

Max Group's Antara crosses sale of 150 apartments of its Residences for Seniors at Noida Sector-150 during the COVID pandemic

~ Antara saw rapid sales post the pandemic induced lockdown with more than 150 units sold.
~ Inquiries increased fivefold as seniors felt the need for specialized living communities.

New Delhi, 8th April 2021

Antara, a part of the \$3 bln Max Group, today announced the sale of over 150 units at its second Senior Living community in Noida. Launched in early 2020, the Residences for Seniors at Noida are an integral part of Antara's strategic shift towards creating an ecosystem to address the life care and lifestyle needs of seniors.

With 340 apartments spread across three towers, Antara Noida-Phase 1 is spread over 16,500 sq. metres and caters to a wide spectrum of lifestyle needs. Residents can choose from 2- or 3-bedroom units across 137 sq. metres to 280 sq. metres in three different apartment layouts. These apartments are available on a 90-year direct lease under the NOIDA authority. The all-inclusive pricing ranges between INR 1.15 Cr and INR 2.35 Cr.

An expansive club with an all-day restaurant with personalized, nutritionally curated special meals, recreational spaces, wellness zone, and an indoor heated swimming pool will cater to the residents' wellness needs. The community will promote and facilitate an active and engaging lifestyle carefully through its resident engagement programs.

Antara Noida also provides amenities such as panic alarm buttons, round-the-clock medical assistance, emergency response systems, proximity to medical facilities etc. to ensure world-class living experience.

Commenting on the recent update, **Rajit Mehta, CEO and MD, Antara** said, *"The Senior Care space in India is evolving rapidly. The lockdown exposed the gaps in India's senior care system and has reaffirmed the need for dedicated senior living spaces as well as all-inclusive services. We saw increased customer inquiries and quicker conversions at Antara Noida during the lockdown as seniors began looking for organized and specialized senior living spaces, which enable them to live an independent, active, wholesome, and hassle-free life. Antara Noida has seen cumulative net sales of over 150 units already and the continued strong interest and heavy footfall at the community site give us the confidence that the sales momentum will continue during the coming financial year as well."*

"We expect to register a revenue of over INR 550 Cr from this community during its construction and development over the next 4 years."

Antara's Residences for Seniors, Noida focuses on holistic wellbeing and on becoming a solution provider of all senior needs, be it social, physical, entertainment, health, or wellness. The fully furnished apartments are equipped with senior friendly architecture that incorporates small, yet significant elements such as anti-skid tiles, ample wheelchair turning radius, broad door and window widths, etc.

Antara Noida's first phase will be ready for possession in 2024.

Antara's first senior living community is in Dehradun with access to world-class healthcare facilities for seniors. Antara Dehradun offers a wide range of services and recreational spaces that allow seniors to focus on their holistic wellbeing and enjoy their best years, hassle-free. The community is spread across 14 acres and has nearly 200 apartments for seniors. The encouraging response Antara Dehradun has received from seniors inspired Antara to expand its offerings and launch more communities starting with the next one in Noida.

About Antara:

Launched in 2013, Antara is a wholly owned subsidiary of Max India Limited. It is an integrated service provider for all senior care needs. It operates two main lines of businesses – Residence for Seniors and Assisted Care Services.

Antara's first residential community in Dehradun consists of nearly 200 apartments spread across 14 acres of land. In 2020, Antara launched a new senior living facility in Noida, Sector-150. With 340 apartments in its first phase of development, it will cater to the social, recreational, educational, wellness, and health-related needs of seniors and will be ready for possession by 2024.

Antara's Assisted Care Services include 'Care Homes', 'Care at Home' and 'MedCare' products. They cater to seniors over the age of 55, who need more immersive interventions in their daily lives due to medical or age-related issues. Starting with the first facility in Gurugram, Antara's Care Homes provide long-term care to seniors who need constant medical and nursing supervision and short-term care services for the recuperation of seniors. Antara plans to set up a chain of 35-40 Care Homes in the next three years. Its Care at Home services will provide well-equipped, medically trained professionals who can offer seniors care inside their own home's comfort. Antara's MedCare Product services are designed to cater to seniors who require the support of medical equipment for their daily living needs.

Antara recently conducted a survey titled '**State of Seniors**' a first of its kind, attempting to understand seniors better, with a special focus on their aspirations, preferences, and opinions in today's socio-cultural and political context. The Study was done in three regions – North, South and West, covering 2,000 middle and upper-class elders aged 55 and above. The Study was conducted across urban India and specifically in the North (Delhi-NCR), West (Mumbai & Pune), and South (Chennai, Bangalore & Hyderabad) regions.

For more information, please visit <https://antaraseniorcare.com/>

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