



UNISYNc
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EDITION

**Silver Economy:
Startups Targeting India's Aging Population**

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THE SILVER ECONOMY:

A NEW FRONTIER FOR INVESTMENT AND INNOVATION

India's aging population is steadily growing, creating a burgeoning market for products and services tailored to senior citizens. This "silver economy" offers significant investment opportunities as startups innovate to address the unique needs of this demographic.

Venture capital (VC) and private equity investors are increasingly recognizing the potential of eldercare startups. In 2023, India witnessed a 30% rise in funding for startups targeting the senior citizen segment, with a particular focus on assistive devices, home healthcare services, and wellness platforms. Companies like Portea Medical and Antara Senior Living have successfully attracted investors due to their scalable models and tech-enabled solutions.

The assistive devices segment, including hearing aids, mobility aids, and health monitoring wearables, has become a key area of innovation. Startups like Starkey India and Invento Robotics are leveraging artificial intelligence and IoT to design products that enhance the quality of life for seniors. This sub-sector alone is projected to grow at a compound annual growth rate (CAGR) of 12% over the next five years, making it a lucrative option for investors.

Additionally, wellness platforms promoting mental health, fitness, and social engagement are gaining traction.



CA MAYANK DESAI

Co-Founder, Unisync Angels
Partner, Y.B. Desai & Associates

Investors are particularly drawn to startups offering subscription-based models, which provide recurring revenue streams. Initiatives like Evergreen Club are setting benchmarks for combining technology with human-centric services.

Government policies supporting eldercare, such as tax incentives and funding for senior-focused businesses, further enhance the investment landscape. However, challenges like affordability and market awareness need to be addressed for sustained growth.

For investors, the silver economy represents not just a business opportunity but also a chance to create meaningful societal impact. By supporting startups in this space, they can contribute to building an inclusive ecosystem that empowers India's senior citizens

Best Regards
CA Mayank Desai





GREY IS THE NEW GOLD

7 UNCONVENTIONAL SENIOR LIVING FORMATS INDIA COULD EMBRACE

Grey isn't just a colour - it's an attitude that's redefining what it means to age in India. Though many in India still view turning 60 as a transition into a quieter phase of life, the reality is that people in their 70s today are often healthier, wealthier, and more active than ever before. Modern medical care, rising incomes, and adult children living abroad have combined to create a new breed of senior citizens who are eager to explore unconventional lifestyles. They seek purpose-driven communities, meaningful social connections, and a chance to reclaim passions set aside during their working years. Here are seven innovative senior living models designed to meet the evolving needs of today's active retirees:

- 1. Eco-Villages for Purposeful Living:** Some retirees are choosing to settle in eco-villages nestled amidst green landscapes, where they can grow their own organic produce and participate in water conservation, composting, and other sustainable practices. This ecological lifestyle encourages physical activity and cooperation, making every day an opportunity to stay engaged, share knowledge, and build a genuine sense of belonging.
- 2. Artist Residences for Creative Exploration:** For those who always felt a pull toward the arts, artist-focused communities provide shared studios, workshops, and frequent collaborations. Whether it's painting, pottery, writing, or music, seniors immerse themselves in projects that keep their minds sharp and their spirits high. These residences foster a dynamic blend of mentorship and inspiration, turning the retirement phase into a creative renaissance.



Written by,

MR. KASHYAP PANDYA

**Co-Founder, Unisync Angels
Director, Syncoro Ventures**

- 3. Intergenerational Cohousing for Vibrant Community:** In intergenerational cohousing, retirees live side by side with young professionals, families, and sometimes even students. These setups are designed to encourage daily interaction, from common dining halls and gardens to collaborative events. The cross-pollination of ideas and mutual support transforms what could be an isolating stage of life into a vibrant tapestry of shared experiences.
- 4. Spiritual-Heritage Living for Deeper Fulfilment:** Many seniors choose to settle near sacred sites or cultural heritage landmarks, integrating worship, meditation, and community service into their day-to-day activities. Instead of occasional pilgrimages, they enjoy constant access to spiritual knowledge and cultural festivals. The result is a lifestyle steeped in tradition, meaning, and warm interactions with fellow seekers.
- 5. Mobile Senior Living and Caravans for Freedom on the Move:** An adventurous few are embracing life on the road, living out of customized caravans that include medical support and mobility-friendly features.

This nomadic lifestyle grants them the freedom to explore distant places, attend cultural events across regions, or simply enjoy the thrill of travel. Far from a brief escape, caravan living offers an ongoing journey of discovery and personal growth.

6. Homestead Entrepreneurship for Purpose and Profit: Rather than stepping away from work entirely, some seniors invest in small farms or artisanal businesses in rural and semi-urban areas. Producing organic cheese, honey, or handcrafted goods becomes both a livelihood and a creative outlet. They find joy in managing their ventures, engaging with local communities, and watching their products - along with their sense of accomplishment - flourish.

7. Wellness-Focused Micro-Communities for Holistic Health: In these intimate enclaves, residents practice yoga, follow Ayurvedic diets, and gather for group meditation sessions. The emphasis on holistic well-being encourages preventive healthcare rather than reactive measures, with seniors supporting each other in maintaining disciplined routines. The communal aspect fosters a positive, uplifting environment that amplifies the mental and physical benefits of mindful living.

