

AGEING - INDIA

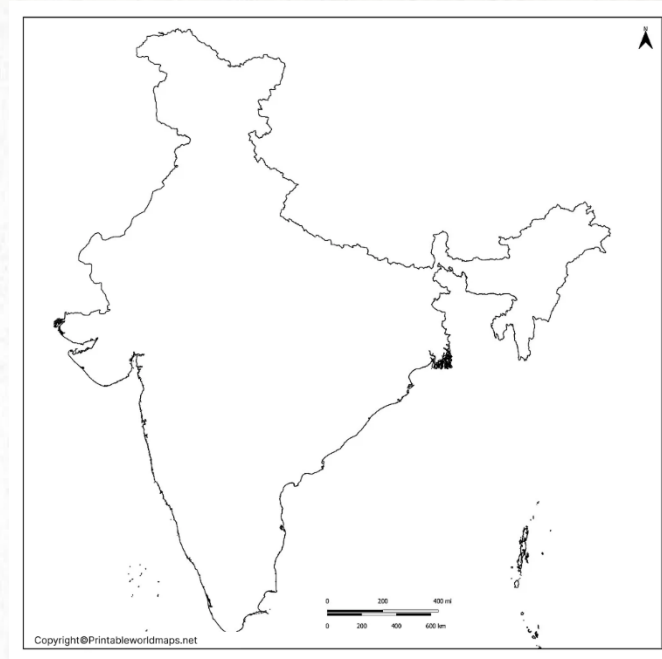
MANSUR DALAL

**CHAIR – COMMONAGE
FOUNDER AND CHAIR EMERITUS - ASLI
(ASSOCIATION OF SENIOR LIVING INDIA)**



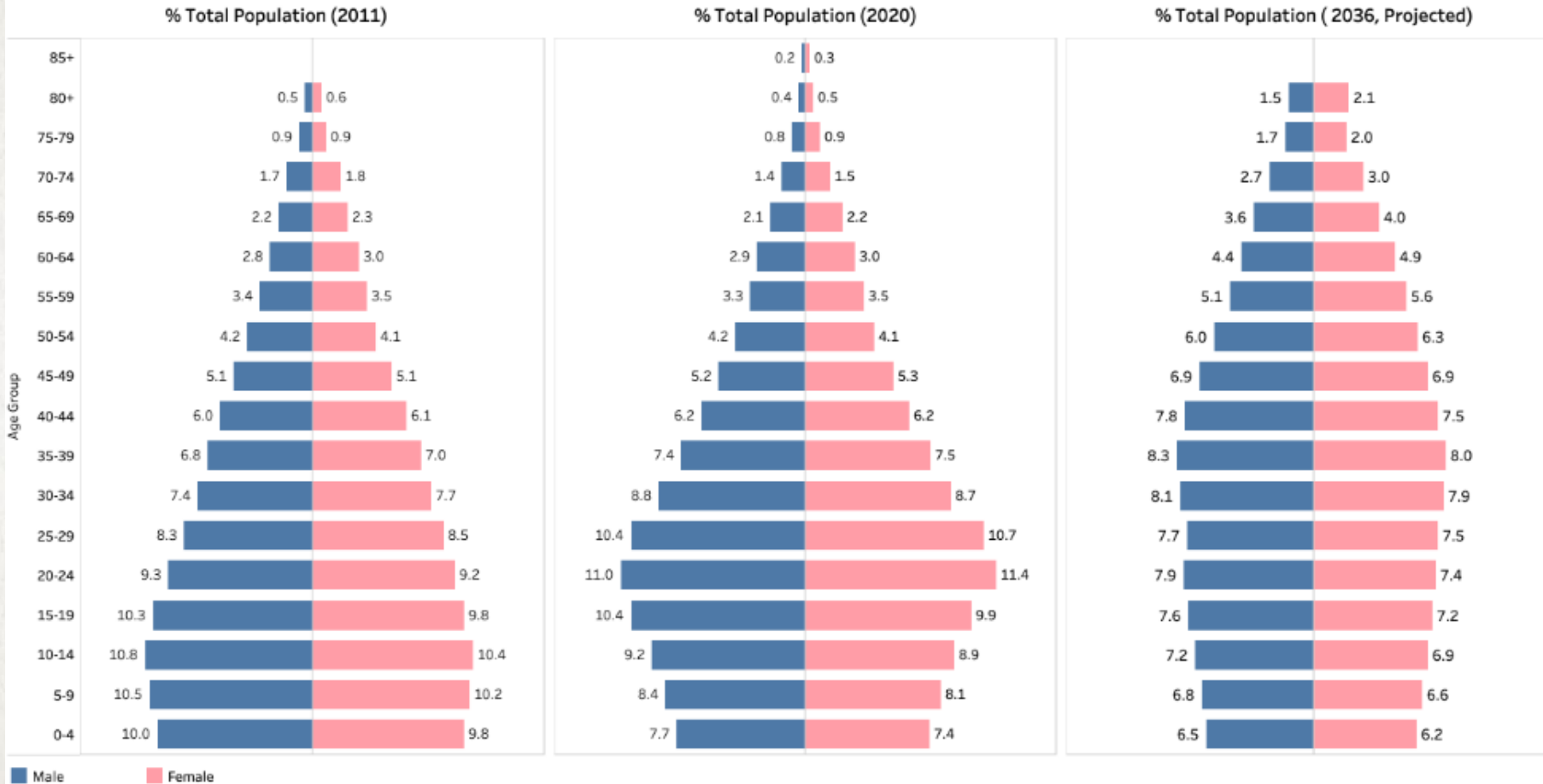
CHALLENGES AND OPPORTUNITIES

- **Demographic Shifts**
- **Governance Framework**
- **Actionable way forward**
- **Business opportunities**



