



Become a Franchise Partner  
**With Umang Living**

# Message From Our CEO

I believe seniors deserve more than care they deserve community, joy, and purpose. That's why I founded Umang Living, blending 25+ years of hospitality expertise to reimagine senior living in India.

I'm passionate about creating spaces where seniors can live with dignity, joy, and connection.

Over the years, I've seen how loneliness quietly steals joy from the lives of our elders even those surrounded by family. I've felt that pain closely, watching loved ones grow silent, distant, and forgotten.

It broke something in me. How could people who once gave us everything be left with so little no companionship, no purpose, no joy? That heartbreak stayed with me. For two years, I poured my heart into researching, dreaming, and building Umang Living a warm, vibrant space where seniors can live with dignity, surrounded by friends, laughter, and meaningful moments. Umang is my way of giving back a sanctuary where the elderly are not just cared for, but celebrated.

**Sanjayy Bhardwajj**  
CEO & Founder



**Umang Living Visionary Leader in Community Development and Grassroots Empowerment**

# About Umang Living

Umang Living provides India's leading senior living ecosystem with modern townships in 75+ cities, along with lifestyle, wellness, and travel, legal and financial services ensuring a secure and enriching life for seniors

## Mission

Set the gold standard for senior living in India - where every elder lives with dignity, safety and joy.

## Vision

Build purpose-designed communities that integrate healthcare, culture, and everyday convenience; that integrate healthcare, culture, and everyday convenience; enable family peace of mind (including NRIs), and deliver measurable outcomes in safety, wellness, and social connection.

- 10,000+**  
Elders Empowered
- Pan India**  
Presence
- 20+**  
Languages of care
- 1000+**  
Emergency Simulations
- 60k+**  
Care Calls



# Five Pillars Of Umang Living Services

We offer Lifestyle, Health & Wellness, Travel, Legal & Finance with complete ecosystem for modern senior living.



## Finance

- ITR Assistance
- Tax & investment Planning
- Digital Payments & Online Banking Help
- Safety training to avoid fraud
- Credit & Loan Assistance
- Dedicated financial helpdesk
- On-site/at-home financial assistance



## Health & Wellness

- 24/7 Emergency Assistant
- General Health Check-up
- Medicine Door-step Delivery
- Care Manager Visit
- Assistant for OPD visit/hospital
- Post Surgery Care
- Surgery & Procedure Planning
- Doctor Home Visit
- Lab & Diagnostic Assistance
- Teleconsultation



## Travel

- Pre Travel Health Check-up
- On Trip support like nurse accompanying each group
- pace & Comfort
- Family reassurance
- 24/7 emergency Coordination
- special care for health and mobility & safety
- Elder friendly travel trips with same community

## Legal

- Residency & documentation
- Property & estate planning
- Health & personal directives
- Finance & retirement support
- Disputes & consumer issues
- Safety & welfare rights
- Family legal support
- Cyber & identity protection
- Legal awareness help
- Litigation & representation



## Lifestyle

- Active = Engaging Daily
- Wellness - Focused Environment
- Vibrant Community Life
- Comfort meet Independence
- Meaningful & Purposeful Living



# Senior Care Sector Offers Great Business Opportunities

India's urban senior citizen population is flourishing. Currently, there are about 1.4 crore urban senior citizens, and this number is expected to triple by 2050. The senior care market is valued at an impressive ₹1,42,800 crores, with senior spending around ₹8,500 each month on health and daily needs.

These are real people who will need comprehensive senior care support. And partnering with Umang Living means you'll be directly involved in providing them with these services.

This is a significant opportunity for franchise partners to make a meaningful impact in the senior citizen care space and contribute to a rapidly growing sector of the economy.