A BRIGHT FUTURE FOR SENIOR LIVING IN INDIA

As India's older population continues to grow and remain robust, these unconventional housing models stand poised to gain even more momentum. They reflect the shifting aspirations of retirees who prize autonomy, community, and creative engagement in equal measure. The coming years promise further experimentation and innovation, with seniors actively shaping new living concepts that resonate with their evolving lifestyles. Ultimately, senior living in India is on the cusp of a revolution - one in which growing older means stepping into a phase of reinvention rather than retirement. Now, Grey is the New Gold - a time to live fully, break barriers, and redefine what it means to grow older on one's own terms.

KEY HIGHLIGHT'S

1 India's senior living landscape is evolving, with retirees embracing unconventional lifestyles that blend purpose, creativity, and community.

Innovative formats like eco-villages, artist residences, intergenerational cohousing, and wellness micro-communities cater to their desire for engagement, autonomy, and holistic well-being.

3 This shift reflects a redefined approach to aging, where reinvention takes precedence over traditional retirement.



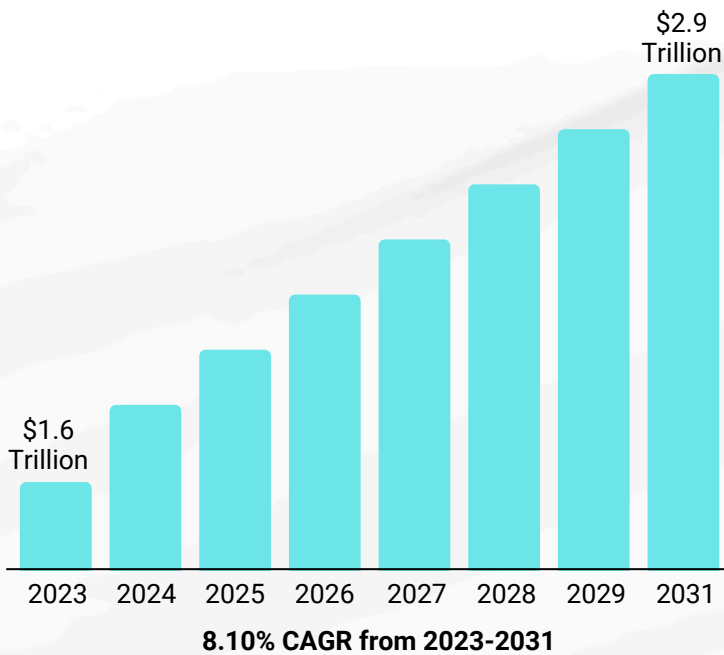


SENIOR LIVING IS REDEFINING GOLDEN YEARS ACROSS THE WORLD

AGE IS JUST A NUMBER - A NEW ERA FOR SENIORS EVERYWHERE

Globally, the senior living industry is evolving into a high-growth investment segment, driven by a rapidly aging population and shifting preferences for senior care. By 2030, over 1 billion people will be aged 65 and above, creating unprecedented demand for innovative solutions in housing, healthcare, and wellness.

Global Silver Economy Market



Silver Economy Market size was valued at **USD 1.6 Trillion in 2023** and is projected to reach **USD 2.9 Trillion by 2031**, growing at a **CAGR of 8.10%** during the forecast period **2023-2031**.

SEGMENTATION ANALYSIS

BY HEALTHCARE

- Pharmaceuticals
- Telemedicine
- Home Healthcare Services

BY ASSISTIVE TECHNOLOGIES

- Mobility aids
- Vision enhancement tools



BY GEOGRAPHY

- North America
- Europe
- Asia-Pacific
- Rest of the World

KEY PLAYERS

- Pfizer Inc.
- Cigna Corporation
- HCA Healthcare
- Home Instead, Inc.

Developed markets like the USA, Europe, and Japan are leading the way with thriving senior living communities, integrating cutting-edge technology and personalized care. Investors are increasingly drawn to this sector due to its resilience and long-term growth potential, even during economic slowdowns. From luxury retirement homes to specialized memory care centers, the spectrum of opportunities is vast and diverse.



THERE ARE 3 SENIOR LIVING SPECTRUMS

Independent Living

Independent Living is the first step in senior care. Independent Living communities look like gated neighborhoods with villas or apartments for active seniors who can live independently.

These communities provide features to help seniors feel comfortable and safe. They have better lighting, mobility aids, and designs that make it easier to move around. Bathrooms and kitchens are built for wheelchair and walker access. Hallways and doorways are wider, and the flooring is made to prevent slipping.

Independent Living communities encourage socializing among residents to create a friendly environment and support their overall health.

Assisted Living

Assisted Living (AL) helps residents with daily activities by providing access to care workers. In India, Independent Living (IL) and Assisted Living can be combined, with care worker rooms included in Independent Living units. Both IL and AL provide short-term and long-term nursing care as needed, allowing residents to feel at home. This setup can reduce hospital visits and support a healthier lifestyle, slowing down the effects of aging.

