

March 31, 2021

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

Scrp Code: 539940

Name of Scrp: MAXVIL

Sub.: Newspaper advertisement in relation to Postal Ballot notice dated March 30, 2021

Dear Sir/Madam,

Further to our letter dated March 30, 2021 and in terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of notice published in English newspaper "Business Standard" and vernacular newspaper "Deshsewak" regarding Postal Ballot Notice dated March 30, 2021 sent to the shareholders of the Company.

You are requested to take note of the above.

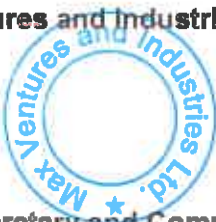
Thanking you,

Yours faithfully

For Max Ventures and Industries Limited



Saket Gupta
Company Secretary and Compliance Officer



Encl: As above

MEGHA MANCHANDA
New Delhi, 30 March

The Centre is of the view



- The proposal to make the firm a holding company for all logistics SPVs was mooted in November
- Company to oversee parks and port connectivity projects
- All previous SPVs have been merged into this subsidiary
- The new ones will be formed by the entity

The idea behind creating a single entity for port-led development is to enhance port-road connectivity for seamless

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logistics movement and improving first-mile' connectivity. "We often say last-mile connectivity (for link between land and port), but it is essentially the first mile because if that part is not covered it will hamper the overall supply chain," the executive added. The roads will be built in such a manner that they won't

PRESS TRUST OF INDIA
Nandigram, 30 March

Criss-crossing the assembly segment on wheelchair in the last leg of campaigning, the TMC supremo alleged at Sonachura that huge amount of cash was being brought from all over the country and "distributed from hotels by the (BJP) ministers" to lure people cast their votes in favour of the saffron party nominee.



Banerjee further alleged that cash was also being distributed from vehicles of the security forces to bribe voters and accused BJP of crossing all norms to come to power in the state.



Union Home Minister Amit Shah on Tuesday held a massive roadshow in Nandigram and called upon people to ensure the defeat of TMC chief Mamata Banerjee, who is contesting the polls.

from the high-profile constituency. He stressed that defeating Banerjee from Nandigram would be a precursor to the much-desired change that Bengal had long been waiting for.

thi (for adhering to the new norms). This is just a question of intent. If banks are unwilling to act on their part, they will have to face heavy fines by the RBI.” The RBI, the person said, was more concerned about the safety of the customer’s funds than convenience. Such auto-debits have resulted in many complaints in the past, the person added. The guidelines will impact OTT platforms, e-commerce platforms, and especially merchants who rely heavily on recurring subscriptions and payments as their primary revenue stream. An Amazon India spokesperson said: “Starting April 1, banks and networks are migrating to the e-mandate framework issued by the RBI. This may lead to the failure of automated payments set up on our customer’s credit/debit cards and, in turn, impact auto-renewal of the prime subscription. We continue to work closely with our banking partners to resume the convenience of auto-renewals for uninterrupted access to Amazon Prime”

On the other hand, a banking source said: "From a preparation point of view, some banks are ready. But banks being ready is one part of it; payment aggregators, or other players, such as Netflix or Amazon Prime, should also have to be ready. According to the new RBI regulation, there will be a pre-debit notification through which banks have to intimate 24 hours in advance to their customers saying there is an auto-debit that is to be done." According to Pankaj Dedhia, chief business officer, Infibeam Avenues, "Most players in the ecosystem are not ready. Every stakeholder has agreed to the new norms but the amount of work that is required to be done by banks and aggregators in the backend for system readiness is not there. There will be a huge disruption because there are a lot of utility bill payments and insurance premia mapped to outstanding instructions."

"The banks don't have the bandwidth to follow these instructions," said a senior banker. Axis Bank has also come with a frequently asked question (FAQ) on the issue that said: "All standing instructions set up on your credit and debit card (both domestic and international) will be declined w.e.f April 1, 2021, till next notification from the bank regarding the same."

Customers can continue to pay for these transactions as per the billing frequency through their card account at the merchant website or application. "SI using cards given on Netflix, Amazon, Vodafone bill pay, and insurance payments will get deactivated. However, SI registered using bank accounts for house rent, mutual funds and SIPs will continue," the FAQ read.

The move comes after it was made clear by the RBI that it was not going to budge from its stand on the new norms kicking in from April 1, 2021. According to the notification, issued first in August 2019, recurring payments through debit and credit cards will require banks to check with customers by notifying them and getting their approval before processing such transactions. The RBI believes that it has given enough time to banks to comply with the norms. So, in case, they fail to comply with the norms, they will be penalised. According to RBI rules, per instance of violation of norms attracts a fine of ₹5 lakh. In December 2020, when the RBI increased the limit of e-mandate on recurring transactions from ₹2,000 to ₹5,000, it had said, processing of recurring transactions (domestic or cross-border) using cards/PPIs/UPI under arrangements/practices not compliant with these instructions shall not continue beyond March 31, 2021.

