



**August 10, 2024**

**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001

**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East)  
Mumbai – 400 051

**Scrip Code: 544008**

**SYMBOL: MAXESTATES**

**Sub.: Investor Presentation**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, in continuation to our intimation dated August 7, 2024 for schedule of the earnings conference call, please find enclosed the Investor Presentation. The same shall also available on the website of the Company [www.maxestates.in](http://www.maxestates.in).

You are requested to take the aforesaid on record.

Thanking you,

Yours faithfully,

**For Max Estates Limited**

**Abhishek Mishra**  
**Company Secretary & Compliance Officer**

**Encl: a/a**

**Max Estates Limited**

Corporate Office: Max Towers, L-20, C-001/A/1, Sector-16B, Noida-201301, Uttar Pradesh, India, | P: +91 120-4743222  
Regd Office: 419, Bhai Mohan Singh Nagar, Village Railmajra,  
Tehsil Balachaur, Dist. S.B.S. Nagar (Nawanshahr), Punjab 144 533, India

Email : [secretarial@maxestates.in](mailto:secretarial@maxestates.in) | Website : [www.maxestates.in](http://www.maxestates.in) | CIN: L70200PB2016PLC040200

# Investor Presentation

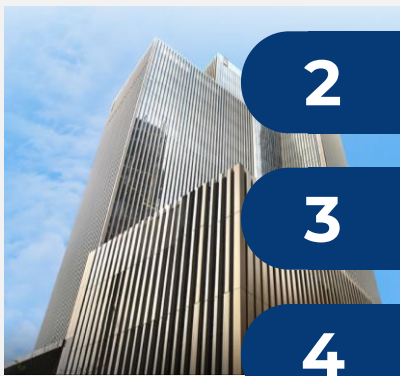
An overview of Max Estates' journey

August 2024



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FY 24 business highlights

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Execution enablers

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Q1 FY25 Financials

5

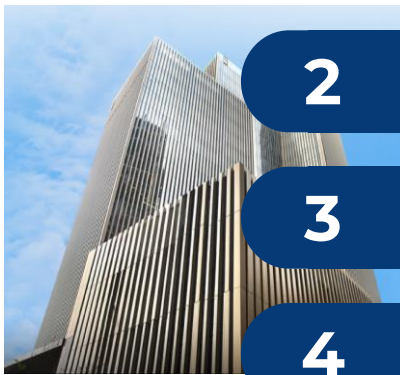
Experience WorkWell & LiveWell at  
Max Estates





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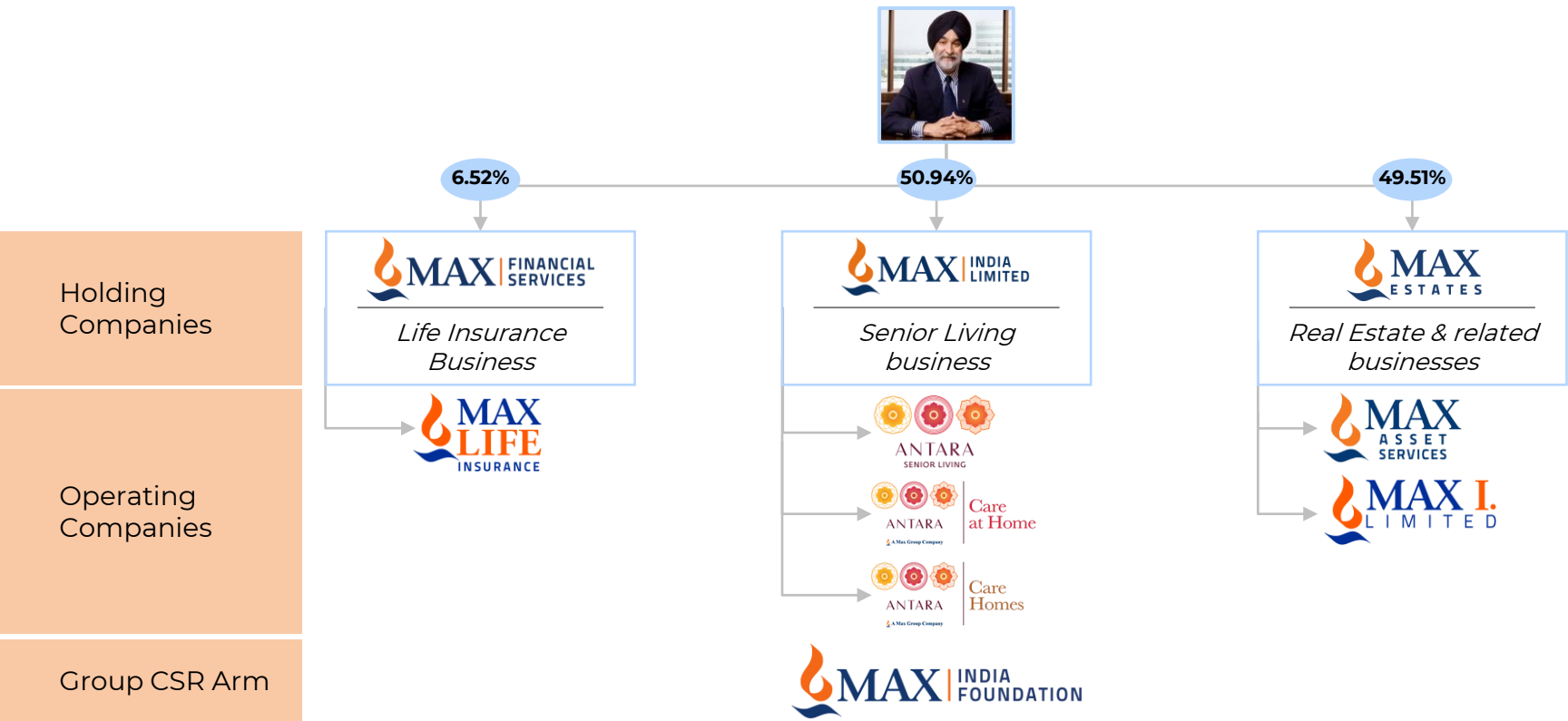
Q1 FY25 Financials



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Experience WorkWell & LiveWell at  
Max Estates

# Max Group has evolved into a USD 4 Billion enterprise with real estate business housed in 1 of the 3 listed entities



# Max Estates' Purpose is anchored on core values of Max Group and operating philosophy of *Live Well* and *Work Well*

## Our Purpose

Enhance quality of life through the spaces we create

## Our Values



Sevabhav



Excellence



Credibility

## Our Operating Philosophy – *Work Well* and *Live Well*



**1 Empathetic Hospitality**  
An emotionally intelligent approach to hospitality & service that begins with empathy




**4 Inclusivity**  
Age and needs inclusive design for wellbeing of all users



**7 Intentional Design**  
Promoting a healthier lifestyle through design interventions to ensure comfort, aesthetics, mobility and best-in-class technology solutions




**2 Elemental Harmony**  
Focus on elements like air, water and biophilia through interventions like, purifying plant, rainwater harvesting, green design, etc.



