**FOR IMMEDIATE RELEASE**

**CLYKK and Grand-App AI Join Forces to Transform Elder Care in India with AI-Driven Innovation**

**Bangalore, India – February 15, 2025** – CLYKK, a leading innovator in elder care solutions in India, and Grand-App AI, a pioneer in artificial intelligence-driven healthcare applications, today announced their strategic partnership to co-develop a category-shaping AI-driven solution for older adults. This groundbreaking collaboration will introduce a transformative approach to home and institutionalized care, enabling caregivers in India to deliver data-informed, compassionate support.

With India’s **elderly population projected to exceed 194 million by 2031**, the need for **innovative, scalable, and culturally relevant** elder care solutions has never been greater. The CLYKK - Grand-App AI partnership is set to bridge this gap by delivering an **AI-enabled, first-of-its-kind**, **intuitive, and proactive caregiving ecosystem,** making elder care **more accessible and affordable for all families**.

**AI-Powered Elder Care, Tailored for India**

Launching in **April 2025**, with **pre-launch activities beginning in March**, this next-generation platform will utilize AI to provide:

* **Real-time, non-intrusive behavioral insights** based on elder’s daily routines.
* **24x7 Detection and Immediate** response to Critical Care Events.
* **Designed to facilitate independent living,** the solution will act as a co-pilot for caregivers**.**
* **Early health risk detection** through predictive analytics.
* **Personalized recommendations** for caregivers and families.
* **One-CLYKK service scheduling** for home care and wellness needs.
* **Affordable subscription** models bridging the gaps across economic segments

This solution is **designed for Indian families**, where multi-generational households and evolving caregiving dynamics require **a seamless blend of technology and human compassion**. To further ensure accessibility, **CLYKK will partner with hospitals, local NGOs, CSR, social service organizations, and government initiatives** to expand elder care outreach across urban and rural India.

**Leaders Speak: A Vision for Compassionate, AI-Driven Care**

**Keerthi Kumar, CEO & Founder, CLYKK:**
“Our partnership with Grand-App AI marks a significant milestone in elder care innovation. By integrating **advanced AI with a deep understanding of Indian elder care needs**, we are committed to empowering caregivers and ensuring our elders' **dignity, independence, and enhanced well-being**. Most importantly, we are making elder care **affordable and accessible for every Indian family**.”

**Tony Silva, CEO, Grand-App AI:**
“India’s aging population presents unique challenges, and **AI-driven solutions can play a transformative role** in addressing them. This partnership is about blending **human empathy with AI-powered intelligence** to create a caregiving ecosystem that is **smart, accessible, and deeply personal**.”

**Bringing AI to the Heart of Indian Homes**

Beyond monitoring and alerts, the platform will serve as an all-in-one care assistant, allowing families and caregivers to order and schedule essential services on demand. This includes:

* **Daily assistance (companion care, housekeeping, meal preparation, walking)**
* **Medical check-ups and home nursing (coming in future rollouts)**
* **24/7 AI-powered wellness monitoring and emergency alerts**
* **Secure and private data handling to protect elders’ information**

**What’s Next?**

In the lead-up to the **April 2025 launch**, CLYKK and Grand-App AI will roll out:

* **Pilot programs** to test real-world applications.
* **Community engagement initiatives** for feedback and awareness.
* **Marketing campaigns** to educate families on AI-driven senior care benefits.

**Join Us in Shaping the Future of Elder Care**

For media inquiries, partnership opportunities, or further information, please contact:

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**About CLYKK**

CLYKK is a leading provider of **AI-driven elder care solutions in India**, focused on enhancing the quality of life for older adults through innovative technology, services, and community-driven support.

**About Grand-App AI**

Grand-App AI specializes in **cutting-edge AI solutions designed to address the well-being of elders**. With expertise in behavioral analytics and AI-driven decision-making, the company is committed to revolutionizing care models through technology that supports real-time insights and proactive interventions.