the GCC, Luxora's unique approach focuses on the Western medical tourism market, combining surgery with a vacation experience.

Their innovative model offers Vacation + Surgery, enabling patients to enjoy a luxury travel experience while receiving world-class medical care. This all-inclusive experience is catered to Western patients from countries like the USA, UK, and Australia, looking for an affordable alternative to expensive local healthcare.

Luxora Experiences is building a digital-first platform offering transparent pricing, full support, and curated travel experiences. Partnerships with top JCI and NABH-accredited hospitals and luxury travel providers are already underway. With India's medical value travel industry projected to grow significantly, Luxora aims to lead the charge by providing tailored experiences for procedures like cosmetic surgery, cardiac care, orthopedics, and more.

At the official launch of Luxora, the company made significant strides in establishing partnerships with some of the most reputable hospital chains worldwide. Among these are renowned names in the medical tourism and healthcare sector, including Banobagi Plastic Surgery and JK Plastic Surgery Center in South Korea, Medical Park International and Memorial Hospitals Group in Turkey, and Bangpakok 9 International Hospital in Thailand. These esteemed hospitals are known for their cutting-edge services in plastic surgery, hair transplants, and various other treatments.

In addition to these international alliances, Luxora has successfully secured partnerships with top-tier hospitals across India. Leading institutions such as Apollo, Medanta, Max Nanavati Hospital are now part of Luxora's trusted network. These partnerships enable Luxora to offer a seamless and exceptional healthcare experience, ensuring patients receive world-class treatment combined with personalized care, all backed by the expertise of renowned medical professionals.

Image caption- (L-R) Aditya Oza, co-founder of EMotorad, and Mikhail Bohra, co-founder of Harbor 365