



July 10, 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 (the 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

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PRESS RELEASE
FOR IMMEDIATE DISSEMINATION

Actor Anupam Kher Partners with Antara AGEasy to Spread Awareness about Active Ageing

Antara AGEasy's awareness initiative showcases how thoughtfully designed, senior-specific products ease common pain points of ageing, helping older adults live an independent and confident life, and in charge of their wellness

GURUGRAM, JULY 10, 2025: Antara AGEasy, the D2C business of one of the leading senior care ecosystems in India – Antara Senior Care – has partnered with celebrated actor Anupam Kher to launch a comprehensive digital campaign that transforms conversations around ageing in India. The collaboration brings together Mr Kher's authentic voice on active ageing with Antara AGEasy's expertise in senior-focused health and wellness products. Driving a movement that encourages Indians to embrace ageing with ease and joy, this digital-first, multi-platform initiative includes a compelling ad film and targeted outreach programme.

Championing the idea of breaking age barriers, the campaign redefines how ageing is perceived in India, not as a slow retreat, but as a phase to be managed actively, with the right tools and support. It delivers a relatable message: while ageing may bring inevitable physical changes, how we respond to it is in our hands.

Ishaan Khanna, CEO, Antara Assisted Care Services, said, *"In India, we have always believed that caring for our elders – 'seva' – is our responsibility. At Antara AGEasy, we are honouring this tradition while adapting to modern realities, seniors desire to age actively and independently. Our 'Expert Senior Care, Apno Jaisi' approach ensures that through our thoughtfully designed products, seniors can manage their wellbeing with ease and joy. Actor Anupam Kher embodies this spirit, staying proactive about his health, while gracefully embracing the changes that come with age. Together, we're showing that growing older can be about maintaining vitality and ageing on one's terms."*

The campaign, headlined by the ad film, is now live on Antara AGEasy's digital platforms, YouTube, and social media handles. It spotlights Antara AGEasy's senior-first products and services, carefully designed and reimaged to empower seniors, be it the Protec Neo smartwatch with emergency SOS and live location tracking, BP monitor, nebuliser, or aids like wedge pillows. The realities of ageing are addressed not with fear, but with practical, dignified solutions. Antara AGEasy emerges as a silent enabler in this journey by offering products that simplify and elevate everyday life for seniors.

Watch the new ad film - <https://www.youtube.com/watch?v=kpaIVCyVCE>

Antara AGEasy is a comprehensive D2C business dedicated to senior-first products and services. It offers 65+ products and 180 SKUs for fall prevention, managing chronic conditions and restoring

dignity. The full range of products is available to consumers on the website <https://ageasy.co.in/>, the flagship store in Gurugram, and across leading marketplaces, including Amazon and Flipkart.

India's shifting demographic landscape is undergoing a profound shift. According to the 2024 JLL-ASLI report, our senior population is poised to more than double from 156.7 million in 2024 to an estimated 346 million by 2050, accounting for approximately 20% of the total population. Additionally, the size of the 80+ population will likely grow by ~280% in this time, as per UNFPA. As Indians live longer, there is a growing demand for senior-focused products and services that combine 'expert' reliability with the warmth and familiarity of 'apno jaisi' care.

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

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