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Transforming Elder Care in India: Emoha Elder Care's Role in Enhancing Seniors' Well-being

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ABSTRACT :

India's old population is growing at an unprecedented rate, putting the country at a crucial demographic crossroads. By 2050, the existing 153 million senior people (those 60 and over) are expected to increase to an astounding 347 million, or more than 20% of the entire population¹². There is an urgent need for creative elder care solutions as a result of this demographic shift, changing family patterns, and growing urbanisation. In this regard, Emoha Elder Care stands out as a trailblazing force, providing a technology-enabled, comprehensive approach to senior care that attends to the mental and physical requirements of India's ageing populace.

Keywords: elder care, seniors care, Old population, Unprecedented rate, Demographic crossroads, Urbanisation, Emoha Elder Care

Introduction:

India's Ageing Crisis: An Understanding of the Demographic Imperative

Current Data and Forecasts

India is experiencing a significant and swift population transition. About 11% of Indians are 60 years of age or older as of 2025; by the middle of the century, that percentage will rise to 20%. The old population is now growing at a decadal rate of 41%, with the 2020s seeing the biggest acceleration at 40.6%. South and West India have the biggest concentrations of older inhabitants, with states like Kerala and Tamil Nadu leading the way. This demographic shift is especially noticeable in several areas of the country.

The Dimension of Gender

The gender difference in life expectancy is a significant factor in India's ageing population. The sex ratio among the elderly has been continuously increasing since 199, and women routinely outlive men throughout the country. Women in states like Kerala and Himachal Pradesh have a life expectancy of 22 and 23 years at 60, respectively, which is four years longer than that of men in similar states. Because of this trend, there are "predominances of widowed and highly dependent very old women," which creates special care needs. Financial Susceptibility For the senior population of India, the economic situation is dire. About 18.7% of the elderly live without any income, and almost 40% are in the quintile with the lowest wealth⁵. The vast majority of older people are financially vulnerable because only 29% of them receive pensions. Limited access to healthcare, with only 25% of seniors currently covered by public insurance programs like PMJAY, exacerbates this economic insecurity.

Emoha Elder Care: A Groundbreaking Method Establishing Vision and Principles

Saumyajit Roy launched Emoha Elder Care in 2019; the company's mission was influenced by his own experience with eldercare issues. As an anagram of "A HOME" and a representation of "EMOTIONAL HAPPINESS," the term "Emoha" embodies the company's fundamental tenet of allowing elders to remain in place while receiving all-encompassing care. With a decade dedicated to eldercare, including his prior position at Antara Senior Living under the Max India Group, Roy has a broad career spanning more than 21 years in technology, real estate development, and healthcare.

The Model of Technology-Driven Care

Emoha's strategy is a complete rethinking of how elder care is provided in India. The business makes use of an advanced mobile application platform that acts as the focal point for all services. This "India's first App for seniors designed by seniors" offers everyday convenience services, social interaction, health monitoring, and emergency support with just a single tap.

Key Service Provisions: An All-Inclusive Care Environment

Medical Assistance and Emergency Response

Emoha's round-the-clock emergency response system is the foundation of its service concept. The organisation uses skilled workers, frequently former military personnel, who can react to crises with medical paramedics in the shortest amount of time. Emoha has saved more than 1,000 lives in emergency situations since its founding. The emergency coordination team works around the clock, responding to non-medical situations such as gas leaks, fires, robberies and break-ins as well as medical emergencies that call for ambulance services.

Digital Records and Advanced Health Monitoring

Emoha's health management approach incorporates preventive healthcare in addition to reactive care. Seniors' whole medical histories are digitised by the platform, which updates them frequently. Seniors and their family can access the system via a mobile application, which incorporates health monitoring technologies to detect vital indications like blood pressure and heart rate. The electronic health records function centralises medical records, facilitating easy and quick access, which is especially helpful in emergency situations.

Solutions for Smart Home Safety

The startup uses smart home technology and state-of-the-art IoT gadgets to make senior living spaces safer. Potential dangers such as falls, gas leaks, fire threats, and odd motions are detected by sensors. These monitoring devices enable quick reactions to potentially hazardous situations by instantly alerting emergency responders or caregivers.