Skilled Nursing Care

Skilled Nursing Care (SNC) offers nursing facilities for people with physical or mental disabilities. It provides physical, occupational, and rehabilitation therapies. Nursing aides, therapists, social workers, and recreational assistants support these services.

These caregivers play an important role in delivering care. SNC focuses on timely and appropriate treatment while aiming to create a comfortable, home-like environment. The main goal is to provide specialized care while ensuring residents feel at home.

BY 2050, 22% OF THE WORLD'S POPULATION WILL BE OVER THE AGE OF 60

A remarkable sign of progress in healthcare and medical science. This demographic shift, driven by longer life expectancies and declining fertility rates, is reshaping the global landscape.

Just think about it: in 1950, the average life expectancy was only 46.4 years. Fast forward to today, and it's soared to 73.3 years. This leap is a testament to breakthroughs in medicine, better living conditions, and improved access to healthcare. At the same time, fertility rates have sharply declined—from 4.9 children per woman in 1950 to 2.3 today.

This shift—more people living longer and fewer children being born—is having a profound impact on societies worldwide. It's a wake-up call for governments, businesses, and communities to rethink how we support and engage an aging population.

But there's more to this story than just challenges. The rise in longevity presents a wealth of opportunities. Seniors today are healthier, more active, and eager to make meaningful contributions to society.

From senior-friendly housing to cutting-edge healthcare and technology tailored for older adults, the potential for innovation and investment in this sector is huge.

As we enter this new era, one thing is clear: the golden years aren't just a quiet phase of life - they are an exciting, vibrant stage filled with limitless opportunities for growth and reinvention

INDIA: HOME TO THE WORLD'S SECOND-LARGEST ELDERLY POPULATION IN 2024

India's senior living housing sector is set to grow significantly, reaching \$7.7 billion (Rs 64,500 crore) by 2030, according to a report from real estate consultancy JLL and the Association of Senior Living India (ASLI).

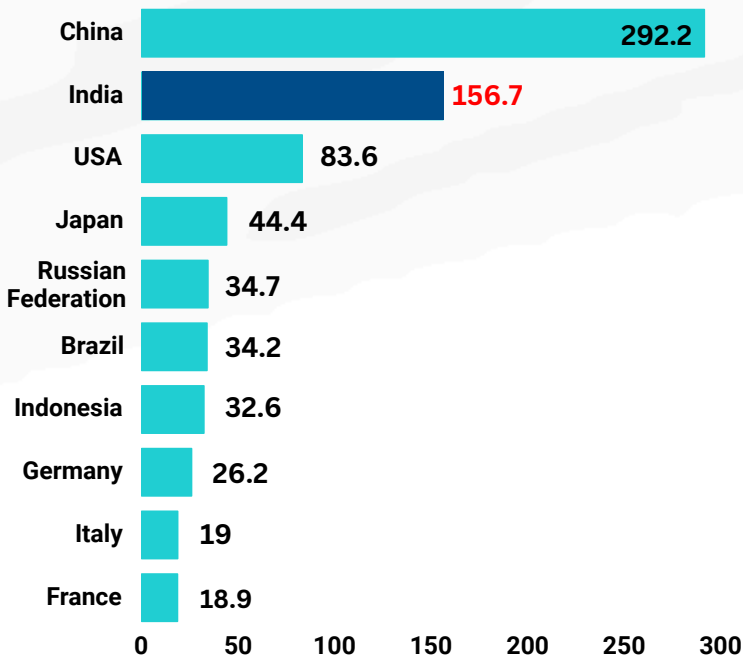
India has the second-largest population of seniors in the world. This population is expected to rise from 156.7 million in 2024 to 346 million by 2050.

The market for senior living facilities will also grow, increasing from 1.57 million households in 2024 to 2.27 million by 2030.



Currently, the senior living market is worth Rs 15,500 crore (\$1.8 billion). It is projected to grow at a strong rate of about 27 percent each year, potentially reaching Rs 64,500 crore (\$7.7 billion) by 2030. This growth reflects the increasing need for senior living options in India.

Senior population across countries in 2024 (mn)



The world is undergoing a significant demographic shift as the senior population continues to grow, reshaping societies, economies, and healthcare systems. Here's a brief overview of senior populations in various countries as of 2024.

China leads with 292.2 million seniors, highlighting the successes and challenges of its healthcare system. India's senior population follows at 156.7 million, driven by improved healthcare and life expectancy, offering opportunities for innovation in eldercare.

The United States has 83.6 million seniors, facing challenges in providing quality healthcare and support as this number rises. Japan, with 44.4 million seniors, exemplifies the pressures of aging societies, particularly concerning healthcare and pensions.

Russia and Brazil each have around 34 million seniors, presenting unique challenges related to economic conditions and disparities.

Indonesia, with 32.6 million seniors, must develop innovative solutions to address the needs of its growing elderly population.

THE FUTURE OF AN AGING WORLD

The data reflects a clear trend: the world is aging, and countries will need to adapt to the growing senior population. This demographic shift presents both challenges and opportunities. As nations face the implications of an older population, there is tremendous potential for innovation in healthcare, housing, technology, and social services aimed at seniors.