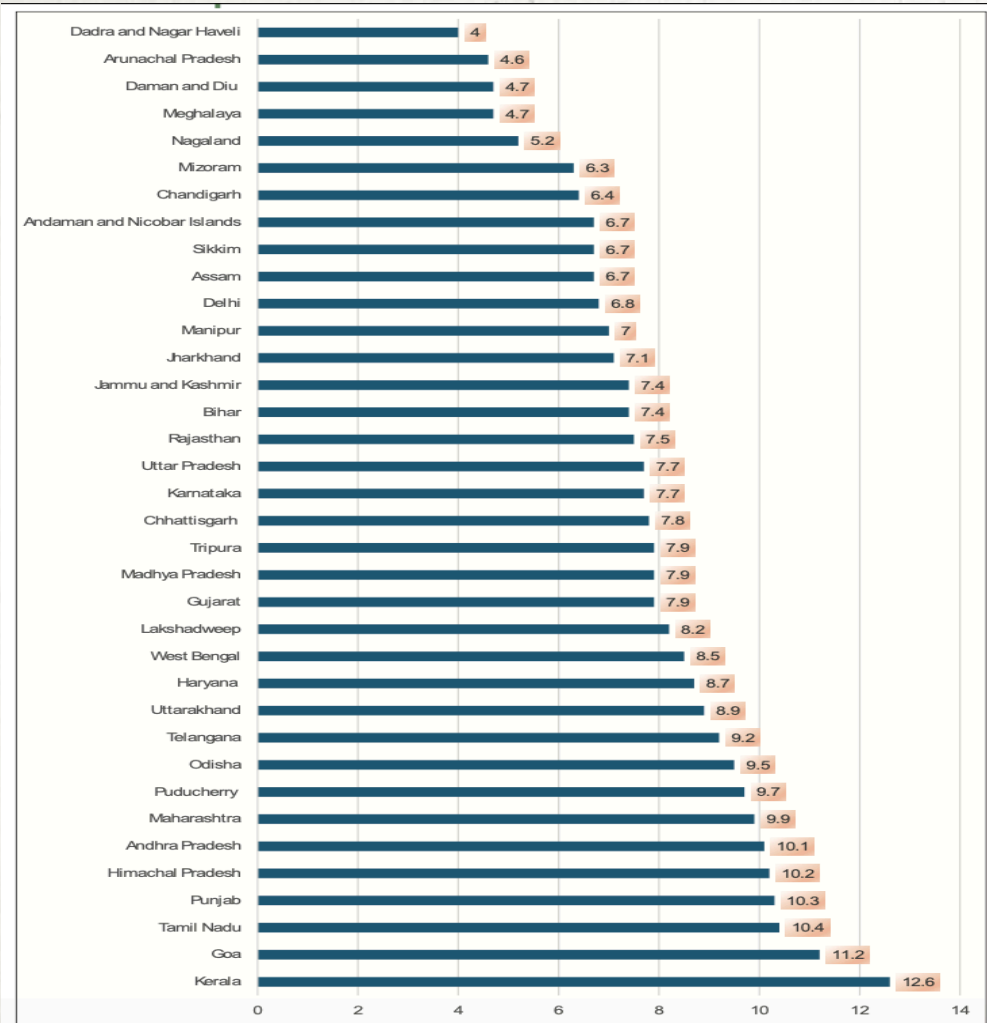
DEMOGRAPHICS

Population Pyramid across Age Groups by Gender



Demographic
Transition in
India and
Ageing

INDIA'S ELDERLY POPULATION



Note. Adapted from Census of India, 2011










STATUS AND TRENDS IN POPULATION AGEING IN INDIA

- Currently India has 149 Million seniors, which account for 10.5% of the total population.
- By 2050, the share of elderly persons in India will increase to 347 Million seniors, translating to 20.8% of the total population.

