

# Doc on Call

*With Mfine, Prasad Kompalli wants to redefine how health care is delivered in modern times*

By HARICHANDAN ARAKALI

**P**rasad Kompalli, co-founder and CEO of Mfine, an online doctor consultation app, is a big believer in tech-led transformation of societies and strives to



create a positive impact for consumers with technology. He sees an unprecedented opportunity with mobile tech and artificial intelligence to create a high-quality health care experience that is personal and accessible. With Mfine, he wants to shape the new-age health

care delivery in India.

“Being a health care delivery platform, Mfine experienced massive business growth in Covid-19. People moved fast to adopt telemedicine,” says Kompalli. “Thus, for us to continue operations, we needed to make all employees

safe and fully equipped to work from home.”

Mfine moved to work-from-home swiftly, gave safety kits for all last-mile delivery executives and people who did jobs at hospitals, and, on an ongoing basis, has in-house doctors issuing health advice and monitoring all employees.

Kompalli was previously chief business officer at Myntra, India’s largest online fashion retailer. Prior to that, he had a stint at SAP where he was leading an international team of 600 engineers developing important technology products in areas, including mobility and business process management. 📧