

## Seniority launches specialised services for elderly customers

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Seniority, a Pune based shopping destination for senior citizens, has launched a bouquet of specialised services for the convenience of its elderly customers. The company has associated with well-known brands to provide a range of essential services - healthcare, senior care, assisted travel, etc. With this move, Seniority aims to become a one-stop holistic 'health and lifestyle platform' offering comprehensive solutions, products and services that cater to the needs and requirements of the seniors.

Renowned health service brands such as DocsApp & Dr Lal PathLabs are already on board the platform. While Dr Lal PathLabs will offer comprehensive checks for any infections, conditions, or diseases related to various vital organs and systems of the body, DocsApp will offer unlimited access to doctor consultations 24x7 via chat, call, and video with additional benefits for six family members. The company is also in talks with Portea to launch their special services.

Speaking about the new service launch, Tapan Mishra, Co-founder, Seniority mentioned, "At Seniority, our endeavour is to bring more ease and convenience to the lives of the elderly and their caregivers. With the launch of our bouquet of specialised essential services, we are evolving into a holistic platform where seniors can find both products and services to address their health and lifestyle needs. We are delighted to collaborate with some of the best service providers in the industry to create a competitive advantage and provide differentiated offerings for our consumers."