**5 Peace of Mind**  
Focus on best-in-practice safety measures, standards of sanitation, and carefully selected locations



**8 Sustainability**  
with use of sustainable materials, recycling, resource conservation and efficient use



**3 Generosity**  
of time, space, and attention to detail. Providing more green cover per person



**6 Belonging**  
with Specially designed amenities for engagement among residents to promote social well-being



**9 Food & Nutrition**  
Access to organic vegetables & biotic food sales, curated F&B options with focus on quality & nutrition

# Our Product- market segments : One region multiple asset class

## Commercial Projects

## Work Well Experiences



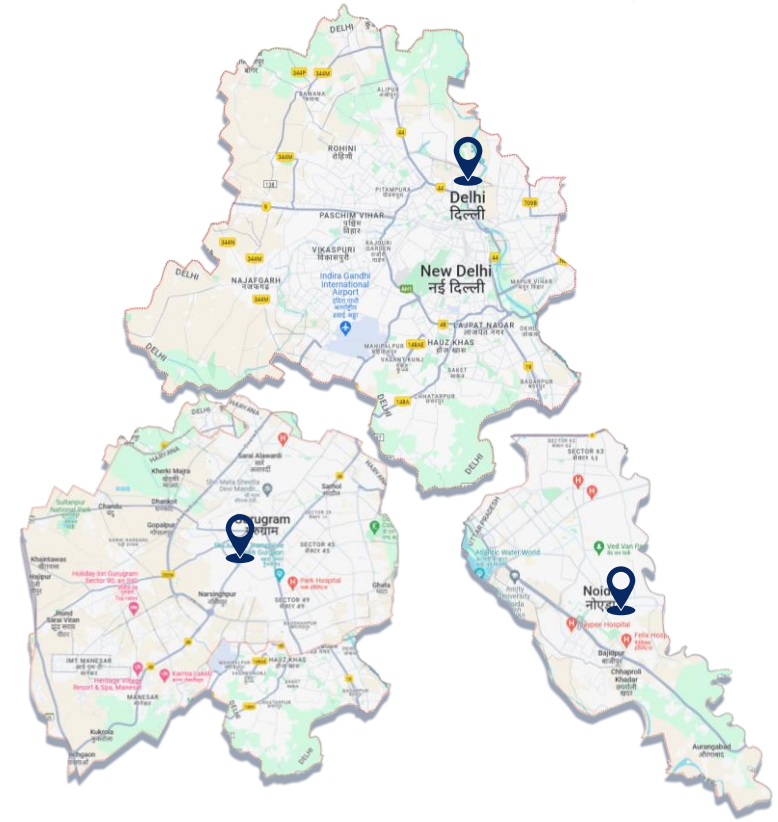
WorkWell stands for a lifestyle where essential physical amenities of a modern workspace come together with human centric design.

## Residential Projects

## Live Well Experiences

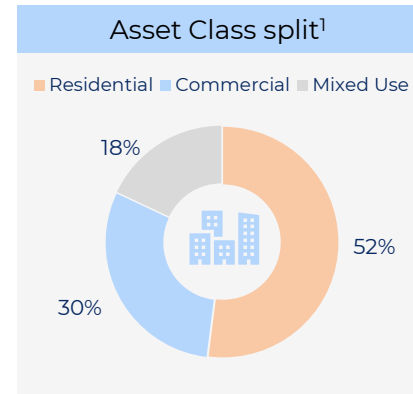
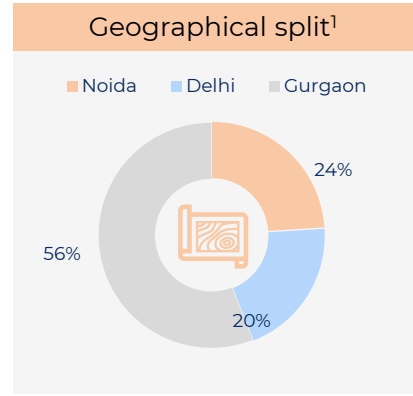


LiveWell envisions to enhance and enrich the quality of life of its occupiers by building a confluence of spaces that enables comfort, healthy living, and community experiences, while ensuring their well-being.



Key markets in National Capital Region

# Diversified residential & commercial portfolio across Delhi NCR



## Residential projects

- 222 Rajpur, Dehradun, 2016
- Estate 128, Noida, 2022
- Estate 360, Gurugram, 2023
- Max 36A Phase-2, Gurugram, 2024

## Commercial projects

- Max Towers, Noida, 2017
- Max House-Phase 1, Delhi, 2018
- Max Square, Noida, 2020
- Max House-Phase 2, Delhi, 2020
- Max 65, Gurugram, 2022
- Max Square Two, Noida, 2023
- Delhi One, Noida, 2024

**Total portfolio size of 12 million sqft (delivered and under-construction)**

Note: Max Estates is a successful resolution applicant in Delhi One insolvency process. The implementation and takeover of Delhi One is pending approval on select set of business pre-requisites requested in the resolution plan  
 1 - Includes Delhi One



# Commercial projects in operation



## Max Towers, Noida<sup>1</sup>

Net leasable area	3.02 Lakhs Sq. Ft.
Net Leased area	3.02 Lakhs Sq. Ft.
Occupancy	100 %
Annual Rental (FY24)	Rs. 39 – 42 Cr

Occupied by leading firms such as Kama Ayurveda, Cyril Amarchand Mangaldas, IEX, Tata Teleservices, Yes Bank, Udacity, Spaces etc.



## Max House Phase 1, Okhla<sup>1</sup>

Net leasable area	1.05 Lakhs Sq. Ft.
Net Leased area	1.05 Lakhs Sq. Ft.
Occupancy	100 %
Annual Rental (FY24)	Rs. 15 – 16 Cr

Occupied by leading firms such as Target Sourcing, Samsung, Religare and DSK Legal etc.



