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CureBay strengthens leadership team with appointment of Siddharth Agrawal as COO

10 February 2026 | News

Agrawal to lead operations, drive scale, and strengthen CureBayâ??s national expansion strategy



CureBay, a hybrid healthcare platform transforming last-mile access to affordable, high-quality healthcare in India's underserved regions, has announced the appointment of Siddharth Agrawal as its Chief Operating Officer (COO).

The move strengthens the company's leadership team as CureBay scales operations and accelerates its transition toward a nationally scalable rural healthcare delivery platform, supported by its expanding multi-state presence.

CureBay is expanding its rural healthcare infrastructure across multiple states through a growing network of eClinics, its on-ground Swasthya Mitra workforce, and a digital-first care delivery model designed for Bharat's last mile. It currently operates 175+ eClinics across Odisha, Chhattisgarh, and Jharkhand, supported by more than 230 doctors, 400 skilled healthcare workers, and partnerships with over 210 hospitals and laboratories.

In this new role, Agrawal brings over two decades of leadership experience across global FMCG and high-growth consumer technology companies. His background includes senior leadership roles at OLX India (part of CarTrade Tech), OLA, Unilever, and Perfetti Van Melle, where he has led large-scale operating and growth initiatives. He has extensive experience in building scalable operating systems, driving market expansion, and leading digital-first go-to-market transformations across domestic and international markets.

As Chief Operating Officer, Agrawal will oversee CureBay's end-to-end operations, including network scalability, supply chain optimisation, operational efficiency, and execution across regions. The company's expansion plans include scaling its eClinic network, strengthening the Swasthya Mitra ecosystem, and integrating technology-led solutions to extend affordable care to underserved communities.