



September 30, 2024

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400051

Scrip Code: 543223

Name of Scrip: MAXIND

Sub: Press Release.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Regulations and Disclosure Requirements), Regulations, 2015, please find enclosed herewith the Press Release being issued by Antara Senior Living Limited (a wholly owned subsidiary) of the Company, the contents of which are self-explanatory.

This disclosure will also be hosted on Company's website viz. <https://www.maxindia.com/investorrelations/disclosures>.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Max India Limited**

Pankaj Chawla
Company Secretary and Compliance Officer

Encl.: As above

MAX INDIA LIMITED

CIN: L74999MH2019PLC320039

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Press Release

Successful launch of first-of-its-kind intergenerational project Estate 360 in Gurgaon by Max Estates Ltd.

Antara to manage senior living residences and spaces, positioning it as the pioneer in creating an integrated care ecosystem for seniors; potential to earn Revenue of ~INR 140 crore over the project life cycle.

30th September 2024, Gurgaon: Antara Senior Living, part of the USD 5-bn Max Group and a wholly owned subsidiary of Max India Limited, has entered into an agreement with Max Estates Ltd. for managing the senior living residences and spaces in the successfully launched intergenerational residential community, Estate 360 at Gurgaon, by Max Estates Ltd.

Two of the six residences at Estates 360 will be dedicated to senior living. Max Estates Ltd. has informed that it has received an overwhelming response for the sale of senior living residences. These residences have garnered ~INR 1,100 crore out of total pre-sale booking of ~INR 4,100 crore for Estate 360 as a whole. Max Estates Ltd. has revised its guidance for total gross development value potential for Estate 360 to ~INR 4,800 crore to be booked in FY 25. The pre-sales booking value for senior living residences is estimated to be ~INR 1500 crore in FY 25. As per the management agreement with Max Estates Ltd., Antara has the potential to earn a Revenue of ~INR 140 crore over the project life cycle.

In view of the good response of Estate 360, Antara is already in dialogue with Max Estates Ltd. for a further partnership in the additional development being planned by them contiguous to the existing project.

The senior living residences and dedicated spaces for senior living shall be fully managed by Antara along with the primary healthcare services in the community.

These fully finished senior living residences at Estate 360 offer a host of pre-installed amenities tailored specifically for seniors. These include panic alarm buttons, anti-skid tiles, glare-free lighting, wider doorways, and corridors, and many more. In terms of services, these include primary medical assistance, emergency response systems, and engagement activities to keep the seniors physically and cognitively active. The community ecosystem enables seniors to live in a safe and secure environment in the company of like-minded people.

In addition to outdoor spaces, the project includes amenities such as a golf putting area, an outdoor gym, a dedicated sports block with both indoor and outdoor sports facilities, and landscaped areas promoting well-being and activity. The Antara Club, a dedicated club for seniors at Estate 360, provides a platform to explore creative pursuits along with an array of facilities such as all-day dining with personalized, curated nutritious meals and a wellness zone

to promote active and healthy living. All the amenities are carefully curated based on the wellness pillars of Antara.

This unique intergenerational community in Gurgaon is aligned with Antara's goal for seniors to look at life as they get older as a new beginning to a hassle-free life, in the care, safety and security of an expert team.

"Through an understanding of the generational needs of all, Estate 360, imagined and developed by Max Estates, where senior living is managed by Antara, offers a vibrant ecosystem that honours the interests of adults, families with children, and seniors. Our existing senior living residential communities include a thriving operational community in Dehradun and a soon-to-be operational community in Noida. The company is also exploring more opportunities in the second phase of development in Gurgaon, and in new geographies to realize its commitment to develop 1.5 million square feet every year for the next 4-5 years.", said Rajit Mehta, MD and CEO, Antara Senior Living.

About Antara

Launched in 2013, Antara is the senior-care business of the reputed 40-year-old Max Group. It is an integrated eco-system for senior care, operating two main lines of businesses – Residences for Seniors and Assisted Care Services. Antara's first senior residential community in Dehradun comprising nearly 200 families, caters to their social, recreational, educational, wellness, and health-related needs. In 2024, it will open its second senior living community in Noida's Sector-150 with families moving into the 340 apartments built in the first phase.

Antara's Assisted Care Services include 'Care Homes', 'Care at Home' and 'AGEasy'. This line of business caters to seniors, who need more immersive interventions in their daily lives due to medical or age-related issues. With facilities across Gurgaon, Noida and Bengaluru, the Care Homes provide long-term care to seniors who require constant medical and nursing supervision, and short-term care services for the recuperation of seniors. Its Care at Home services, offered in Delhi NCR, Bengaluru and Chennai, provides well-equipped, trained professionals offering care to seniors inside their home's comfort. Antara AGEasy – an online and offline store, focused on Senior specific products and solutions to manage chronic health conditions.

Antara conducted a first-of-its-kind survey 'State of Seniors' to understand the elderly population better with a special focus on their aspirations, preferences, challenges and opinions on today's socio-cultural and economic issues. Conducted in North, South and West regions, it covered ~2,000 middle and upper-class elders aged 55 years and above.