## Max Square, Sector 129, Noida

Net leasable area	6.78 Lakhs Sq. Ft.
Net Leased area	3.76 Lakhs Sq. Ft.
Occupancy	63 %
Annual Rental (FY24)	Rs. 60 – 70 Cr

An IGBC Green Platinum rated development located right on the Noida Expressway. Tenants includes firms such as Skootr, Moody's, Vinove and Dcree etc.



## Max House Phase 2, Okhla<sup>1</sup>

Net leasable area	1.50 Lakhs Sq. Ft.
Net Leased area	1.33 Lakhs Sq. Ft.
Occupancy	89 %
Annual Rental (FY24)	Rs. 25 – 30 Cr

Located in the same campus as Max House Phase 1, Okhla. Received Occupancy Certificate in Q3FY24. Tenant includes firms such as Redington, Urbanwrk, Dixon Technologies, CNR, BBC and S&R Associates etc.

<sup>1</sup> – Please refer to slide 12 for recent announcement wherein New York Life Insurance Company is proposing to invest 49% stake in Max Towers and Max House

# Commercial projects under Design and Development



Representative image



Representative image

## Max Square Two, Sector 129, Noida

Net leasable area	1 - 1.1 mn. Sq. Ft.
Partner	New York Life (49%) ~Rs. 196 Cr
Status	Under design

~4 acres land parcel, located contiguous to 'Max Square'. This will allow for expansion in one of the two most important office micro markets in NCR

## Max 65, Golf Course Extension

Net leasable area	1.5-1.6 mn. Sq. Ft.
Partner	New York Life (49%) ~Rs. 290 Cr
Status	Under design

Located on the main Golf Course Extension Road, Gurugram, which has emerged as a key destination for leading domestic and multi-national players looking for office space in Delhi-NCR

# Residential projects under Design and Development



Estate 128, Noida	
Premium Residential Units	201
Status	Fully sold; Construction commenced
<p>Company's first luxury residential project in NCR has been fully sold and had garnered a pre-formal launch sale of Rs. 1,800+ Cr. The Company has collected ~Rs. 441 Cr for the project. A boutique development promising an elevated quality of life through pioneering design, wellness and sustainability</p>	

Estate 360, Gurugram	
Developable Area	~2.4 mn. sq. ft.
Status	Final approvals pending for launch
<p>A Joint Development on a Land parcel admeasuring ~11.8 acres. Strategically located at the confluence of Dwarka expressway, Central Peripheral Road (CPR) and planned Metro Corridor offering excellent connectivity to central and secondary business districts of Gurugram such as Cyber City, Golf Course Road and Southern Peripheral Road (SPR)</p>	

New Opportunity (Sector 36A, Gurugram)	
Developable Area	~4.0 mn. sq. ft.
Status	Under design
<p>A Joint Development on a Land parcel admeasuring ~18.23 acres. It is located adjacent to upcoming Estate 360 Project. Akin to Estate 360, it has direct access from Dwarka Expressway and benefits from the same connectivity to central and secondary business districts of Gurugram as Estate 360.</p>	

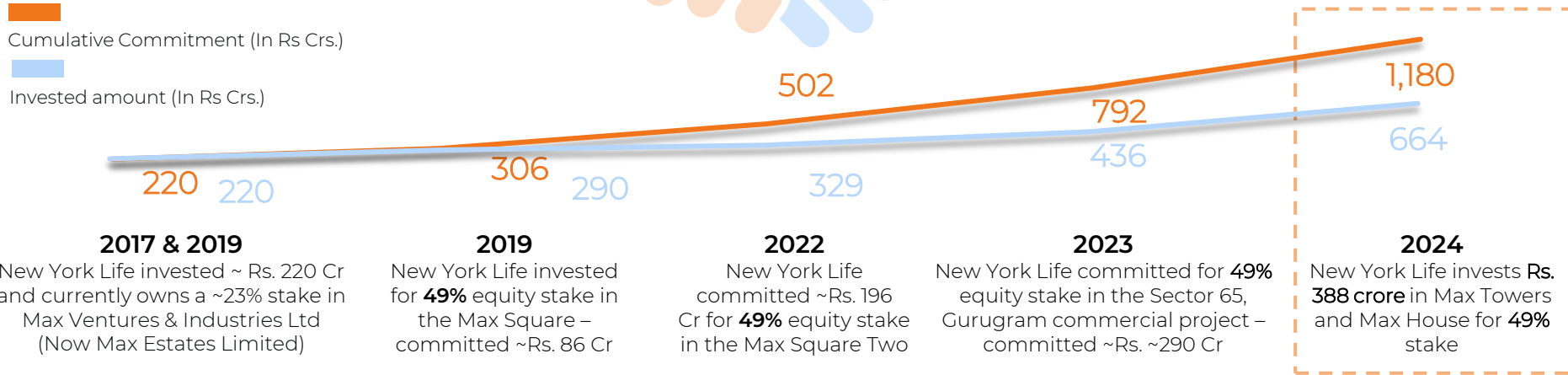
# New York Life – Our strategic partner in the commercial real estate business



Founded in 1845, New York Life International Holdings Limited is a Financial Services Company and the largest mutual life insurer in the U.S

Since 2001, partnered with Max group to form Max New York Life Insurance Company Limited with 26% ownership, which subsequently got sold to Mitsui Sumitomo Insurance in 2012.

Re-invested when Max started real estate journey

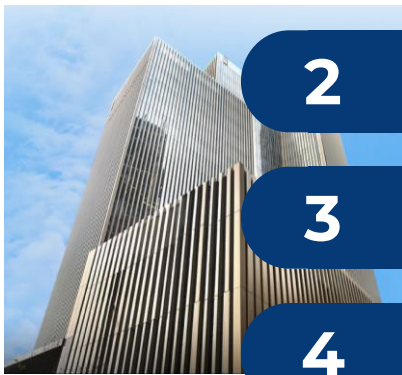


Max Estates is an exclusive real estate partner in India for New York Life. It has committed ~**Rs. 1,200 Cr.** till June 30, 2024 across 6 rounds and MEL will continue to evaluate investment opportunities with NYL



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# Operational highlights



## Commercial



Total Leased Area as on date  
**~1 Mn Sq. Ft.**



Total area under development  
**2.7 Mn Sq. Ft.**



## Residential



Total Area Under development  
**7.6 Mn Sq. Ft.**



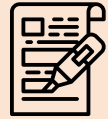
Sales booked (FY24)  
**Rs. 1,800 Cr<sup>1</sup>**



