



**CRADLE
OF LIFE**
Active Living for 55+



For a

fulfilling

life after 55





THE IDEA

A Brand New Life Plan

Cradle Of Life is built on a simple but often overlooked truth:

Great active living is not defined by just homes or amenities it is defined by how life is celebrated every day

— **Sharad Gadsing - Founder & CEO, Cradle Of Life**

What truly matters in active living is not how it begins, but how seamlessly care, comfort, everyday support, and vibrant daily engagement come together every single day.

That belief shaped Cradle Of Life from the very start

Explore **life at Cradle Of Life** and why our operating model is fundamentally more resilient, reliable, and resident-centric.

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WHY A NEW MODEL WAS NEEDED ♥

Because everyday life involves many things, such as healthcare, meals, safety, staffing, maintenance and social activities all working together. Each of these is an **industry in itself**.

What Usually Goes Wrong?

In most communities, one team manages everything. Over time, this can affect quality and consistency, even with the best intentions.

- ✿ Every day services not feeling as dependable as they should
- ✿ Limited specialist attention across different needs
- ✿ Inconsistencies in care and support
- ✿ Residents feeling unheard or dissatisfied

Not due to lack of Intent but due to limitations of scale, depth, and specialisation





The Cradle Of Life Way of Living

A Thoughtful, Well-Managed Community

At Cradle Of Life, each part of daily life is handled by specialists in healthcare, meals, maintenance, safety and activities all working together smoothly.

Everything is clearly planned, regularly reviewed and carefully managed by us.

If one service needs improvement, it can be upgraded without affecting your everyday routine.

What This Means For You:

- ✦ You don't have to follow up or chase anyone
- ✦ Services run smoothly and on time
- ✦ You're never dependent on one person
- ✦ Daily life feels easy, calm and dependable

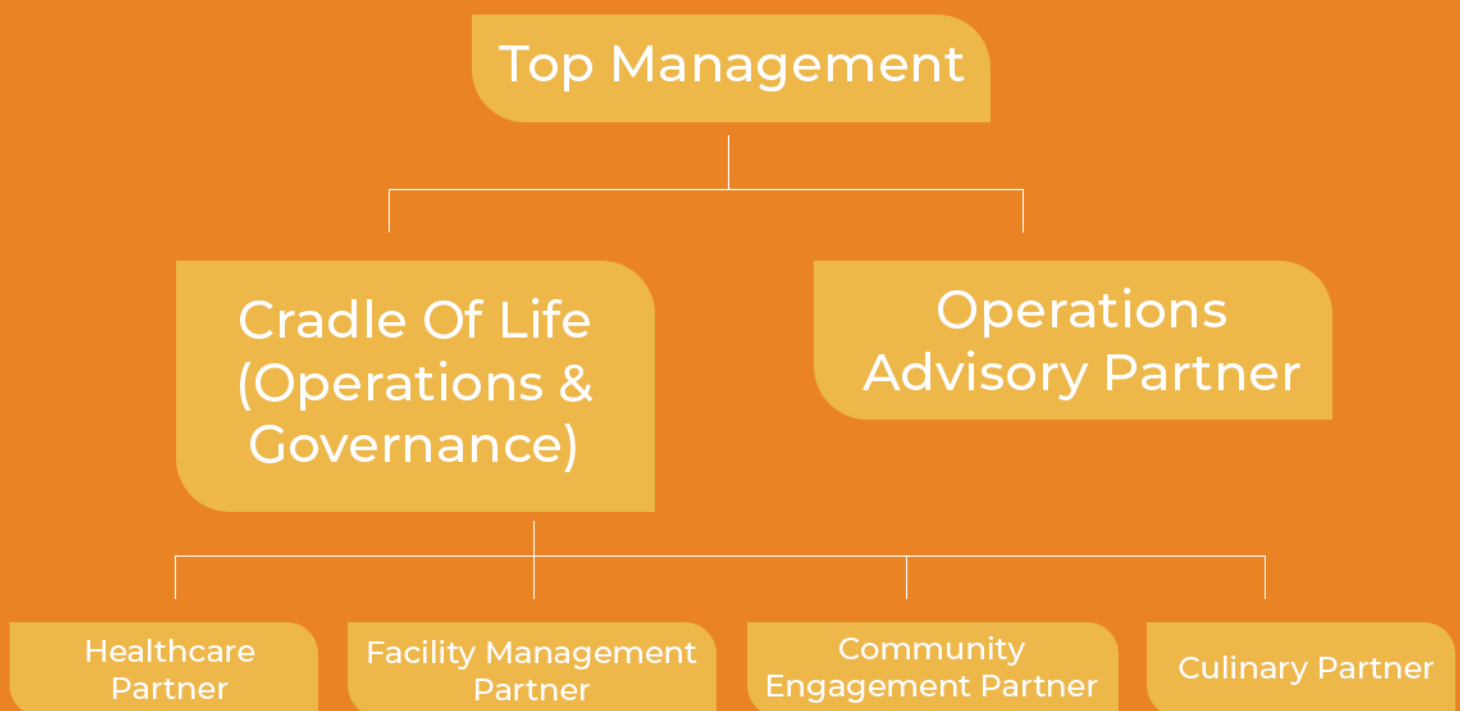
Simply put, life at Cradle Of Life is designed to work quietly in the background so you can focus on living well.



