

**Press Note
15 May 2019**

**Announcing: Government of Telangana as Partner State;
Greater Hyderabad Municipal Corporation (GHMC) as Supporting Agency
for Unmukt Festival Hyderabad 2019**

Along with our Partner State – Government of Telangana and supporting agency Greater Hyderabad Municipal Corporation (GHMC), Unmukt Festival Hyderabad 2019 returns to Hyderabad on 5 & 6 October, 2019 offering more innovative products, services and learning opportunities.

The Telangana State Government has given priority to the well-being of senior citizens and has instituted a variety of programmes and projects aimed at helping them lead a healthier and more inclusive lifestyle. GHMC has also been actively working towards the welfare of seniors in its jurisdiction with a number of initiatives. Unmukt Festival Hyderabad 2019 looks forward to working together with them to bring about 'smart' changes that can benefit the 'silver' community. As Helen Keller said "Alone we can do so little; together we can do so much".

Unmukt Festival is curated & designed by KW Conferences Pvt. Ltd. and Shomex Production LLC, USA, to meet the needs of seniors, caregivers and those planning for their retirement years. A perfect platform to have fun, be entertained and learn from experts from India and abroad.

Monimita Sarkar, Founder - Unmukt Festival said that, "The first edition held in December 2018 was a great success with 3000 plus visitors across ages and over 55 sponsors. The 2nd edition will offer more innovative solutions, products and services, under one roof, that will empower the seniors to lead an unfettered or '[unmukt' life](#), with independence, dignity and joy."

The Producers

KW Conferences is a pioneer in India's Professional Conference Organising industry. Over the last twenty-five years, KWC has built an enviable reputation, managing end-to-end services at international and national conferences for hundreds of clients. Working on events covering a wide gamut of topics and business verticals gave the KWC team a unique perspective on issues facing the country. Events on healthcare and public health policy repeatedly highlighted the rapidly rising percentage of senior citizens in India and the vast under-representation of this demographic in healthcare, housing and a host of other services that have the potential to make a marked difference in their quality of life.

Founded in 1984, **Shomex Productions LLC** is a US based developer, manager and producer of exhibitions, generally co-branded with leading community and professional organisations, prestigious universities, industry tradeshow and media properties. With Unmukt Festival, Shomex brings to India all the benefits of its close association with Abilities Expo, the leading producer of events for people with different or diminishing abilities including seniors, veterans, and persons with disabilities. Shomex is responsible for all of the marketing and promotion to the senior audience and has built up the senior presence at shows from less than 5 percent in 2008 to more than 25 percent today.

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EVENT PRODUCERS

