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US-based Starkey launches Genesis AI hearing aids in India

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Approximately 63 million people in India suffer from significant auditory impairment



Starkey, a global leader in hearing technology, has announced the launch of its revolutionary Genesis AI hearing aids in India. With a deep commitment to improving hearing health and overall well-being, Starkey continues its legacy of innovation by introducing cutting-edge solutions tailored to address the rising prevalence of hearing loss in India.

India faces a significant challenge, with hearing loss affecting millions of individuals across all age groups. According to the World Health Organisation, approximately 63 million people in India suffer from significant auditory impairment, highlighting the urgent need for effective solutions and interventions.

Moreover, with India's ageing population projected to double by 2050 surpassing the number of children, the prevalence of hearing impairment is expected to rise, underscoring the importance of proactive measures to address this pressing health issue.

Launching the revolutionary Genesis AI in India, Brandon Sawalich, President and CEO of Starkey said, “The new technology is already changing lives in the US, Canada, Europe, Australia, and New Zealand and now, we are very excited about its launch in India.”

The key features of Genesis AI include an Advanced Starkey Neuro Sound Processor, a long-lasting rechargeable battery, health tracking sensors, enhanced sound processing with Edge Mode+, ergonomic design, and comfortable fit.

Image caption- Brandon Sawalich, President and CEO (Centre) and Dr Achin Bhowmik, Chief Technology Officer & EVP of Engineering of Starkey (Right) along with Starkey India MD Akhil Chauhan