**1.4 Crore**

(Urban elders in India- 10% of elders)



**₹8500/-**

"monthly spend"  
(Towards health and daily living)



**1,42,800 Crores**

(Market opportunity today on annual basis)

\*Basis most conservative spends in middle income Urban India

# Why Choose Umang Living as Your Franchisor?

When you choose to partner with Umang Living, you're choosing a path of growth and success in the senior citizen care industry. Here's what we offer to our franchise partners:

## Established Brand

With Umang Living, you instantly establish a distinguished brand presence. Our reputation holds significant weight in the senior care market, providing you with a competitive edge right from the start.

## Profits

Our business model is designed for speed. We've done the groundwork, so you will see a faster return on your investment. Time is money, and we help you save both.

## Expert Training

We provide expert training, established SOPs, and a robust Learning Management System, ensuring you succeed from day one.

## Marketing Support

You'll have our support at every stage. We provide successful marketing strategies to broaden your audience and attract new customers.

## Dedicated Tech Support

Our dedicated tech support team is available to assist you with any technological hurdles you may encounter, ensuring seamless operations.

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# How to Become A Franchise Partner (FP)?

## Initial Application & Meetup

- Submit an Application
- Introduction and Alignment
- Business Model Evaluation



## Document Submission & Review

- Provide Important Documents



## Site Verification

- Assess the Location
- Secure the Location



## Contract Signing

- Finalize the Partnership
- Welcome to Umang Living
- Manpower Selection



## Go To Market (GTM) Training & Support

- Attend Training Smooth
- Onboarding Process
- Continuous Support



Let's Start

# Investment & Revenue Stream

## Investments & Financial Projections

 **Elderpreneurship Fee**  
Rs. 4,00,000 + GST

### **Path to Success**

- a. Low Investment
- b. High ROI
- c. Easy to Start

### **Save 3 Invaluable**

- a. Time
- b. Money
- c. and Strength

## Investments & Financial Projections

### **Path to Success**

- a. Nurses
- b. Attendants
- c. Doctors
- d. Lawyers
- e. Financial Advisors

### **The Heart of our community**

- a. Engage
- b. Empower
- c. Enhance

### **Value-Added Services**

- a. Doctor Consultation
- b. Medical Equipment's
- c. Online Engagement
- d. Tour & Travel Planning



# Deliverables and Support Provided By Umang Living

## Standard Operating Procedures (SOPs) for Efficiency

-  Detailed Training for All The Positions
-  Service Protocols
-  Technology Training

-  Go to Market Strategy
-  SOP for BTL Activities

These SOPs enable our franchise partners to deliver reliable and efficient care, building trust and satisfaction among elders and their families.

### All you need to know about becoming an Umang Living Franchise Partner

#### 1.Umang Living Orientation

- About Umang Living
- Vision, Mission & Core Values
- Senior Independent Living Overview
- Franchise/Partner Agreement
- Organisational Structure
- Brand Philosophy & Service Promise

#### 2.FP Acquisition

- Criteria for Franchise Partner (FP) Selection
- Lead Funnel Management for FPs
- Awareness & Outreach Campaign Plan
- City/Cluster Mapping for Expansion
- Franchise Profiles Shortlisted
- FP Evaluation & Due Diligence Process

#### 3.FP Induction & Training

- Detailed Induction Plan
- Orientation on Senior-Living Service Standards
- Training Decks & Modules
- Live Training Photos/Videos (optional)
- Testimonials from Existing Partners
- Detailed 30-Day Operations Kick-off Plan
- On-ground Staff Training Overview

#### 4. FP Commissioning

- Job Descriptions for All Roles
- Operations SOPs
- Finance & Billing SOPS
- Compliance Guidelines
- Sales & Community Engagement SOPs
- Brand & Marketing Toolkit
- L&D Modules for Continuous Improvement

#### 5. Umang Partnership Activation

## Umang Living Help Desk

Umang Living provides a comprehensive Help Desk to support elders in various aspects of their lives, enhancing their comfort and convenience.

