



UNMUKT Festival India's First and the biggest lifestyle solutions show for Senior Citizens will be held at Hitex, on December 15 and 16



Hyderabad, November 20, 2018: UNMUKT Festival, India's First and the biggest lifestyle solutions show for Senior Citizens will be held at Hitex, on December 15 and 16. Disclosing this addressing a press conference here in the city today, Monimita Sarkar, the founder of Unmukt Festival said this unique festival is expected draw participation of 8000 elders.

Participants include solution providers from the Health & Wellness, Senior Housing, Home Health Care, Finance & Legal, Technology and Lifestyle segments, both from the corporate and NGO sectors.

Officially endorsed by HelpAge India and Heritage Foundation India, the launch event is also partnered by Google, Apollo Hospitals, Nobel Hygiene, Harmony Celebrate Age, Guardian Capital Investments Advisors and Silver Talkies.

Exhibitors include Aditya Birla Capital, ICICI Bank, Seniority.in, Himalaya, Saket Engineers, ARDSI, Blue Water Alkaline Solutions, Clustas, Dr. Saxena, Forza Freedom, Smiley Kiddos, Zero-G Beds and many more. It is organised by KWC Conferences, a pioneer in India's Professional Conference organising industry.

It is not an event, we are spearheading a movement to make our repeated elderly people age gracefully and enjoy old age to the fullest, announced Monimita

One third of our life is spent in old age. Life is not over the moment you are retired. You may be retired, but, you are not tired. Life is not over if you are 60, 70 or 80. You can still enjoy, Monimita added.

There are many inspiring senior who are at the unbelievable age of 79,80 and 90 are doing wonders, participating in marathons. Living as a standing examples to many of us and our youngsters, she informed. Fabric of our society is changing. Children are moving away from parents for greener pastures. Parents are forced to stay and live on their own, she said. That is why Unmukt Festival will address six key segments—Health & Wellness; Home Health Care; Senior Living; Lifestyle, Finance & Legal and Technology, Monimita shared.