

**Press Note  
7 January 2020**

## **Unmukt Festival India's Original Senior Solutions Expo 2<sup>nd</sup> Edition to be held in Bengaluru on 21 & 22 March, 2020**

The 2<sup>nd</sup> edition of [Unmukt Festival](#), the original lifestyle show for the modern Indian elder and their families will be held at Palace Grounds, Bengaluru on 21 & 22 March 2020. Along with the exhibition area, the expo has increased its scope to include an innovation zone to showcase the latest technologies, as well as, a variety of immersible experiences such as live music, workshops, games and demos.

In addition, the 4<sup>th</sup> Unmukt Knowledge Series – Silver Economy Investment Conclave, a B2B seminar, will be held in Bengaluru on 20 March 2020.

Unmukt Festival is curated & designed by KW Conferences Pvt. Ltd. and Shomex 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 tradeshows 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

