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Ashiana Housing to Invest ₹425 Crore in Senior Living Projects Across Key Metro Cities

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Ashiana Housing Ltd has announced plans to invest ₹425 crore in the financial year 2025-26 to expand its senior living housing portfolio. The move is part of the company's strategy to meet the growing demand for senior-focused residential developments in urban markets.

The company will enter new metro markets including Mumbai and Bengaluru, while also strengthening its presence in the Delhi-NCR region. The upcoming investment represents a significant increase from the ₹213 crore spent in FY25, reflecting the company's confidence in the segment's long-term potential.

In FY25, Ashiana Housing recorded bookings worth ₹382 crore from its senior living portfolio. For FY26, it has set a higher booking target of ₹450 crore. Currently, senior living contributes over 30 percent to the company's residential portfolio.

As part of the expansion, Ashiana plans to launch five new phases across its existing nine senior living projects, covering around 5.71 lakh square feet. The company had delivered 5.38 lakh square feet in the segment during the previous financial year. The new phases are scheduled for launch in locations such as Bhiwadi (NCR), Jaipur, Pune, Chennai, and Lavasa, in addition to the planned entry into Mumbai and Bengaluru.

Ankur Gupta, Joint Managing Director of Ashiana Housing, said that senior living is more than a business for the company. He emphasized that the initiative is driven by social relevance and a commitment to providing dignified, community-based living solutions for senior citizens.

With India's senior population on the rise, driven by longer life expectancy and a shift in family structures, the demand for organized senior housing is expected to grow. Ashiana Housing, already a key player in this segment, aims to leverage this trend through strategic land acquisitions, efficient execution, and high-quality service offerings.

The company's expansion comes at a time when the real estate sector is witnessing increased interest in niche residential formats. By scaling its senior living portfolio, Ashiana aims to strengthen its market position and offer tailored solutions for a rapidly evolving demographic.