

Two-day 'Retirement India Expo 2011' for Senior Citizens to be held in city from 22nd October

Posted by veman on October 18th, 2011



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Retirement India Expo 2011, a two-day event bringing customized products and services from various banks, insurance companies, health professionals, housing societies, etc. for senior citizens all under one roof will be held in Hyderabad city on 22nd and 23rd October. Dignity Foundation, a Mumbai-based sixteen year old premier NGO specializing in productive ageing opportunities to the 50 plus in association with Athashri-Paranjape Schemes, a leading name in housing solutions for senior citizens are organizing India's first 'Retirement India Expo 2011' with an aim to address the needs of the ageing population.

The Retirement India Expo 2011, which was held in cities such as Chennai, Bengaluru, Pune and Mumbai now comes to Hyderabad. Showcasing products, lifestyle and productive ageing opportunities for the booming ageing population who are 50 years and above, the Retirement India Expo 2011 will be held on 22nd & 23rd October 2011 at Hotel Taj Deccan, Banjara Hills, Hyderabad informed Dr. Sheilu Sreenivasan, Founder President – Dignity Foundation. Shri Justice Subhashan Reddy, former Chief Justice of Kerala and Chennai High Courts and former Chairman, AP Human Rights Commission has consented to the Chief Guest and will inaugurate the two day expo on 22nd October said Mr. Suresh Bhagwat, Director – Athashree-Paranjape Schemes Venture, who are associated with the expo as the Title Sponsors.

Dr. Sheilu Sreenivasan, Founder President – Dignity Foundation in a press note issued in city said that due to the medical advances and lifestyle enhancements, longevity is increasing world over. From 42 years in 1947, the life expectancy of Indians is now 67 years. This means that the ageing population requires special products and services to serve their station in life. Businesses participating in the Retirement India Expo will showcase products in the Insurance sector, banking, housing, mobility aids and health.

Mr. Suresh Bhagwat, Director – Athashree-Paranjape Scheme said that Senior citizens who have been neglected and ignored by Government, business and commerce over the past 65 years of Independent India and pampered solely by a handful of feebly endowed NGOs will be catered to by various businesses at the expo. Senior citizens are to be looked at by businesses and they should get customized products and services, he added.

Some of the large companies who are taking part in the Retirement India Expo 2011 include AP Rajiv Swagruha Corp Ltd, Dignity Foundation, Athashri — Paranjape Schemes (Construction) Ltd; A P Rajiv Swagruha Corporation Ltd., State Bank Of India; India First Life Insurance Company Ltd; Saket Engineers (Pranaam); Covai Property Centre (India) Pvt. Ltd., (Serene); ING Life Insurance Company Limited; Bajaj Allianz Life Insurance Company Ltd.; Jain Farms Pvt Ltd (Sukh Shanti); Vasan Eye Care (P) Ltd; Central Bank Of India; Star Union Dai-Ichi Life Insurance Company Limited, **Concept Homes India Pvt Ltd.**, State Bank Of Hyderabad, Melur Meadows Retirement Village; Goldage Hospital Pvt. Ltd; Glow Herbal, etc.

Senior citizens will also experience first hand the joy of their ultimate unretirement status in these two days where they will dance to aerobic beats, sing along with veteran singers' popular nostalgic songs of yester years, see the range of newly introduced products and services customized for them, and be literally wooed for the first time in India by Banks, insurance companies, pharma, fitness centres, spas, senior citizens housing societies, assisted living device manufacturers, health professionals and multi-professional gurus of active living.

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