

## Company Brief:

Based in Bangalore, founded by a Harvard Business School alumni and backed by leading institutional venture capital, mDhil provides basic healthcare information to the Indian consumer via text messaging, mobile web browsing, and an innovative web site. With increased mobile phone penetration and next-generation



networks currently being deployed throughout India, we envision the mobile handset providing our data content to consumers who want to know more about common health conditions, diseases, and medications.

Since our initial launch of service in March 2009, we have reached over 150,000 paid user of SMS health information. Our services can be found on leading mobile carriers such as Airtel, Idea Cellular, and Reliance.

The Indian consumer does not have access to accurate, basic healthcare information.

- Doctors are often too expensive, unapproachable, or unavailable
- Cultural norms make some health topics taboo
- Lack of information is not limited to rural villages – many urban citizens also suffer
- Little or no emphasis is placed on prevention and wellness

mDhil makes a significant effort to create content from the world's best health professionals. Our copy-righted content comes from writers educated at leading institutions such as the Harvard School of Public Health, Columbia University, and the Manipal Institute. Our network of physician writers practice at India's leading hospitals such as Wockhardt and Columbia Asia. Our quality sets us apart from other imitators in this space!

## Immersion Experiences:

Location: Bangalore

Report to: Rupa J Mudoi, Vice-President (Operations)

[Note: mDhil has offered two immersion experiences for the 2010 edition of the E4SI Fellowship. Applicants are invited to apply to either or both of them.]

### **mDhil-A: Technology**

The role of the intern would be to:

1. Assist in current SMS/USSD mobile projects that deliver health content - a familiarity of SMS technology is required.
2. Work with our mobile partners and telecom carriers on technical integration of SMS/WAP/Mobile services created by mDhil.
3. Maintaining the company's WAP/HTML web site - working with site designers to update and create new features on our web portal.

**Ideal profile** – Person with keen interest and knowledge of SMS technology.

### **mDhil-B: Social Media Marketing**

The role of the intern would be to innovate, bringing in fresh concepts and ideas to promote our brand among potential user groups and new target markets. The intern should be familiar with the latest knowhow and extensive knowledge of social media platforms like Facebook, Youtube, Twitter, LinkedIn etc. and be able to use these and similar social networking concepts to promote our brand.

The intern is expected to help plan and implement new services, content, and user contests to increase brand recognition of mDhil. The intern would collaborate with other mDhil team members in these efforts.

**Ideal profile** – Outgoing and action-oriented person with good presentation and communication skills and an interest in marketing.