Emoha places a high priority on social and emotional well-being because it understands that social isolation and loneliness are key issues for older adults³. Via MOH TV, India's first live show created especially for seniors, the site provides a wide range of interactive programming. Book clubs, music performances, group conversations, spiritual sessions, cooking lessons, virtual yoga sessions, and artistic pursuits like poetry and painting are all included in this.

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The sense of camaraderie goes beyond online communication. Emoha connects seniors who share similar interests, assisting them in creating support systems and friendships. Frequent check-ins from "Emoha Daughters" offer extra company and emotional support.

Convenience and Assistance with Everyday Living

The practical difficulties of senior citizens' everyday lives are addressed by Emoha's convenience services. Twice a day, the care coordination centre gets in touch with members to discuss a range of requirements, including aid with hospital accompaniment, grocery delivery, home maintenance, and government paperwork like Aadhaar cards. Seniors can continue to be independent while receiving dependable help with challenging tasks thanks to our all-inclusive support system.

Innovation and Technology Integration

Features of Mobile Applications

A complex combination of several care technologies can be found in the Emoha smartphone application. Important characteristics include:

- Complete health record management with real-time updates and remote access capabilities; • One-touch emergency access with instant alert systems to trained responders,
- Telemedicine features that give access to more than 1,200 doctors in India
- Activity scheduling and reminders for prescription drugs, appointments, and social events
- An interactive social network that links seniors with their peers and allows participation in live programming

Integration of AI and IoT

To customise care delivery, Emoha's platform makes use of Internet of Things (IoT) and artificial intelligence technologies. By establishing typical activity patterns for each senior using sensor fusion and machine learning, the system makes it possible to identify any anomalous changes that could point to crises or health problems. This proactive strategy keeps small problems from becoming major ones and enables early management.

Remote Care and Telemedicine

Only 270 qualified geriatricians serve more than 140 million senior citizens in India, a severe lack of geriatric experts that is addressed by the integration of telemedicine capabilities. Seniors can contact doctors from the convenience of their homes thanks to Emoha's network of healthcare providers, which eliminates the need for arduous hospital stays while guaranteeing ongoing access to healthcare.

Impact on the Market and Growth Path

Present Reach and Scale

Since its establishment, Emoha has grown significantly, and it now serves 150,000 elderly in 120 Indian cities. The organisation maintains 8,000 carers in its ecosystem and works with a network of more than 1,200 physicians around the country. While the National Capital Region (NCR) continues to be the main driver of Emoha's performance, Kolkata has emerged as the market with the quickest rate of growth.

Plans and Objectives for Expansion

By March 2025, the organisation hopes to have half a million members, and by 2027, it hopes to have two million. In order to facilitate this growth, Emoha intends to establish alliances with top healthcare organisations like Belle Vue and Fortis Hospitals and expand its network of healthcare providers to 10,000 physicians nationwide by 2027.

Financial Support and Investment

Age Care Labs, the parent company of Emoha, raised \$11 million in October 2023 for a pre-Series B investment round. Rainmatter Capital and Gruhas spearheaded the fundraising, with participation from prominent investors such as former Aditya Birla Capital CEO Ajay Srinivasan and Everstone Capital executive chairman Alok Oberoi. Another investor in the business, Lumis Partners, took part in this investment round.

Resolving the Elder Care Issues in India

Gaps in the Healthcare System

Serving India's ageing population presents major hurdles for the country's healthcare sector. In India, 43% of the elderly have diabetes, nearly half have hypertension, and more than one-third have arthritis. The nation needs about one geriatric physician for every 50,000 senior persons, indicating a severe shortage of geriatric specialists.

Through its network of qualified healthcare professionals and telemedicine technology, Emoha fills this gap.

Evolution of Family Structure

Elder care has generally been supplied via the conventional joint family structure, however this system is changing quickly. In a recent study, 22,250 participants stated that they would like to live in joint families but that their circumstances prevent them from doing so, and that more than 60% of older people currently live alone or in nuclear families. Technology-enabled solutions like Emoha are particularly positioned to fill the care gap produced by this transition.

