

January 2024

ASLI NUGGETS

FOR WHOM AGE IS JUST A NUMBER

ASLi

Association of Senior Living India
Empowering Senior Living and Care in India

(Volume 4, Issue 1)



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CHAIRMAN'S NOTE

Dear Esteemed Members of the Senior Community,

As we reflect on another successful edition of the Ageing Fest, hosted by ASLI, I am filled with gratitude for the overwhelming participation of 250+ delegates, the insightful contributions of 16+ speakers, and the presence of government dignitaries.

The Ageing Fest is a unique platform where industry leaders, experts, and government officials converge to discuss and share their perspectives on senior living in India. This time we pushed the boundaries of what we can achieve as a group and I was thrilled to be able to helm an event of this scale, which was a first at ASLI. Additionally during ASLI Talent showcase we witnessed our seniors captivating the audience with their vibrant performances. They broke the age barriers, delivering acts from showcasing national integrity to the latest fashion trends with costumes and themes in the fashion show. There were also the crossword puzzle and unscramble contests that kept everyone on the edge of their seats. And lest we forget the display of art in the form of creative writing, celebrating dance and the mesmerizing singing.

We want to be the voice of the industry to empower seniors in their quest for a fulfilling retirement life. We recognise the diverse needs of the senior community and strive to bridge the gap between them, us and the policymakers. Our association stands as a beacon of support for both seniors and senior care providers, encouraging an environment where seniors can find the perfect retirement life tailored to their unique preferences and requirements. Through initiatives like the Ageing Fest, Talent show etc. We aim to raise awareness about the challenges faced by seniors and champion the cause of senior living in India.

As we move forward, we will continue to build a society that honours and cherishes its elders. ASLI remains committed to being the guiding force that ensures seniors across the country have access to the care and lifestyle they deserve.

Thank you for your continued support, and we look forward to achieving greater milestones together. I am sure our Annual Festival is now going to get only bigger and better and I can't wait to celebrate ASLI and the industry reaching greater heights. The ageing festival was a brilliant example of teamwork and I could not have done this without the support of the ASLI secretariat, sponsors and my dear friends who worked tirelessly and guided me and supported me through this journey.



Warm regards,

Adarsh Narahari

Chairman, Association of Senior Living India (ASLI)

Managing Director, Primus Senior Living

ASLI and its members continue to evolve, build, and strengthen the elderly care in India – with your continued support and feedback, it makes it more exciting and meaningful. To know more about what ASLI can do for you and your community - like us on our social media pages and get regular updates.

Linkedin – www.linkedin.com/company/association-of-senior-living-asli

Facebook – www.facebook.com/AsliAssociationOfSeniorLivingIndia

YouTube – www.youtube.com/channel/UC6wEuYPLTfjAXR_BB0EBbBg

Seniors Pioneering Tomorrow's Narrative

India is witnessing a remarkable shift as the silver-haired generation takes center stage, with nearly 10% of the population aged 60 and above. This demographic change is not merely a statistic; it's a vibrant celebration of life entering an exciting new phase.

Changing Family Dynamics

The evolving family dynamics, with approximately 20% of seniors living alone or with a spouse, mark a departure from traditional multigenerational households. This shift, however, presents an opportunity for personalized care, allowing seniors to actively shape their experiences and enjoy newfound independence.

Financial Well-being: From Luxury to Necessity

Senior care has transitioned from being a luxury to an indispensable necessity. Rising incomes empower families to invest in the well-being of their elders. A recent survey reveals the dreams of seniors—65% aspire to travel, 44% prioritize family time, and 30% relish dining out. This paradigm shift signifies a move from passive care to active participation in one's well-being.

Complex Health Challenges

As we gracefully age, health complexities emerge, demanding an evolution in our healthcare infrastructure. Geriatric facilities, trained professionals, and financial planning tools become pivotal to ensure health and happiness during our golden years.

Government Initiatives

Acknowledging our evolving needs, the Indian government has introduced initiatives like the National Programme for Health Care of the Elderly (NPHCE) and the Maintenance and Welfare of Parents and Senior Citizens Act. These initiatives reinforce our rights and contribute to the creation of a supportive ecosystem for seniors and their families.

Rising to the Occasion: Recent Developments

Recent developments in the market reflect a transformative shift in delivery, finance, and technology, aligning with the unique needs of seniors. From trained geriatricians to personalized banking services, the market is evolving to meet the increasing demands of the golden generation.

Financial Affordability and Social Responsibility

While Budget 2023-24 has taken steps to increase deposit limits, further efforts are needed to enhance financial affordability for seniors. Anticipated increases in CSR spending on Senior Citizen Welfare aim to inject over \$175 million by 2030, underlining a commitment to seniors' financial well-being.

Charting a Course for the Future

Looking ahead, the golden generation has a unique opportunity to actively participate, thrive, and contribute to India's evolving story. The golden years are not just a phase; they are a celebration of life, where each chapter is a testament to the joy of living.

SENIORS'S SURVEY REVEALS



65% aspire to travel



44% prioritize family time



30% relish dining out

Highlights from the 4th ASLI Ageing Fest

Welcome to a special edition that takes you on an enlightening journey into the heart of the 4th ASLI Ageing Fest, held on November 17, 2023, at the prestigious Le Méridien Hotel in New Delhi. This edition unfolds transformative moments, visionary discussions, and groundbreaking initiatives from this landmark event.

