

May 30, 2025

Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400001 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: Investor Release - Q4 FY25

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Investor Release – Q4'FY25 being issued by the Company on the outcome of its Board Meeting held on May 30, 2025.

You are requested to kindly take the aforesaid on record.

Thanking you,

Yours faithfully, For **Max India Limited**

Trapti
Company Secretary & Compliance Officer

Encl.: As above



Investor Release

May 30, 2025



Safe Harbour

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STEADY PERFORMANCE ACROSS ALL BUSINESS VERTICALS





Key Performance highlights of Q4FY25

Assets: Residences





Gurugram: Launched by MEGL* in Aug 24. **260** (~**90**%) units sold within 8+ months of launch. Sales collection at **Rs 239 Cr.**



Noida Phase I: Application for OC has been filed. Possession planned for Q1FY26 subject to approvals. ITD Sales collection at Rs 394 Cr, up 15% YoY



Doon: Cash surplus of Rs 85 Cr at Mar'25; FY25 Operations revenue Rs 24.5 Cr, Up 12% YoY; Profit of Rs 1+ Cr; achieved breakeven ahead of plan



New projects: Definitive agreement finalised for **Chandigarh**; Statutory approvals being initiated for **Second Project in Gurgaon**.

Services: Assisted Care







Products: AGEasy





Care Homes: ∼300 bed capacity

- 160 beds in Gurugram
- 83 beds Bannerghatta Bengaluru
- 53 beds in Noida



~150 beds under fit outs

- 72 beds in OMR, Chennai
- 80 beds in Whitefield, Bengaluru

Revenue at Rs 2.34 Cr, up 66%.



Care at Home update (Q4)

- Revenue of Rs 4.6 Cr, up 52%
- NCR margin 25% in Q4FY25 vs 19% in Q4FY24



AGEasy performance (Q4)

 Revenue Rs 16.6 Cr, up 4x, achieved annual revenue run rate Rs 75 Cr+



Served 2+ lacs lives since inception (Amazon 1.5+ lacs; D2C 0.5+ lacs). ~30k repeat customers (Amazon 23k+; D2C 7k)



 Product portfolio expanded to 65 products & 180 SKUs.
 80 SKUs rated 4★+ on Amazon



 Imports from China in place for some products improving COGS by 20%+



BUSINESS AND FINANCIAL PERFORMANCE UPDATE





Strong endorsement for our brand and offerings by customers, employees and partners

Strong endorsement for our brand and offerings by customers

- Residences (Doon): SAT index at 88% (Q3FY25 88%)
- Care Homes: SAT Index at **92%** (Q3FY25 92%)
- Care at Home: SAT index at 95% (Q3FY25 94%)
- **AGEasy:** SAT index at **84%** (Q3FY25 84%)

Awards and Recognition



1st achiever of the ASLI Certificate of Excellence -Independent Senior Living



Partnerships and Alliances

• Signed MoU with IIT Delhi to Design Innovative Mobility-aid Solutions and collaborated with Dementia India Alliance (DIA)

"Operator of the Year

Senior Living" – by

Ageing Asia

- Partnered with Wellbeing Nutrition to co-develop tailored products designed to enhance senior's holistic wellness through nutraceutical & supplements
- Signed up Boat, leading player in wearables, as our technology partner to launch senior specific health and wellness products under AGEasy brand
- Partnered with **Dr. Lal PathLabs** to provide diagnostic services tailored to meet the needs of seniors
- Partnered with **Axis Bank** to offer Antara's senior care services and products to its **Silver Linings Program customers (~20 lacs** customers)
- Discussion with **Axis Max Life Insurance** has been concluded for an Annuity plan which will be offered to Antara customers for financing their stay/other expenses.





