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ekincare elevates Somak Ray to Co-founder to lead next phase of global growth

19 August 2025 | News

To oversee the scaling of operations, development of strategic partnerships



Hyderabad-based ekincare, India’s leading corporate health benefits platform, has announced the elevation of Somak Ray from Vice President – Operations to Co-founder, reinforcing the company’s leadership strength as it enters a phase of accelerated global expansion.

In his new role, he will oversee the scaling of operations, development of strategic partnerships, and identification of new growth avenues in domestic and international markets.

Since joining ekincare in 2016, Ray, a graduate of NIT Surat and XLRI Jamshedpur has played a foundational role in building the organisation’s operational infrastructure and scaling its service delivery.

His contributions include leading India’s largest cashless COVID-19 vaccination initiative, expanding the company’s cashless provider network to more than 50,000 partners nationwide, and launching new service lines that have diversified revenue streams and enhanced market presence.