Collected in FY24  
**Rs. 450 Cr<sup>1</sup>**

1. In relation to Estate 128.

# Max Estates Limited – FY24 Performance Highlights



## Key Highlights



Total Leased Area as on date  
**~1 Mn sq. Ft.**



Lease Rental Incomes  
**Q1FY25 – Rs. 25 Cr**  
**FY24 – Rs. 66 Cr**



Total Revenue  
**FY24 – Rs. 120 Cr**



**Total CRE Portfolio Occupancy as on Mar 2024**  
Max Towers - 100%  
Max House – 100%  
Max Square – 63%  
Max House Phase 2 – 89%



**Capital Structure**  
Equity Capital: Rs. 1,431 Cr.<sup>1</sup>  
(Max Estates share: Rs. 1,171 Cr)

Debt as on Mar 2024  
**External Debt : Rs. 735 Cr<sup>2</sup>**  
(Including LRDs : Rs. 583 Cr)

**Net external debt – Rs. 361 Cr**  
(Max Estates' share of Net external debt – Rs. 235 Cr<sup>3</sup>)



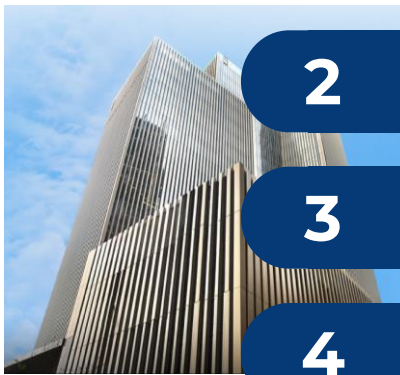
Cash & Cash Equivalents as on Mar 2024  
**Rs. 374 Cr**

1. Including minority interest of Rs. 260 Cr  
2. Excludes Rs. 178 Cr towards CCD of New York Life  
3. Assuming 100% ownership in Max Towers and Max House Phase 1 and 2



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# Key execution enablers



# Board of Directors – Max Estates



**Analjit Singh**

*Chairman*

- Founder and Chairman of Max Group
- Felicitated with Padma Bhushan, India's 3rd highest civilian award



**Anthony Ramsey Malloy**

*Non-Executive Director*

- Executive Vice President and Chief Investment Officer of New York Life Insurance Company.
- Anthony earned a B.A. in English and Economics from Middlebury College and an M.B.A. in Finance from the Stern School of Business of New York University.



**Atul Behari Lall**

*Non-Executive Director*

- Managing Director and Vice Chairman of Dixon Technologies (India) Limited.
- Master's Degree in Management Studies from the Birla Institute of Technology and Science, Pilani.



**Dinesh Kumar Mittal**

*Independent Director*

- Former Indian Administrative Service (IAS) officer from the batch of 1977
- Served Govt. of India as Secretary-Department of Financial Services; Ministry of Corporate Affairs



**Gauri Padmanabhan**

*Independent Director*

- Ex-Global partner, leading Consumer Market Practices for Heidrick & Struggles in India
- Key person in establishing Heidrick & Struggles' India business



**Niten Malhan**

*Independent Director*

- Founder and managing partner of an investment manager, New Mark Advisors
- Former Managing Director and India lead of Warburg Pincus; over 15 years of experience in private equity and consulting

# Experienced Management team



Sahil Vachani

*Vice Chairman & Managing Director, Max Estates*

- Responsible for overall strategic vision, direction and growth of the company
- Prior experience in investment banking with Citigroup & business building in consumer electronics with Dixon Technologies & Dixon Appliances



Rishi Raj

*COO – Max Estates*

- Ex-COO, Centre of Expertise for Strategy & Corporate Finance at McKinsey & Co.; Ex head of group strategy for Max Group
- Over 25 years of experience in research, analytics, consulting and corporate strategy across sectors



Nitin Kansal

*CFO - Max Estates*

- Chartered accountant and a Max group veteran with experience across key leadership & strategic positions
- Over 22 years of experience across hospitality and real estate



Rajendra Singh

*Head Projects-Commercial-Max Estates*

- Over 25 years of experience in Project Management and Construction; prior experience in Xander Group, DLF, M3M, BPTP, Unitech
- Civil Engineer with Post Graduate Diploma in Business Management from FORE School of Management



Vipin Sharma

*Head Projects-Residential-Max Estates*

- Over 22 years of experience with organizations like Bharti Realty, Unitech, Philips, Godrej Properties and Mahindra