Adapted from "Elderly in India," by NSO (2021).

National Statistical Office, Ministry of Statistics & Programme Implementation, Government of India,

INDIA'S ELDERLY POPULATION CHALLENGES AND SOCIAL REALITIES

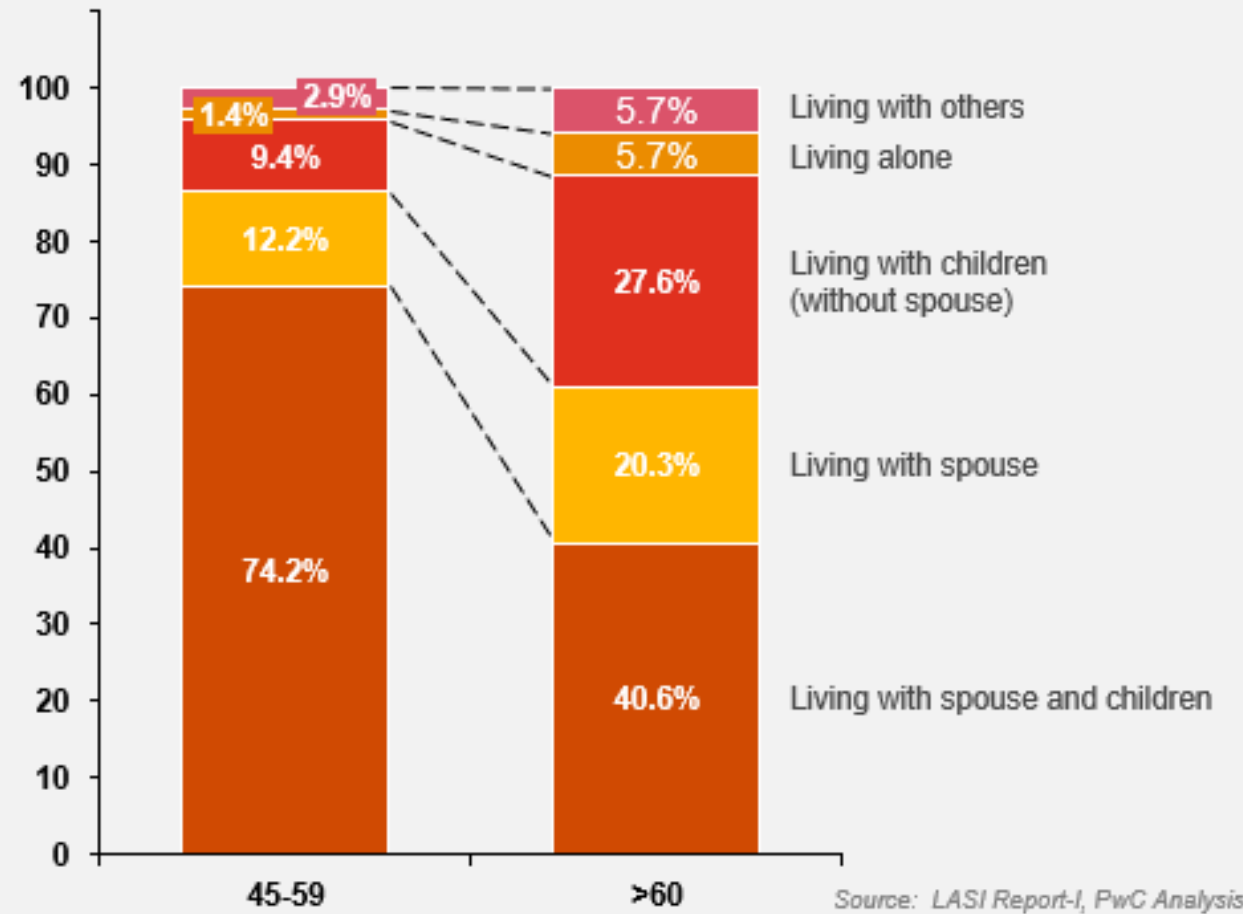
	Social security		Climate change		Ageism
	Rural-urban disparities		Food security and nutrition		Health
	The feminisation of ageing population		Functional Limitations		Mental health