STRUCTURED FOR QUALITY, FLEXIBLE BY DESIGN ♥

A performance-led operating model designed to maintain high standards over time.

Life at Cradle Of Life is supported by a quietly coordinated service ecosystem, designed to work seamlessly every day.



Each service pillar is managed by a specialist partner with proven expertise.



STRUCTURED FOR QUALITY, FLEXIBLE BY DESIGN

The Role Of Cradle Of Life

We acts as the central steward of all services, ensuring quality, consistency, and continuity.

We appoint specialist partners, define service standards, monitor performance, and drive continuous improvement, so residents never have to manage or follow up on daily services.

How Partners Are Chosen

Partners are selected with long-term living in mind. Selection focuses on domain expertise, operational experience, robust systems and training, use of technology for consistency, proven service quality, and suitability for the community.

Partners are involved early, helping design practical, resident-friendly systems, not just delivering services after handover.



EXPERT-DESIGNED OPERATING SYSTEM

To design an operating model and day-to-day living experience that supports an active, fulfilling life after retirement, Cradle Of Life has partnered with Jeevin Consulting, one of India's most experienced senior living operations and wellness organisations

This partnership ensures that services, wellness programs, and engagement are thoughtfully designed and professionally run, grounded in real, on-ground experience of senior living in India giving residents and families confidence that the community is guided by people who have built and operated successful senior living communities.

Jeevin is led by Dr. Muralidhara CP, a recognised thought leader in senior living with over **22 years of hands-on experience** shaping senior living communities across India.



“Senior living should be thoughtfully engineered, not improvised or compromised over time. When systems, services, and spaces are designed with care, people feel secure, engaged, and at ease in everyday living.” — **Dr. Muralidhara CP - Founder, Jeevin**

Jeevin's Role

- ✿ Designing the overall operating framework
- ✿ Defining SOPs, service standards, and escalation mechanisms
- ✿ Structuring governance and review processes
- ✿ Aligning infrastructure and amenities with operational realities
- ✿ Anticipating real-life service challenges based on industry learnings

What This Means For Residents



Services are:

- ✿ Designed by experts with decades of hands-on senior living experience
- ✿ System & Process-driven, not people-dependent
- ✿ Continuously reviewed and improved
- ✿ Built to work reliably over decades



| jeevin.in

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HEALTHCARE PHILOSOPHY

Healthcare as an Everyday Support System

At Cradle Of Life, healthcare goes beyond treatment. It is designed as an **everyday vitality support system**, seamlessly woven into daily life to help residents stay active, confident, and well-physically and emotionally.

In partnership with Bridge Health, one of India's leading integrated preventive healthcare providers, led and backed by Mr. Kris Gopalakrishnan, Co-Founder of Infosys, with a growing network of 70+ primary clinics and preventive care clinics across major Indian cities.



Preventive and primary care are critical to ensuring longevity with quality of life.

— **Kris Gopalakrishnan - Chairman, Bridge Health**



| bridgehealth.in

Healthcare Philosophy

- ✱ Prevention over intervention
- ✱ Continuous monitoring instead of episodic check-ups
- ✱ Personalised care pathways, not generic protocols

HOLISTIC HEALTH ECOSYSTEM

Designed to Bridge Health To Retain, Improve & Sustain Health

Health at Cradle Of Life is proactive and multidimensional:



Fitness & Mobility

Strength, balance, flexibility, endurance, and fall-prevention programs



Nutrition & Lifestyle Guidance

Personalised support aligned with metabolic health, bone strength, and immunity



Integrative Wellness Practices

Yoga, Ayurveda, and Naturopathy woven together to enhance flexibility, emotional balance, stress resilience, and holistic wellbeing.



Physiotherapy & Rehabilitation

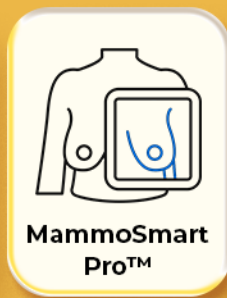
Targeted programs for joint health, recovery, and long-term mobility

AI-ENABLED HEALTH SCREENING

Early insights. Continuous monitoring. Smarter health decisions.

At Cradle Of Life, health screening is designed to provide clarity, not anxiety.

In partnership with Bridge Health, we use AI-enabled, non-invasive diagnostic technologies to detect early signals, track changes over time, and support timely, informed health decisions often before symptoms appear.



What It Covers



Heart & Vital Signs:
Blood pressure, heart rate, oxygen levels



Metabolic Health:
Weight, body composition, Gluco Scan indicators



Women's Health:
Mammo Scan for early breast-health screening



Mobility & Movement:
Balance, posture, and Physio Smart assessments



Stress & Mental Wellbeing:
Stress patterns and emotional balance



Health Trends:
AI-driven tracking of changes over time

HEALTH AND LIFE CARE

Accessible care, continuous support, and peace of mind every day.