Businesses are already seeing the potential to create products and services tailored for older adults, from health-tech innovations to senior-friendly housing and services. Governments, on the other hand, must focus on building infrastructures and policies that support this aging demographic, ensuring seniors can lead fulfilling and healthy lives.

As we move forward, the "golden years" are no longer just about slowing down; they're about thriving and reinventing what it means to grow older. The senior population is a powerful and growing force, influencing industries and communities around the world.

THE SILVER ECONOMY: AN ERA OF OPPORTUNITY

As global populations age, older adults especially Baby Boomers - are emerging as a powerful economic force due to their significant net worth and spending capacity. This demographic shift is transforming societal attitudes toward aging, focusing on enhancing the quality of life rather than merely extending lifespan.



Industries are adapting to meet the evolving needs of seniors, creating opportunities across sectors like healthcare, wellness, beauty, and leisure.

Key Trends and Insights:

- **Changing Perception of Aging:** Advances in healthcare and lifestyle choices have led to increased longevity and vitality, with many seniors embracing life with the energy and ambition of younger generations.
- **Demographic Growth:** The global population aged 65+ is projected to rise from 15% today to 28% by 2100, with notable increases in countries like the U.S. and China.
- **Shifting Spending Patterns:** Seniors, often called the wealthiest generation, are reshaping consumer behavior, fueling demand for tailored products and services

INDUSTRIES POISED TO BENEFIT:

1. Healthcare and Wellness:

- Growth in markets like hearing aids (USD 34 billion by 2032) and adaptive optics.
- Focus on preventing age-related illnesses such as diabetes, heart disease, and Alzheimer's.

2. Beauty and Anti-Aging:

- Demand for age-reversal products and wellness solutions, with the sector projected to reach USD 93 billion by 2027.
- Companies like L'Oréal are integrating biotechnology for holistic beauty and health products.

3. Consumer Staples and Nutrition:

- Companies like Nestlé are developing products targeting the 50+ age group, addressing obesity management and cognitive health.

4. Leisure and Lifestyle:

- Seniors are exploring hobbies, cultural events, and recreational pursuits, driving demand for engaging experiences

INVESTMENT OPPORTUNITIES:

The Silver Economy offers promising opportunities for investors in sectors innovating for healthier, more fulfilling lives.

From advanced healthcare solutions and wellness products to leisure and anti-aging services, this demographic shift presents a vibrant market for growth. Investing in longevity is not just about addressing challenges but unlocking the potential of an ageing population to create a prosperous future. In essence, the Silver Economy highlights a transformative era where living longer equates to living better.

EXPLORING INDIA'S TOP 10 STARTUPS REDEFINING ELDERLY CARE

India's aging population has fueled a surge in innovative startups revolutionizing elderly care. These ventures are redefining aging by integrating technology into home-based solutions, making eldercare more accessible, efficient, and personalized.


From telemedicine platforms connecting seniors with healthcare professionals to smart home devices ensuring safety and monitoring vital signs, technology empowers seniors to age with dignity and independence while offering peace of mind to caregivers.

Here are India's top 10 startups transforming elderly care through cutting-edge innovations in healthcare, companionship, advocacy, and insurance, paving the way for seniors to age gracefully and comfortably at home.

Khyaal



 MUMBAI,
INDIA


 FOUNDDING DATE:
2020

- **Company Stage:** Series A
- **Total Funding:** \$9.6M
- **Latest Funding Round:** \$4.2, Feb 06, 2024
- **Business Model:** B2C in the HealthTech
- **Founders:** Hemanshu Jain (Co-Founder & CEO), Pritish Nelleri (Co-Founder & COO)
- Khyaal, a pioneering startup, redefines senior care through technology, catering exclusively to individuals aged 55 and above. Khyaal stands as India's top choice for senior citizens, offering a comprehensive app-based platform for their post-retirement year. Their online platform facilitates connections with peers and access to diverse resources, from medical to legal expertise. Khyaal ensures mental stimulation and companionship. Through its community, seniors can engage in free activities like online games, expert sessions, and services tailored to their needs, giving them a fulfilling aging journey.

Goodfellows



 MUMBAI,
INDIA

 FOUNDDING DATE:
2021

- **Company Stage:** Seed
- **Total Funding:** \$12.6k
- **Latest Funding Round:** Undisclosed
- **Business Model:** B2C in the HealthTech
- **Founders:** Shantanu Naidu
- Goodfellows offers a companionship platform catering to senior citizens, connecting them with compassionate companions who offer company, assistance with daily errands, guidance on technological advancements, and organizing engaging events tailored for the elderly. Their compassionate team fosters intergenerational friendships and support for elders. believe to be committed to spreading love and companionship with full hearts and unwavering dedication.