# ..supported by dedicated and experienced teams across key verticals



14+

**Anshul Gaurav**  
AVP & P&L Head  
(Commercial)



25+

**Amit Srivastava**  
Head - Sales



14+

**Archit Goyal**  
General Manager -  
Finance & Accounts



26+

**Anil Mishra**  
Senior General Manager -  
Projects



14+

**Arjun Gandhi**  
Head - Marketing



13+

**Ashish Saboo**  
Deputy General Manger -  
Finance and Accounts



13+

**Atul Kundalia**  
General Manager -  
Engineering



13+

**Abhishek Misra**  
Company Secretary



12+

**Alok Kumar**  
General Manager -  
Human Capital



18+

**Amit Sachar**  
General Manager - Sales  
& CRM



5+

**Akshay Lall**  
AGM - Growth & Cross  
Functional Initiatives



20+

**Vikram Vij**  
Head - Digital & IT



16+

**Raghendra Bijay**  
AVP - Projects



12+

**Rahul Arora**  
Head - Leasing



12+

**Saumya Saxena**  
Head - Design Product



19+

**Syed Asad Gauhar**  
General Manger -  
Operations

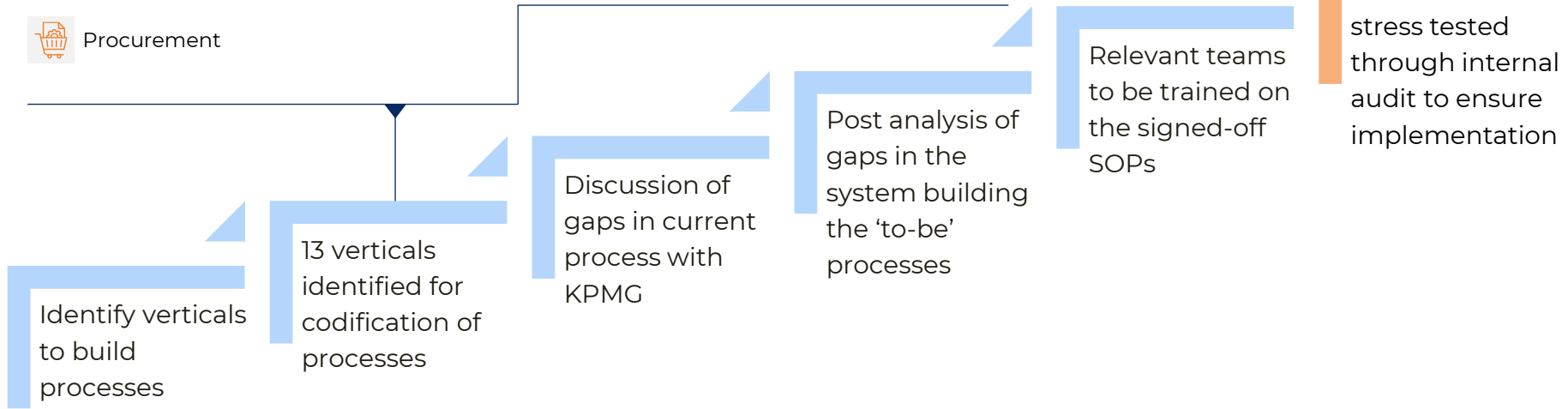
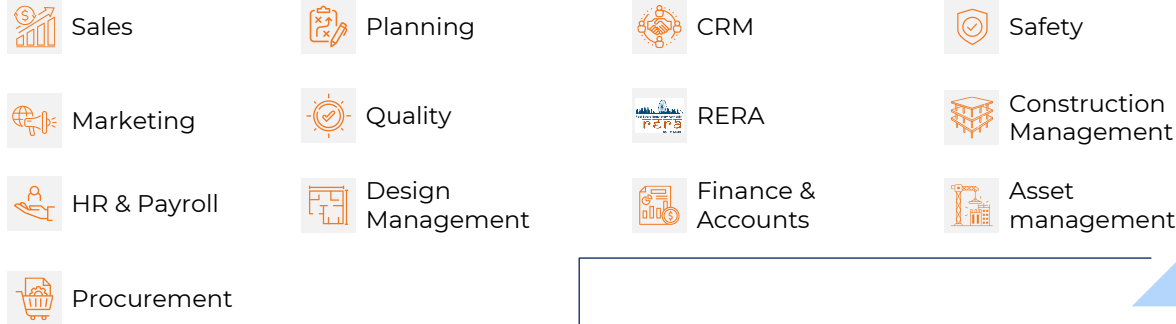


14+

**Vishal Sharma**  
Deputy General Manager -  
Planning & Costing

# Institutionalizing internal processes to enable seamless execution at scale

## 13 Verticals identified as follows



# Suite of digital interventions across value chain in progress



## Clairco

Solution to provide enhanced air purification and real-time air quality monitoring for the wellness of our occupants



## Smart Joules

An AI-based energy conservation tool to optimize the efficiency of our HVAC system and chillers, thereby decreasing the costs



## SAP

comprehensive ERP offering on Cloud for Real Estate Modules



## Max Towers App

Tenant engagement app to act as portal for events / amenities at Max Towers

Non exhaustive

# Driving impactful Sustainability initiatives..



## Implemented Sustainable Initiatives

<b>Energy</b>	<ul style="list-style-type: none"> <li>Integration of double-glazing units and IoT-based chiller operations optimize energy efficiency, while heat recovery mechanisms and rooftop solar PV systems reduce environmental impact</li> </ul>
<b>Water</b>	<ul style="list-style-type: none"> <li>Low flow faucets in washroom to reduce water consumption</li> <li>Zero wastewater discharge by treating the wastewater in sewerage treatment plants</li> </ul>
<b>Waste</b>	<ul style="list-style-type: none"> <li>Waste segregation aim for zero landfill by sorting building waste, while replacing single-use plastic with glass bottles</li> <li>An organic waste composter converts organic waste into compost</li> </ul>
<b>Indoor environment quality</b>	<ul style="list-style-type: none"> <li>Real-time air quality monitoring adjusts ventilation based on PM2.5 and PM10 levels, while MERV 8</li> <li>MERV 13 (ESP) filters reduce pollutants in conditioned areas, improving air quality</li> </ul>
<b>Material</b>	<ul style="list-style-type: none"> <li>Publicly available policy on Sustainable Procurement</li> <li>Adherence to material guidelines defined by LEED and IGBC; for example, low VOC content paint and locally sourced materials</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>Observations from Fire, Life &amp; Safety audit at Max Towers &amp; Max House rectified and closed</li> </ul>

## FY25 Priorities

- Achieving BEE Star rating for Max Towers & Max House
- Exploring renewable power purchase for Max Towers
- Exploring IoT sensor-based leakage and consumption tracking
- Implementation of waste management policy and tracking the waste generated under different sub-categories
- Enhancement of treated fresh air filtration at Max Towers
- Setting up of IMS processes for ISO 45001 certification (Occupational Health & Safety)
- Execution of phase-1 of British Safety Council Roadmap
- Lifecycle carbon analysis (LCA) and embodied carbon calculation for operational buildings
- Including LCA and embodied carbon in design stage for projects

## Measuring Progress



Score for 2023 rating	Score for 2024 rating (target)
<ul style="list-style-type: none"> <li>Performance – <b>83/100</b><sup>1</sup></li> <li>Development – <b>93/100</b><sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>Performance – <b>87/100</b><sup>1</sup></li> <li>Development – <b>95/100</b><sup>2</sup></li> </ul>

Asset Class	Project Stage	Aspect	Current Certification
<b>Commercial Portfolio</b>	Under Development	Green Building	IGBC Platinum
	Operational	Health & Well-being	IGBC Health & Wellbeing
<b>Residential Portfolio</b>	Under Development	Green Building	IGBC Platinum



# Contributing back to society is at the core of how we approach the business



Max Estates and Max India Foundation (CSR arm of Max Group) collaborate to improve communities by engaging with local groups to ensure positive impact.

Collaborated with **12 NGO partners** to support the education of: **1.04 lakh** students **2,297** teachers **41** fellows

Partnered with NGO **‘The Education Alliance’** through a work partnership with Tamil Nadu and Tripura government and positively impacted: **54 lakh** students of **42,000** local government schools.

Collaborated with Emory University, USA for **Social, Emotional and Ethical Learning (SEEL)**, a K-12 education program developed for training and facilitation of educators. **800+** Educators introduced, **200+hours** invested in training, **40,000** students receiving SEEL learning sessions



Max Estates and Max India Foundation (CSR arm of Max Group) collaborate to improve communities by engaging with local groups to ensure positive impact.

