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ElderAid startup raises funding from Hong Kong based investor

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The startup will use the funds to bolster its operations in Bengaluru besides strengthening its critical customer management technology, marketing and brand building efforts.

A Bengaluru-based enterprise, ElderAid Wellness Pvt. Ltd, has raised an undisclosed amount of angel funding from Rugmini Menon, a Hong Kong-based entrepreneur.

ElderAid provides at-home healthcare services and social care support for senior citizens. The startup will use the funds to bolster its operations in Bengaluru besides strengthening its critical customer management technology, marketing and brand building efforts.

The startup was founded by Vandana Nadig Nair and Santosh Abraham in 2015. The company provides a range of at-home healthcare services including caretaker support, emergency assistance and doctor home visits besides social care supports such as accompanying the elder to the hospital and social events, supporting volunteering interests and hobbies, making bill payments and managing properties.

The startup offers services as different packages such as comfort pack at Rs 1,900 per month, get-well pack at Rs 4,200 per month and premium pack at Rs 7,200 per month. The services include emergency assistance, medical history documentation, weekly telephonic check-in, monthly BP check-up and social-cum-errands visits.

Other related health, concierge and wellness services like accompanied hospital visits, nursing staffing support, bill payments, shopping assistance, at-home tech support, accompanied travel and social visits are offered as add-ons on a pay-as-you-use basis.