Financial Performance: Results across all business verticals in FY25 are as planned; Focus continues on scale-up in FY26

Consolidated revenues

- Consolidated revenue of **Rs 46 Cr** for Q4FY25 vs Rs 39 Cr in Q3FY25, **16%** higher than last quarter.
- Consolidated revenue of **Rs 164 Cr** for FY25 vs Rs 195 Cr in FY24, **16%** lower than last year. Though higher revenue in AGEasy (Products business vertical) and strong growth in Care at Home/ Care Homes (Services business vertical) compared to FY24, reduction is attributed to higher revenue in Residences in FY 24 because of sale of Dehradun inventory.
- The reduction in consolidated revenues was expected, is temporary and is as per plan.

Consolidated EBITDA loss in line with expectation

- Consolidated EBITDA loss stood at Rs 37.2 Cr for Q4FY25 vs Rs 24.7 Cr in Q3FY25
- FY25 consolidated EBITDA loss stood at Rs 99.2 Cr for FY25 vs Rs 34.3 Cr in FY24, owing to higher revenue for Residences vertical in FY24 & increase in performance marketing spend for Assisted Care business compared to FY24 in line with plan
- Losses contained through both cost optimization and efficient treasury management

Well Funded to pursue growth

- Concluded the monetization of non-core asset, 3 floors at Max Towers, Noida for sales consideration of Rs. 105 Cr in May'25
- Successfully raised Rs 124.23 Cr through a Rights issue in May'25, issue oversubscribed 1.45x
- Post rights issue our liquidity position stands at ~ Rs 370 Cr
- Consolidated Net worth ~ Rs 359 Cr as of Mar'25 end







Antara Dehradun – FY25 Operations revenue Rs 24.5 Cr, Up 12% YoY; Operations Profit of Rs 1+ Cr, achieved breakeven ahead of plan; Cash surplus Rs 85 Cr as of Mar'25

14 Acres

Land Parcel of the company's flagship project

5,75,500

Saleable area in sq ft

1,400-6,600

Average Apartment Size range in Sq Ft

60,000

Clubhouse size square foot

Rs 85 Cr

Cash Surplus as of Mar'25 end

88%

Resident Satisfaction Score

Rs 24.5 Cr,

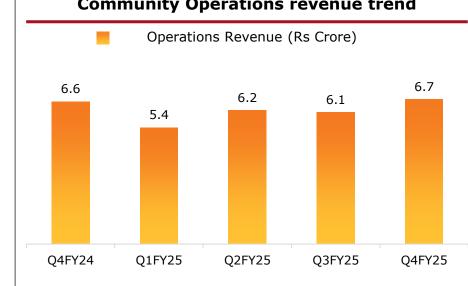
Operations Revenue Rs 24,600

Re-sales realisation Per Sq.ft 12 re-sales*

Rs 2.4 Cr fee generated through re-sales

Focus on running a vibrant community and deeper engagement activities









Antara Noida Phase 1: All units sold in Mar'23, collection efficiency ~ 98%; Active dialogue to resolve OC ambiguities, legal recourse also initiated

340

Available Units

~7,45,000

Saleable area in sq ft

2,000

Average Apartment Size in Sq Ft

40:60

Channel Mix (%) **Direct: Partners**

Collection efficiency

~ 98%

~Rs 10,400¹

Sales Realisation Per Sq.ft

Project update

Ready for possession by Q1FY26

OC status

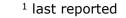
OC withheld by NOIDA. Filed writ with Allahabad high court seeking direction to Noida for grant of OC

Rs 4 Cr²

Monthly Sales Collection

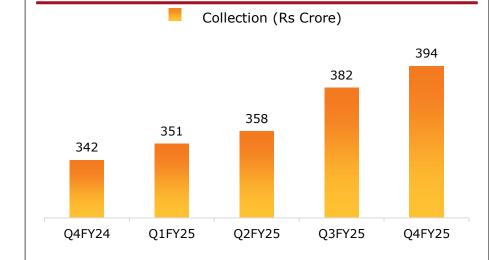
Focus on grant of OC and approvals for Noida Phase II