Max Estates is exploring partnership with **Habitat for Humanity** to sponsor homes for underprivileged

The initiative prioritizes secure housing for **impoverished construction workers** and laborers, combating **poor living conditions and health risks**

**Rs. 5 Crores** committed by Max Estates towards Habitat for Humanity till date



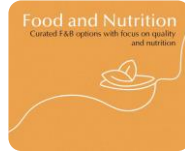


# We intentionally design an ecosystem of amenities ...



**A work environment that is good for people is great for business**

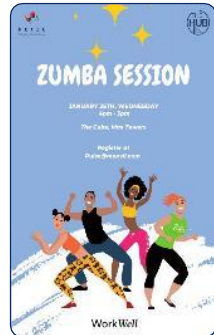
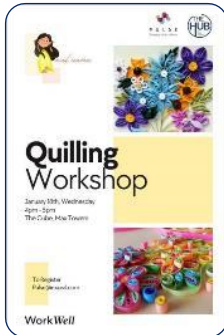
# ...and curate engaging events to elevate Customer Experience



**Exciting Pulse<sup>1</sup> events**

**Improved F&B mix at The Hub**

**Organize sports activities**



## Bringing life into Our buildings

# Building Awareness of Max Estates brand story



## Social Media Platforms

Non exhaustive

Launch a comprehensive campaign on all social media platforms to implement organic and lead generation campaigns across the. Key achievements across social media platforms (Instagram, Facebook, LinkedIn, X)

- Impressions - 53 Million 1.4X YoY growth
- Total Engagement 127K 2.3X YoY growth
- New Followers - 6.9K 19% 2.3X YoY growth

### Sambhav event

*A first of its kind event for construction and associated vendors*



### Work Well & Live Well Partner event

*Event organized for our channel partners*



### Women's Day event



## Relisting of MEL



Non exhaustive

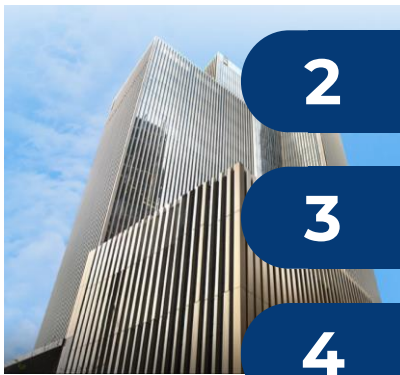


Received many prestigious awards – including  
ET Now – Best Organization for Women  
ET Now – Best Realty Brands



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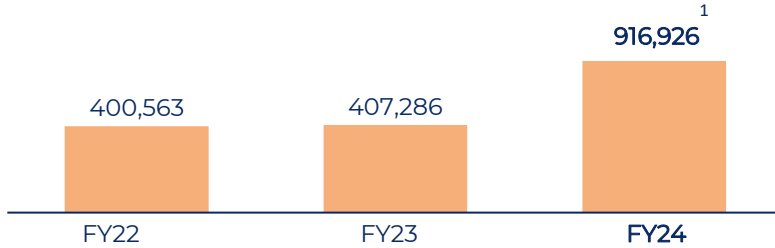
## Summary: Results for Q1 FY25

- Company's first luxury residential project in NCR has been fully sold and had garnered a pre-formal launch sale of Rs. 1,800+ crores. Over the last year, the Company has collected ~Rs. 458 crores for the project
- Consolidated Revenue stood at Rs 41 Cr in Q1 FY25
- Consolidated EBITDA stood at Rs 15 Cr in Q1 FY25
- PAT stood at Rs (2) Cr in Q1 FY25
- Total Lease Rental Income (Max Towers + Max House + Max Square) up by 103% YoY to Rs.25 Cr in Q1 FY25
- Max Asset Services Revenue stood up by 17% to Rs. 8 Cr in Q1 FY25