Accessibility and the Digital Divide

The digital divide is one of the major obstacles that technology-based elder care solutions must overcome. Emoha tackles this by offering thorough training programs for senior users and their families as well as user-friendly interfaces created especially for them.

The company's strategy acknowledges that 85.9% of senior citizens are unaware of digital rights and services, which calls for close consideration of accessibility and education.

The competitive landscape and market context

Growth of the Elder Care Market

With a compound annual growth rate (CAGR) of 6.7%²⁵, the Indian market for senior care products is projected to reach USD 1,738.7 million by 2033 from USD 967.5 million in 2024. The ageing population, expanding healthcare awareness, government initiatives, assistive technology improvements, and the rising demand for home healthcare services are the main drivers of this expansion.

Infrastructure Gap in Senior Living

The current supply of senior living units in India is only about 20,000, despite an anticipated demand of between 400,000 and 600,000 units, suggesting significant development potential.

The size of the senior housing market in India was projected to be USD 1.91 billion in 2023, and it is anticipated to expand at a compound annual growth rate (CAGR) of 7.78% between 2024 and 2030.

Government Assistance and the Framework of Policies

With projects like the SAGE (Seniorcare Ageing Growth Engine) portal and Rs 100 crore set aside for the promotion of the silver economy, the Indian government has acknowledged the significance of elder care innovation. Businesses like Emoha can expand their operations and influence in a favourable climate thanks to the government's backing.

Prospects for the Future and Innovation Pathway Technological Development

Advanced monitoring technology, robotic help, and artificial intelligence will probably be more integrated into elder care in India in the future. Emoha is in a good position to take advantage of these new technologies because its current platform may be used as a basis for more advanced care delivery systems.

Growth in Rural Markets

Even though Emoha presently serves 120 cities, there is a lot of potential in rural areas, where 71% of senior citizens live²⁸. The business is well-positioned to handle the particular difficulties associated with elder care in rural areas because to its technology-driven business strategy and emphasis on affordability.

Including the Healthcare Ecosystem

Deeper integration into India's larger healthcare system, including alliances with medical facilities, insurance companies, and government health initiatives, is probably what future expansion will entail. The early steps in this direction are shown by Emoha's current collaborations with organisations such as Belle Vue and Fortis Hospitals.

Conclusion

India's rapidly expanding elder care needs can be addressed in a revolutionary way with Emoha Elder Care. The organisation has developed a full ecosystem that meets the social, emotional, and physical requirements of senior folks by fusing cutting-edge technology with human compassion. The business has saved over 1,000 lives, served 150,000 senior citizens in 120 cities, and established a network of 1,200 healthcare practitioners, all of which attest to the effectiveness and impact of its model.

Innovative solutions like Emoha will become more and more important as India continues its demographic transformation, with an estimated 347 million senior people by 2050. The company's emphasis on creating supportive communities, utilising technology to offer care, and permitting ageing in place is in line with senior desires as well as the reality of contemporary Indian society.

Affordably scaling, closing the digital divide, and keeping up with the latest innovations in response to changing care demands are the difficulties that lie ahead. Nonetheless, Emoha is positioned as a pioneer in rethinking elder care for contemporary India due to its proven track record of expansion, solid financial support, and extensive service offering. In addition to being an economic opportunity, the company's goal of using technology-enabled care to turn the ageing process into golden years is also a social necessity for a country that is ageing quickly.

India's Ageing Population: Trends, Challenges, and Policy Directions

1. Demographic Transition

India is undergoing a major demographic shift marked by a rapidly increasing elderly population. In 2022, the elderly (aged 60 and above) formed approximately 10.5% of the population, numbering around 153 million. This share is projected to double to 20.8% by 2050, reaching about 347 million individuals.

By 2046, India is expected to have more elderly individuals than children (aged 0–15 years) — a significant milestone indicating population ageing.

Sources: *India Ageing Report 2023*, UNFPA, *NextIAS*, *Statista*

Health Concerns

A significant portion of the elderly population suffers from multiple chronic illnesses and functional impairments. Nearly 1 in 5 face difficulties in performing daily activities independently.

