



May 26, 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



## Antara Senior Care Launches Care Home in Chennai for Assisted Living and Rehabilitation Care Needs

- *Antara's Care Home on Chennai's ECR offers 24/7 Medical Support, Comprehensive Rehabilitative Services*
- *Designed to Meet Long-Term and Short-Term Recovery Needs of Senior Citizens*

**Chennai [Tamil Nadu], 26 May 2025:** Antara Senior Care, India's leading provider of holistic senior-care solutions and a wholly owned subsidiary of Max India Limited, has recently launched the first of its Care Homes in Chennai. The ~30,000 sq. ft., 43-bed facility on East Coast Road (ECR) addresses the growing demand for specialized senior care. It offers assisted living for seniors who need support with daily activities, as well as rehabilitative and recovery services for those recuperating after major health events.

Chennai is one of India's leading medical tourism hubs. It draws a significant number of domestic medical tourists with its robust medical infrastructure, and attracts a large number of international patients, many among them seniors. However, despite the strong medical set-up, the infrastructure that aids structured recovery and rehabilitation remains underdeveloped. Additionally, Chennai has a growing population of senior citizens underlining the urgent need to create systems that support those without relevant care backup at home to regain health with ease and dignity.

**Ishaan Khanna, CEO, Antara Assisted Care Services, said,** "With the launch of our new Antara Care Home on the East Coast Road, we are excited to bring to Chennai a facility that is built to deliver the highest standard of rehabilitative and recuperative care to seniors, as well as assisted living services for those requiring long-term support. Antara's commitment to high-quality clinical governance in coordination with the treating doctor, and professional caregiving is directed to help residents get the support needed to tide over health setbacks, even when they live independently. For those needing ongoing assistance with daily activities, our assisted living solutions provide a secure, dignified environment with 24/7 professional care. We aim to provide seniors and their children a stress-free recovery experience and quality assisted living option in an environment built around their needs."

The Antara Care Home on ECR is a fully wheelchair accessible three-floor facility for short- and long-term assisted living needs of seniors. In addition to 24/7 medical support, specially trained nurses and primary healthcare support, it offers nutritionally assisted meals, diagnostic support, in-house physiotherapy, and curated engagement calendars for mental and emotional well-being. The Care Home is also equipped with hospital beds to accommodate demanding recovery needs.

**Ishaan Khanna said,** "Antara has seen significant demand for senior care products and services in South India, particularly in Chennai, which has a strong healthcare ecosystem and growing awareness of the importance of specialized aging-related services. This Care Home is a step towards expanding Antara's offerings to a wider audience in southern India, complementing its existing network of facilities and services across multiple locations."

Antara Care Homes is a part of Antara Assisted Care Services, which includes assisted living, transition care, memory care, and care at home, delivered through premium infrastructure and a professionally trained caregiving team operating under standardized protocols. The upcoming Antara Care Home in Chennai will be the sixth in India after five centres across Noida, Gurugram, and Bangalore. This expansion reflects Antara's growing presence in the National Capital Region and beyond as it transforms into a pan-India assisted living



and transition care player. In addition to these residential facilities, Antara's Care at Home services are available in several southern cities, including Chennai and Bangalore.

With India's senior population expected to reach ~350 million by 2050–20% of the total projected population as per a JLL-ASLI 2024 report—Antara Senior Care stands dedicated to expanding its network across the country to meet the growing demand for reliable and compassionate senior care services.

**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 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.

Website: <https://www.antaraseniorcare.com/>

**For media inquiries, please contact:**

Nandini Gupta: 99710 34541 / [ngupta@maxindia.com](mailto:ngupta@maxindia.com)