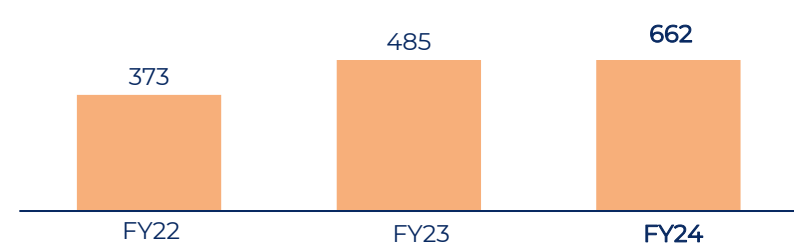
# Max Estates – Operational Metrics



**Total Leased Area (in Sq. Ft.)**

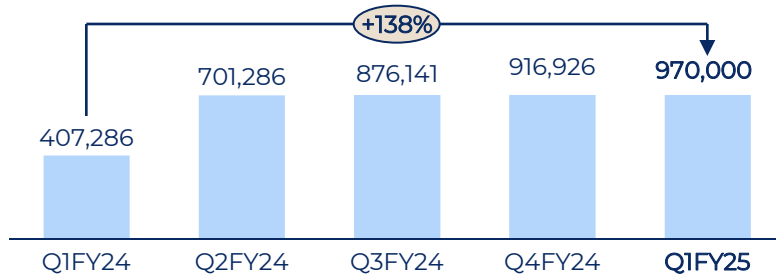


**Lease Rental Income (Rs. Mn.)**

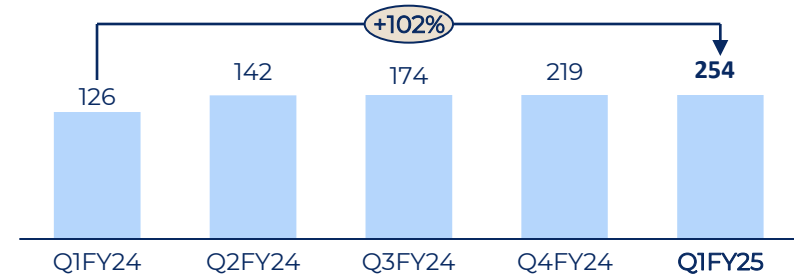


## Quarterly Trend

**Total Leased Area (in Sq. Ft.)**



**Lease Rental Income (Rs. Mn.)**

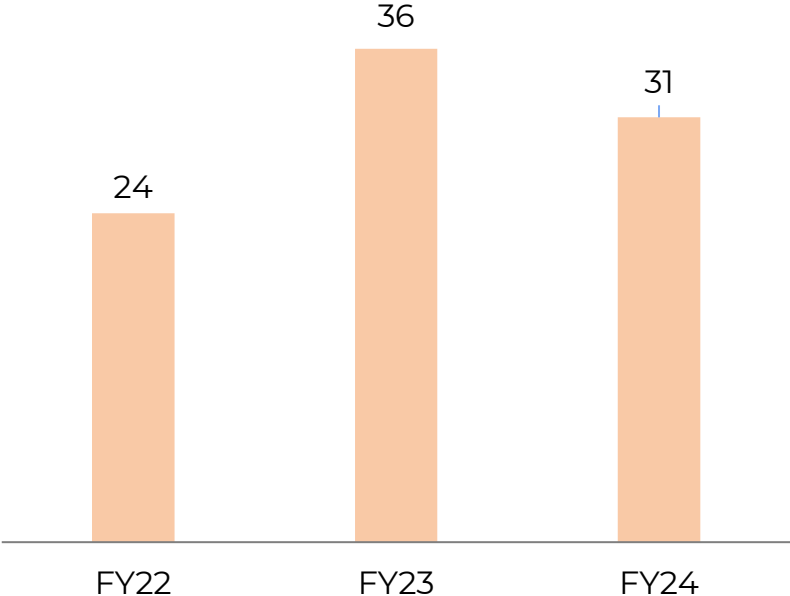


<sup>1</sup> LOI included

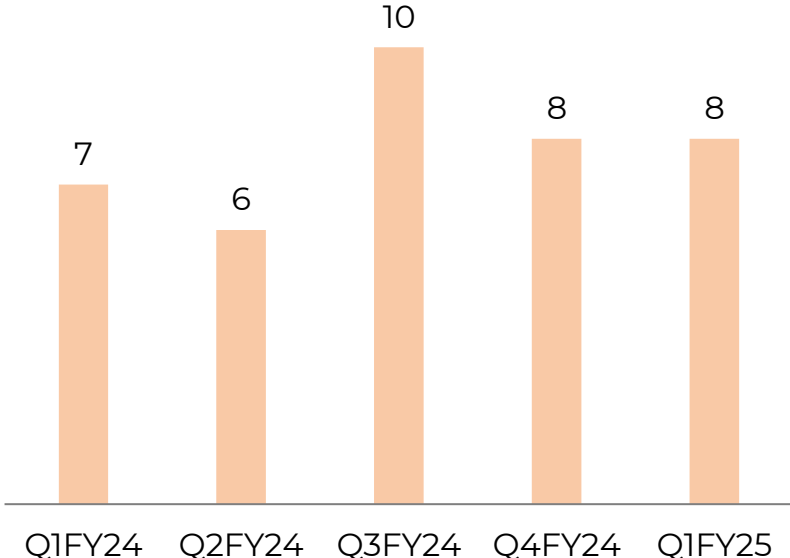
# Max Asset Services– Revenue Trend



Yearly Trend (Rs. cr.)



Quarterly Trend (Rs. cr.)



# Max Estates - Profit & Loss Statement



Consolidated Profit & Loss (In Rs. Cr)	Q1FY25	Q1FY24	Q4FY24	FY24
<b>Net Sales</b>	<b>40.5</b>	<b>18.3</b>	<b>30.0</b>	<b>92.9</b>
Cost of Goods Sold	1.9	0.0	0.0	0.0
Employee benefit expense	3.8	2.7	3.5	12.3
Advertisement and Marketing expense	7.8	4.3	4.2	22.6
Other expenses	11.8	8.2	14.5	40.3
<b>EBITDA</b>	<b>15.2</b>	<b>3.1</b>	<b>7.8</b>	<b>17.8</b>
<b>EBITDA Margins (%)</b>	<b>37.6%</b>	<b>17.2%</b>	<b>26.1%</b>	<b>19.1%</b>
Depreciation	8.8	3.7	8.5	25.4
Other Income	7.2	5.2	8.6	27.3
<b>EBIT</b>	<b>13.7</b>	<b>4.6</b>	<b>7.9</b>	<b>19.7</b>
Finance Cost	16.6	4.4	14.2	43.0
Exceptional Item Gain / (Loss)	0.0	-44.5	0.0	-44.5
<b>Profit before tax</b>	<b>-2.9</b>	<b>-44.2</b>	<b>-6.3</b>	<b>-67.7</b>
Tax	-0.9	-5.8	-1.6	-12.6
<b>Profit after tax</b>	<b>-2.0</b>	<b>-38.4</b>	<b>-4.7</b>	<b>-55.1</b>

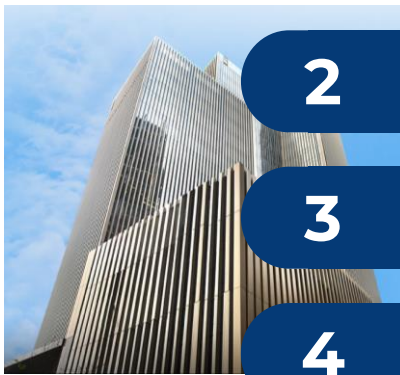
1 & 2– adjustment for advertisement and marketing expenses, primarily related to residential project where revenue will be recognized at the time of possession.  
 2 – in addition this is adjusted for exceptional 100% 'one-time' provision on the investments made in Azure Hospitality.





1

About Max Estates



2

FY 24 business highlights

3

Execution enablers

4

Q1 FY25 Financials



5

Experience WorkWell & LiveWell at  
Max Estates

## 222 Rajpur – Key highlights



Area ~5 acre



Abutting the Malsi  
Reserve Forest



Limited inventory of 22  
bespoke residences




100% Sold



Night View


# Max Towers – Key highlights



 Leasable Area  
~0.6 mn. sq. ft.

 On DND Flyway, at  
entrance of Noida

 Occupancy 100%

 Rental ~ 25-30%  
premium to micro  
market

 Certified LEED  
Platinum from  
USGBC and Health  
and Wellbeing Gold  
from IGBC

 Marquee tenant  
profile  
ESRI India, IEX, Veolia, Kama  
Ayurveda, Cyril Amarchand  
Mangaldas, Emerson,  
Khaitan & Co., Yes Bank,  
Udacity, Spaces etc.




The Cube




Food Court


# Max House – Key highlights



 Leasable Area  
~0.3 mn. sq. ft.

 Boutique campus  
development in CBD  
of South Delhi

 Phase 1-  
Occupancy 100%  
Phase 2-  
Leased<sup>1</sup> 89%

 Rental~ 25-30%  
premium to micro  
market

 LEED Gold certified  
and Health and  
Wellbeing Gold from  
IGBC

 Marquee tenant  
profile  
Nykaa Fashion, Samsung,  
India Electronics, Target,  
Religare Enterprises, DSK  
Legal, Dhampur Sugar  
Mills,etc

<sup>1</sup> including LOI – Letter of intents



Grand Entrance







Lobby

# Max Square – Key highlights



 Leasable Area  
~0.7 mn. sq. ft.

