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MediBuddy appoints Manoj Balaji as Senior VP, Business Head for its Corporate Business Unit

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India’s largest digital healthcare platform, MediBuddy has onboarded Manoj Balaji as Senior Vice President & Business Head for its Corporate Business Unit. This is Balaji’s second stint with MediBuddy, In his previous tenure at MediBuddy, as COO and Business Head, Balaji’s was instrumental in kick- starting the wellness and out-patient health benefits administration business and had scaled it to an exit run rate of 200 crore by FY19.

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Prior to joining MediBuddy, Balaji was the Head of Growth for Nestaway Technologies – a tech-enabled managed home rental business where his key focus was on channel expansion, digital marketing and establishing Nestaway’s O2O (Online to Offline) play) and launching new cities to propel geographical expansion.

Commenting on the leadership role appointment, Satish Kannan, Co-Founder & CEO, MediBuddy-DocsApp says, “We are extremely glad to have Manoj join us back at MediBuddy. Having worked with us before, he understands the pulse of our platform and in this new role, I am sure he will only further strengthen our presence and take MediBuddy to newer heights.

On joining MediBuddy, Balaji says, “I am super excited to be back at MediBuddy when they’re already doing pioneering work in the field of healthcare and are building India’s health infrastructure to the best of their abilities. I am looking forward to work with this dynamic team and support the corporate mission to make MediBuddy synonymous with healthcare in India.”

Manoj is a master’s in business administration (MBA) graduate from SP Jain Center of Management, a premiere B-school. Manoj is a sports fanatic with tennis being his favourite sport and has also done some theatre work.