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boAt joins hands with Antara Senior Care to provide innovative technology solutions for elders

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boAt is now the official technology partner for senior care devices for Antara



boAt, India's leading audio and wearable tech brand, has announced its partnership with Antara Senior Care, a holistic senior care eco-system and part of the $5 Billion Max Group, to redefine senior care through innovative, customised technology solutions.

The partnership aims to leverage boAt's cutting-edge wearable and audio technology expertise along with Antara's deep understanding of senior care needs. Together, the two brands are set to transform senior care by co-creating innovative, customised devices designed to enhance the health, safety, and overall quality of life for senior citizens.

The partnership was formally signed off by Sameer Mehta, Co-Founder & CEO of boAt, and Ishaan Khanna, CEO of Antara Assisted Care Services.

Antara's AGEasy platform is committed to enriching the quality of life for seniors by addressing common health challenges such as joint pain, respiratory rehabilitation, and fall-risk management. The platform combines product innovation, expert assistance, and easy-to-use technology to help seniors manage chronic conditions effectively.

As part of this collaboration, boAt will design and manufacture a series of advanced tech solutions specifically tailored for seniors. The devices will address key challenges faced by the elderly, incorporating cutting-edge technology to improve their well-being. These include built-in fall detection and alerts, emergency response, SOS alerts, location tracking thus enabling quick assistance during emergencies. There will also be real-time health tracking for vital signs such as heart rate, SpO2, and sleep patterns, alongside remote monitoring capabilities that allow family members and caretakers to stay connected and informed. Additionally, the devices will feature advanced solutions that cater to seniors with hearing challenges, offering superior comfort and accessibility.