Anvayaa

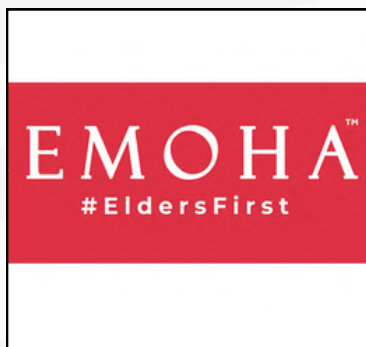


 HYDERABAD,
INDIA


 FOUNDDING DATE:
2016

- **Company Stage:** Seed
- **Total Funding:** \$228k
- **Latest Funding Round:** \$228K, Mar 27, 2019
- **Annual Revenue:** \$1.04M as of Mar 31, 2023
- **Business Model:** B2C in the HealthTech
- **Founders:** Prashanth Reddy, Founder & Director
- Anvayaa aims to recreate the warmth of home for your parents, offering comprehensive care solutions to bridge the distance and ensure their well-being. Anvayaa offers comprehensive care solutions for elders at home, covering healthcare, daily assistance, leisure activities, financial management, and emergency support. Available on Android and iOS since September 2017, both elders and their families can easily access and order services through the app and get the convenience of home care.

Emoha

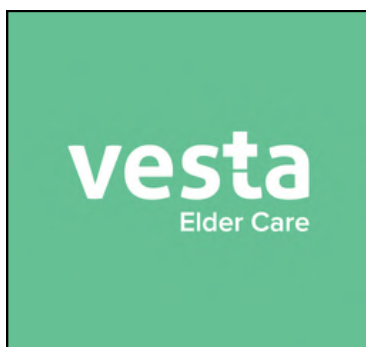


 GURGAON,
INDIA


 FOUNDDING DATE:
2017

- **Company Stage:** Series A
- **Total Funding:** \$5.49M
- **Latest Funding Round:** \$3.07M, Series A, Mar 15, 2022
- **Annual Revenue:** \$2.58M as of Mar 31, 2023
- **Business Model:** B2C space in the HealthTech, Healthcare
- **Founders:** Saumyajit Roy (Co-Founder & CEO) & Rohit Bhayana (Co-Founder & Managing Partner)
- Emoha offers application-based elderly caregiver services, connecting users with caregivers for remote assistance. Their app includes features like health monitoring, safety features, and home care services, available on iOS and Android platforms. Believe in Where Dreams meet expertise, they celebrate seniors by providing loving care, support, and companionship, ensuring they enjoy life's possibilities.

Vesta Elder Care



 NEW DELHI,
INDIA


 FOUNDDING DATE:
2016

- **Company Stage:** Unfunded
- **Annual Revenue:** \$422K as of Mar 31, 2023
- **Business Model:** HealthTech
- **Founders:** Rahul Misra
- Vesta Elder Care utilizes advanced technology for in-home elderly care, enabling remote consultations, vital sign monitoring, and real-time updates. With a focus on training, strict codes of conduct, and tailored solutions, they ensure personalized care for your elderly, and the platform connects clients with top-tier partners, guaranteeing holistic and high-quality services.

Happy60plus



 BENGALURU,
INDIA

 FOUNDDING DATE:
2019

- **Company Stage:** Funding Raised
- **Latest Funding Round:** \$228K, Mar 27, 2019
- **Annual Revenue:** \$15.7K as of Mar 31, 2022
- **Business Model:** B2C space in the HealthTech
- **Founders:** Sunita Dube, (Co-Founder & CEO) & Vinay Mishra, (Co-Founder & CTO)
- At Happy60plus, They Offer home healthcare and wellness solutions for seniors. The company delivers companionship and a range of services including day-to-day assistance, technology enablement, car-assisted buddy services, home healthcare, emotional wellness support, and several other services for the elderly trouble-free journey.

Aapkilathi



MUMBAI,
INDIA

FOUNDING DATE:
2020

- **Company Stage:** Unfunded
- **Annual Revenue:** \$4.72K as of Mar 31, 2023
- **Business Model:** B2C space in the Gig Economy, HealthTech market
- **Founders:** Binay Jha, (Co-Founder) & Bipin Jha (Co-Founder)
- An online healthcare and booking app designed for seniors, offering access to care services, pharmacies, doctors, and diagnostics. With features like physical fitness teleconsultation, emergency assistance, and wellness engagement, the app ensures comprehensive care and convenience for elderly individuals and senior citizens

ElderAid



BENGALURU,
INDIA

FOUNDING DATE:
2015

- **Company Stage:** Seed
- **Total Funding:** Undisclosed
- **Annual Revenue:** \$240K as of Mar 31, 2022
- **Business Model:** B2C in the HealthTech
- **Founders:** Vandana Nadig Nair, (Founder & Director) & Santosh Abraham, (Co-Founder)
- ElderAid offers emergency and wellness assistance for seniors, organized into four categories: Emergency, Comfort, Get Well, and Premium. Services include nursing assistance, medical check-up accompaniment, bill payments, housekeeping, travel companionship, hobby classes, shopping, telephone & Skype consultations, and outings for senior citizens.

Tribeca care



KOLKATA,
INDIA


FOUNDING DATE:
2013

- **Company Stage:** Seed
- **Total Funding:** \$788K
- **Latest Funding Round:** \$295K, Angel, Nov 16, 2017
- **Annual Revenue:** \$992K as of Mar 31, 2021
- **Business Model:** B2C space in the HealthTech
- **Founders:** Tommy Dutta (Co-Founder & CEO), Elina Dasgupta Dutta (Co-Founder & CSO), Prateep S (Co-Founder & Managing Director) & Shibaji Saha (Co-Founder)
- Provides home healthcare services for elders, featuring an online platform to discover doctors, hospitals, labs, and treatment plans. With top-notch professionals and trusted partnerships, they offer specialized home healthcare for various ailments, available through membership plans or pay-as-you-go options. This comprehensive approach ensures accessible and tailored care for elderly individuals seeking quality healthcare services at home.

