

‘Haxor’ Women Led Startup by Kkanchan Gupta Wins National Startup Maharathi Challenge 2025 by Startup Mahakumbh.

In a landmark achievement for India’s silver economy, ‘Haxor’ Wins ₹5 Lakh Grant and Exclusive Investor Access with National Recognition at Startup Maharathi Challenge 2025 for Revolutionizing Senior Care Fashion



Delhi, India Apr 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - *Casa Joya Pvt. Ltd., operating under the brand Haxor, has been selected as a national winner in the D2C (Direct-to-Consumer) track at the prestigious Startup Maharathi Challenge 2025.*

Standing out among hundreds of startups across India, Haxor impressed the jury with its **innovative adaptive clothing solutions for seniors and individuals with mobility challenges.**

Empowering Seniors, Driving Change

Haxor was born out of a **personal mission** when founder **KKanchan Gupta** witnessed the daily struggle of her mother, who battled cancer and faced difficulty in changing clothes. The brand now aims to make **clothing easier, more dignified, and comfortable** for the **elderly, bedridden patients, and individuals with limited mobility.**

With India home to **150 million+ senior citizens** and the global silver economy projected to reach **\$15 trillion by 2030**, the demand for **age-friendly clothing solutions** is at an all-time high. Haxor is addressing this need by:

Designing **easy-wear apparel** that requires minimal effort for dressing
Creating **amputee-friendly denim** for individuals with prosthetics
Supplying hospitals, elderly care centers, and export markets with **senior-friendly fashion**

Currently, Haxor is expanding its reach in **elder care homes, hospitals, and international markets**, impacting thousands of lives and bridging the gap between **fashion and functionality.**

₹5 Lakh Grant and Exclusive Investor Access

As a winner, Haxor has been awarded a **₹5 lakh grant** and has secured a **coveted spot in the Speed Dating with Investors** session on **April 3, 2025**. This opportunity will allow Haxor to engage with top investors and global partners as it scales its vision **from India to the world.**

Recognition from India to the Global Silver Economy

Speaking on the achievement, **KKanchan Gupta, Founder and CEO of Haxor**, said:

*"Aging is a reality, and clothing should not be a struggle. Haxor is not just a brand; it's a movement to restore **dignity, comfort, and independence** to senior citizens. Winning on this platform proves that the world is ready for age-friendly fashion, and we are here to lead this change—from **India to the world.**"*

A Call to Investors and Global Partners

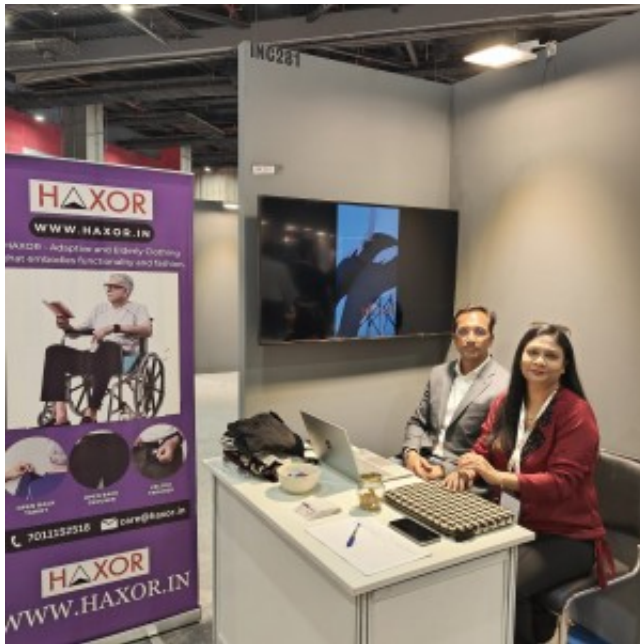
With the silver economy expanding **from India to the world**, Haxor is now seeking **strategic investments** to:

- Expand into global senior care markets, including the US, Europe, and Japan
- Increase production of adaptive clothing for hospitals and elder care facilities
- Develop a dedicated product line for senior citizens, including smart wearables

- Launch 'Haxor Senior Comfort Labs' to design specialized clothing solutions
- Integrate AI-driven customization for elderly-friendly fashion

As India emerges as a hub for the global senior economy, Haxor is pioneering a new category in adaptive fashion, ensuring that aging with dignity is not just a dream but a reality.

<http://haxor.in/>



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Source : Startup Mahakumbh Confirmation Email to WINNER

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