



November 17, 2021

To,

Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex Bandra (E),
Mumbai – 400051

Department of Corporate Services,
BSE Limited, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

NSE Scrip Symbol: MAXIND

BSE Scrip Code: 543223

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sirs/Madam,

We are enclosing herewith the Press Release dated November 17, 2021 titled "**Max Group's Antara crosses sale of 200 Residences for Seniors in Noida**"

This is for your information and records.

Thanking you,

Yours faithfully,
For **Max India Limited**
(formerly Advaita Allied Health Services Limited)


Rajinder Kumar
Authorised Signatory



Encl.: As above

MAX INDIA LIMITED (Formerly "Advaita Allied Health Service Limited")

CIN: L74999MH2019PLC320039

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Max Group's Antara crosses sale of 200 Residences for Seniors in Noida

- Antara saw a rapid uptick in sales following the second wave of COVID19.
- Enquiries increased fivefold as seniors understood the benefits of independent / assisted living communities.

New Delhi, 17th November 2021

Antara, the wholly-owned subsidiary of Max India, focused on senior care, and part of the \$4-billion Max Group – has announced the sale of over 200 units at its second Senior Living community in Noida Sector-150. Launched in early 2020, the Residences for Seniors project in Noida is an integral part of Antara's strategic shift towards creating an ecosystem to address the lifecare, lifestyle and well-being needs of the seniors.

Spread over 16,500 sq. meters, Phase-1 of Antara's Senior Living Community in Noida houses 340 apartments curated across three towers that cater to a wide spectrum of lifestyle needs. Residents can choose from two or three-bedroom units ranging from 137 sq. metres to 280 sq. metres constructed in three different layouts. These apartments are available on a 90-year direct lease under the NOIDA authority and have all-inclusive pricing between Rs. 1.15 crore and Rs 2.35 crore.

Antara's Senior Living Community is focused on providing the best possible facilities for seniors and is well equipped with primary healthcare services. The residents will also get access to trained nursing staff and care givers, easy availability of doctors, physiotherapy facilities, etc. to help them better manage their health. The community will also have tie ups with to provide medical assistance for emergencies.

An expansive club encompassing an all-day restaurant with personalized, nutritionally curated special meals, recreational spaces, a wellness zone, and an indoor heated swimming pool are meant to create an ecosystem that will aid ageing by catering to the wellness needs of the residents. The community within the senior living facility promotes and facilitates an active and engaging lifestyle tailor-made for its occupants through the 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 a world-class living and ageing experience.

Commenting on the milestone, **Rajit Mehta, MD &CEO, Antara** said, *“The second wave of COVID-19 exposed the gaps in India’s healthcare system at large and reaffirmed the need for dedicated spaces as well as all-inclusive services, especially for seniors. We saw an increase in customer enquiries followed by quicker closures at Antara Noida, post the second wave. This was majorly driven by the seniors, who began looking for organized and specialized living spaces, which can enable an independent, active, wholesome, and hassle-free life. Antara Noida has seen cumulative net sales of over 200 units already and the continued momentum and heavy footfall at the community site give us the confidence that the interest will continue during the remaining part of this financial year as well.”*

Antara’s Residences for Seniors, Noida, focuses on holistic well-being and is a solution provider to all senior needs – social, physical, entertainment, health, or wellness. The fully finished apartments are based on senior-friendly architecture that incorporates small, yet significant elements such as anti-skid tiles, ample wheelchair turning radius, broad doors and window width, among others.

The first phase of the community at Sector-150 Noida will be ready for possession in second half of 2024.

Antara’s first senior living community came up in Dehradun in 2013, enabling 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 well-being and hassle-free ageing. The community is spread across 14 acres and has nearly 200 apartments for seniors. The rousing response towards Antara Dehradun inspired Antara to expand its offerings and launch more communities, starting with the one in Noida.

About Antara Senior Care:

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

Antara’s first residential community in Dehradun comprises nearly 200 apartments spread across 14 acres. In 2020, it launched a new senior living facility in Noida’s 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. It is expected to be ready for possession by 2024.

Antara’s Assisted Care Services include ‘Care Homes’, ‘Care at Home’ and ‘MedCare’ products. This line of business caters to seniors above the age of 55, who need more immersive interventions in their daily lives due to medical or age-related issues. Starting with its first facility in Gurugram, 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.

Antara plans to set up a chain of 35-40 Care Homes in the next three years. Its Care at Home services provides well-equipped, medically trained professionals offering care to seniors inside their home's comfort. The MedCare product services vertical is a one-stop platform for the daily medical equipment needs of the seniors caters.

Recently, Antara conducted a first-of-its-kind survey 'State of Seniors'. It attempted 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. The study, conducted in North (Delhi-NCR), South (Chennai, Bangalore & Hyderabad) and West (Mumbai & Pune) regions, covered 2,000 middle and upper-class elders aged 55 and above.

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

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