Alserv



 CHENNAI,
INDIA

 FOUNDING DATE:
2019

- **Company Stage:** Unfunded
- **Annual Revenue:** \$109K as of Mar 31, 2022
- **Business Model:** B2C space in the Gig Economy, HealthTech
- **Founders:** Jagadish Ramamoorthy (Co-Founder & Director), Saravanan Adishesan (Co-Founder & Director) & Atul Jagadish (Co-Founder)
- Alserv is an online platform offering elderly caregiving services, accessible via their app for iOS & Android devices. Users can easily book services and make online payments through the app, streamlining the process of discovering and accessing quality care for seniors. India's age tech startups are reshaping elderly care through innovative technologies and compassionate In-home services.

LUXURY RETIREMENT HOMES IN INDIA: A RISING MARKET FOR SENIOR LIVING

India is emerging as a global hub for luxury retirement homes, combining world-class amenities with unparalleled care to provide seniors a dignified, comfortable, and fulfilling lifestyle. These homes cater to the diverse needs of retirees, offering a blend of comfort, care, and companionship that transforms the retirement experience.

INDUSTRY INSIGHTS

The luxury retirement home market in India is experiencing robust growth, with a CAGR of 17.4% projected from 2020 to 2027. Key drivers include a growing aging population, rising disposable incomes, and increased awareness of senior living benefits. According to Jones Lang LaSalle (JLL), over 5,000 luxury senior living units are expected to be developed by 2025, particularly in urban areas where demand for high-quality care and living standards is surging.

TERMINOLOGIES

1 Continuing Care Retirement Communities (CCRCs): Communities offering a range of care levels from independent living to skilled nursing, allowing residents to age in place.

2 Health Monitoring Wearables: Devices like smartwatches or medical alert systems designed to monitor vitals and ensure safety.

3 Senior Wellness Programs: Activities focused on physical, mental, and emotional well-being, such as yoga, meditation, or art therapy.



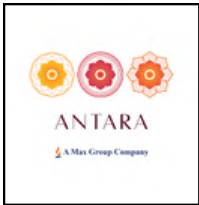
WHY CHOOSE LUXURY RETIREMENT HOMES IN INDIA?

Luxury retirement communities in India offer a unique combination of cultural richness, modern amenities, and tailored care, making them an ideal choice for retirees.

Key benefits include:

- **World-Class Amenities:** State-of-the-art facilities ensure a high standard of living.
- **Comprehensive Healthcare:** 24/7 medical support and access to top healthcare professionals.
- **Social Engagement:** Vibrant community activities foster a sense of belonging.
- **Safety and Security:** Advanced security systems and emergency response services.
- **Personalized Care Plans:** Tailored support for individual health and lifestyle needs.

TOP LUXURY RETIREMENT HOMES IN INDIA



DEHRADUN,
NOIDA, &
UPCOMING
LOCATIONS

Antara Senior Living (Max India)

Overview: One of India's premium senior living communities, offering luxury residences designed for independent living and assisted care. Antara integrates healthcare services, wellness programs, and recreational activities into its offerings, ensuring an enriching environment for senior citizens.

Key Features:

24/7 medical care, wellness centers, multi-cuisine dining, fitness programs, and customized services for residents.



BENGALURU,
PUNE,
HYDERABAD,
ETC.

Columbia Pacific Communities

Overview: As the largest senior living operator in India, Columbia Pacific Communities specializes in luxury senior living apartments with world-class amenities.

The communities are designed to cater to the needs of seniors with a focus on independence, social engagement, and healthcare.

Key Features:

Spa, gyms, outdoor activities, in-house medical facilities, concierge services, and community-building events.



CHENNAI,
COIMBATORE,
AND OTHER
PARTS OF TAMIL
NADU

Covai Property Centre

Overview: Covai offers luxury retirement homes, blending modern amenities with traditional care. Their focus is on providing personalized services to senior citizens, making them feel at home while ensuring their healthcare and wellness needs are met.

Key Features:

Assisted living, healthcare services, recreational activities, nutritious meals, and community spaces for social engagement.



PUNE, MUMBAI,
BENGALURU,
AND OTHER
LOCATIONS

Seniority (by Reliance)

Overview: Seniority, part of the Reliance Group, offers luxury retirement homes that focus on wellness and comfort. The retirement communities are equipped with modern amenities and are designed to create an active and connected lifestyle for seniors.

Key Features:

In-house medical assistance, recreational spaces, fitness programs, and a social environment for seniors to thrive.



COIMBATORE,
TAMIL NADU

Radha Madhav Retirement Homes

Overview: Aimed at providing a luxury lifestyle for seniors, Radha Madhav offers a serene and peaceful environment with a focus on comfort and well-being.