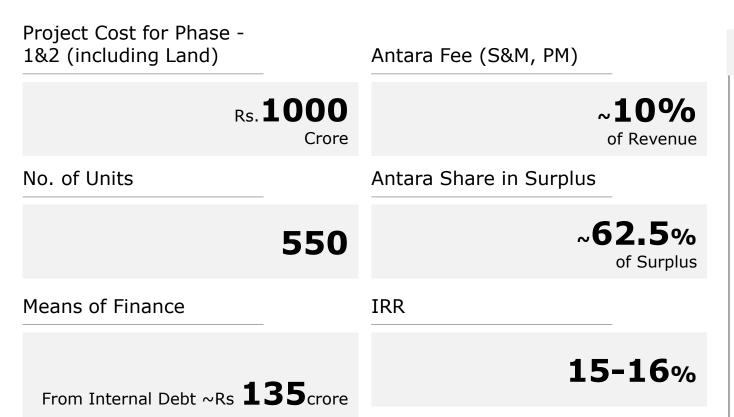




Cumulative sales and collection trend



Antara Noida (Under Construction): headwinds for Phase 1 is grant of OC; legal options initiated; headwinds for Phase 2 approval continues leading to delay in launch resulting in IRR dip of 1%



Equity: ~Rs **28**crore

~Rs **837**crore

Balance from Customers collections:

Noida Phase 2 update

- UPRERA Appellate Tribunal has remanded the application back to UPRERA with instructions to pass a reasoned order.
- The building plans are valid till mid June 2025. Hence the extension of validity of Building plans for which we have initiated discussions with NOIDA. We are also taking suggestions from consultants and lawyers for next steps in this regard.
- Market continues to be positive supported by strong pipeline for Phase 2 and significant increase in expected launch price than planned and hence the IRR expectancy has been kept as stable.





Antara Noida Phase I – External & Internal Finishing works (1/2)



Birds Eye View



Entrance Gate

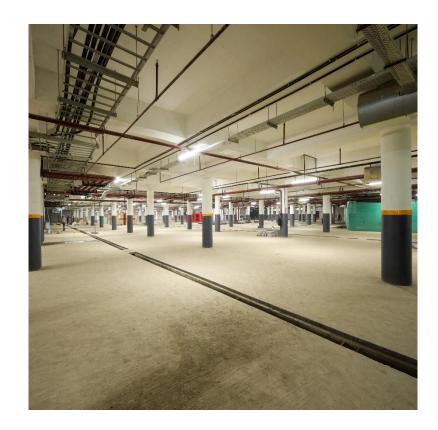


Golf & Club View





Antara Noida Phase I – External & Internal Finishing works (2/2)



Basement Parking



Drawing & Dining Room



Lift Lobby





Gurugram - Intergenerational Community launched by Max Estates Gurgaon Limited (MEGL) in Aug'24; Senior living towers to be managed by Antara; ~90% booking secured within 8+ months of launch

Tapped into the NRI
market in Hong Kong
and Dubai through event
participation, generating
30+ leads and achieving
6 conversion.



Received 10+ referrals through Resident referral program – more engagement events planned

Healthy Mix of 65:35 from Partners: Direct sales





Gurugram Phase II – Estate 361. Design planning and statutory approvals in progress

Estate 360, first intergenerational living community, honoured with "Themed Project of the Year" award at the Realty+ Conclave & Excellence Awards 2024.





Gurugram - 260 units (\sim 90% of inventory) of Senior Living sold till Mar'25, with sales collection \sim Rs 239 Cr, collection efficiency \sim 94%

292

Available Units

~7,63,500

Saleable area in sq ft

~ 2,600

Average Apartment Size in Sq Ft

35:65

Channel Mix (%)
Direct: Partners

Collection efficiency

~ 94%

~Rs 20,000¹

Sales Realisation Per Sq.ft

Project

First intergenerational community launched by MEGL

260¹

Units sold

Rs 239 Cr¹

Sales Collection

Focus on marketing efforts through digital and residents reference programs, leveraging combined brand of MEL and Antara







