



September 17, 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

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



ANTARA

Max Group

PRESS RELEASE

For Immediate Release

Antara Senior Care launches digital campaign with Hiten Tejwani, spotlights the need to build awareness about dignified living and care solutions for the ageing in India

The 5-part digital campaign, 'Expert Senior Care, Apno Jaisi', reaffirms Antara's mission to give seniors the respect, and dignity they deserve, while providing caregivers relief knowing their loved ones are in safe hands



Antara Senior Care's digital campaign featuring acclaimed television actor Hiten Tejwani

Photo credit: Antara

Link to the five-part campaign: <https://www.youtube.com/@antaraseniorcare9860/shorts>

National, 17th September 2025: Antara Senior Care, India's only fully integrated senior care ecosystem, has launched a digital campaign featuring acclaimed television actor Hiten Tejwani, for raising awareness about safe and dignified care solutions to help India age better. The five-part campaign, currently released on YouTube, will be amplified across social media platforms throughout the week by Antara, which is a part of the \$5-billion Max Group and a wholly owned subsidiary of Max India Limited.

The 'Expert Senior Care, Apno Jaisi' campaign highlight the emotional reality of ageing and caregiving in today's India. As children move away for education or work, they worry constantly about their parents' wellbeing and safety. Parents, in turn, struggle with loneliness. In addition to everyday instances of assisted living scenarios, the campaign brings to light situations where seniors benefit from specialised support. For instance, recovery from stroke or cardiac arrest requires a combination of speech, occupational therapy and physiotherapy; post-surgical rehabilitation, such as for knee replacement, demands 24*7 nursing care and long-term physiotherapy; the complexity of managing dementia affects both seniors and their



ANTARA

Max Group

loved ones. Each film underscores Antara's commitment to ensuring seniors and their families have just the kind of professional support they need in a homely environment, balancing health and happiness with 'apno jaisi care'.

Elaborating on the thought behind the campaign, **Ishaan Khanna, CEO, Antara Assisted Care Services**, said, *"Social and family structures have changed vastly over the past few decades weakening the traditional support systems that existed for seniors. But the worry of a loving child, no matter how far they live or for what reason, doesn't change. The "Expert Senior Care, Apno Jaisi" campaign is our way of starting an honest conversation about the anxieties of caregiving and the loneliness of ageing, and to demonstrate how Antara can provide both health and emotional care. Our goal is to give seniors dignity, companionship, and safety, while giving their families peace of mind."*

The campaign comes at a critical moment in India's demographic journey. According to the JLL-ASLI Senior Housing Report, India's senior population is projected to more than double from 156.7 million in 2024 to ~346 million by 2050, with seniors making up more than 20% of the total population. At the same time, migration trends are accelerating. In 2020-21, more than 34.6% of urban residents were migrants, many of them young professionals moving for work or education. These twin shifts—rising longevity and family dispersal—underscore why structured, compassionate, and dignified senior care is becoming a social necessity.

Antara's Care Homes and specialised Memory Care Homes in Noida, Gurugram, Bengaluru, and Chennai are designed to meet this need. They provide short- and long-term residential care, rehabilitation and transition care, pre- and post-operative recovery, and dementia support, all delivered in a safe, clinically equipped and home-like environment created by geriatric-trained nurses and support staff. With customised care plans, round-the-clock doctor access, experienced nurses and staff, in-house provision for physiotherapy, speech therapy, occupational therapy, in-house pharmacy, pathology service, curated engagement calendars, nutritionally assisted meals, and 24x7 emergency support, Antara ensures that seniors not only receive expert medical attention but also find comfort, and holistic well-being.

To connect with Antara Care Homes, please contact: +919811441111.

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 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. 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, Memory Care Home, 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 6 facilities across Delhi, 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 the recuperation of seniors. 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, an online and offline store, focuses on senior-specific products and solutions to manage chronic health conditions at home. Website: <https://www.antaraseniorcare.com/>.

ANTARA

Max Group

For media inquiries, please contact:

Nandini Gupta: 99710 34541 / ngupta@maxindia.com

Natasha Srivastava: 96205 48260 / natasha@onpurposeconsulting.in
