

Unmukt Festival begins December 15

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Hyderabad: The two-day 'Unmukt Festival,' India's first and the biggest lifestyle solutions show for senior citizens, will be held at Hitex on December 15 and 16 from 10:30am onwards. Unmukt Festival is specially designed to meet the needs of seniors and those planning for their retirement years. The launch event in Hyderabad in December 2018 will be the first in a calendar of shows across India for those individuals who desire to find and choose options that will ensure a lifetime of health, happiness and freedom.

The two-day event is a one-stop shop for lifestyle products and services specifically designed for seniors and their caregivers. Determinedly staying away from the high-pressure selling of a trade expo, the show will be built around six areas that form the core of planning one's retired life:

1. Health and wellness
2. Home-based care
3. Assisted and independent living
4. Travel and leisure
6. Technology

Visitors will be able to access the knowledge, products and services available at Unmukt Festival in a relaxed, low-pressure space and through different formats:

1. Workshops and expert panel discussions on topics relevant to senior lifestyle concerns
2. Stalls showcasing a gamut of lifestyle enhancing products and services for seniors
3. Festival area with fun and peppy engaging activities to engage the whole family from seniors to their grandchildren