PwC's Strategic Partnership

PwC joined as the knowledge partner for the 4th ASLI Ageing Fest, bringing a wealth of expertise and insights to amplify its impact and contribute to the depth of discussions on the evolving landscape of senior care in India.

Exploring the Future with Industry Visionaries

The ASLI Ageing Fest 2023 witnessed a gathering of government dignitaries, industry visionaries, thought leaders, and experts exploring the future of senior care in India with a diverse spectrum of expertise key takeaways and visionary perspectives.

ASLI Shark League: Fostering Innovation in Senior Care

In response to the demographic shift, the ASLI Shark League initiative fostered collaboration, spotlighted innovative solutions, and addressed unique challenges faced by our senior population. The event invited startups in the senior care sphere to showcase innovations and connect with potential investors and organizations within the sector.

Seniors-Only Fashion Show #BreaksTheStigma

The festival made a bold statement with a seniors-only fashion show, challenging societal stereotypes about ageing and beauty. This empowering event celebrated seniors' unique fashion sense and confidence, showcasing that style knows no age limits.

Below is the glimpse of the media Coverage



yourstory.com/2023/10/elsercare-startup-age-care-labs-raises-11-million-in-funding-round

timesofindia.indiatimes.com/india/who-looks-for-treatment-for-epidemic-of-loneliness/articleshow/104683213.cms

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retirement.outlookindia.com/spend/senior-living/seniors-spending-power-to-increase-to-1-trillion-by-2050-aslis-idea-to-harness-the-growth

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www.thestatesman.com/cities/delhi/event-on-immense-growth-potential-within-senior-care-sector-to-be-held-in-delhi-1503226278.html

Glimpse of 4th ASLI Ageing Fest





Mr. Rohit Kapoor
CEO, Swiggy



Mr. Rajiv Bajaj
Chairman & MD, Bajaj Capital Ltd.



Mr. Saleem Asaria
Partner, Lightrock India



Dr. Karthik Narayan
MD, Athulya Senior Care





Mr. Rajit Mehta
Chairman Elect, ASLI, MD and CEO Antara Senior



Meet Our Distinguished Dignitaries



Dr. Vinod K. Paul

We express our gratitude to Dr. Vinod Paul, Member of NITI Aayog, for his enlightening session at the ASLI Ageing Fest. Ensuring the well-being of India's elders necessitates the formulation of sound policies addressing their health, financial, and social security requirements. It is crucial to approach the necessary research not only for data collection but also for thoughtful policy-driven considerations of technology integration and capacity building.

For firsthand insights from this distinguished dignitary, please watch the recording:
<https://www.youtube.com/watch?v=hosojpaAg1g>



Dr. Saurabh Garg

We express our heartfelt gratitude to Dr. Saurabh Garg, Secretary, Ministry of Social Justice and Empowerment, Government of India, for delivering the Valedictory Address at ASLI Ageing Fest on November 17, 2023, at Le Méridien, Delhi.

We appreciate his unwavering support and encouragement toward our efforts. In the Valedictory Address, Dr. Garg highlighted the growing challenges with increased longevity and emphasized the need for solutions and support. Over the last decade, organizations like ASLI and other private entities have actively participated in addressing these issues.

Watch: <https://www.youtube.com/watch?v=QNmeRTm8NC8>



Founder's Excellence Award



Blessed is Dr. Alexander Thomas whose contribution to the cause of senior care, has given him a special place in the hearts of all those he has touched.

Dr. Alexander Thomas, a highly distinguished healthcare professional with an impressive four-decade career, has made invaluable contributions to the health sector in India. His unwavering dedication over the past decade has been focused on revolutionizing elder care, benefiting numerous older adults across the nation.

As the Founder and Patron of prominent organizations such as the Association of Healthcare Organisations - India (AHPI), the Consortium of Accredited Healthcare Organisations (CAHO), and the Association of National Board Accredited Institutions (ANBAI), Dr. Thomas has been at the forefront of spearheading transformative policy changes and reforms that have had a positive impact on the lives of older adults.

Dr. Thomas played a pivotal role in establishing Vayah Vikas, an organization dedicated to holistic eldercare, by assembling a distinguished group of founding members. He also collaborated with inStem to initiate India's groundbreaking study on Sarcopenia.

Furthermore, his contributions extend beyond research, as he has edited numerous influential white papers and books, including "Embracing the Golden Years: A Guide to Happy and Healthy Ageing." Eldercare, and 2 papers

- Aspirations for the Elderly in India, and Enabling India's Senior Citizens : A call for Government and stakeholders.

Additionally, he has organized national conferences to foster discussions and advocate for the rights and improved quality of life for older adults. Moreover, Dr. Thomas has served as a Consultant to the World Bank and has held esteemed positions on boards such as NABH and the Healthcare Sector Skill Council. He actively participates in committees established by renowned organizations such as the Union Health Ministry, CII, FICCI, UNESCO, PHFI, the National Board of Examinations, and the Quality Council of India.

Dr. Thomas's exceptional contributions have received widespread recognition, earning him numerous awards and accolades for his dedicated service, accomplishments in medical education, and commitment to healthcare quality and accreditation. Noteworthy among these honors are the prestigious Waterfalls Global Award 2022 from the Government of UAE, the Lifetime Achievement Award 2018 from CAHO and also from ANBAI in 2022, the National Distinguished Services Award 2016, and the All-Time Achievement Award (2022) from the Indian Medical Association.

