

Opening new vistas

Primus, a leader in developing senior living and retirement communities and based in South India, has tied up with The Wadhwa group to provide premium senior living residences in the MMR (Mumbai Metropolitan Region). With this tie-up, Primus Senior Living will mark its entry into the MMR region, where it is looking to have over 400 units, designed by Primus and part of Wadhwa's 138-acre integrated township project coming up in Panvel, Navi Mumbai. Currently, Primus has over 700 units spread across Bengaluru, Chennai and Pune, while another 900 more units are in the pipeline. Southern cities account for a major share of the senior living market in the country. The entry of Primus into the Mumbai market will give a thrust to the advent of senior living as a housing segment in the western region of the country, while also improving its quality. There is a huge need to cater to the ageing population in India, who seeks independence, quality services and a stress-free lifestyle. The rising elderly population is expected to touch 194 million in 2031, from 138 million in 2021.