Upcoming Communities: Definitive Agreement finalised for Chandigarh; Design planning and statutory approvals in progress for Second Project at Gurugram

Chandigarh **Gurugram** * **Total Land Area 8.22** acres 18.24* acres Area ~1.01 mn sqft ~1 mn sqft Statutory approvals from Definitive Agreement shareholders; Planning - Design **Next Steps** finalised; Consultants stage, documentation under onboarding to be initiated discussion TRIDENT **Partners**

^{*}Note: This will an intergenerational project being developed by Max Estates Gurgaon Two Ltd. and Antara Senior Living Ltd. (ASLL) is proposed to be a Project Manager for Senior Living Towers in this larger development.







Care Homes: ~300 beds operational across NCR and Bengaluru, 43 beds added in ECR, Chennai (May'25); ~150 beds in Bengaluru and Chennai under fit-outs and expected to go live by H1FY26

Geography	Existing Capacity	Planned Capacity in H1FY26
Delhi-NCR	DLF Gurgaon - 32 beds	
Deilli-NCR	 Memory Care Homes – 30 beds 	
(~213 beds)	Noida - 53 beds	
(.º213 beds)	Sector 24, Gurugram - 98 beds	
Bengaluru	 Bannerghatta Road – 83 beds 	• Whitefield – 80 beds
(~163 beds)		(Under fit outs expected to be operational by Jun'25)
Chennai		• East Coast Road (ECR) - 43 beds added in May'25
		• OMR - 72 beds
(115 beds)		(Under fit outs expected to be operational by Aug'25)
Bed Capacity	296 beds	~200 beds





New Care Homes launched in FY25

Sector - 24, Gurugram (98 beds)











- Oct'24 Go live
- 55 Move-ins till Apr'25

Sector -66, Noida (53 beds)





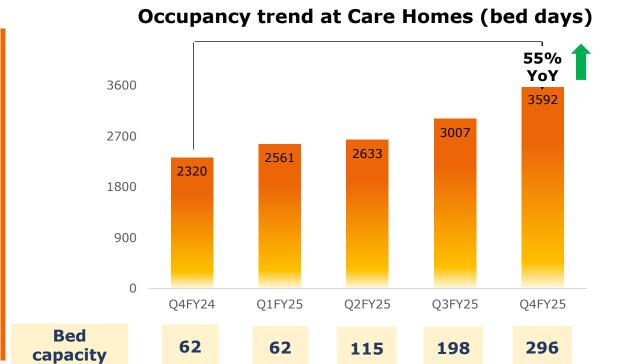
- Aug'24 Go live
- 100+ Move-ins till Apr'25



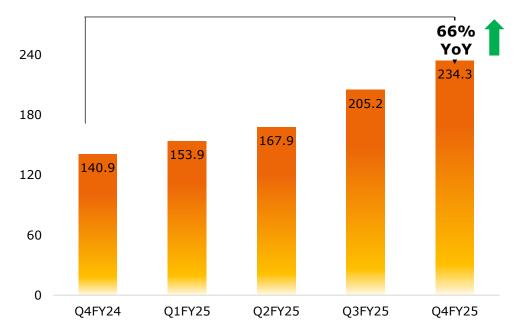


- Feb'25 Go live
- 30+ Move-ins till Apr'25

Care Home (CH): Net revenue at Rs 2.34 Cr in Q4FY25, Up 66% y-o-y



Care Homes Revenue (Rs Lacs)



~ 240 patients served during Q4FY25 and over 2,250 patients served since inception

Outlook

- Optimize Occupancy in existing Care homes
- ❖ Timely scale-up to ~ 500 beds by H1 FY26

