

Forbes

MEENA GANESH

Cofounder and chairperson, Portea Medical

Age: 58 • India

Serial entrepreneur Ganesh, who cofounded Portea Medical—India’s largest home healthcare company by revenue—took over as chairperson in August. Prior to her new role, Ganesh had been running the eight-year-old Bangalore-based company as managing director and CEO. With the pandemic hitting hard, she’s had a busy year coordinating diagnostics, teleconsultations, doctor visits and medical treatments at patients’ homes. As a result, revenue is expected to grow 30% to 1.8 billion rupees (\$25 million) for the year ending March 2022, and the company is now looking to expand its operations to 50 cities from 22 by the middle of next year.



MEXY XAVIER/FORBES INDIA

“The pandemic brought about a huge change in the way the government and regulators look at home healthcare,” says Ganesh. She and her husband, K. Ganesh, own about a fifth of the privately held company, which was valued at \$130 million in a 2019 fund raise. “They saw that we were carrying a lot of the burden of treatment. That has become a huge tailwind for the business,” she says. In the past year, Portea, which works with 70 hospitals and six national diagnostics chains, collaborated with six state governments across India to reach out to nearly 400,000 Covid-19 patients in home isolation. It managed nearly 4 million telemonitoring calls and 1 million doctor teleconsultations for those patients.