



**FOR IMMEDIATE RELEASE**

1 January 2021

**Contact:** Atul Gandhi or Arun Datta

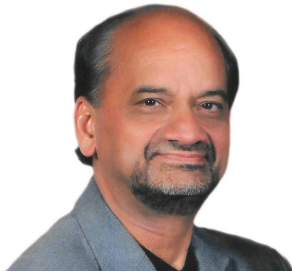
**Mobile:** +91 98109-38455

**Email:** [atul.gandhi@sevaathome.com](mailto:atul.gandhi@sevaathome.com)

[arun.datta@sevaathome.com](mailto:arun.datta@sevaathome.com)

**SEVA AT HOME HIRES ARUN DATTA AS CHIEF OPERATING OFFICER OF INDIA OPERATIONS**

*With a focus to nurture a culture of care, deliver on the core brand promise, and build a nationwide on-the-ground network of partners and doctors, Arun Datta's three decades of Healthcare and Pharma experience will be critical as Seva At Home eyes aggressive growth.*



**NASHUA, New Hampshire (1 January 2021):** Seva At Home, a leading provider of B2B and B2C healthcare-at-home services, is pleased to announce the appointment of Arun Datta as Chief Operating Officer of the India operations. In this senior leadership role, Arun will be responsible for nurturing a culture of care, growing the partner network, developing human resources, business intelligence and overall business operations. As a senior member of the executive team, Arun will be working very closely with the global CEO, other Founders and Investors.

Atul Gandhi, Founder and CEO, shared, "On behalf of the Investors, Founders and the Board of Directors of Seva At Home, we are pleased to share that Arun Datta joins us as Chief Operating Officer of our India operations. This role is one of great significance as we continue to build our networks and presence on-the-ground in India. We need a strong operational and technical leader to ensure we follow our brand promise and core purpose, and continue to grow rapidly in India. I am confident that with Arun at the helm, we will continue to excel in this evolving healthcare and in-home service market, and all the Founders are excited to see the team align and work together under Arun's leadership as our COO."

Ravi Mareedu, an Investor at Seva At Home, added, "We believe Arun's impressive reputation for achieving results and relationship building makes him the right choice to lead our India operations. We are especially excited about the network he brings from his earlier roles as Head HR of Ranbaxy Laboratories, Pharmaceutical Division of Max India, and CHRO of Bombay Hospital, Fortis Escorts Heart Institute and Medanta Hospital."

Arun is one of India's most senior HR professionals working in Healthcare and Pharmaceuticals. With over 35 years of experience, he has been recognised by CHRO Asia and World HRD Congress as one of the 50 most talented HR leaders in Asia (2014). Passionate about entrepreneurship, Arun has trained and mentored entrepreneurs as a National Trainer in the Empretec program of UNCTAD. He is also the co-founder and mentor at Doctor.e Health Services, and Strategic Advisor to Rxcrut Advisors. An alumni of XLRI Jamshedpur, Arun also has his MPhil in Hospital and Health systems from BITS, Pilani.

Arun added, "I am honoured to join Seva At Home as their Chief Operating Officer, and I look forward to working with the team to inculcate and nurture a culture of selflessness, empathy and trust to elevate the quality of care given to patients. Seva At Home has been conceived to deliver the same level of care as 'Seva', which connotes selfless, empathetic, trustworthy and respectful service provided in the Indian context mostly by the family members, to elderly and convalescent members of the family."

Arun joins as COO from 1 January 2021 and will operate out of Seva's Gurugram offices in India. He can be contacted on LinkedIn: <https://www.linkedin.com/in/arun-datta-ab56308>

### **About Seva At Home**

Founded in 2019, Seva At Home is a technology enabled platform that offers comprehensive healthcare and support services to elders in the safety of their own homes. Created as a solution to the rising problem of insufficient healthcare facilities and lack of care providers, Seva At Home empowers family members (and caregivers) to engage with the health and wellbeing of their elders, no matter where they are in the world. Founded by NRIs and anchored by a large partner network on-the-ground in India, Seva At Home is led by a team of professionals who have extensive global experience in building value for all the stakeholders i.e. customers, partners, employees, investors et al.

For more information please visit [www.sevaathome.com](http://www.sevaathome.com), or follow us on

Facebook: <https://www.facebook.com/sevaathome/>

Instagram: [https://www.instagram.com/seva\\_at\\_home/](https://www.instagram.com/seva_at_home/)

###