They offer a range of services tailored to senior living.

Key Features:

In 24/7 medical care, yoga, recreational facilities, gardens, and healthy dining options.



The Golden Estate

Overview: The Golden Estate provides a blend of luxury and care, offering well-equipped homes with excellent amenities. It is designed for affluent seniors seeking an active, healthy, and stress-free lifestyle.

BANGALORE, KARNATAKA

Key Features:

24-hour security, concierge services, on-call healthcare professionals, fitness centers, and social clubs for seniors



Seniors' Habitat

Overview: A premium retirement community providing luxurious homes with a focus on elderly care and comfort. The community is equipped with the latest healthcare facilities and social amenities.

NEW DELHI AND NCR

Key Features:

Senior-friendly homes, medical facilities, recreational activities, wellness programs, and community events.



Vedic Village

Overview: Vedic Village offers a tranquil and luxury experience for retirees. This senior living community offers villas and apartments set in a nature-filled environment, blending luxury with wellness and natural healing.

KOLKATA, WEST BENGAL

Key Features:

Spa treatments, yoga, organic farming, healthcare facilities, and a focus on holistic living.



Oasis Senior Living

Overview: Oasis Senior Living offers a luxurious and safe living environment, with a focus on seniors who want to live independently while still having access to healthcare and assisted living options. The community encourages socialization and engagement among its residents

BENGALURU, KARNATAKA

Key Features:

Doctor-on-call, fitness programs, recreational activities, and customized care plans.

With a growing emphasis on senior well-being, India's luxury retirement homes are redefining the retirement experience, offering seniors the opportunity to live their golden years in comfort, dignity, and happiness.

TERMINOLOGIES

1 Age-Friendly Housing: Homes adapted to accommodate the needs of seniors, including features like grab bars, wheelchair accessibility, and smart home technology.

2 Geriatric Care Management: Coordination of services to meet the health, housing, and personal care needs of older adults.

3 Intergenerational Living: Housing arrangements where seniors and younger generations live together to promote mutual support and community.





2ND INNINGS RETIREMENT RESORT: A HAVEN FOR GRACEFUL AGING

2nd Innings Retirement Resort is an independent living housing project designed exclusively for senior citizens, envisioned by Mr. Mayank Desai, a seasoned Chartered Accountant and visionary entrepreneur.

Established in 2017, 2nd Innings Retirement Resort features 116 senior-friendly flats equipped with world-class amenities. This thoughtfully designed concept is dedicated to providing dignified and hassle-free independent living for senior citizens, empowering them to enjoy the second innings of their lives to the fullest.

2nd Innings Retirement Resort is redefining senior living in India by offering a unique blend of comfort, community, and care tailored to the needs of senior citizens. Nestled in serene locations, the resort creates an environment where seniors can enjoy their golden years with dignity, independence, and vibrancy. It is a specialized housing solution tailored for seniors, aiming to enhance their quality of life through a range of amenities and services. This housing arrangement offers apartment-style living in a community environment, fostering social interaction and support among residents

1. **Senior friendly features:** The apartments are designed with features that cater to the needs of seniors, such as grab bars in bathrooms, wider doorways for wheelchair accessibility, and non-slip flooring to prevent falls.
2. **Community living:** Residents can enjoy the benefits of community living, including organized social events, communal dining areas, and shared recreational facilities. This fosters a sense of belonging and companionship among residents.
3. **Navigation Assistance:** The campus is designed to be easily navigable for seniors, with clear signage, well-lit pathways, and wheelchair ramps where necessary. This ensures that residents can move around safely and independently.

4. **Leisure and entertainment facility:** The housing arrangement provides various facilities for leisure and entertainment, such as a clubhouse with a library, game rooms, and hobby workshops. Regularly scheduled activities and outings are also organized to keep residents engaged and entertained.
5. **Health and fitness amenities:** There are dedicated spaces for health and fitness activities, including a gym equipped with senior-friendly exercise equipment, yoga and meditation rooms, and walking trails or gardens for outdoor recreation. Additionally, healthcare services like regular check-ups and wellness programs may be offered onsite.
6. **Day to day services:** Residents have access to a range of services to assist with their daily needs, such as housekeeping, laundry, meal delivery, and transportation services for errands or appointments. This helps to simplify daily tasks and ensures that residents can focus on enjoying their retirement years.

Although above is a list of amenities made for seniors but our team is always eager to assist senior in any of their needs, which can be like helping senior in learning facebook, whatsapp, train them in how to operate their smartphone, listening to their life journey, help them in fulfilling their hobby etc.

Our vision is to create 50 more units of 2nd innings retirement resort in India by 2030.

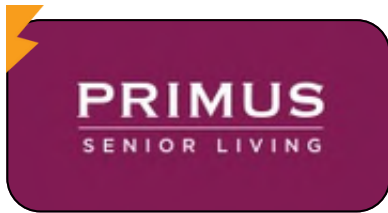
Overall, "2nd Innings" strives to create a supportive and enriching environment for seniors, promoting active and fulfilling lifestyles while addressing their specific needs and preferences. It offers a blend of independence, social engagement, and convenience, making it an attractive housing option for those entering their later years.



