

HCAH expands presence in geriatric health market in India after acquiring Seniority

10 November 2022 | News

With more than 20,000 products, Seniority is India's largest geriatric-centric digital platform having pan India presence



Delhi-NCR based health tech company HCAH (formerly Health care atHOME) has announced its acquisition of Mumbai-based geriatric-centric digital platform Seniority. With this, HCAH plans to integrate its existing healthcare services into the company and develop a geriatric-focused vertical to provide end-to-end senior care services for their holistic well-being and requirements.

Owned by the RPG Group, Seniority offers a curated portfolio of over 20,000 products ranging from medical to lifestyle for senior citizens and sells direct to customers. The company also operates two offline stores in Pune and Chennai.

Currently, there are more than 150 million senior citizens in India with an average age of close to 70 years. By 2025, 12% of the population in India will be aged 60+ and the geriatric population is projected to reach 280 million by 2050 which will boost demand in this sector.

Vivek Srivastava, Co-Founder and CEO, HCAH, said, "By acquiring Seniority, our intent is to cater to all the needs and provide a One Stop Shop to our rapidly growing elderly population. We will launch new services such as Assisted Living, Elderly day care and Elderly Concierge services in the future to further solidify our presence in the elderly market".