Note. As per LASA , Maurya et al., 2022, Saikia et al., 2016, NITI Aayog, 2024, Mona and Suri, 2024, ,

INDIA'S ELDERLY POPULATION SOCIAL REALITIES

With families shrinking, 60% of elderly live with spouse, alone, or depend on others

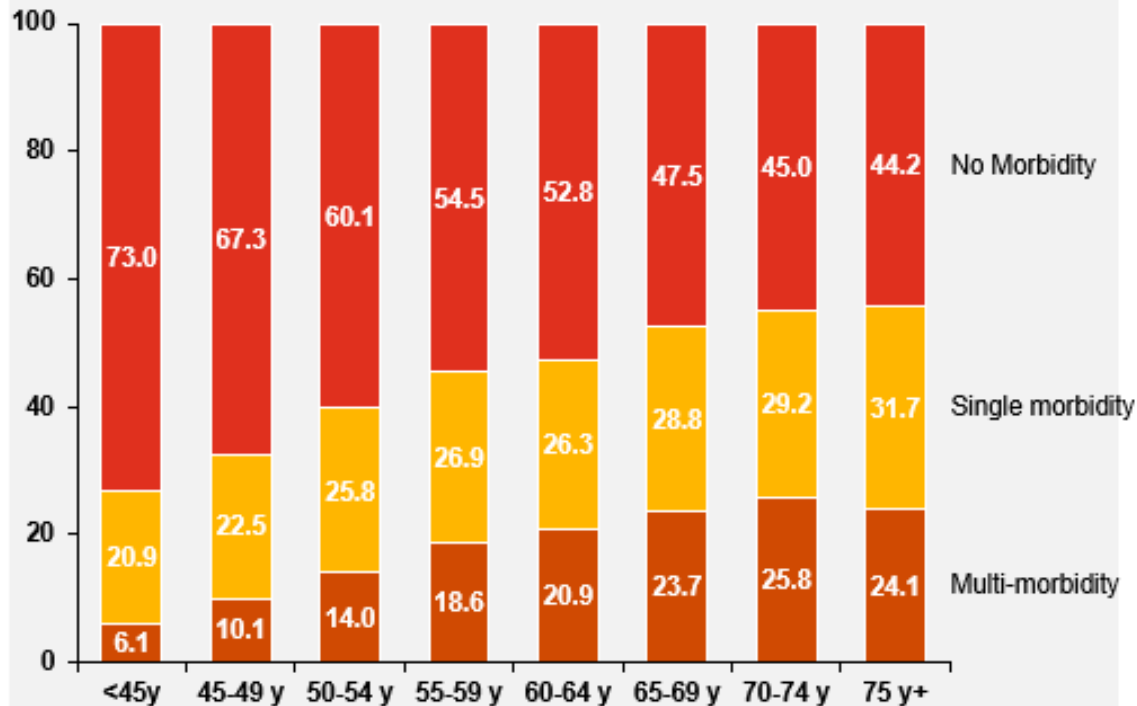
Distribution of Adults by current living arrangement (%)



