

## Asleen Madhok joins Onsurity as Head of PR & Corporate Communications

**19<sup>th</sup> January 2021:** Onsurity, India's first tech led monthly subscription-based employee health benefits platform has onboarded Asleen Madhok to head their Public Relations and Corporate Communications wing.

A seasoned communication professional with over 12+ years of an extensive and diverse work experience across all facets of public relations including Corporate Communications, Reputation Management, Internal Communications, Public Affairs, Brand Communications and Corporate Social Responsibility. She has headed several projects with her pragmatic approach by customizing global strategies to create a strong regional relevance.

In previous roles, she has worked with notable agencies and corporates like Adfactors PR, Alibaba and Satin Creditcare Network.

**Samar Kagalwalla, Head of Marketing & Growth, Onsurity**, said, *"We are on mission to serve Healthcare for all especially SMEs and start-ups. Asleen comes with a firm grip on the industry nuances while being in-tuned with all new developments. Our leadership team has been further strengthened with her presence as we are at an exciting juncture of our growth story and strongly believe that communication is one of the key drivers in establishing a brand's stature."*

On her new role, **Asleen Madhok** commented, *"I am intrigued to put my expertise in a cause of expanding the healthcare benefits to millions at an affordable cost. The healthcare sphere is on the cusp of a digital transformation, and I look forward to lead the communication mandate for a brand like Onsurity which is rewriting the rules of providing affordable healthcare benefits and working towards social security for gig workers."*

### **About Onsurity:**

Founded in 2020, Onsurity simplifies employee healthcare with technology solutions that make healthcare work for everyone. With 1,50,000 members and over 1,500 companies and partners including WhiteHat Jr, Visa, Jupiter Money, Pantaloons, MagicPin, DealShare, among others—Onsurity is democratising the healthcare experience for SME and their workforce across India. Onsurity is India's top 10 Innovative Fintech Start-up recognised by The Digital Fifth, has built smarter technology that's easy to use, gives people an advocate in their health journey, and helps employers unblock working capital by managing costs.

Onsurity, headquartered in Bengaluru is backed by Quona Capital, Nexus Venture Partners and Whiteboard Capital and other leading healthcare and technology investors and advisors. Read more about Onsurity at [www.onsurity.com](http://www.onsurity.com)

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