At Cradle Of Life, medical care is designed to be easy to access, responsive, and dependable. The focus is on strong primary care, timely medical support, and readiness for emergencies, ensuring residents feel confident and families feel reassured. Whether it's routine care, ongoing health management, or urgent situations, support is always close at hand.

On-Campus Polyclinic

- On-campus general physician and frequent multi-disciplinary doctor consultations
- Physiotherapy treatments
- Nursing care, including IVs and injections
- Diagnostics and pharmacy coordination

Remote Health Support

- Virtual doctor consultations and follow-ups
- Remote review of diagnostic and screening data
- Digital health records for continuity of care
- Specialist guidance through secure tele-health platforms

HEALTH AND LIFE CARE

24*7 Emergency Readiness

- On-campus Emergency Response Team (ERT)
- BLS-certified doctors and nurses
- On-campus ambulance
- Hospital tie-ups
- Coordinated hospital transfers



Actual View DY Patil Super Speciality Hospital - 300 meter

FACILITY MANAGEMENT

Daily Comfort, Delivered Reliably

Facility management is one of the most underestimated aspects of senior living.

Cradle Of Life partners with a **nationally established integrated facilities management organisation**, bringing:

- **50+ years of operating experience**
- **5,000+ facilities managed across India**
- Expertise across residential, healthcare, and institutional environments

How Services Are Delivered

- Technology-enabled task tracking
- Real-time monitoring of housekeeping and maintenance
- Preventive maintenance to reduce breakdowns

Reliever Staffing Model

- Dedicated reliever staff
- Zero dependency on individuals
- Consistent service delivery without disruption



COMMUNITY ENGAGEMENT PHILOSOPHY

Engagement As A Core Pillar Of Living

At Cradle Of Life, engagement is not occasional entertainment. It is a **daily, structured, and purposeful part of life.**

Research and experience clearly show that **engaged lives are healthier, happier, and more fulfilling**

That is why community engagement receives the **same depth of planning** as healthcare and operations.



GLOBAL & LOCAL ENGAGEMENT PARTNERS

Specialists in Senior's Engagement

GetSetUp  Global Learning, Locally Relevant

GetSetUp is a **global engagement and learning platform** with a strong and growing **India presence**, designed specifically for senior citizen's

Scale & Credibility

- * 3+ million members globally
- * 2,000+ live interactive sessions every week
- * Active participation across India, US, UK, and other regions

Peer-Led Model (Key Differentiator)

All instructors and facilitators are themselves **55+**, making sessions:

- * Relatable and practical
- * Comfortable and non-intimidating
- * Peer-to-peer rather than teacher-led

Sessions span technology, arts, wellness, finance, creativity, life skills, and personal enrichment, supporting curiosity, confidence, and continued growth.

THE **SMILING SOULS**™ In-Person Engagement
SENIORS • SPECIALS

- * 2,000+ active members
- * Focus on Indian cultural and social contexts
- * Music, storytelling, creative arts, games, and celebrations

Together, these partners bring **global exposure**
and local belonging



Purposeful Daily Living

Where everyday engagement goes beyond activities to fulfilment.

At Cradle Of Life, daily life is designed to be engaging, enriching, and purposeful. Engagement goes beyond occasional recreation, offering meaningful choices across learning, hobbies, wellness, and social connection so residents begin each day with curiosity, motivation, and inner satisfaction.

A Structured Rhythm of Engagement

Engagement at Cradle Of Life follows a thoughtful rhythm:

- **Daily** — Multiple options offering choice and flexibility
- **Weekly** — Themed programs that build continuity
- **Ongoing** — Clubs and interest groups around shared passions
- **Occasional** — Workshops, talks, performances, and special events

This ensures something for everyone, across interests and energy levels.



A Strong Community Culture

Residents naturally form **clubs and circles of like-minded people** around fitness, music, reading, learning, travel, and creative pursuits.

A dedicated **Community Engagement Manager and support team** curate programs, coordinate partners, and manage logistics allowing residents to participate fully **without the burden of organising activities**.

Purpose-Built Infrastructure

Engagement is supported by **dedicated spaces** designed for participation and connection:

- Media rooms for group online sessions
- Hobby and activity rooms
- Libraries and reading spaces
- Multi-purpose community halls
- Informal social areas

These spaces encourage residents to **engage together, not in isolation**.

CATERING, DIFFERENCE & COMMITMENT

Thoughtfully Planned Nourishment

Dining is treated with the **same seriousness as healthcare**

- Specialist catering partners
- Nutrition aligned with medical guidance
- Familiar tastes and cultural relevance
- Strong hygiene and safety systems

Designed For Life, Built To Last

Cradle of Life is not dependent on a single operator, individual, or personality.

It is built on:

- Specialist partners
- Clear systems and accountability
- Central stewardship by Cradle of Life

Our Shared Belief

Active living means living freely, staying purposeful, nurturing health, and finding happiness in everyday moments.