INDIA'S ELDERLY POPULATION SOCIAL REALITIES

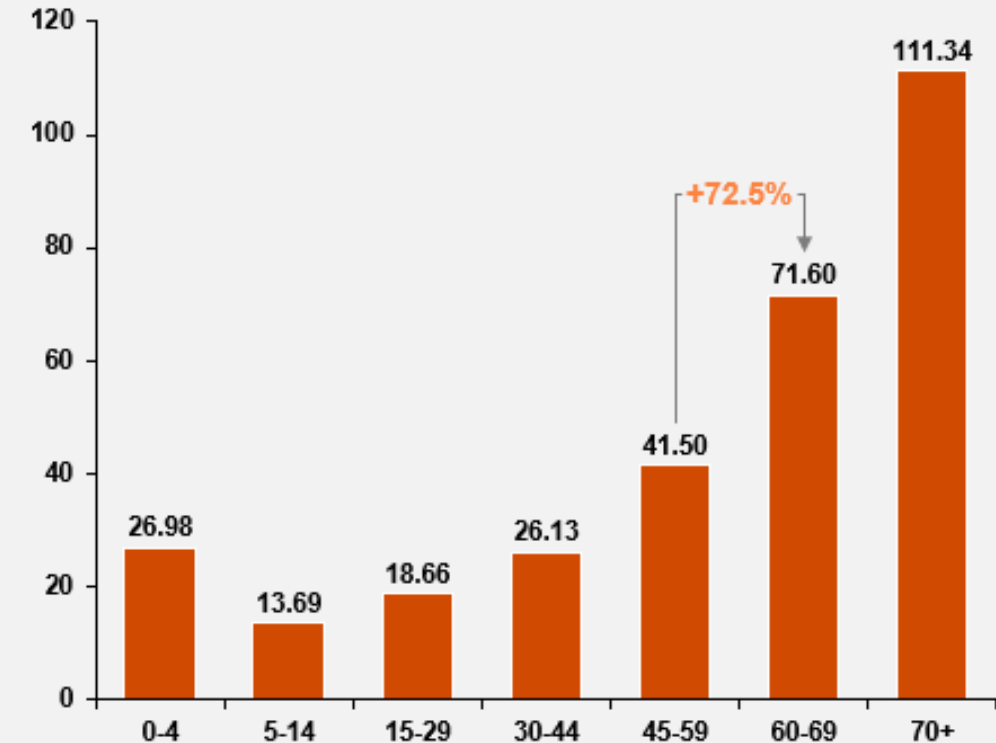
Chronic illness hits half of seniors—India sees NCD onset 10 years early

Distribution of morbidity status as a percentage of total population in each age group (%)



Hospitalization rates among elderly almost double those of younger Indians

Hospitalization rate per 1000 individuals



Source: LASI Report-I, PwC Analysis

GOVERNANCE FRAMEWORK

Social impact:

Hindu Adoption and Maintenance Act, 1956

Allows elderly parents to claim maintenance from their children

Income Tax Act (Sections 88-B, 88-D & 88-DDB)

Gives tax benefits and rebates to senior citizens

Criminal Procedure Code (Section 125)

Provides legal remedy for parents to seek maintenance through court

NALSA (Legal Services to Senior Citizens) Scheme, 2016

Ensures free legal aid and services for senior citizens

Senior Citizen Welfare Fund, 2016

Utilizes unclaimed deposits to support welfare of the elderly

- **Constitutional Guarantees**
- **Legislative Framework**
- As per LASI data, only 12% of the elderly population is aware of the Maintenance and Welfare of Parents and Senior Citizens Act, 2007.