Watch: <https://youtu.be/D2kZ6yfTBws?si=jv2cZjaS11fRupSN>

Indian Senior Care: Attracting the next \$500 million



Key takeaways from the session:

Organized Entities with a Customer-Centric Approach
Beyond the \$500 Million Investment
Development of High-Quality Human Capital
Design Thinking for Senior Housing Solutions

As the curtains drew open at the ASLI Ageing Fest 2023, a collective of industry visionaries embarked on a journey of exploration and insight into the evolving landscape of senior care in India. For you, our cherished seniors, this isn't just a discussion among experts but a roadmap to redefine and enhance your golden years.

The experts highlighted the pressing need for more organized entities in the senior care sector, emphasizing a profound customer-centric approach. Efficient utilization of substantial capital resources is crucial to meet the growing demands of an ageing population.

While the discussion centered around the idea of attracting a significant \$500 million investment, the panel made it clear that this figure is merely the tip of the iceberg. The senior care sector presents vast opportunities, and strategic investments can yield substantial returns.

The experts stressed the importance of prioritizing the development of high-quality human capital within senior care providers. This approach ensures that services are delivered with a genuine focus on the unique needs and preferences of senior citizens, fostering a culture of empathy and understanding.

Recognizing the diverse needs of the senior demographic, the panel highlighted the significant opportunity in crafting housing solutions using a design thinking approach. Tailoring living spaces to meet the specific requirements and preferences of seniors can enhance their quality of life and well-being.

As you look ahead, rest assured that the dialogue at ASLI Ageing Fest 2023 isn't just talk. It's an outcome. The collective vision of the industry leaders is set to shape a landscape that revolves around you. The future of senior care in India is not just a journey; it's a transformative odyssey dedicated to ensuring your golden years are truly golden.

View the recording at:
<https://bit.ly/TransformingYourGoldenYears>

Senior Living Ecosystem: Developing the building blocks



Key takeaways from the session:

As Indian society undergoes transformation, senior living emerges as a vital component, necessitating the establishment of a world-class quality and an encompassing ecosystem for seniors.

The senior living sector is anticipated to experience a substantial annual growth of at least 30 percent year on year, highlighting its increasing significance in the country's landscape.

A shift towards a rental model is foreseen as a viable future trajectory, driven by the improving rental values in multifamily homes.

Ensuring that the industry consistently meets customer expectations is paramount for sustained market expansion.

During the ASLI Ageing Fest 2023, an enlightening conversation unfolded, focusing on the theme "Senior Living Ecosystem: Developing the Building Blocks." This discussion explored essential considerations in creating a robust senior living ecosystem.

As India undergoes societal transformation, senior living emerges as a vital component, necessitating the establishment of a world-class quality and an encompassing ecosystem for seniors. The discussion...

highlighted the importance of redefining the narrative around senior living to meet the evolving needs of the senior population.

Moreover, the senior living sector is poised for substantial annual growth, with expectations set at a minimum of 30 percent year on year. This underscores the increasing significance of senior living in the country's landscape and emphasizes the need for strategic planning to accommodate this growth.

Also, a forward-looking trajectory discussed by the panel is the shift towards a rental model in senior living, driven by improving rental values in multifamily homes. This shift presents a viable and dynamic approach to meeting the diverse housing needs of seniors and ensuring financial flexibility.

Furthermore, the paramount importance of ensuring that the senior living industry consistently meets customer expectations was a key highlight. A customer-centric approach is identified as a key factor for sustained market expansion, emphasizing the need for tailored solutions that resonate with the unique preferences and requirements of the senior demographic.

View the recording at:
<https://bit.ly/SeniorLivingEcosystem>

Empowering Seniors' Wellbeing with various models of structured care



Key takeaways from the session:

Personalized Care for Every Senior
Emphasis on Holistic Senior Living Ecosystems
Building Trust Through Standards and Certifications
Expanding Definition of Health Beyond Physical Well-being
Anticipating Future Healthcare Trends for Evolving Senior Demographics

The ASLI Ageing Fest 2023 unfolded a captivating conversation under the theme “Empowering Seniors’ Wellbeing with various Models of Structured Care.” The discourse underscored the need for tailored care solutions, recognizing the diverse needs of the senior population based on factors such as age, medical conditions, economic status, and social considerations. The panel advocated for the creation of integrated care ecosystems designed to enhance seniors’ comfort and convenience, emphasizing holistic approaches that seamlessly integrate various facets of care.

Trust and credibility within the senior care sector took center stage, with a focus on standardization and certifications. The panel emphasized the importance of establishing a secure and trustworthy environment to meet the evolving needs of seniors. The discussion also spotlighted the changing definition of health, expanding beyond the physical realm to encompass social, mental, and spiritual dimensions.



Looking ahead, the outcome of this dialogue presents a forward-looking vision to craft healthcare models that align with the distinctive needs of India’s senior population. Highlighting the importance of tailored solutions, integrated care ecosystems, and a holistic approach, the conversation provides a promising outlook for the future of senior care—where individual needs find fulfillment through compassion and expertise.

View the recording at:
<https://bit.ly/EmpoweringSeniorsWellbeing>

Making Senior Care: Accessible, Affordable & Credible



PANELIST

MR. RAJIV BAJAJ

Chairman & Managing Director
Bajaj Capital Ltd



PANELIST

DR. K MADAN GOPAL

Advisor,
Public Health Administration, NHSRC



PANELIST

MR. ABHISHEK YADAV

Director
Quadria Capital



PANELIST

MR. ATUL MOHAN KOCHHAR

CEO
NABH

Key takeaways from the session:

Increased longevity propels a rising demand, making seniors a market with enduring customer value. Seniors, armed with disposable income, express a willingness to invest in tailored products and services meeting their specific needs.

