

September 12, 2019

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 400 051

Scrip Code : 539940

Name of Scrip : MAXVIL

Sub: Press Release

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Press Release dated September 12, 2019.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Max Ventures and Industries Limited**

A handwritten signature in blue ink, appearing to read "Saket Gupta", is written over the printed name.

Saket Gupta
Company Secretary and Compliance Officer



Max Ventures and Industries Limited

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MAX GROUP'S REAL ESTATE BUSINESS DEBUT WINS AWARD FOR ENVIRONMENT FRIENDLINESS

Realty+ awards Max Estates' projects for 'Most Environment-Friendly Commercial Space' and 'Villa Project of the Year'

12 September 2019, Delhi-NCR

Max Ventures and Industries Limited's real estate arm Max Estates Limited (MEL) has won two Realty+ Conclave and Excellence Awards this year. Its latest flagship project – Max Towers, a Grade A+ office building located right on the edge of South Delhi that opened its doors in April 2019, has bagged the 'Most Environment-Friendly Commercial Space' title while its luxury residential villa community, 222 Rajpur on Rajpur Road, Dehradun has won the 'Villa Project of the Year' award.

Established in 2016, Max Estates aims to bring the Max Group's values of Excellence, Credibility and Sevabhav to the Indian real estate sector. Its marquee project Max Towers represents the Group's foray into commercial real estate. Max Towers represents a number of innovations, including a unique façade, which enables natural light in the building while reducing heat load; a 130-seater auditorium, an indoor all-weather swimming pool and gym, among others.

Built in brisk 24 months, Max Towers is centered around the core theme of 'WorkWell' – a philosophy that blends thoughtful design and superior hospitality to create an environment which integrates work and life and in turn fosters a more productive, healthier and happier community.

Additionally, Max Estates' first project 222 Rajpur comprises of 22 luxury residential units built to ensure privacy, large green spaces and an advanced infrastructure. With these projects, Max Estates has established its credibility and expertise as a new entrant in India's real estate space, especially at a time when the sector is grappling with unfinished construction projects and hence a 'trust deficit' that is at its peak.

Commenting on the achievement, Sahil Vachani, MD & CEO of Max Ventures & Industries Ltd., said, "It is an honour to be recognized by Realty+ for developments such as Max Towers and 222 Rajpur. Through these projects, we are not only attempting to metamorphose the real estate sector in India but also ensure that it is being done with a conscience towards the environment. As a result, all our projects are built for sustainability and biophilia. We hope that such awards will set a precedence for the future of India's real estate sector."

Realty+ is one of India's leading magazines devoted to the real estate sector. The Realty+ Conclave and Excellence Awards have recognized the best of the best within the ranks of Indian Real Estate for a decade now. They are awarded across six major cities in India - Mumbai, Gujarat, Pune, Delhi, Kolkata and Bangalore.

The jury for the awards in the north zone included Gulam Zia, Executive Director, Knight Frank, Neeraj Bansal, Partner & Head Corridors, KPMG, Vipul Roongta, MD & CEO, HDFC Capital Advsiors, Chitrnanjan Kaushik, COO, Ecofirst Services Limited, AR. Milind Pai, Chief Architect, Milind Pai Architects, Munish Upadhyay, Partner, SNG & Partners, Nimish Gupta, MD - South Asia, RICS and AR. Sharad Mahajan, Architect Planner. All the winners were felicitated at the Realty+ Conclave and Excellence Awards, 2019 – North award ceremony in Gurugram on 11th September 2019.

About Max Group:

The Max Group is a leading Indian multi-business conglomerate with a commanding presence in the Life Insurance, Healthcare and Health Insurance industry. It has recently ventured into high potential sectors – Senior Living and Real Estate. In FY2019, the Group recorded consolidated revenue of Rs. 22,150 Cr. It has a total customer base of 11 million, over 350 offices spread across India and employee strength of more than 27,500 as on 31st March 2019. The Group's investor base includes marquee global financial institutions such as New York Life, KKR, IFC Washington, Vanguard, Ward Ferry, New York Life, Briarwood Capital, Nomura, Aberdeen, First State Investments, First Voyager, Eastspring, Target Asset Management, Baron, Jupiter and Doric Capital.

About Max Ventures & Industries Limited (MaxVIL):

Max Ventures & Industries Limited (MaxVIL), a part of US \$3.2 billion Max Group, owns and operates a real estate business through its 100% subsidiary, Max Estates, and a packaging films business through Max Speciality Films, a 51:49 joint venture with Toppan, Japan. MaxVIL also has an investment subsidiary, Max I., which supports entrepreneurial ventures with an early stage investment philosophy. MaxVIL is listed on NSE and BSE.

About Max Estates Limited:

Established in 2016, Max Estates Limited is the real estate arm of the Max Group and a subsidiary of MaxVIL. Its vision is to bring the Group's values of Excellence, Credibility and Sevabhav to the Indian real estate sector. Its marquee projects include a one-of-its-kind commercial office space Max Towers, on the edge of South Delhi that opened its doors in 2019 and 222 Rajpur, a luxury residential villa community on Rajpur Road, Dehradun. It aims to create, build and operate Grade A+ office spaces in Delhi-NCR.

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