GOVERNANCE FRAMEWORK

Policy Initiatives



National Programme
for Health Care of
the Elderly



National Health
Mission (NHM)



Integrated
Programme for
Senior Citizens(IPsC)



Longitudinal
Ageing Study in
India (LASI)



Indira Gandhi National
Old Age Pension Scheme
(IGNOAPS)



Indira Gandhi National
Disability Pension
Scheme (IGNDPS)



Indira Gandhi National
Widow Pension Scheme
(IGNWPS)



Atal Pension Yojana
(2015)



Pradhan Mantri
Vaya Vandana Yojana
(PMVVY)



Pradhan Mantri
Suraksha Bima Yojana
(PMSBY)

GOVERNANCE FRAMEWORK

Health Insurance / Financial Assistance / Physical infrastructure

	Employment/Entrepreneurship Opportunities		Vayo Mitra Ayush Geriatric Healthcare Services		Pradhan Mantri Awas Yojana
	Integrated Programme for Senior Citizens (IPSrC)		Ayurswasthya Yojana		Accessible India Campaign
	Rashtriya Vayoshree Yojana (RVY)		Annapurna Scheme		Elder line
	Ayushman Bharat Jan Arogya Mandir		Antodaya Anna Yojana		

ACTIONABLE SOLUTIONS CREATE A SEPARATE MINISTRY FOR AGEING.





AT 149 MILLION SENIORS, SPREAD ACROSS 28 STATES AND 8 U.T, WITH DIVERSE CULTURE, LANGUAGE AND ETHNICITY, INDIA NEEDS A DISTINCT MINISTERIAL SUPPORT AT THE FEDERAL AND STATE LEVELS.

**AN IMPORTANT 20%
(BY 2050) OF THE POPULATION
CANNOT BE CLUBBED WITH
OTHER MINISTRIES.**



SHARED RESPONSIBILITIES





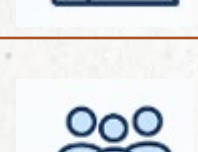


PUBLIC-PRIVATE PARTNERSHIP AND INDUSTRY BODIES

	Encourage and positively promote partnerships between governments, non-profits and private enterprises to foster collective action to cater to the diverse needs of senior citizens.		Engage with Industry bodies Like ASLI and other civil societies for a more on the ground feedback.
	Boost innovations in Tech assisted care, smart devices and apps on healthy ageing and social engagements.		Create a universal tech platform for digital transfer of best practices across the Elder world.




QUALITATIVE FOCUS

	Healthy Ageing/ Blue Zones:		Encourage elders to participate in the workforce and to foster entrepreneurship
	Nutrition		Security from financial fraud
	Mental Health		Tax exemption
	Role of Ayurveda and other traditional health remedies		Reverse mortgage
	Health Insurance Coverage		Standards and regulations


AGE-FRIENDLY AND SOCIAL ENVIRONMENTS

	Physical environment		Law enforcement
	Housing adaptations		Training of healthcare professionals
	Opportunities for meaningful engagement		Foster value-based education on the rights of the elderly
	Promote opportunities for meaningful engagement		

COMMUNITY, TRAINING AND CARE NETWORKS

	Structure universal modules for Training and orientation of Elder care workforce
	Encourage focused training Institutes only for Elder care
	Adopt ELDER care model: E ducate- L earn- D emonstrate- E arn- R eturn.