According to a person familiar with the RBI's thinking, "Banks do not have to bring in new technology for

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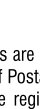
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 MAX FINANCIAL SERVICES LIMITED CIN: L24223PB1988PLC008031	
Registered Office: Bhai Mohan Singh Nagar, Village Raimlaja, Tehsil Balachaur, District Nawanshahr, Punjab – 144 533 Tel: 01881-462000, 462001 Fax: 01881- 273607 Website: www.maxfinancialservices.com E-mail: investorhelpline@maxindia.com	
NOTICE OF POSTAL BALLOT AND REMOTE E-VOTING INFORMATION Members are hereby informed that the Company has, on March 30, 2021 sent the notices in electronic mode to those shareholders whose email IDs were registered with the depositories as required under section 110 of the Companies Act, 2013 read with the Companies (Management and Administration) Rules, 2014 (the "Act"), including any statutory modification or re-enactment thereof for the time being in force, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and General Circular No. 14/2020 dated April 8, 2020 read with General Circular No. 17/2020 dated April 31, 2020, No. 22/2020 dated June 15, 2020, No. 33/2020 dated September 28, 2020 and No. 39/2020 dated December 31, 2020 and other applicable circulars (the "MCA Circulars"), seeking approval of shareholders of the Company for: (i) enabling approval for payment of commission to Non-Executive Directors of the Company for the financial year ending March 31, 2021; and (ii) Approval for payment of compensation to Mr. Anant Singh, Non-Executive Chairman for the financial year 2021-22 by way of Special Resolutions to be passed by the members, who were holding shares of the Company as on the cut-off date i.e. March 26, 2021, through electronic voting (e-voting). The said notice has been sent in electronic mode to those shareholders whose email IDs were registered with the depositories. The voting will commence on Wednesday, March 31, 2021 at 9.00 a.m. and will end at the close of working hours i.e. by 5.00 P.M. on Thursday, April 29, 2021, after which the e-voting module shall be disabled by NSDL. In light of the COVID-19 crisis and in accordance with Section 110 of the Companies Act, 2013 and Rules 22 and 20 of the Companies (Management and Administration) Rules, 2014 read with the MCA Circulars, physical copies of the Notice will not be circulated to the members. However, it is clarified that all the persons who are members of the Company as on March 26, 2021 (including those members who may not have received this Notice due to non-registration of their email IDs with the Company or with the Depositories) shall be entitled to vote in relation to the resolutions specified in this Notice. Process for those shareholders whose email ids are not registered with the depositories and shareholders whose shares are in physical form for procuring user id and password and registration of e mail ids for the remote e-voting are as under: (i) In case shares are held in physical mode, please send scanned copy of certificate (front and back) by email to info@masserv.com. Subject of email should be :- password for postal ballot to Max Financial Services Limited record date 26/03/2021 folio no.: (mention folio no.) (ii) In case shares are held in demat mode, please send copy of client master to info@masserv.com. Subject of email should be :- password for postal ballot to Max Financial Services Limited record date 26/03/2021 DPID-CLID (mention 16 DIGIT DPID+CLID) The results of the Postal Ballot will be announced by the Chairman or any other person authorised by the Chairman of the Company on Saturday, May 1, 2021 at the Registered Office of the Company. The results along with scrutineer's report shall be communicated to the Stock Exchanges where the shares of the Company are listed and shall also be placed on the web-sites of the Company www.maxfinancialservices.com. In case of any grievances/queries relating to e-voting, members may refer FAQs and user manual for shareholders to cast their votes in Help section at www.evoting.nsdl.com or contact at evoting@nsdl.co.in. Further, in case of grievances pertaining to the remote e-voting system, members may contact M/s. Pallavi Mittal, Manager, NSDL, 4 th Floor, A Wing, Trade World, Kamala Mills Compound, Senapati Bapat Marg, Lower Panel, Mumbai – 400 013, email- evoting@nsdl.co.in or pallavi@nsdl.co.in or in contact at 022-24994738 or at toll free number 1800-222-990 or alternatively members may contact the Registrar and Transfer Agent of the Company M/s. A. Misra & Co. Private Limited, concerned official Mr. Sharwan Mangla, General Manager at 011-41320336 or info@masserv.com. By order of the Board For Max Financial Services Limited Sd/- V. Krishnan Company Secretary & Compliance Officer Membership No. FCS-6527	
Place: Noida	Date: March 30, 2021