 On Noida- Gr. Noida  
Expressway

 55% Leased<sup>1</sup>

 Designed around a  
central forest

 IGBC Platinum  
certified for Green and  
pre certified for Health  
& Wellbeing

<sup>1</sup> including LOI – Letter of intents



Central Forest Courtyard



Food Court

# Estate 128 – Our first luxury residential project in NCR



ARTISTIC RENDERITION



Leasable Area  
~10 acres



Rectangular &  
contiguous



Abutting Noida  
Gr. Noida Expy



Frontage of ~340 m  
on expressway



~ 7 acres of gardens/  
lawns



IGBC Platinum pre-  
certified for Green  
Homes

The Project is being developed by Max Estates 128 Pvt. Ltd., CIN No. U55101DL2006PTC151422 and having its registered office at Max House, 1, Dr. Jha Marg Okhla New Delhi 110020.

The Project is registered with the UPRERA bearing registration no. UPRERAPRJ446459

Future development of group housing is subject to FAR being available on purchasable basis as and when approved by relevant competent authority of Government





Large wrap around decks  
in the units

# Estate 360, Gurugram – Delhi NCR's first inter-generational community at scale




Representational image

 Land Area =  
~11.8 acres







 At the confluence of 3  
Gurugram's major  
corridors

 ~2.4 Mn sq. ft. of  
development

 Opposite 220-acre  
green zone and 50 m  
green belt and key  
commercial  
developments

# Max Square Two – Key highlights



-  Land Area = ~4 acres
-  Development potential of ~1 mn sq. ft.
-  Abutting Noida Gr. Noida Expy
-  Contiguous to Max Square
-  6.5 acres of office led mixed use development potential
-  IGBC Platinum pre-certified for Green New Building



# Max 65, Gurugram – Max Estates' First CRE project in Gurugram



Land Area =  
~7.15 acres



Contiguous shape  
with separate entry for  
retail space



Abutting Golf Course  
Extension Road from  
North



Corner Plot



Direct access from 3  
sides

# Safe Harbor



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Area represented in mn sq ft within the presentation above should be read with a conversion factor of ~ 1 mn sq ft = 92,903 sq. meters.

# Details of Group Entities



- Max Estates Ltd. (CIN no. L70200PB2016PLC040200) is having its Corporate office at Max Towers, L-20, C - 001/A/1, Sector- 16B, Noida, Gautam Buddha Nagar, Noida UP 201301 & Registered office at 419, Bhai Mohan Singh Nagar Village Railmajra, Tehsil Balachaur, Nawanshehar, Punjab 144533. Max Estates Ltd. is the promoter of Max Square Ltd., Max Estates 128 Pvt. Ltd., Acreage Builders Pvt. Ltd., Max Estates Gurugram Ltd., Pharmax Corporation Ltd., and Max Towers Pvt. Ltd.
- “222 Rajpur” is owned by Max Estates Ltd., CIN No. L70200PB2016PLC040200 and having its registered office 419, Bhai Mohan Singh Nagar Village Railmajra, Tehsil Balachaur, Nawanshehar, Punjab 144533. The Project is registered with the UKRERA bearing registration no. UKREP08170000001. Please refer to project details on the website of <http://ukrera.org.in> prior to making any decision.
- “Max Towers” is owned by Max Towers Private Limited, CIN No. U70109UP2016PTC087374 and having its registered office Max Towers, L-12, C- 001/A/1 Sector- 16B, Gautam Buddha Nagar, Noida, Uttar Pradesh, India, 201301. The Project is registered with the UPRERA bearing registration no UPRERAPRJ12475 <https://www.up-rera.in/projects>.
- “Max House” is owned by Pharmax Corporation Ltd. CIN No. U24232PB1989PLC009741 and having its registered office at Bhai Mohan Singh Nagar, Railmajra, Tehsil Balachaur, Distt. Nawanshehar, Punjab 144533. Spaces at Max House are available for rent and no sale of space is being advertised in said building.
- \*Max Square is owned by : Max Square Ltd., having its Registered office Address at Max Towers, L-12, C- 001/A/1, Sector- 16B, Gautam Buddha Nagar, NOIDA, Uttar Pradesh, India, 201301 , CIN : U70200UP2019PLC118369. Its Occupation Certificate has been received on 25.2.2023. Spaces at Max Square are available for rent and no sale of space is being advertised in said building.
- \*Max Square Two is owned by: Max Square Ltd., having its Registered office Address at Max Towers, L-12, C- 001/A/1, Sector- 16B, Gautam Buddha Nagar, NOIDA, Uttar Pradesh, India, 201301 , CIN : U70200UP2019PLC118369. Max Square Two is currently under design and no sale of space is being advertised in said building.
- The Project ‘Estate 128’ is registered with the UPRERA with registration no. UPRERAPRJ446459. Please refer to project details on the website of UPRERA [www.up-rera.in](http://www.up-rera.in) prior to making any decision. The promoter of Estate 128 is Max Estates 128 Pvt. Ltd.(formerly known as Accord Hotels & Resorts Private Limited) (CIN no. U55101DL2006PTC151422) having its Corporate office at Max Towers, L-20, C - 001/A/1, Sector- 16B, Noida, Gautam Buddha Nagar, Noida UP 201301 & Registered office at Max House, 1, DR. Jha Marg Okhla, South Delhi, New Delhi, Delhi, India, 110020.
- “Max 65” is owned by Acreage Builders Pvt. Ltd. CIN No. U70101HR2010PTC047012 and having its registered office 10th Floor, Tower-B Unitech Cyber Park, Sector 39, Gurugram, Haryana, India, 122001, The project is currently under design and no sale of space is being advertised in said building.
- “Estate 360” is owned by Max Estates Gurugram Ltd. CIN No. U70109UP2022PLC170197 and having its registered office MAX TOWERS, C-001/A/1, SECTOR - 16B, Gautam Buddha Nagar, NOIDA, Uttar Pradesh, India, 201301, The project is currently under design and no sale of space is being advertised in said building.
- Sector 36A new project, Gurugram is owned by Max Estates Gurugram Two Limited CIN No. U68100DL2024PLC424818 and having its registered office Max House, Kh No 335/2, 355/18,337, and 1511/339, Okhla Industrial Estate, New Delhi, Delhi, India, 110020. The project is currently under design and no sale of space is being advertised in said building.

Thank you

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