Capacity Building in Care Services

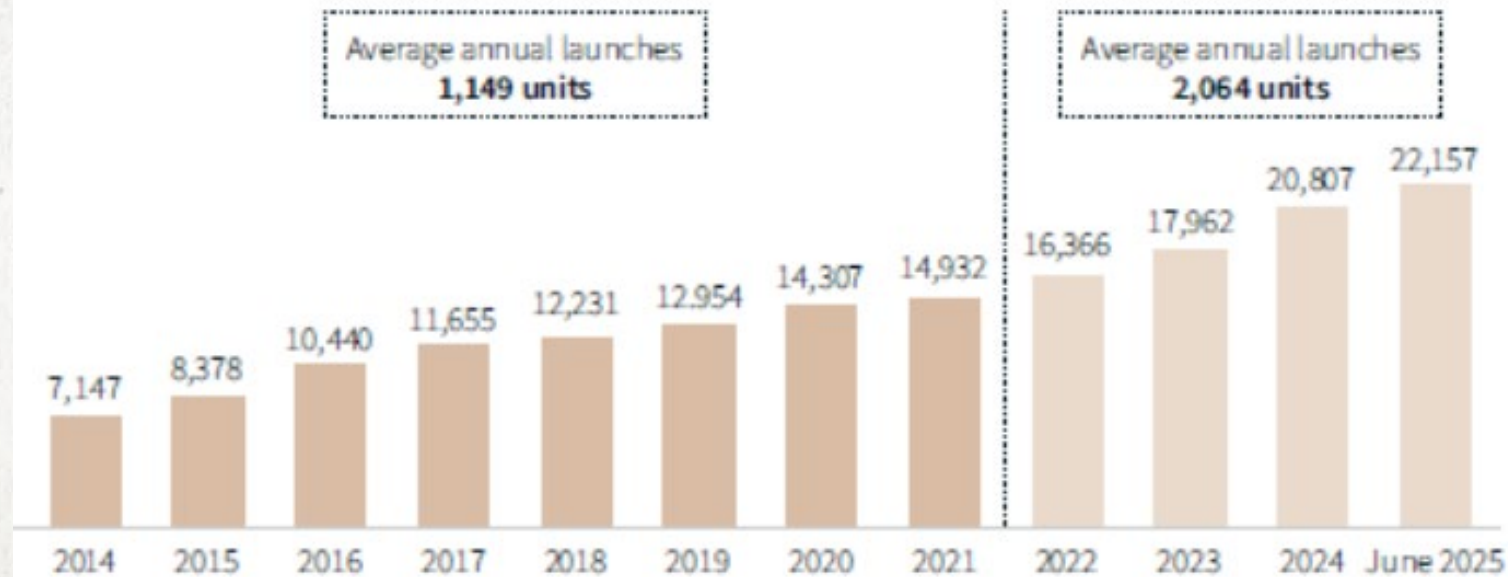
-  Assisted living
-  Long-term care
-  Rehabilitative care
-  Palliative care
-  Respite care and Day Care
-  Memory care

The “Business” of **Senior Living and Care Sector in India.**

An **Idea** whose time has come!

The unlocking of a USD 8 billion opportunity

Senior living stock basis launches (units)



