



August 21, 2023

To
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

To,
National Stock Exchange of India Ltd.,
Exchange Plaza, C-1 Block G,
Bandra Kurla Complex Bandra [E],
Mumbai – 400051

Scrip Code: 543223

SYMBOL: MAXIND

Sub: **Corporate announcement under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements, 2015)**

Dear Sir/Madam,

We would like to like to inform you that Antara Assisted Care Services Limited, a wholly-owned subsidiary of Max India Limited, has soft-launched its new service line, AGEasy by Antara, today. This is a new-age holistic D2C platform that will help seniors manage common chronic conditions. It is designed to empower seniors to age with ease and joy through customized health and wellness solutions that are based on expert-assisted advice.

More details are available on the website: <https://ageasybyantara.com/>.

You are requested to take the aforesaid on record.

For Max India Limited

Pankaj Chawla
Company Secretary