STARTUP UPDATES & FUNDINGS:



Agtech startup Sukoon Unlimited raises \$430,000 to combat senior loneliness: Sukoon Unlimited, an age-tech startup focused on seniors, has raised \$430,000 in pre-seed funding from various investors. Founded in 2024 by Vibha Singal, the platform aims to combat loneliness and promote belonging through AI-driven support for seniors' well-being. Key services include support groups, community events, and assistance, ensuring seniors don't navigate aging alone.



Primus Senior Living raises \$20 Mn in seed funding led by General Catalyst: Elder care startup Primus Senior Living has raised \$20 million in a seed funding round led by General Catalyst, with participation from Zerodha co-founder Nikhil Kamath and Gruhas, the investment firm co-founded by Kamath and Abhijeet Pai. This marks one of the largest seed funding rounds for an Indian startup in 2024, alongside notable efforts from blockchain startup Avail, which raised \$27 million, and Mukesh Bansal's Lyskraft, which secured \$26 million. Generative AI startups EMA and Nesya raised \$25 million and \$20 million, respectively, while wealthtech startup Centricity also raised \$20 million, indicating robust seed funding activity this year.



T.N. government launches three-month certificate course for home-based elderly care assistants: On October 1, 2024, the Tamil Nadu government launched a three-month certificate course for "Home-Based Elderly Care Support Assistants" to address the growing demand for in-home care services for the elderly. The course will be offered at 36 government medical colleges in the state, with an intake of 975 candidates, announced Health Minister Ma. Subramanian during a launch event at the National Centre for Ageing in Guindy. He noted that while some families opt for nursing homes, others hire private assistants for elderly care at home.



Wooden Street raises Rs 354 Cr in Series C funding from Premji Invest: Wooden Street, an omnichannel furniture and home decor retailer, has raised Rs 354 crores (about \$43 million) in Series C funding from Premji Invest. The Jaipur-based company intends to use the funds to expand its retail presence in Tier I and II cities and enhance its operations. Co-founder Dinesh Pratap Singh noted, "We plan to use the funding for aggressive business expansion," while also aiming to improve manufacturing capabilities, diversify products, and strengthen the supply chain. Premji Invest will provide strategic insights to assist in scaling operations.



Kites Senior Care, Columbia Pacific announce senior living merger; plans Rs 200 crore spending: MColumbia Pacific Communities (CPC) is merging with KITES Senior Care, which specializes in out-of-hospital geriatric care. The combined entity plans to invest Rs 200 crore over the next two years to build homes for senior citizens. Following the merger, CPC will hold a 30 percent stake in KITES and become its second-largest shareholder. Rajagopal G, co-founder of KITES, will serve as CEO. KITES has raised Rs 65 crore to date, including a recent Series A round from Ranjan Pai amounting to Rs 45 crore. "We aim to have over 3,000 units in the next two years across six cities: Hyderabad, Chennai, Bengaluru, Kochi, Coimbatore, and Pune," Rajagopal noted.



INVESTING IN SENIOR LIVING

GENRE: BUSINESS & INVESTMENT

With the aging global population, senior living has emerged as both a lucrative investment avenue and a socially impactful industry. John B. Levy's *Investing in Senior Living* delves into the dynamics of this growing market, seamlessly blending financial analysis with the human element of improving seniors' quality of life.

The book provides a comprehensive overview of the senior living industry, covering key topics such as demographics, market segmentation, and financial modeling. Levy's expertise shines as he breaks down complex investment strategies for assisted living, independent living, and memory care facilities. His insights into trends like tech integration, wellness-focused amenities, and community-centric living make the book highly relevant for investors eyeing long-term opportunities in this sector.

What sets this book apart is its balanced approach.

Levy not only highlights potential returns but also emphasizes the importance of ethical investing. Readers are encouraged to look beyond the numbers, understanding the impact of their investments on seniors' lives.

The book is particularly beneficial for financial professionals, real estate investors, and policymakers.

However, its accessible writing style makes it equally valuable for anyone interested in the intersection of business and social good.

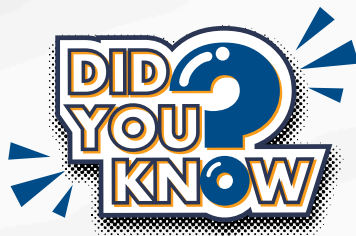
VERDICT

Levy successfully positions senior living as a market where profitability and purpose align. A must-read for those who want to make informed investments while contributing to the well-being of an underserved demographic.



Author:
John B. Levy





Silver economy is a system of production, distribution, and consumption: It aims to meet the needs of the elderly population, including their health, living, and consumption needs.

Silver economy is expected to grow: The silver economy market size was valued at \$1.6 trillion in 2023 and is projected to reach \$2.9 trillion by 2031.



Silver economy is driven by growth in home care services, health technology, wearable devices, and telemedicine: These services and technologies cater to the needs of the elderly population

Silver economy is important for businesses and organizations: Businesses and organizations that cater to the needs of the elderly population can take advantage of the opportunities presented by the silver economy.



Silver economy is expected to be the engine of the future economy: As life expectancy increases, older people will play a larger role in the economy



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