



March 31, 2026

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

Subject: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed herewith the Press Release being issued by Antara Assisted Care Services Limited (“AACSL”), 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>

You are requested to kindly take the same on records.

Thanking you,

Yours faithfully

For Max India Limited

Trapti
Company Secretary & Compliance Officer

MAX INDIA LIMITED

CIN: L74999DL2019PLC464953

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AGEasy Introduces India's First* Adult Diaper Pants with Smart Liquid Distribution™ Technology

Developed in-house, the proprietary technology addresses key challenges of sagging, leakage, uneven absorption offering up to 12 hours of protection with an anti-bacterial core

Gurugram, 31st March, 2026: AGEasy, the consumer products brand under Antara Senior Care—India's most comprehensive and fully integrated senior-care ecosystem—has introduced the country's first adult diaper pants featuring Smart Liquid Distribution™ technology. Re-engineered specifically for seniors, it features a unique three-layer design that offers measurably improved absorption over ordinary adult diapers, reduces sagging and delivers more reliable protection for everyday ease and joy. AGEasy has redesigned each layer and how they work together, creating a technology unlike any other. The in-house innovation is currently awaiting grant of patent.



AGEasy Adult Diaper Pants with Smart Liquid Distribution™ marks a significant step in addressing one of the most common yet poorly addressed problems of ageing: incontinence. Existing chronic conditions and ageing exacerbate incontinence, instilling a fear of stepping out in seniors. Making the right protection, therefore, is not only a hygiene choice but a gateway to independence. This makes well-designed hygiene solutions an important enabler of dignified and active ageing.

Existing adult hygiene products continue to fall short on leakage protection, fit, odour control, and skin safety despite growing acceptance. Recognising these gaps, AGEasy conducted extensive research into the real-life challenges faced by seniors to re-engineer the adult diaper.

Rajit Mehta, Managing Director & CEO of Antara Senior Care, said, *“At AGEasy, seniors have always been at the heart of everything we do, pushing us to innovate. We looked at incontinence and asked ourselves how we can deliver dignity and independence. Designing adult hygiene products is about understanding what seniors like to do but get restricted by fear. The answer couldn't just be better absorption; it had to be a product that's secure, safe, comfortable, that moves with them, and doesn't announce itself. We challenged our team to go back to the very architecture of how adult diapers work, and they came up with AGEasy Adult Diaper Pants (with Smart Liquid Distribution™).”*

Ishaan Khanna, CEO, Antara Assisted Care Services, said, *“Our research revealed a key insight. In many adult diapers, the top sheet is often the weakest link. If liquid does not move quickly through this layer to reach the absorbent core, even the most advanced core cannot perform effectively. We addressed this with a uniquely perforated top sheet that enables near-immediate liquid transfer. But we didn't stop there. We also redesigned the standard acquisition distribution layer with a proprietary architecture that distributes the liquid uniformly across the entire diaper surface. This prevents pooling in one area, which is the root cause of sagging, leakage, and skin discomfort. Together, these interventions form the basis of the Smart Liquid Distribution™ technology.”*

The product has been tested in NABL-accredited laboratories and is ISI-marked, demonstrating significantly faster absorption and improved dryness compared to market-leading alternatives.

AGEasy's vantage point is unlike that of any other player in the senior care products category. At Antara, we have spent over a decade learning from seniors so we can build for them. That institutional knowledge is what powered the Smart Liquid Distribution™ technology. The AGEasy Adult Diaper Pants deliver on every dimension that existing products have long compromised on:

- **Smart Liquid Distribution™ technology** for superior dryness
- **Anti-sagging performance** for a discreet fit
- **Up to 12 hours of protection** for uninterrupted confidence
- **Anti-bacterial core** for hygiene and skin safety
- **Wetness indicator** that signals when it is time for a change
- **Skin-friendly, soft material** designed for all-day comfort

The product is designed to be worn like a regular undergarment that remains hidden under clothing. It is available on the AGEasy website and partner marketplaces.



AGEasy continues its mission of making ageing easier by offering thoughtfully curated products that address chronic health needs across fall prevention, joint care, lung care, diabetes management, gut care and adult hygiene. With this launch, AGEasy further strengthens its position as an innovation-led brand dedicated to improving the quality of life for India's seniors, empowering them to live with ease, joy, and independence.

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. In the near future, 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 and Estate 361, 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 eight facilities and 485 beds 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 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 focusing on senior-specific products and solutions to manage chronic health conditions at home, has touched over 6.5 lakh lives since inception in 2023.

For media inquiries, please contact:

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**Based on Independent third-party research conducted by MarketGenics on behalf of the company.*

**Protection levels may vary based on individual usage patterns and skin type.*