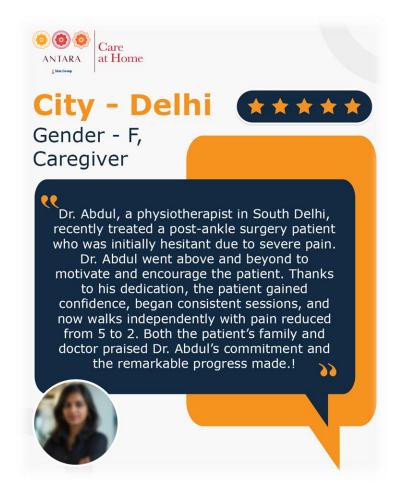






Customers testimonials for Care at Home



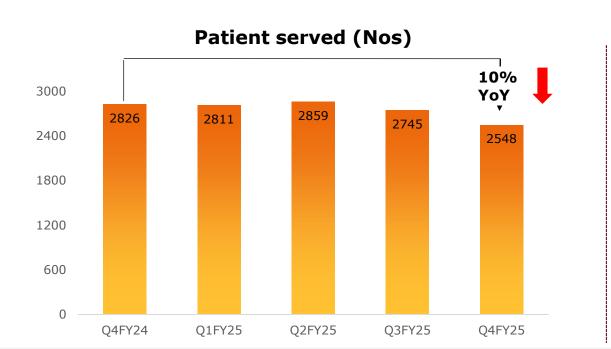


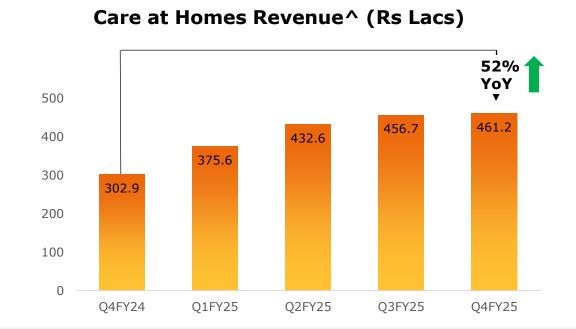






Care at Home – Highest ever net revenue \sim Rs 4.6 Cr in Q4FY25, growth of 52% y-o-y; NCR Contribution margin at 25% in Q4FY25 vs 19% in Q4FY24





Margin at 14% in Q4 (PY 9%). NCR margin at 25% in Q4 vs 19% in Q4FY24 ~ 2,550 patients served during Q4FY25 and over 34,000 patients served since inception

Outlook

- Continued to focus on high margin services
- * Expansion of bouquet of products and services including new geographies
- Increasing service delivery capacity and strengthening clinical capabilities







Customers testimonials for AGEasy











Antara AGEasy store launched in Gurugram









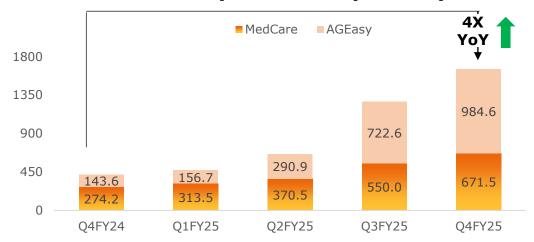




AGEasy^: Exponential Revenue Growth of Rs 16.6 Cr in Q4FY25, Up 4X y-o-y;

Achieved Annual Recurring Revenue (ARR) of Rs 75+ Cr

AGEasy^ Revenue (Rs Lacs)



Key highlights

- Product portfolio expanded to 65+ products and 180 SKUs
- Served **2+ lacs** lives since inception (Amazon **1.5+ lacs**; D2C **0.5+ lacs**)
- AGEasy channel mix: 73% via Marketplace; 27% via D2C channel
- Marketplace: 8X growth in DRR on Amazon; 80 SKUs rated 4★+ on Amazon;
 Achieved ARR of Rs 38 Cr
- **29,500**+ repeat customers (Amazon **23,000**+; D2C **6,500**)
- Launch of Gut Health products on track in FY26
- Imports from China in place for some products improving COGS by 20%+