	MAX INDIA LIMITED (Formerly "Advaita Allied Health Services Limited") Corporate Identity Number: L74999/MH2019PLC320039 Registered Office: 167, Floor 1, Plot-167A, Ready Money Mansion, Dr. Annie Besant Road, Worli, Mumbai, Maharashtra - 400018 Tel.: 0120 - 4696000 Website: https://www.maxindia.com Email: corpsecretarial@maxindia.com
NOTICE OF POSTAL BALLOT AND REMOTE E-VOTING INFORMATION	
Members are hereby informed that the Company has, on March 30, 2021 sent the notice of Postal Ballot through electronic mode to those shareholders whose email IDs were registered with the depositories as required under section 110 of the Companies Act, 2013 read with the Companies (Management and Administration) Rules, 2014 (including any statutory modification or re-enactment thereof for the time being in force), Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in compliance with the requirement of Ministry of Corporate Affairs, Government of India (the "MCA") General Circular No. 14/2020 dated April 8, 2020, General Circular No.17/2020 dated April 13, 2020, General Circular No. 22/2020 dated June 15, 2020, General Circular No.33 /2020 dated September 28, 2020 and General Circular No. 39/2020 dated December 31, 2020 (the "MCA Circulars") and pursuant to other applicable laws and regulations, if any, for seeking approval of the members of the Company for payment of compensation to Mr. Anajit Singh, Non-Executive Chairman (Special Resolution), in the manner as set out in the Notice of Postal Ballot by means of remote e-voting only, by the members, who are holding shares of the Company as on the cut-off date i.e. March 26, 2021. The voting will commence on Wednesday March 31, 2021 at 9.00 a.m. and will end at the close of working hours i.e. by 5.00 P.M. on Thursday, April 29, 2021, after which the e-voting module shall be disabled by NSDL. In light of the COVID-19 crisis and in accordance with Section 110 of the Companies Act, 2013 and Rules 22 and 20 of the Companies (Management and Administration) Rules, 2014 read with the MCA Circulars, physical copies of the Notice will not be circulated to the members. However, it is clarified that all the persons who are members of the Company as on March 26, 2021 (including those members who may not have received this Notice due to non-registration of their email IDs with the Company or with the Depositories) shall be entitled to vote in relation to the resolution specified in this Notice. Details of the process and manner of remote e-voting along with the User ID and password are provided over email to all shareholders who have registered their email addresses. Entire shareholding of the Company has been in demat mode. Therefore, the shareholders whose email ids are not registered with the depositories, are requested to kindly register their e-mail ids with their respective Depository Participants (DP) and send a scanned copy of client master to info@masserv.com for procuring user id and password for e-voting for the resolution set out in this postal ballot notice. Any member who does not receive the Postal Ballot Notice may obtain the same by sending an email at info@masserv.com. The same can also be downloaded from the Company's website www.maxindia.com. Please treat this Notice as our attempt to reach all our members who have missed or not received other communication on this subject matter and intend to participate in the proposed remote e-voting. The Chairman or any other person authorized by the Chairman shall declare the results of the postal ballot on Saturday, May 1, 2021. The results of the Postal Ballot along with the Scrutinizer's report will be hosted on the websites of the Company i.e. www.maxindia.com and also shall be communicated to BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE"), where the Company's Equity Shares are listed and be made available on their respective websites viz. www.bseindia.com and www.nseindia.com. The Company will also display the results at its registered and corporate office. In case of any grievances/queries relating to e-voting, members may refer FAQs and user manual for shareholders to cast their votes in Help section at www.evoting.nsdl.com or contact at evoting@nsdl.co.in. Further, in case of grievances pertaining to the remote e-voting system, members may contact M/s. Pallavi Mhatre, Manager, NSDL, 4th Floor, A Wing, Trade World, Kamala Mills Compound, Senapati Bapat Marg, Lower Panel, Mumbai – 400 013, email-evoting@nsdl.co.in or in.pallavi@nsdl.co.in or contact at 022-24994738 or at toll free number 1800-222-990 or alternatively members may contact the Registrar and Transfer Agent of the Company M/s. Mas Services Limited, concerned official Mr. Sharwan Mangla, General Manager at 011-41320336 or info@masserv.com.	
By order of the Board For Max India Limited (Formerly "Advaita Allied Health Services Limited") Sd/- Pankaj Chawla Company Secretary Membership No. FCS - 6625	
Place: Noida Date: March 30, 2021	

► FROM PAGE 1

The NITI Aayog identifies companies for divestment which are then considered by the cabinet secretary-led CGD. The CGD gives its suggestions to Alternative Mechanism, which comprises the finance minister, the minister for administrative reforms, and the minister for roads, transport and highways. Once approved by AM, Dipam moves the proposal to obtain in-principle approval from the CCEA for strategic divestment of a PSU. At present, strategic divestment involves around 12 steps, including identification of CPSEs for privatisation, approval of shareholding to be divested by the CCEA, selection of intermediaries, floating preliminary information memorandum, approval of bids by the CCEA, and completion of the transaction by execution of the share purchase agreement, besides adhering to Sebi guidelines in case of listed companies. The NITI Aayog and Dipam are also considering sector-wise approval for privatisation, instead of get-

HOW TO PLAY

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