

## **KITES Senior Care to invest Rs 40 Cr for doubling specialised elder-care capacity by March 2027**

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### **Expansion into new centres across Bengaluru, Chennai, Hyderabad, and Pune**



Bengaluru-based KITES Senior Care, a division of Lifebridge Group and an out-of-hospital senior care provider, has announced a Rs 40 crore investment plan to expand its specialised elder-care infrastructure across India.

The investment will increase the company's capacity from 450+ to 1,000 beds and double its footprint in specialised centres by March 2027.

KITES currently operates dedicated geriatric care and specialised centres in Bengaluru, Chennai, Hyderabad, Coimbatore and Kochi, serving seniors who require post-hospitalisation rehabilitation, dementia care, palliative care and long-term assisted care. The company's expansion will extend access to structured and clinically supervised geriatric care in new urban and emerging markets like Bangalore, Chennai, Hyderabad, and Pune where such services remain limited.

The company has already deployed Rs 30 crore to establish its existing centres. The additional Rs 40 crore deployment will be directed towards doubling its India presence, strengthening the capabilities of clinical staffing, specialist training, and standardised care protocols to support its next phase of growth.

The India geriatric healthcare market was valued at approximately \$42.2 billion (Rs 3.5 lakh crore) in 2024 and is projected to nearly double to around \$97.3 billion by 2033, growing at a CAGR of approximately 9% over the next decade. This growth is

being driven by sharp demographic shifts, with India's senior citizen population (aged 60+) expected to rise from around 100 million in 2011 to nearly 230 million by 2036, meaning almost one in seven Indians will soon be over the age of 60. These trends underscore the growing and immediate need for focused, structured, and clinically supervised geriatric care services beyond traditional hospital settings.