The creation of a robust ecosystem is paramount. Recognizing that a single entity cannot address all facets, collaborative efforts are essential, with a challenge to ensure affordability across urban and rural India.

Development of the entire ecosystem is critical for achieving affordability and credibility in senior care. This multifaceted challenge demands a holistic approach.

Key to success is integrating the entire ecosystem with a unified point of contact or technology. A seamless solution ensures seniors readily adopt and embrace the services offered.

The ASLI Ageing Fest 2023 unfolded as a hub for insightful conversations, centering around the theme "Making Senior Care Accessible, Affordable & Credible." The dialogue, featuring a panel of key figures shaping the senior care landscape in India, delved into the nuances of providing quality care for the elderly.

Rising Demand and Financial Preparedness

The heart of the discussion lay in acknowledging the societal shift towards increased longevity. Seniors, now armed with disposable income, express a willingness to invest in customized products and services tailored to their unique needs. The growing...

demand positions seniors as a market with enduring customer value.

Affordability and Credibility Nexus: *The dialogue underscored the intricate relationship between affordability and credibility in senior care. Participants delved into the multifaceted challenge of developing an entire ecosystem, stressing the critical need for a holistic approach to address this complex challenge.*

Integrated Solutions: *The panel concluded that the key to success lies in integrating the entire ecosystem, offering a unified point of contact or technology. Such seamless solutions, it was agreed, ensure seniors readily adopt and embrace the services offered.*

Certifications and Standardization

Standardization and certifications were highlighted as vital components in establishing a secure and trustworthy environment for seniors.

Tailoring Healthcare Models for Seniors

Looking ahead, the panel envisioned healthcare models that seamlessly align with the unique and evolving needs of India's senior population. The insights shared during this discussion serve as a roadmap for the industry, heralding a future where seniors experience empowerment, fulfillment, and profound well-being.

This dialogue at the ASLI Ageing Fest 2023 offered not just insights but a vision—a vision where individual needs are met with compassion and expertise, promising a golden era for seniors.

View the recording at: <https://bit.ly/41AY6u2>

Dive into Shark League



The demographic landscape of India is undergoing a significant shift, with the elderly population projected to reach approximately 330 million by 2050, constituting 20% of the total population. In response to this pressing need, the Association for Senior Living in India (ASLI) is taking a pioneering step with the Shark League initiative. With an aim to foster collaboration, spotlight innovative solutions, and address the unique challenges faced by our senior population.

In the spirit of innovation, scalability, and sustainability, ASLI members have played a crucial role in assisting the government, notably in setting up the SAGE portal. Now, the Shark League extends a heartfelt invitation to startups operating within the senior care sphere. This platform provided participants with an opportunity to showcase their innovations and make presentations to potential investors and organizations within the senior care sector.

Special thanks go to Mr. Rajit Mehta, Chairman Elect, ASLI & MD and CEO Antara Senior Care, for driving the Shark League initiative. We are also grateful to Mr. Rohit Kapoor, CEO of the Food Delivery and Dineout businesses at Swiggy, & Dr. Rana Mehta, PwC for agreeing to be the Jurors for ASLI's Shark League.



Participant's Name

Startup

Manoj Kumar Maity
Madhuri Akella
S P Anup Kumar
Kaushal Kothari

Maity's
SecondInning
Pillmeister
Ripple Healthcare Pvt Ltd

View Session: <https://bit.ly/Shark-League>

Senior's Only Fashion Show #BreakTheStigma



Empowering Through Fashion

This groundbreaking event served as a platform for seniors to showcase their unique fashion sense and confidence, challenging societal stereotypes about ageing and beauty. The fashion show aimed to empower and promote inclusivity by highlighting the fashion choices and personal styles of older individuals. The show was curated by rising fashion wizards and choreographed, Sandeep Ahluwalia. Seniors showcased garments designed by fashion designer Amit Talwar of AT Haute Couture Breaking Stereotypes, Embracing Diversity

The festival's core mission was to #BreakTheStigma surrounding ageing and to emphasize the immense potential of the senior care sector while celebrating the vitality of senior citizens. The event aimed to inspire people of all ages to embrace their unique style and appreciate the beauty that comes with aging.

ASLI Ageing Fest 2023, through its Senior Only Fashion Show, not only redefined aging but also sent a powerful message – a celebration of life and style knows no age, and diversity is the true beauty of our society.



Watch the Fashion Show Recording:
https://youtu.be/f_vpYUKNwzo





AGEING FEST GRATITUDE NOTE

Dear All,

I want to extend my heartfelt gratitude for the invaluable contributions and support provided during the ASLI Ageing Fest. The level of commitment and dedication to the cause within this community is truly remarkable and deeply inspiring. I cannot express myself enough for your pivotal roles in making this event a resounding success.

A special mention is essential in this note of gratitude:

To the dedicated members of the organizing committee, including Mr. Adarsh Narahari, Mr. Ankur Gupta, Mr. Rajit Mehta, Mr. Kushal Ramesh, Dr. Charudutt Arora, Ms. Manya Arora, Dr. Karthik Narayan, Ms. Monimita Sarkar, and Mr. Amit Vaidya, your selfless commitment to the cause, boundless energy, and tireless efforts made all the difference.

