



January 28, 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

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## **PRESS RELEASE**

### **For Immediate Dissemination**

#### **Max group's Antara Senior Care partners with Wellbeing Nutrition to co-develop tailored products designed to enhance seniors' holistic wellness**

*Antara Senior Care and Wellbeing Nutrition partner to deliver cutting-edge nutraceuticals for India's growing senior population*

**New Delhi, 28<sup>th</sup> January 2025:** In a strategic move to advance senior health and wellness, Antara Senior Care, part of the \$5 billion Max Group, has partnered with Wellbeing Nutrition, a pioneer and leader in nutraceutical innovation. The collaboration will leverage Antara's deep understanding of senior health needs and Wellbeing Nutrition's expertise in creating clinically accurate, evidence-based nutraceuticals to co-create products designed specifically for older adults. These products will address identified nutritional gaps, offering seniors and their caregivers easy access to high-quality, research-backed solutions through online and offline channels.

Nutritional deficiencies among older adults in India remain a pressing concern, with 27% of seniors aged 60 and above being underweight. Nearly 76% of seniors have low vitamin D levels, and over 42% suffer from vitamin B12 deficiency, leading to serious health complications like cognitive decline and weakened immunity. These figures highlight the critical need for targeted interventions that cater to the specific nutritional requirements of seniors.

*"Antara's AGEasy platform, a key initiative under its Assisted Care Services, will play a central role in distributing these products. This collaboration aligns seamlessly with Antara's mission to provide seniors with accessible, innovative care solutions, reinforcing its position as a trusted leader in senior wellness. This partnership represents not only the convergence of two forward-thinking organisations but also a commitment to transforming the landscape of senior care in India. By addressing nutritional needs with precision and care, Antara and Wellbeing Nutrition aim to enable seniors to lead lives marked by vitality, dignity, and ease,"* said **Ishaan Khanna, CEO, Antara Assisted Care Services.**

He added, *"By co-developing tailored products that bridge critical nutritional gaps, the collaboration is poised to set a new benchmark for senior wellness in India. Recognizing the need for a partner that shares our ethos and vision for senior wellness, we sought a collaboration that could complement our efforts. In Wellbeing Nutrition, we have found the perfect partner, one that combines innovation, scientific rigor, and clinically validated solutions tailored to seniors' unique nutritional needs. Together, we aim to provide seniors with transformative products that empower them to lead healthier, more fulfilling lives."*

**Avnish Chhabria, Founder of Wellbeing Nutrition, said,** *"As seniors navigate evolving health challenges, their nutritional needs require targeted and thoughtful solutions. At Wellbeing Nutrition, we've spent the last three years dedicated to research and development to create clinically accurate, evidence-based solutions tailored for seniors. Our approach combines cutting-edge science with the best global ingredients to ensure that our products are both effective and safe. We recognise that seniors often face dual challenges of lifestyle-induced risks and core morbidities, which is why our solutions are meticulously crafted with rigorous scientific validation."*

**He added,** *"This partnership with Antara enables us to extend our mission of enhancing overall well-being to a segment that deserves dedicated care. By addressing specific needs with products backed by robust clinical evidence, we aim to empower seniors to lead healthier, more fulfilling lives. Together*



*with Antara, we're not just filling nutritional gaps—we're setting a new standard for senior wellness in India."*

**About Antara:**

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.

**About Wellbeing Nutrition:**

Founded in 2019 by Avnish Chhabria with Saurabh Kapoor joining as a co-founder 2021, Wellbeing Nutrition is a leading health and wellness company dedicated to transforming your health. Wellbeing Nutrition strives to be consumers' lifelong partners in the pursuit of their holistic wellbeing with scientifically backed products. We offer a range of FDA-approved, gluten-free, and non-GMO products across various health categories, including sleep, gut health, beauty, sports performance, immunity, vitamins, and more. Each product is curated from the finest natural sources globally, ensuring precision and effectiveness. We champion product innovation while combining nature and science keeping in mind a consumer's emotional triggers and lifestyle demands. The science of their products is backed by rigorous research, high-quality ingredients, and clinical studies to ensure transformative results. Hence, we focus on living well, addressing physical, mental, emotional, and social health to provide comprehensive wellness solutions. With a mission to provide high-quality, transparent, and sustainable nutrition solutions, Wellbeing Nutrition is redefining how people consume their nutrition and promoting the art and science of living well.

**For media inquiries, please contact:**

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