### Our Help Desk services include:

- **Health Help Desk:** Access medical advice, schedule appointments, and manage health records.
- **Travel Help Desk:** Arrange travel plans, book tickets, and coordinate transportation.
- **Clinical Help Desk:** Obtain clinical support, manage prescriptions, and connect with healthcare providers.
- **Lifestyle Help Desk:** Provide a vibrant senior lifestyle filled with activity, wellness, comfort and Independence

# Tech Platforms and Support Provided

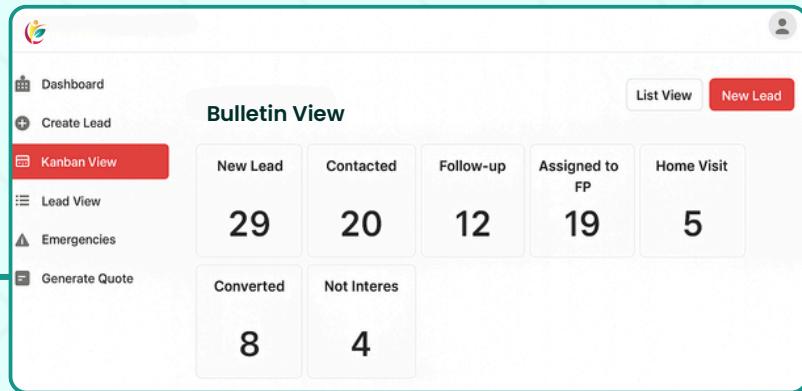
At Umang Living, we utilize advanced technology platforms to support our franchise partners and ensure top-notch elder care. Our key tech platforms include the Work Management System (WMS), operations, enhance communication, and ensure efficient service delivery.

## Work Management System (WMS)

The WMS is the operational backbone, providing:

- Lead Management
- Scheduling and Task Management
- Performance Monitoring
- Reports and Analytics

### Work Management System



# Comprehensive Marketing Strategy Support

Umang Living employs a comprehensive marketing strategy to help our franchise partners reach their target audience and grow their business. Our approach includes a mix of online and offline tactics, strongly emphasizing Below-The-Line (BTL) activities.

## BTL Activities Include:

- Community Events
- Online/Offline Engagement Activities
- Local Partnerships
- Personalized Outreach

We also leverage social media, email campaigns, and online ads to reach a wider audience and drive client acquisition.

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## All-Round Help in Recruitment and Training of Manpower

Umang Living helps you build the best team by streamlining the selection, training, and recruitment process. We carefully screen candidates to find the most qualified and compassionate individuals. We provide comprehensive training programs that equip caregivers with the necessary skills and knowledge to excel in their roles. This ensures you have a top-notch team, enhancing your service quality and client satisfaction.

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## 24x7 Emergency Support System

Umang Living offers a 24x7 Emergency Support System, ensuring assistance for elders at anytime. This round-the-clock support enhances the safety and well-being of our clients, providing peace of mind for their families.

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## Elder Care Support Products

Umang Living provides a range of elder care support products designed to enhance safety and independence for elders.

### Our Help Desk services include:



Panic Buttons



Sensors



Alarm and more

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# **Deliverables Needed From Our Franchise Partner (FP)**

## **Required Investment and Infrastructure:**

- Partnership Fee: Rs 4 Lakh + GST.
- Royalty: 5% per month (Year 1); 7.5% per month (Year 2 onward)
- Office Requirements: 150 square feet of space equipped with a basic computer, printer, and Wi-Fi.
- Manpower Requirement: Nursing Officer, Sales Executive and Umang Living Daughter (ULD).
- Commitment and dedication to Umang Living
- Being socially active and spreading awareness about Umang Living elder care services.
- Generation of qualified leads and conversion from FPs allocated areas.

## **Unmatched Partner Support Your Success, Our Mission**

At Umang Living, we believe in empowering our franchise partners with unparalleled support and guidance. From comprehensive training to continuous assistance, we're with you every step of the way. Our dedicated team is always ready to help you overcome challenges and achieve remarkable success. With Umang Living, you're not just a partner you're part of a thriving, supportive community committed to excellence.