Your dedication and countless hours of planning, organizing, and problem-solving were instrumental in ensuring every detail ran smoothly. Your expertise shone through in the flawless execution of the event. Without your support, we could not have pulled off such a fantastic event. A special acknowledgment to Mr. Srikumar, whose exceptional efforts as the Chennai Chapter Head helped build momentum and encouraged all the Chennai members to participate.

To our generous sponsors, Team Antara, Team Athulya, Team Ashiana, Team CP Plus, Team Primus, Team Jaqaur and Team Somany, your generous contributions and sponsorship played a pivotal role in making this event possible. Your belief in our mission and your financial support are greatly appreciated. Special thanks to Mr. Vishal Gupta for his efforts in building sponsor confidence beyond ASLI members.

We are also grateful to our supporting partners: Team ABSee, for their creative inputs that elevated our campaign; Team RPR, whose PR support greatly expanded our reach; Team Unblended, for providing beautiful gifts for our friends from the media; and Team HearClear, for the thoughtful gifts for our speakers and to all our lovely exhibitors for their support & confidence.

A special shout-out to Ms. Stuti Sharma. It's wonderful to have such a supportive and dedicated team member, and I look forward to continuing to work and grow together.

Once again, thank you for your unwavering support. Your contributions have been instrumental in the success of the ASLI Ageing Fest.



Warm regards,

Bani Jain

Executive Director

Association of Senior Living India

Meet Our Sponsors

Platinum Sponsor



Launched in 2013, Antara is a wholly owned subsidiary of Max India Limited, one of the three listed entities of the Max Group. It is an integrated service provider for all senior care needs, operating two main lines of businesses - Residences for Seniors and Assisted Care Services.

Antara's first residential community in Dehradun comprises nearly 200 apartments spread across 14 acres of land. In 2020, it launched a new senior living facility in Noida's Sector-150.

Antara's Assisted Care Services include 'Care Homes', 'Care at Home' and 'MedCare' products and AGEasy. This line of business caters to seniors above the age of 55, who need more immersive interventions in their daily lives due to medical or age-related issues. Starting with its first facility in Gurugram, Care Homes provide long- and short-term care to seniors who require constant medical and nursing supervision. Its Care at Home services provides well-equipped, trained professionals offering care to seniors inside their home's comfort. The MedCare product services vertical is a one-stop platform for the daily medical equipment needs of seniors. AGEasy by Antara is a new-age holistic D2C platform that helps seniors manage chronic conditions. It is designed to empower seniors to age with ease and joy through customized health and wellness solutions.



*Our endeavour is to be the
most loved and trusted brand for seniors
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Products

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Ashiana is a leading senior living provider in India, we have been ranked as the No. 1 senior living brand seven times in a row by Track2Realty. With over 20 years of experience, we have offered active and enjoyable lifestyles to over 1800 seniors across five projects and four locations.

Ashiana recently launched its sixth project, Ashiana Advik, in Bhiwadi, Delhi NCR, and its seventh project, Ashiana Amodh, in Talegaon Pune. Excitingly, the journey doesn't stop there - with two new projects on the horizon, Ashiana is extending its legacy to Chennai. Each home in Ashiana's senior living properties is designed to be safe and accessible for senior citizens, and the landscapes, activities, and facilities are meticulously planned to ensure a comfortable and meaningful life for residents.



Athulya Senior Care is India's largest & finest senior care group that aims to offer seniors happy, healthy, and safe ageing. We understand the challenges and needs of seniors and their families in this busy and competitive world. We provide various senior care services, such as assisted living, palliative care, transition care, dementia care, rehab care, and others.

We have 8 world-class facilities across South India, where seniors can enjoy a dignified and independent life. We also have home care services, where seniors can receive quality care at their doorstep. We have served over 25,000 seniors in the last 8 years and are committed to improving their health and well-being.

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 Assisted Living	 Dementia Care	 Palliative Care	 9 world-class senior friendly facilities	 5 Cities across South India	 1000+ senior friendly rooms
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CP PLUS is now leading the surveillance industry as the Largest Manufacturer of Surveillance Products in the world outside ROC & the 3rd Largest when including ROC.



Primus Senior Living Homes have redefined the senior living segment in India, by offering their trademark push-button services.
- Times Business '22

EXCELLENCE IN CREATING SENIOR LIVING COMMUNITIES
- Economic Times '20

MOST OUTSTANDING SENIOR LIVING HOUSING DEVELOPERS IN ASIA
- Global Awards '17

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Conceived in 1960 by Late Shri N. L. Mehra and headquarter in Manesar, Jaquar Group is a rapidly growing multi-diversified 'Complete Bathroom and Lighting Solutions' brand. Built on the platform of highest quality standards, aesthetics and with the intent of providing world-class products, the Group caters to various segments of bathroom and lighting industry for the Luxury, premium and value segments through its brands – Artize, Jaquar and Essco.

The group has presence in over 55 countries across Europe, Middle East, Asia- Pacific and Africa region, 7 state-of-the-art manufacturing units in India and 1 in South Korea.



SOMANY Ceramics Limited (SCL) is one of the leading players in the ceramic industry in India. The company is a complete solution provider in terms of décor solutions with widest product selection of Ceramic Wall and Floor tiles, Polished Vitrified Tiles, Glazed Vitrified Tiles, Coverstone slabs, Sanitary ware and Bath Fittings. SOMANY is amongst the world largest producer with Pan India distribution and also exports to more than 80 plus countries across 6 continents.