Economic Insecurity

Elderly people, especially women and those in rural areas, often lack regular income, pensions, or savings. Widowhood further increases economic vulnerability for women.

Social Isolation

An increasing number of seniors, particularly women, live alone, facing emotional neglect and loneliness. Social disconnection is emerging as a mental health risk.

Rural Disadvantages

The elderly living in rural regions—who comprise about 70%—struggle with poor access to healthcare, transportation, and social services.

Sources: *LASI 2017–18*, *NextIAS*, *Civildaily*, *DrishtiIAS*

4. Regional and Gender Gaps

Certain southern and northern states already report higher percentages of elderly residents than the national average. The gender ratio among seniors is also skewed, with women outliving men, yet facing greater socio-economic and health disadvantages.

5. Strategic Policy Recommendations

To address the growing needs of India's ageing population, comprehensive and inclusive policy measures are essential:

- **Promote Active Ageing:** Encourage physical, mental, and social engagement through community programs.
- **Strengthen Healthcare Systems:** Invest in geriatric care infrastructure, mobile clinics, and trained health professionals.
- **Enhance Social Security:** Expand pension coverage, especially for women and informal sector workers.
- **Empower Elderly Women:** Design gender-sensitive schemes for financial independence and healthcare access.
- **Build Supportive Institutions:** Establish assisted living homes, elder helplines, and community-based elder care centers.
- **Leverage Technology:** Use digital tools and health tech to streamline senior care delivery and monitoring.

Initiatives such as the SAGE portal and senior-focused policy frameworks are steps in the right direction.

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The 2023 UNFPA India Ageing Report

Overview: It is predicted that by 2050, more than 20% of Indians will be 60 years of age or older, with the number of persons in this age group increasing by 279% between 2022 and 2050.

Key Findings: Approximately 18.7% of the elderly are unemployed, and over 40% are in the quintile with the lowest wealth. In India, the number of elderly people is expected to overtake that of children aged 0 to 15 by 2046.

The Hindu and Give Grants' article "India's Ageing Society: The Landscape Today" cited UNFPA India and the International Institute for Population Sciences as sources.

India's Senior Care Reforms through NITI Aayog (2024)

Overview: By 2050, it is anticipated that 319 million people—or 19.5% of the entire population—will be elderly.

Key Findings: 24% of older adults have at least one activity of daily living (ADL) limitation, 48% have at least one instrumental activity of daily living (IADL) constraint, and 75% of older adults have one or more chronic conditions. Thirty-two percent express low life satisfaction, and one in three suffer depressed symptoms.

Source: Longitudinal Ageing Study of India (LASI) 2021, Ministry of Health & Family Welfare, NITI Aayog.

The United Nations Population Division and Statista

Overview: By 2025, 11% of Indians will be over 60, and by 2050, that number is expected to rise to almost 20%.

Key Findings: In the 2020s, the old population grew at a decadal pace of 40.6%. The largest percentages of older adults who do not live with their adult children are found in southern and western India, particularly in Kerala and Tamil Nadu.

Source: United Nations Population Division, Statista.

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Key Findings: In the 2020s, the old population grew at a decadal pace of 40.6%. The largest percentages of older adults who do not live with their adult children are found in southern and western India, particularly in Kerala and Tamil Nadu.

Source: United Nations Population Division, Statista.

INSIGHTS The Hindu and IAS (2025)

Overview: In 2011, there were 103.8 million senior people in India; by 2031, that number is predicted to rise to 193.4 million, and by 2050, it would surpass 300 million.

Important Results: Numerous chronic ailments (such polypharmacy), increased mental health issues (including depression, dementia, and loneliness), and financial fragility are all consequences of ageing. Source: Population Projections Reports, The Hindu, and INSIGHTS IAS.

Information Centre for Biotechnology (NCBI)

Overview: It is anticipated that there will be 158.7 million senior people in India by 2025.

Key Findings: Access and affordability issues in senior healthcare.

NCBI Bookshelf is the source.

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