



## **Life Circle Health Services receives grant worth Rs 3 Cr to scale tech-enabled elder care**

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### **Receives the DBS Foundation Impact Beyond Award for advancing eldercare in India**

Life Circle Health Services, a Hyderabad-based social enterprise, has been named one of four global winners of the DBS Foundation Impact Beyond Award 2024. Launched last year, the award aims to supercharge impactful businesses that are addressing urgent needs in ageing societies.

As part of the recognition, Life Circle will receive SGD 500,000 (~Rs 3 crore) in grant funding, along with access to DBS Foundation's broader ecosystem of support — including expert mentorship, capacity building, and partnership/networking opportunities.

It is one of four enterprises collectively awarded SGD 3 million (~Rs 20 crore) by DBS Foundation. In addition to the funding, winners receive ongoing support from the bank to drive their next phase of growth, including new product development, operational scaling, and capacity building.

Life Circle is addressing this gap through a tech-enabled marketplace that connects trained caregivers with families based on individual health and personal care needs. It is India's only full-stack eldercare company combining training, certification, placement, and managed home care under one brand.

Life Circle's hybrid (phygital) model — which includes a mobile app, caregiver training, and quality checks — helps improve the overall quality of home-based eldercare in India. With this award, it will expand to Tier 2 and 3 cities that are seeing heightened demand, launch new training academies, roll out digital learning tools, and upgrade its technology to better manage onboarding and quality assurance for caregivers.