The company has a capacity to produce 75 million square meters per annum of tiles through two company owned plants and 7 strategic alliances spread across India and also has manufacturing unit for Bath fittings.



OUR SPONSORS

A HEARTFELT THANK YOU
YOUR BELIEF MADE THIS EVENT POSSIBLE



Meet Our Exhibitors

Emoha ElderCare, Carefully crafted together with lots of love and care, Emoha Eldercare is reimagining seniorcare in India by creating a high-quality personalised ecosystem for seniors and their families. It not only stands for 'Emotional Happiness' but is also an anagram of 'a home'. With its growing community of 60000+ seniors, Emoha is catering to all the needs of seniors - right from providing emergency response to preventive health monitoring, household support, and interactive activities - so that they can live their lives independently from the comfort of their own homes.

Epoch Elder Care, an expert in assisted living and dementia care, provides premium assisted living facility homes for elders with specialized needs, focused on conditions such as dementia, Parkinson's, stroke, COPD and other chronic conditions.

Our homes are for elders who require assistance in their activities of daily living for long term and short term stay. With more than 10 years of relevant experience in India, Epoch has offered services in Delhi-NCR, Mumbai and Pune to over 400 seniors.

HearClear is an Elder Care company with specialization in Hearing Care. We are solving the problem of providing reliable & genuine Hearing Diagnostics & Hearing Aids to Indian Patients right at their door step.

HearClear passionate team is working hard to create a vast Retail Footprint of Clinics / Audiology Centers/ Experience Zones / Hearing Aid Testing & Trial @ Home / Hearing Health Hubs across India to cater to hearing loss patients anytime / anywhere.

With Hearing loss defined as a risk factor for Dementia by WHO, it is our endeavour to curb hearing loss in its infancy and make our elders listen, talk and amplify their social life and make their golden years awesome & long lasting.

Happiest Health is a global health & wellness knowledge enterprise promoted by Ashok Soota, providing credible and trustworthy health and wellness knowledge with views from globally renowned experts and doctors. The primary knowledge platforms are the daily newsletter, knowledge website, and monthly print magazine.

Happiest Health embraces scientific knowledge with a keen focus on medical breakthroughs providing kinder, gentler therapies, it also has deep coverage of integrated medicine including ayurveda, homoeopathy and naturopathy. Happiest Health's focus on wellness is holistic and energizing. We live by their Mission Statement: "Better Knowledge. Better Health." and convey its benefits to all.

Last Journey, where compassion meets commitment in guiding you through the delicate process of bidding farewell to your loved ones. We offer end-to-end funeral services, ensuring that every aspect of the farewell journey is handled with the utmost care, emphasizing respect and dignity.

We guide you through bidding farewell with expert pre-funeral planning, ensuring clarity on costs, and providing ongoing emotional support. Our HUM Remain Repatriation service ensures a dignified global return, handling paperwork with efficient coordination and respecting diverse customs. Our unwavering commitment, heartfelt initiatives, and numerous achievements reflect our dedication to easing the burden of loss, ensuring that every farewell is a testament to love and respect.

Murata Vios, Monitoring System leverages your facility's existing wireless network to provide a comprehensive, cost-effective, and easy-to-deploy FDA-cleared vital signs monitoring solution. It continuously monitors seven vital signs such as: 7-lead ECG, Heart - Rate, Respiratory Rate, Pulse Rate, SpO2, Posture, Non-Invasive Blood - Pressure and Temperature



SEWA Call wireless old age call system is developed to innovate the way the old age industry interact with their house mates. We have created, and continue to improve, a solution with true benefit and no downsides or compromises on existing infrasture, management or staff procedure - a unique accomplishment on its own. With the solutions we offer, we bring you closer to your guests, ensuring them better care and attention. How's that for a win-win situation?

Shree Krishna Paper Mills & Industries, setup in 1974 has been into paper manufacturing and converting, the company is traded on the BSE. Our brand **PACKMATE** Tree Free Paper is India's first unbleached paper with applications as Photocopier Paper, in stationeries like A4 registers, note pads, note books etc. As the world is moving towards using eco-friendly sustainable products. It has been awarded Most Sustainable Paper 2023.

Shingles Awareness Initiative, As people live longer, they deserve to live healthier and fulfilling lives. Healthy Immunity plays a very important role at this stage of life, and adult Vaccination is a way to acquire immunity. Shingles is one disease that can be debilitating in old age. At ASLI we endeavoured to raise awareness around Shingles and its vaccination in individuals above the age of 50. As part of the senior living community, vaccine awareness is a crucial step towards taking care of our seniors.

Unblended is an all women startup led by Ms Swati Sharma, committed to providing customers with a wide range of products that are organic, pure and unaltered.

Making luxury accessible to many. In the first year itself, in 2020, Unblended was recognized and awarded as the most promising food and wellness brand of 2020 by Magicka. They are one of the best brands in the field of Luxury Wellness, Skin and Hair Care.

TZMO India (Seni), group of companies is a European manufacturer and supplier of medical care and hygiene products for the world market. Founded in Poland in 1951, the specialist now offers its high-quality products to customers in 80 markets worldwide. The brand portfolio consists of the brands Bella, Bella Baby Happy, Bella Cotton, Seni and Matopat.

The TZMO India companies ensure the supply for local customers. Extensive investments have resulted in a modern logistics and supply centre at Ambutharai, Tamil Nadu with a state-of-the-art environment-friendly manufacturing facility and office building. TZMO India South Pvt. Ltd. (Formerly known as "Bella India Healthcare Private Limited") was established in 2014. The head office of the company is located in Bengaluru, Karnataka, India.

