



October 15, 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

AGEasy by Max Group launches ‘Gifting with Purpose’ campaign featuring Anita Hassanandani, celebrates thoughtfulness and care for seniors this festive season

National, 15 October 2025: AGEasy by Max Group, the direct-to-consumer business of Antara Senior Care—an integrated ecosystem of senior care spanning several businesses—has launched its festive campaign ‘*Gifting with Purpose*’ featuring actor Anita Hassanandani. The campaign encourages people to celebrate those who have always cared for them by choosing meaningful gifts that empower them with comfort, health, and well-being.

As the face of the campaign, Anita Hassanandani embodies the role of a caregiver, reflecting the essence of family connection and mindful gifting. Through her association, the campaign highlights how the right care products can bring joy to the everyday lives of seniors by promoting their ease and comfort.

The ‘Gifting with Purpose’ campaign is now live, featuring the first of 10 digital films on Instagram, Facebook, and YouTube, with the remaining set to roll out in phases over the next few weeks. The short-format films will showcase a range of senior wellness and comfort-focused products, including easy-to-use BP Monitors for convenient health checks, Nebulisers for respiratory wellness, Wedge Pillows for restful comfort, Compact Massagers to relieve pain, Bunion Correctors for better mobility, and Knee Sleeves for active living.

You can watch the first film here -

https://youtube.com/shorts/YyC1XCNSMpc?si=qa6S_BL1yteptwza

Mukesh Ghuraiya, Chief Marketing Officer, Antara Senior Care, said, “At AGEasy, we believe senior care is more than products, it’s about creating meaningful experiences and solutions that enhance quality of life. With the ‘Gifting with Purpose’ initiative, we are not just encouraging thoughtful gifting, we are sparking a larger conversation on how society values and cares for its elders. Our approach combines empathy, convenience, and wellness making every gesture, whether a gift or service, truly impactful. This campaign is a reflection of AGEasy’s commitment to redefining senior care in India.”

Through this campaign, AGEasy by Max Group aims to redefine festive gifting by focusing on thoughtfulness, functionality, and emotional connection, reminding everyone that the most meaningful gift is the one that says, “*I care*”.

AGEasy is India's only dedicated senior care online-and-offline store, empowering seniors to lead independent, fulfilling lives through innovative health and wellness solutions. Helping manage chronic conditions such as lung health, joint health, and fall prevention, AGEasy provides seniors and caregivers with a carefully curated selection of products and solutions that address these challenges. Part of the \$7Bn Max Group's Antara Senior Care, AGEasy continues to champion the cause of empowering seniors to age with joy and ease.

About Antara Senior Care:

Launched in 2013, Antara is the senior-care business of Max India Limited, part of the \$7-billion Max Group. It is an integrated ecosystem for senior care, operating in two main lines of business – 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. Its second senior living community in Noida's Sector-150, with 340 apartments built in the first phase, is complete and ready for possession. Expanding its footprint in Gurugram, Antara has partnered with Max Estates to manage the senior living residences – dedicated spaces for senior living, and primary healthcare services at Estate 360 – Delhi-NCR's first intergenerational.

Antara's Assisted Care Services include Care Homes, Memory Care Home, Care at Home and AGEasy. This line of business caters to seniors' active ageing needs and everyday immersive interventions arising from medical or age-related issues. With six facilities across Gurugram, Noida, Bengaluru and Chennai, Care Homes provide long-term care to seniors who require constant medical and nursing supervision, and short-term care services for recuperation needs. Its Care at Home services, offered in Delhi-NCR, Bengaluru and Chennai, provide well-equipped, trained professionals offering care to seniors inside their home's comfort. AGEasy is the direct-to-consumer business arm focusing on senior-specific products and solutions to manage chronic health conditions at home.

For media inquiries, please contact:

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