

How Elderconnect Is Quietly Transforming India's Fragmented Eldercare Industry

Elderconnect is transforming India's fragmented eldercare market, connecting families with verified providers through a transparent, trusted marketplace.

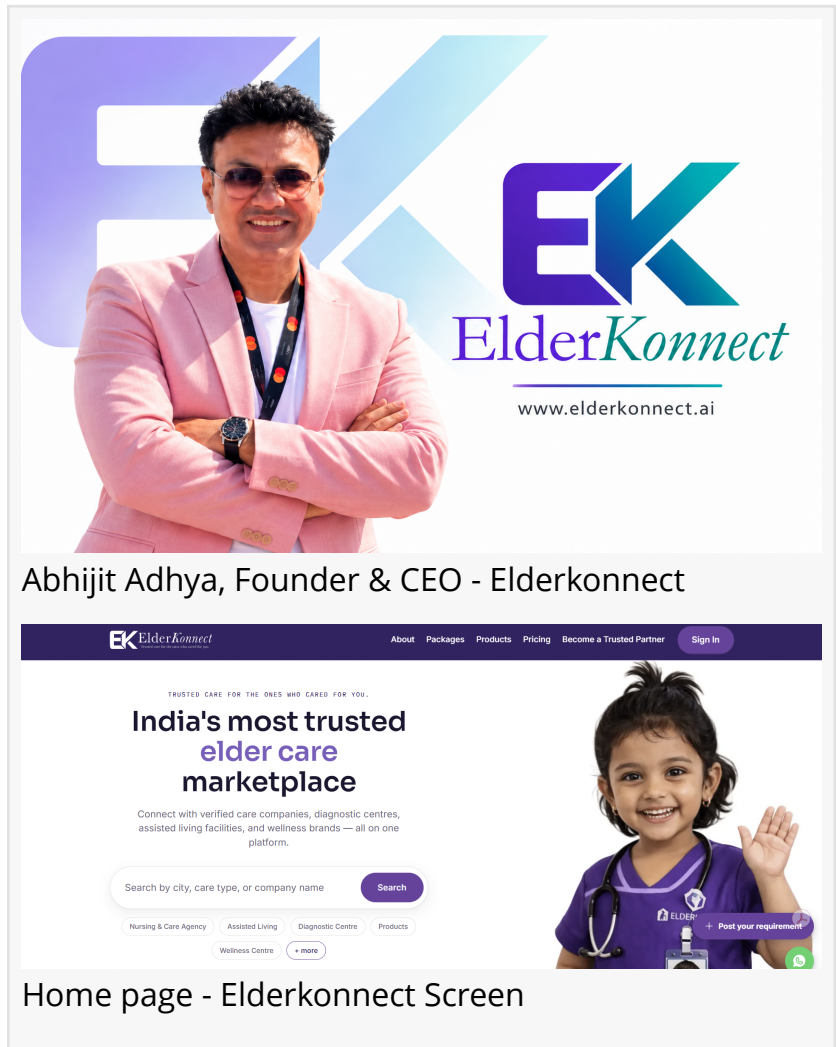
NY, UNITED STATES, October 19, 2026 /EINPresswire.com/ -- With nearly 40+ top Indian companies onboarded and a presence spanning more than 400+ cities, [Elderconnect](https://www.elderconnect.ai) is building a [marketplace](https://www.elderconnect.ai) designed to make eldercare more accessible, transparent and trustworthy.

India's eldercare industry is evolving, but finding reliable care remains a challenge for many families. Services such as home nursing, physiotherapy, personal care, diagnostics, transportation and companionship are available through numerous providers, yet discovering, comparing and coordinating them can be complicated.

For families living overseas, the challenge is even greater. How do you identify a dependable provider, understand the costs, compare alternatives and ensure that communication continues after a service has been booked?

Elderconnect is addressing this gap by bringing families and care providers together through a technology-enabled eldercare marketplace.