ASLI's TALENT SHOWCASE

God often sends his blessings thorough the thoughtful people he brings in our lives!

We stand in profound gratitude for the enriching encounters with a multitude of thoughtful and kind individuals during ASLI's Talent Showcase. Our cherished seniors, who embody a life dedicated to spreading joy, have become a beacon of inspiration.

Conceived as a platform to illuminate the extraordinary talents of our seniors, ASLI's Talent Showcase serves as a stage for their skills and vibrant energy. It is an ode to those who have generously shared invaluable wisdom with us. Heartfelt appreciation to our seniors for delivering performances that transcended awe, leaving an indelible mark on our hearts.

From the precision of Sudoku timers to the intricate elegance of Rangoli art, the soul-stirring cadence of singing, heartwarming dance sequences, meticulously crafted short stories and poetry, to the sheer beauty of drawings – each facet was an abundant source of joy. The energy in the fashion show, reminiscent of the last edition, was nothing short of unparalleled.

A big shoutout to all ASLI members and their teams for orchestrating seamless and flawless performances. The overwhelming warmth bestowed upon us has made this experience exceptionally fulfilling, a testament to the triumph of our earlier editions. With each showcase, the fervor and vitality continue to ascend. In eager anticipation of an even grander Talent Showcase next year.

Wishing you all a New Year filled with happiness and prosperity!



Warm regards,

Bani Jain
Executive Director
Association of Senior Living India

ASLI Talent Showcase 2023

To watch the amazing energy of our seniors during various events please click on the links below

Sudoku/Unscramble Words - 24th Nov



View: <https://youtu.be/zzQavoG6i1Q>

Group Singing- 2nd Dec



View: <https://youtu.be/XfLVwSJyTZE>

Group Dance - 1st Dec



View: <https://fb.watch/pwLk9w2y/>

Fashion Show - 8th Dec



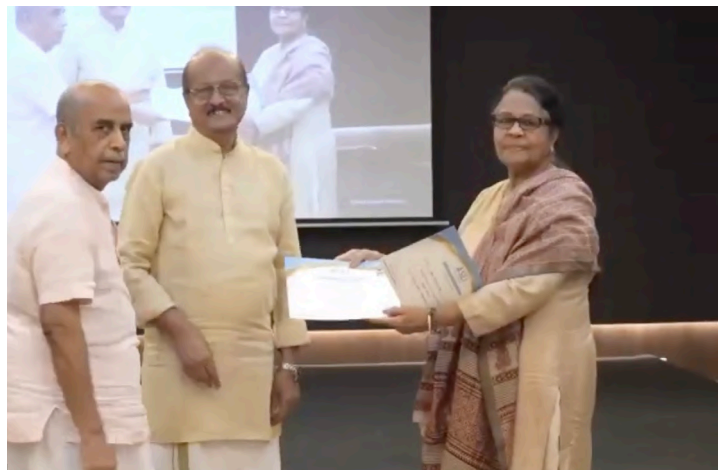
View: <https://youtu.be/Bqm14BruGuU>

Rangoli- 9th Dec



View: <https://youtu.be/hSO9AJksxg>

ASLI's Foundation Day Celebration



View: <https://youtu.be/aBUJTN4YqXU>

ASLI Talent Showcase - Participants

A.P Jain	Indira. H	Prem Prakash Mata
Abhijith Mugharjee	Indu Minocha	Anitha
Alka Sharma	Jagadeswaran Subramanian	Mukesh Bhatnagar
Amita Shaw	Jaya Radhakrishnan	Nagaraj Deshpande
Amrutha Gupta	Joseph Vattakkavan	Nandita Khare
Anbu Guna	Jothi	Narayanan
Anil Kumar Mishra	Jyothsna	Narendra Kumar Pushkarna
Anila Gupta	Jyotsna Ramamurthy	Naresh Saxena
Anitha Patil	K Narayanan	Neelakantan
Anjali Kulkarni	Kalyani	Neelam Piplani
Anjana	Kamal Unvalla	Neeraj Malik
Annie Mathew	Kamala Gopinath	Neeta Mahajan
Aparna	Kamala Nandakumar	Nina Grover
As. Kulakarni	Kamalakshi	Nirmala Dixit
Asha Chaudhary	Kameshwari	Nirmala Pothan
Asha Choudhary	Kamlesh Puri	P S Iyer
Balli Bajwa	Kiran Jain	P. Ramachandran
Bhagirathi Eshwar	Krishna Basu	Paramjeet Kharal
Bhaktavatsala Gupta	Kt. Kulakarni	Parimala Rao Gr
Bhanumathi	Kumkum Singh	Parthasarathi
Bhupendra Mittal	Kusum Gupta	Philomina Roy
Bhuvaneshwari	Lalitha John	Philomina Roy
C Seetha	Lata Gupta	Pramila Kumari
Chandra	Laxshmi Arora	Premaleela
Chandra	Leela Gupta	Prof Tilottama Daswani
Chandraprabha	Lizy Rajan	Pushpa D L
Chandrika	M.Geetha	R.D Agarwal
Chellappa	Madakini Chauhan	Radhika Raj
Chellappan	Madhu Malik	Raghavan
Coln .R.K.Sabharwal	Madhu Sabharwal	Rajakumari
Deepika Ghodara	Madhu Sharma	Rajeshwari
Dilshad Tavadia	Malarvizhi	Rajeshwari
Dr Bhanumathi	Malathi Kapoor	Rajeswari Belagur
Dr Mohan	Malathi Sridhar	Raji Kartha
Dr Usha Kumari	Mangayarkarasi	Rajni Mittal
Dr. B.C. Pandey	Manju Sachdev	Rama Mishra
Dr. Lakshmi Kantham Durairaj	Manjul Pant	Ramamurthy
Dr. Pushpa Asthana	Manorama	Ranganathan
Geeta Navaratna	Mary Joseph	Rashmi Singh
Geetha	Meenakshi Grover	Ratna Choudary
Geetha Navarathna	Meenakshi Gupta	Ratna Mugharjee
Geetha Purushotham	Meenu Agarwal	Ratnam Rao
Geetha Swaminathan	Meenu Sethi	Ravindra Babu
George Kadankavil Chandy	Meera Kapur	Rb. Naik
Girija	Mohan Vijayachar Hosur	Reena Thomas
Gladys Jose	Mohanram	Rekha
Gladys Jose	Deepak Kadodara	Renu Gupta

