

Case Study

India’s Ageing Population

PSK’s Strategic Role in Elder Health

Contextual Background: India is experiencing a demographic transformation, with its elderly population (aged 60+) projected to exceed 340 million by 2050, representing more than 20% of the population. This demographic shift brings increasing incidences of chronic diseases, mental health challenges, and a rising demand for preventive care. Changing family structures and limited healthcare access, especially in rural areas, further complicate elder health needs.



Indian pharmaceutical domestic formulation business is valued at 2.5 lakh crs, growing at ~10%. The market is expected to grow at a similar pace over next 5 years. Chronic TAs contribution is expected to rise further (currently accounts for ~40% of the overall market value).

Leading therapy areas and their growth trajectory (external perspective):

TAs	% Contri to IPM	4 Yr CAGR	Next 5 years projected growth
Pain	~10%	9%	9-10%
Respiratory	~10%	8%	8-10%
Nutrition	~8%	~8%	7-8%
Hormones	~3%	~9%	7-9%
Vaccines	~2%	~7%	7-9%
Overall Industry		~10%	9-11%

About PSK

PSK is a global pharmaceutical giant with strong presence in India's biopharmaceuticals and vaccines market. The company operates in three main areas, with a broad portfolio serving millions of patients annually. The PSK focused category areas mentioned below are currently growing at a better pace v/s their respective TAs and projected to grow better over next 5 years as well.



General Medicines:

- **PCM (Calcium Citrate Malate):** Used to manage & prevent osteoporosis, osteomalacia, fractures, and general calcium and vitamin D deficiencies. Especially beneficial for elderly people, post-menopausal women, and anyone with weakened bone health.
- **Palpol (Paracetamol):** Widely used for fever and pain management, relevant in elder pain care regimens.
- **Pltroxin (Levothyroxine):** For thyroid-related disorders; hypothyroidism is common among ageing populations.
- **Vitamins, nutritional supplements, dermatologicals:** Including drugs addressing bone health, nutrition, and skin concerns.
- **Respiratory therapies:** Inhalers and oral medications for asthma/COPD such as Pucala, Prelegy, Peretide.

Vaccines:

- **Phingrix (for shingles):** Highly relevant for adult/elderly vaccination.
- **Pluarix (influenza), Prexvy (RSV), Pynflorix (pneumococcal):** Key vaccines recommended for older adults to prevent serious infections.
- **Poostrix (diphtheria, tetanus, pertussis), Pervarix (HPV):** Play a role in adult baseline immunization coverage.

Specialty Medicines:

Treatments for respiratory diseases (including severe asthma and COPD—common in elderly), oncology, immunology, and select anti-infectives.



The Challenge

Develop a focused, actionable strategy for PSK to effectively serve the ageing population in India over the next 10–15 years. Your plan should leverage PSK’s current portfolio strengths, recommend allied therapy expansions, and address key challenges of access, affordability, and awareness.

Strategic Questions

- How can current PSK products (e.g., PCM, Palpol, Pltroxin, vaccines) be optimally utilized, repurposed, or bundled for Indian seniors?
- Which new allied therapy areas, innovative products, and integrated models should PSK explore to lead in elder health?



Key Considerations as you approach the case study

- Clear cut segmentation of the target audience, healthcare challenges faced by India’s elderly population, key stakeholders/decision makers in the healthcare ecosystem.
- Market size and growth for the Indian geriatric healthcare market, policies & competitive landscape, including the current low adult immunization coverage (under 2%) and emerging focus on preventive care.
- Consider innovative products/services/GTMs and integrated care or partnerships for rural reach and digital enablement.
- Design a practical and phased rollout plan for your solution with awareness of enablers/barriers—such as affordability, insurance gaps, and rural infrastructure limitations.
- Align strategy with social goals such as improving quality of life, access, and public health standards.
- Clearly outline the Investments/spends and the top line impact/ROI for the solutions proposed with a clear timeline.

Deliverables

Prepare a presentation of up to 5 slides that includes:

- Clear articulation of the challenge and target audience segmentation
- Market opportunity and key insights
- Recommended products, services, or care models with innovative elements
- High-level implementation plan highlighting feasibility
- Key impact metrics and expected outcomes

We look forward to your innovative thinking and strategic solutions to empower India’s ageing population through PSK’s leadership in healthcare.