MEDIA RELEASE

Akash Kumar Recognised at InDaily 40 Under 40 Awards for Innovation in Aged and Disability Care

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More than 400 guests came together at Adelaide Oval last night for the 2025 *InDaily* 40 Under 40 Awards, held in the William Magarey Room. The prestigious event celebrated the state's top young entrepreneurs, leaders, and changemakers making an impact in their fields and communities.

From over 400 entries, just 40 outstanding individuals were recognised for their professional achievements, leadership, and vision. Among this year's Finalists was Akash Kumar, honoured for his work in developing *Keen Care* - a cloud-based software platform designed to support aged care and disability service providers with smarter, more efficient care management.

Akash, Director and founder of Keen Care, has been instrumental in building a product that is transforming the way care providers manage compliance, staff rosters, client records, and welfare checks. The platform leverages automation and intuitive design to reduce admin workload and improve service quality — particularly for smaller providers who often face resource constraints.

"This recognition is incredibly humbling," said Akash. "Keen Care was born out of a real need we saw in the community - for tools that empower care workers, improve outcomes for clients, and remove barriers to quality care delivery. Being named among such an inspiring group of peers is a true honour."

Keen Care has already been adopted by a growing number of providers across South Australia, with strong interest from interstate as well. The platform is quickly gaining a reputation as a practical, accessible solution tailored to the unique challenges of the aged and disability care sectors.

 "Akash's passion for making a difference is at the heart of everything he does," said John Tomczyk, General Manager. "This recognition is well deserved, and it reinforces the importance of building technology that solves real problems in the community."

Now in its seventh year, the *InDaily* 40 Under 40 Awards have become a signature event on South Australia's business calendar. Beyond recognising individual success, the

program fosters a growing network of innovators who are shaping the state's future across industries including health, technology, education, and the arts.

Finalists were selected by a panel of judges for their leadership, resilience, creativity, and impact. The awards night featured keynote addresses from past winners and industry leaders, with a strong emphasis on collaboration and future-focused thinking.

For Akash and the Keen Care team, last night's recognition marks an exciting milestone - and the beginning of a new chapter in driving better outcomes for care providers and the people they serve.

For more information about Keen Care, visit www.keencare.com.au

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