Renukadevi N
 Revathi
 Revathi Bhasker
 Rita Banerji
 Rita Seth
 Ritu Singh
 Rohiini Upasani
 Romila Gupta
 Rugmini Menon
 S. Prabhakar
 S.Sivaramakrishnan
 Sabina Akhtar
 Sadhna Gambhir
 Sadhna Sahay
 Sanchaita Chakraborty
 Saritha K
 Sarojini
 Sashikala
 Sashikala
 Savita Katiyal
 Savitiri Gupta
 Seetha Kesavan
 Shalini Lal
 Shama Ramesh
 Shama Ramesh
 Shantha Mathews
 Shanthi Mallar
 Shashi Jain
 Shashi Jhanji
 Shipra Chattopadhyay
 Shweta Ray
 Sipra Mukherjee
 Sita
 Sita Neelakantan
 Smita Chawla
 Sreedevi Parathasarathy
 Srimathi
 Srimathi M
 Subhra
 Sudarshan Kumar
 Sudha R Sama
 Sudha Rao

Sujata Banerjee
 Sujatha
 Sujaya Naha
 Sulochana Ganeshan
 Sundari
 Sundari Chandrashekar
 Sunita Dua
 Sunita Kumar
 Sunitha Lazar
 Sunitha Lazar
 Suresh Khungar
 Susheela
 Swati Subramanian
 T.V.Seshadiri
 Tessy Davy Manavalan
 Thankamma Sebastian
 Thara Raghunath
 Uma
 Uma Madan
 Uma Malali
 Uma Raikar
 Uma Suri
 Urhra Rao
 Usha Dorai
 Usha Sharma
 Usha Sharma
 Uthra Rama Rao
 Vanaja Sabhapathy
 Vandana Agarwal
 Vandana Shrivastava
 Vasantha Mohan
 Vasantha Mohan
 Vathsala Vittal
 Veena Gupta
 Vijay Agrawal
 Vijay Kumar
 Vijayarani
 Vikram Dixit
 Vilasini Patnaik
 Wg Cdr Chetan Kapur
 Yezdi Unvalla

Participating Communities

‘Heartfelt gratitude to the Participating Communities!’

Ananta Living
 Ashiana Lavasa
 Ashiana Nirmay
 Ashiana Shubham
 Ashiana Utsav Bhiwadi
 Aurum Senior & Assisted Living
 Bless Retirement Living
 Covai Irene Bangalore
 Covai S3 Retirement Community
 Manasum
 Primus Senior Living
 Serene Kshetra by CPC
 Serene Pelican by CPC
 Support Elders
 SeniorWorld
 The Golden Estate



About ASLI

ASLI – Association of Senior Living India. An association of like-minded service providers to the Senior living and care Industry, which aims to act as an Accreditation body for Senior Living and care in India, was founded by Mr. Dalal on 11th December 2011, along with Mr. Gupta as the Co- founder.

It is the first and only national professional trade association formed to represent senior living, care and technological partners in India and to protect the interest of seniors. The acronym ASLI coined by Mr. Dalal, meaning REAL, echoes the need for real and committed players in this nascent industry. Most of the major pan India players of this industry across all verticals are members of ASLI.

Members of ASLI share a common dream of creating a model of self-regulation and work in tandem with key stakeholders that include government on guidelines of minimum standards for attaining operational excellence by its members in particular and industry at large.

Association of Senior Living India (ASLI) is an association that encourages consumer choice, quality care and accessibility for all Indian seniors needing assistance in accessing long term care. The members of ASLI exemplify the principles of choice, dignity and independence for seniors to thus enhance their quality of life. ASLI members strive to promote business excellence in providing senior care options to the seniors in India.

It is an honour to take care of those, who took care of us and continue to guide us; at ASLI, we put seniors first. It is a privilege to work in an organization that inspires social values. We hope you enjoyed reading the e-magazine and look forward to your feedback.

For your feedback and free subscription of the e-magazine please mail us at admin@asli.org.in

*Bani Jain
Executive Director, ASLI*

Let's keep in touch

Office:
Association of
Senior Living India,
C/O Ashiana Housing Limited
304, Southern Park
Saket District Centre, Saket,
New Delhi - 110017



www.asli.org.in



admin@asli.org.in

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Association of Senior Living India
Empowering Senior Living and Care in India

