

Date: 27.11.2025

To,

Manager - Listing Compliance  
National Stock Exchange of India Limited  
'Exchange Plaza'. C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai - 400 051  
Symbol: LANCORHOL

To,

Corporate Relationship Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 532370.  
Scrip Code : 509048

Dear Sir/Madam,

**Sub: Media Release**

Please find enclosed the Media Release titled "**Lancor expands portfolio spanning senior living, Premium urban homes, and strategic suburban growth**".

This disclosure is being made pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on record.

Thanking You,

Yours Faithfully,

**For LANCOR HOLDINGS LIMITED**

**KAUSHANI CHATTERJEE  
COMPANY SECRETARY & COMPLIANCE OFFICER**

**Lancor Holdings Limited**

VTN Square, 2nd Floor, No.58, (Old No.104) G.N. Chetty Road,  
T. Nagar, Chennai - 600017 +91 44 28345880-83 | [www.lancor.in](http://www.lancor.in)  
CIN:- L65921TN1985PLC049092 GSTIN:- 33AAACD2547C1ZA

## **MEDIA RELEASE**

### **Lancor expands portfolio spanning senior living, premium urban homes, and strategic suburban growth**

**November 27, 2025**  
**Chennai**

Lancor is pleased to launch **Harmonia Pavilion Senior Living Apartments** which is part of a 90-acre gated community in Sriperumbudur, consisting of 110 apartments in Forty four Thousand sqft. of approved land with apartment sizes ranging from 816 sqft. to 993 sqft. This project is designed especially for active retirees seeking vibrant secure living environment.

#### **Trends in the housing sector and senior living segments**

The Indian real estate sector show the largest shortfall in the affordable and mid-income housing.

Chennai's housing market showed strong growth with home sales up 7% in H1 2025 and 11% increase in Q2 alone. New supply in Chennai is mostly mid to luxury segment homes, hence the industry focus is more on premium housing launches, which rose 5% year-on-year.

#### **The senior living segment also represents a significant opportunity.**

*"India's population aged 60+ is currently around 160 million in 2025 and is projected to approach 190–195 million by 2030; the market for organised, lifestyle-oriented communities far exceeds current supply. Studies by JLL and the Association of Senior Living India (ASLI) have estimated that organized senior living could grow about 300% by 2030, with the formal market potentially touching around INR 64,500 crore and requiring millions of new senior-specific units to meet demand," said R V Shekar, Managing Director*

The requirement for Senior living is one of the fastest-growing housing segments in India, with southern states — including Tamil Nadu and especially Chennai — emerging as key hubs driven by an ageing population, NRIs, and a shift toward independent, managed retirement communities. Senior living communities in Chennai has annual growth expectations of about 25–30% over the next five years.

*"Today's retirees are more financially independent, health-conscious, and socially active than past generations. They seek lifestyles emphasizing autonomy, fitness, community engagement, and intellectual stimulation rather than conventional old-age homes. Senior living developments prioritize secure, accessible designs with services such as Tasty and Healthy Food, On-site Healthcare, Housekeeping and recreational amenities" said Chandra Sekar, Chief Executive Officer*

With decades of experience in community building, **Lancor sees a strong opportunity to create thoughtfully planned spaces** through the concept of "Blue Circle Living" that help seniors live healthier, happier and longer lives.

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### **Lancor Harmonia Pavilion (Part of Town & Country), Sriperumbudur**

Lancor is proud to Launch **Harmonia Pavilion Senior Living Apartments**. This is part of "Lancor Town & Country" which is a 90-acre gated community in Sriperumbudur which blends Harmonia Senior Villas, Luxury & Duplex Villas, Temple Town Phase 1 & 2 Premium Villa Plots.

Harmonia Pavilion Senior Living Apartments is a five storied building consisting of 110 apartments ranging from 816 sqft to 993 sqft which has splendid views of landscaping. Thoughtfully designed with fully equipped kitchenette and wardrobes in bedrooms. Harmonia pavilion is senior friendly and consists of a community dining hall and recreation centre apart from access to all common amenities and facilities of Town & Country.

Sriperumbudur was selected for its rare combination of tranquillity and connectivity. Its emergence as a major growth corridor—driven by industrial development, IT parks, improving road infrastructure and proposed new greenfield airport—positions the project to benefit from substantial long-term value appreciation. The location offers direct access to GST Road, proximity to OMR corridor, multiple hospitals, educational institutions, and major employment hubs, while providing significantly cleaner air and access to green spaces compared to urban Chennai.

### **Blue Circle Living: Redefining Senior Community Design**

*"At the heart of Lancor Town & Country lies **"Blue Circle Living – Mind, Body and Soul"**—a revolutionary approach to senior community design inspired by the world's Blue Zones, where people commonly live active, healthy lives beyond 100 years of age. The Blue Circle Living model emphasizes three core pillars - Social Connection, Physical Activity & Wellness and Nutritional Excellence," said V K Ashok, Director, Special Projects and Innovation*

Lancor Town & Country **offers three product segments:**

- **Senior Living Residences:** Apartments and Villas tailored for active seniors with accessibility and proximity to wellness facilities.
- **Family Residences:** Premium Villas and apartments for families, many with adult parents or grandparents living in the same community.
- **Luxury Villas:** Standalone, estate-style residences for affluent buyers seeking premium amenities within a gated community.

### **Additional Portfolio Expansion**

Lancor is launching premium city, redevelopment and suburban developments demonstrating its multi-segment strategy for Housing:

**Lancor Ananya** on Warren Road brings premium residences to Chennai's most sought-after urban location. **Lancor Avighna Residences** in Alwarpet offers sophisticated urban living. **A landmark development in Kalakshetra Colony, Besant Nagar**, reflects Lancor's commitment to Chennai's most prestigious addresses. **Temple Town**, Lancor's new plotted development across several phases, addresses demand for independent villas in suburban locations.

These launches strengthen Lancor's portfolio across both evolving suburban markets and Chennai's most established urban neighbourhoods.

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**About Lancor:** Lancor Holdings Limited a Listed Public Limited company which has been creating landmarks through execution of commercial and residential development projects in Chennai. With a four-decade track record of delivering 86 completed projects spanning over 6 million sq. ft., Lancor enters a pivotal growth phase, launching several flagship developments and introducing innovative community concepts that address India's evolving housing needs.

Lancor is reinforcing its market leadership through an ambitious portfolio expansion combining its signature strengths in quality construction with emerging opportunities in senior living, premium urban residential, and suburban development.

### **Strong Financial Performance**

The gross revenue for FY 2024 stood at Rs. 137.98 crores, and Rs.186.20 crores in FY 2025 and projected at Rs. 333 crores by FY 2027. The company's pipeline includes multiple projects at various stages, adding another 3 million sq. ft. to its growing portfolio.

### **A Legacy Built on Trust and Execution**

Lancor's portfolio showcases significant landmark developments across Chennai's neighbourhoods—from the expansive Central Park in Sholinganallur (1,000 units) to the premium Atrium on Kalakshetra Road (187 units) to the Menon Eternity on St. Mary's Road, which earned LEED Platinum certification from the US Green Building Council, and Westminster on R.K. Salai to name a few.

**For more information contact:**

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