

**Press Note
3 February 2020**

Introducing the Innovation Showcase at the 2nd Unmukt Festival Senior Expo, Bengaluru

The 2nd edition of Unmukt Festival, a B2C senior expo, will be held at Nalapad Pavillion, Palace Grounds in Bengaluru, on 21st and 22nd March 2020.

The event will be a 2-day exhibition for seniors, their families and caregivers. Along with exhibition stalls, workshops, entertainment and food, **Unmukt Festival introduces an Innovation Showcase** that will focus on digital health and ageing related products and services.

Monimita Sarkar, Founder - Unmukt Festival said, "This will be a perfect platform for innovators and start-ups to interact with stakeholders and potential investors in the senior care industry and more importantly get feedback in real time from 5000 plus end users."

Working towards this vision, the 2nd edition of Unmukt Festival has been enhanced to 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."

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.

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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