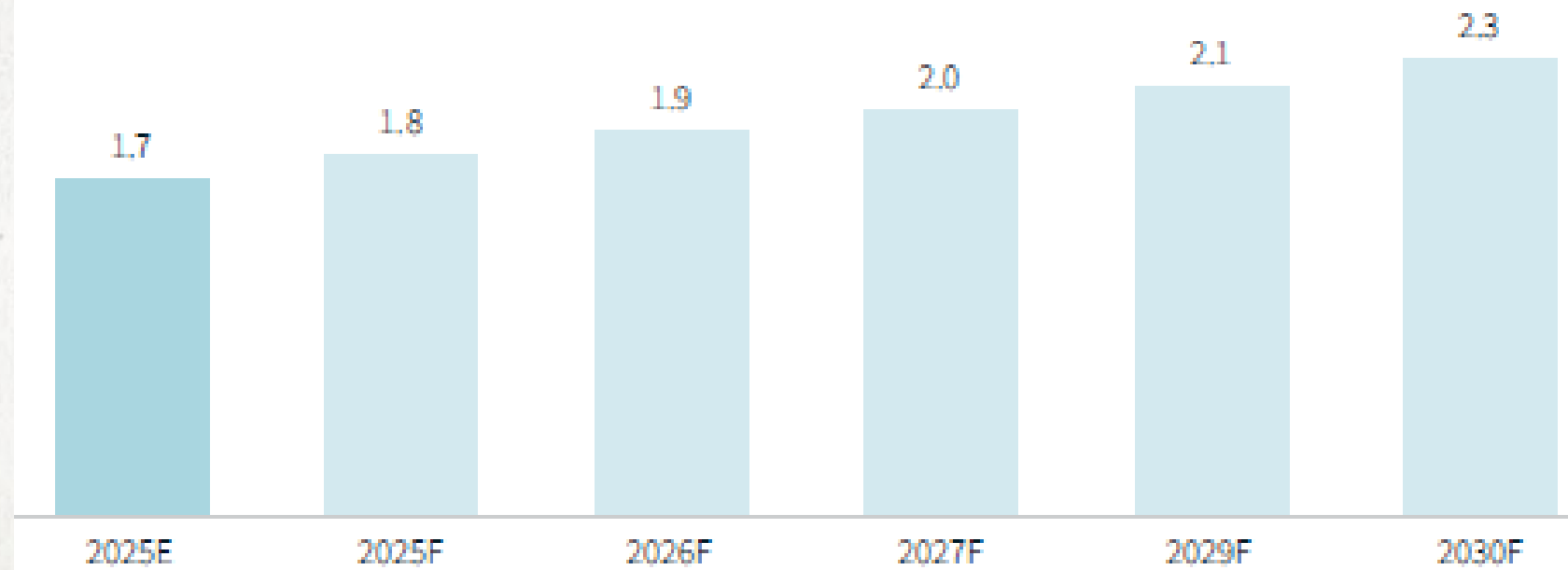
As of June 2025, the total organized supply across the country stands at 22,157 units.

Demand is highest from Tier 1 and Tier 2 cities.

41 Million seniors reside in urban areas.

Low market penetration signals substantial growth potential for senior living in India

Potential demand for senior living (mn units)



Source: JLL Research

National penetration rate for organized senior living remains low at ~1.4% of the addressable market. Compared to mature markets like the US (~6-7%) or New Zealand (~14-15%), India expected to grow at 2.5% by 2030.

Customer Segment

- Aspirational well-heeled empty nester couple / singles, Part of peer group of like-minded / similar social strata.
 - Willing to pay premium for good project design, services and brand.
 - Aging retiree facing early or advanced signs of constant health monitoring.
 - Non-Resident coming back to roots / retire and live balance years in India, while wanting to absolve second generation from care giving and still be connected.
 - Values professional care environment and appreciates long term healthcare facilities, wellness, rehabilitation & recuperation all under one roof.
-

Four pivotal trends set to redefine the senior living landscape

Technology as a core differentiator

Operational excellence

The rise of **intergenerational communities**

Sustainability and **wellness-centric design**

A market at a crossroads

India's current market structure is heavily skewed towards the outright sale (freehold) model, which accounts for more than 85% of the organized inventory in India.

As against:

USA & Canada: Rental model, where senior living is treated as an operational real estate asset class.

UK, Australia & New Zealand: leasehold / deferred management fee model, a progressive hybrid model of long-term lease, with a Deferred Management Fee (DMF)- Payable on exit.

Future Road map for India

The leasehold/DMF model presents the most pragmatic evolutionary path. It provides a middle ground that can attract traditional developers while building a foundation for the long-term, service-driven operational models.

Enhanced affordability: Lowering the high-entry barrier of an outright purchase makes senior living accessible to a much wider demographic.

Flexibility for seniors: Residents are not locked into a real estate asset and can adapt their living arrangements as their health and financial needs change.

Sustainable revenue: For operators and long-term investors, these models create stable, annuity-like revenue streams from monthly fees and services, aligning business interests with resident well-being.

THANK YOU