The platform's growing network includes nearly 40+ companies that have completed its company-document verification process, with providers collectively offering coverage across



Abhijit Adhya, Founder & CEO - Elderconnect

Home page - Elderconnect Screen

more than 400 cities in India. Alongside service-based businesses, Elderconnect is also seeing product-based companies join its ecosystem, expanding the range of solutions available to not only families(B2C) but also to businesses (B2B)

A Marketplace Built Around Choice and [Transparency](#)

Unlike a conventional care agency that primarily delivers its own services, Elderconnect operates as a marketplace connecting families with providers across multiple categories.



Founding Team - Avik P and Sweta S

One of its key features allows families to post their requirements and budgets on the platform. Interested providers can then submit bids, giving families the opportunity to compare options and make informed decisions based on their needs and financial considerations.

This approach introduces greater transparency into a sector where families often depend on informal recommendations or have limited visibility into available alternatives.

The objective is straightforward: give families more control over their choices while helping providers connect with relevant customers.

Quality Over Quantity

In eldercare, trust cannot be treated as an afterthought. The consequences of choosing an unsuitable provider can be significant, particularly when families are arranging care for parents from another city or country.

Elderconnect follows a strict onboarding philosophy, focusing on established providers and conducting checks of company documentation before onboarding. Its stated approach is to work with credible organisations rather than fly-by-night operators entering the market without the necessary accountability.

Verification is an important starting point, although ongoing service quality, responsiveness and accountability remain essential to building long-term trust.

The platform also offers a seven-day money-back policy for eligible bookings involving services lasting more than 15 days, subject to its applicable terms and conditions. This provides an additional layer of reassurance for families making longer-term care arrangements.

More Than a Listing Platform

Discovering a provider is only one part of the eldercare journey. Families may also need help understanding service options, clarifying requirements, coordinating with providers and resolving communication gaps.

Elderkonnect places emphasis on supporting clients through these interactions, helping them navigate the available options and identify providers suited to their requirements.

The company reports that repeat customers are an important part of its business, reflecting the value of continuity and support beyond the initial discovery of a service.

For families living abroad, this coordination can be particularly valuable. While a marketplace cannot replace a family's physical presence or guarantee the outcome of every service, it can help simplify the process of arranging and managing care.

Building an Ecosystem for the Future

Elderkonnect's expanding provider network reflects a broader ambition: to connect the different elements of eldercare rather than treat each requirement as an isolated transaction.

As product-based businesses join service providers on the platform, the ecosystem has the potential to extend beyond caregiving into products and solutions that support older adults' everyday needs.

"Our vision is to build from India for the world, leveraging technology and a connected care ecosystem to make eldercare more accessible, transparent and easier to navigate for families, wherever they live " said Abhijit Adhya, Founder and CEO of Elderkonnect. Abhijit brings more than 25 years of Global experience in Strategic Transformation and Programme Management across India, the United States, UK, Europe and the Middle East on the table. Having worked with fortune 500 organisations including GE, JPMorgan, WPP and GroupM, Abhijit returned to India from London to build a business addressing a challenge that transcends geographical boundaries.

Connecting Families to Care They Can Trust

The future of eldercare will depend not only on the availability of services, but also on how easily families can find, evaluate and coordinate them.

"Designing Elderkonnect is about solving a complex challenge - building a platform that serves both families seeking reliable care and providers delivering it, each with very different needs. Our focus is to manage that complexity behind the scenes while keeping the experience simple,

intuitive and easy to navigate for everyone. Through thoughtful product design and strong partnerships, we want to make the entire care journey—from discovering the right service to coordinating its delivery - feel seamless and reassuring.” opines Sweta Sahoo, Product Design and Partnership Lead, Elderconnect.

Elderconnect's marketplace model seeks to bring these elements together through provider verification, competitive choice, transparent requirements and continued communication.

As the platform develops its network across India, its long-term opportunity lies in becoming a trusted connection between families and the wider care ecosystem.

“Our technology is designed to bring trust, intelligence and scalability together” shares Avik Paul, Technology Lead, Elderconnect.

For families separated by thousands of miles, the goal is simple: make arranging care for ageing parents a more informed, transparent and manageable experience.

John

TGH

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/950201821>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.