



FOR IMMEDIATE RELEASE

20 December 2020

Contact: Atul Gandhi or BrinderGoraya

Mobile: +1 (603) 718 4828

Email: atul.gandhi@sevaathome.com

brinder.goraya@sevaathome.com

SEVA AT HOME EXTENDS SERVICES TO 4 ADDITIONAL CITIES IN PUNJAB

Extending reach and now bringing much needed support to the elder communities across 7 cities in Punjab

Nashua, New Hampshire (15 December 2020): Building on its success in the Chandigarh tri-city area, Seva At Home has extended its homecare and health services to 4 additional cities across the north-Indian state of Punjab. Focussing on the critical post-operative care and attendant market, Seva At Home has partnered with over 200 service providers and partners in Punjab to now include Ludhiana, Jalandhar, Amritsar and Hoshiarpur in addition to the existing network in Chandigarh, Mohali and Panchkula.

Discussing this strategic expansion, Founder and CEO Atul Gandhi said “The demand for quality healthcare support at home has increased rapidly, especially in the aftermath of the COVID-19 pandemic. With an acute shortage of high-quality professional caregivers in these cities, the younger members of the families especially Non Resident Indians living in the US or Canada have reached out requesting that we find a way to help their parents back in India”.

Projections by Indian Institute of Population Studies (Economic Survey 2018-19) indicate that Punjab, Himachal, West Bengal and Southern states are aging faster than the rest of India and will see the demographic dividend flip by 2030. In particular this demographic transition is a result of a drop in the Total Fertility Rate (TFR) to below 1%, as well as factors such as migration and a burgeoning NRI population. It was indicated that more than 10% of the states’ population was above 59 years of age, and with the youth traveling towards larger cities or abroad in pursuit of professional success, services like Seva At Home become even more important.

Atul added “During the COVID-19 lockdown, Mohali seniors were particularly affected, with over 45% of the cases reported occurring in the 61 to 80 age group. It is imperative that we provide trust-worthy and capable support to these patients”.

About Seva at Home

Founded in 2019, Seva at Home is a technology enabled platform that offers comprehensive healthcare and support services to elders in the safety of their own homes. Created as a solution to the rising problem of insufficient healthcare facilities and lack of care providers, Seva at Home empowers family members (and caregivers) to engage with the health and wellbeing of their elders, no matter where they are in the world. Founded by NRIs and anchored by a large partner network on-the-ground in India, Seva at Home is led by a team of professionals who have extensive global experience in building value for all the stakeholders i.e. customers, partners, employees, investors et al.

For more information please visit www.sevaathome.com, or follow us on

Facebook: <https://www.facebook.com/sevaathome/>

Instagram: https://www.instagram.com/seva_at_home/

Linkedin <https://www.linkedin.com/company/seva-at-home/>

###