



February 4, 2025

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 Assisted Care Services 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**

**Trapti**  
**Company Secretary and Compliance Officer**

Encl.: As above

**MAX INDIA LIMITED**

CIN: L74999MH2019PLC320039

Corporate Office: Landmark House, 3<sup>rd</sup> Floor, Plot No. 65, Sector-44, Gurgaon - 122003, Haryana | [www.maxindia.com](http://www.maxindia.com)  
Regd. Office: 167, Floor 1, Plot No. - 167, Ready Money Terrace, Dr. Annie Besant Road, Worli, Mumbai, Maharashtra - 400018, India



Press release

## **boAt joins hands with Antara Senior Care to Revolutionize Senior Care with Innovative Technology Solutions**

- boAt is now the official technology partner for senior care devices for Antara.

**Mumbai & Gurgaon, India, February 4<sup>th</sup>, 2025:** boAt, India's leading audio and wearable tech brand, is proud to announce its partnership with Antara Senior Care, a holistic senior care eco-system and part of the \$5Bn Max Group, to redefine senior care through innovative, customized technology solutions.

The partnership aims to leverage boAt's cutting-edge wearable and audio technology expertise along with Antara's deep understanding of senior care needs. Together, the two brands are set to transform senior care by co-creating innovative, customized devices designed to enhance the health, safety, and overall quality of life for senior citizens.

The partnership was formally signed off by Sameer Mehta, Co-Founder & CEO of boAt, and Ishaan Khanna, CEO of Antara Assisted Care Services.

### **Transforming Senior Care with Customized Solutions**

Antara's AGEasy platform is committed to enriching the quality of life for seniors by addressing common health challenges such as joint pain, respiratory rehabilitation, and fall-risk management. The platform combines product innovation, expert assistance, and easy-to-use technology to help seniors manage chronic conditions effectively.

As part of this collaboration, boAt will design and manufacture a series of advanced tech solutions specifically tailored for seniors. The devices will address key challenges faced by the elderly, incorporating cutting-edge technology to improve their well-being. These include built-in fall detection and alerts, emergency response, SOS alerts, location tracking thus enabling quick assistance during emergencies. There will also be real-time health tracking for vital signs such as heart rate, SpO2, and sleep patterns, alongside remote monitoring capabilities that allow family members and caretakers to stay connected and informed. Additionally, the devices will feature advanced solutions that cater to seniors with hearing challenges, offering superior comfort and accessibility.

### **Driving Innovation in Senior Care**

This partnership marks a groundbreaking collaboration between two leading Indian brands, combining Antara's extensive expertise in senior care with boAt's technological



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innovation. Together, they will deliver smart solutions that empower seniors to lead safer, healthier, and more active lives, contributing to a new era of senior care in India.

On the partnership, **Sameer Mehta, Co-founder and CEO of boAt**, said, "This collaboration highlights our commitment to using technology to create meaningful impact. We're thrilled to develop products that not only enhance the health and safety of seniors but also provide their families with peace of mind."

**Ishaan Khanna, CEO of Antara Assisted Care Services** shared, "Our mission has always been to empower seniors with solutions that ensure safety, security, and well-being. By collaborating with boAt, we are taking a crucial step forward in integrating advanced technology with senior care. Our goal is to create smart solutions that are intuitive, reliable, and tailored to the unique needs of older adults. We believe that technology should not be a barrier but a bridge to a more secure and independent lifestyle for seniors. Through this partnership, we aim to provide tools that not only offer health monitoring and emergency support but also encourage connectivity, engagement, and an improved quality of life."

#### **A Shared Vision for the Future**

As India's aging population continues to grow, the demand for senior-centric technology is at an all-time high. With this strategic alliance, boAt and Antara are set to redefine how technology supports and enriches the lives of seniors, ensuring they stay connected, independent, and well-cared for.

Both boAt and Antara Senior Care share a common mission: to promote a fitter, safer, and more active lifestyle for senior citizens. By leveraging their respective strengths, the partnership aims to deliver impactful solutions that address the unique needs of India's aging population.

#### **About Antara Senior Care:**

Launched in 2013, Antara is the senior-care business of Max India Limited, part of the 5 billion Max Group. It is an integrated ecosystem for senior care, operating in 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 2025, 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. Expanding its footprint in Gurugram, Antara will manage senior living residences, dedicated spaces for senior living, and primary healthcare services at Estate 360 – Delhi-NCR's first intergenerational community developed by Max Estates.

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



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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. AGEasy – an online and offline store – focuses on senior specific products and solutions to manage chronic health conditions.

**Media Contacts:**

Ananya Agarwal - [ananyaagarwal@avianwe.com](mailto:ananyaagarwal@avianwe.com) +91 8800460560

Rohit Bishnu Khatua - [rohit.khatua@antaraseniorcare.com](mailto:rohit.khatua@antaraseniorcare.com)

**About Imagine Marketing Limited:**

Headquartered in India, Imagine Marketing Limited (IML) brand owner of the mark "boAt" offers a product portfolio ranging from audio gear, smart wearables, personal grooming, mobile accessories, and much more. Under the Imagine umbrella, boAt came to life and was able to disrupt the audio industry to become the #1 Audio Wearables brand in the country (In terms of shipments per the latest IDC data). boAt's portfolio offers well-designed, innovative, and distinctive fashionable lifestyle-oriented products at attractive price points targeted at a young and widely addressable audience within India. Imagine Marketing has associated itself with global names such as Qualcomm and Dolby to innovate their products and is backed by Warburg Pincus, a global private equity fund, Malabar Investments and Fireside Ventures. The company currently has offices across Delhi, Mumbai & Bengaluru.

**Media Contact:**

Ruchika Malkotia - [comms@imaginemarketingindia.com](mailto:comms@imaginemarketingindia.com) +91 9873495924