Outlook

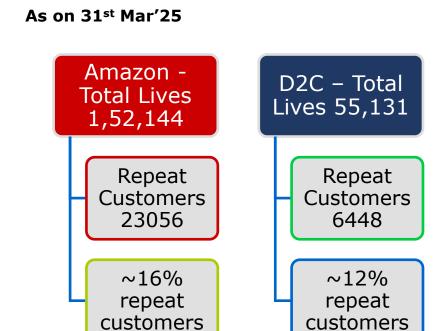
- ❖ Focus on improving margins and improving marketing spend efficiencies
- Expansion of product portfolio
- Integrate with new marketplaces
- ❖ More business through D2C channel and Antara AGEasy store walk-ins

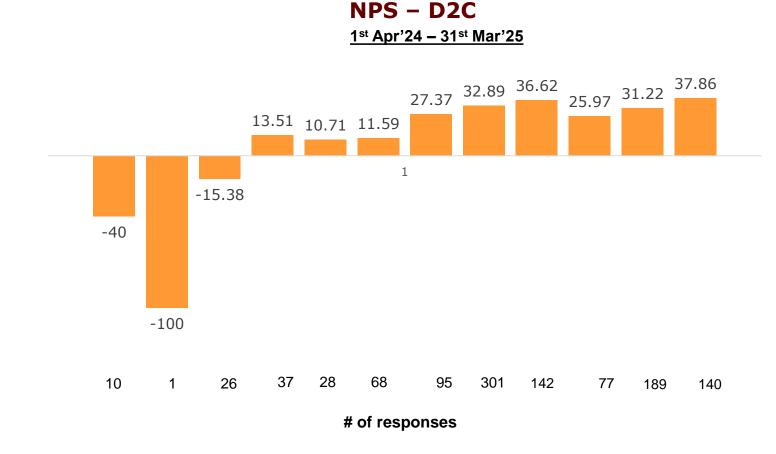




2L+ lives touched since inception with ~15% repeat customers;

NPS increasing steadily month on month





NPS:43 (Incl. Amazon & D2C) vs. Target of 30







Consolidated Financial Performance (Q4FY25): Revenue at Rs 46 Cr, Up 16% sequentially q-o-q over Q3FY25; EBITDA loss at Rs 37 Cr in Q4FY25 vs Rs 25 Cr in Q3FY25

Particulars (Rs Cr)	Q4FY25	Q3FY25	QoQ(%)	Q4FY24	YoY(%)	FY25	FY24	YoY(%)
Total Income	45.5	39.1	16%	49.6	-8%	164.2	194.7	-16%
Total Expenses	82.7	63.8		65.7		263.3	229.0	
EBITDA	(37.2)	(24.7)		(16.1)		(99.1)	(34.3)	
Depreciation	5.2	5.1		3.0		18.8	10.2	
EBIT	(42.4)	(29.8)		(19.1)		(117.9)	(44.5)	
Finance Cost	2.9	2.0		1.3		8.1	4.6	
Loss Before Tax and exceptional item	(45.3)	(31.8)		(20.4)		(126.0)	(49.1)	
Exceptional item	-	(12.6)		-		(12.6)	-	
Loss Before Tax	(45.3)	(44.4)		(20.4)		(138.6)	(49.1)	
Tax	0.8	0.2		1.3		1.8	7.4	
Loss After Tax	(46.1)	(44.6)		(21.7)		(140.4)	(56.5)	
EPS (In INR)	(10.7)	(10.3)		(5.0)		(32.5)	(13.1)	





Balance Sheet: Consolidated Net worth of Rs 359 Crores as of Mar'25

	Mar-24 Equi	31-Mar-24	31-Mar-25	sets (Rs in Crs.)
	41.1 Equi	341.1	277.3	n-Current Assets
Assets classified as held for sale 95.1 - Current li	Non-Curre	343.2	260.5	rrent Assets
Assets classified as held for sale 95.1 - Current lia				
	- Current liabil	-	95.1	sets classified as held for sale





~Rs 250 Cr of Treasury and other monetizable assets available to pursue growth opportunities over next 12 months; Successfully raised Rs 124.23 Cr through a Rights issue in May'25





Antara Senior Living includes Assets business in which we develop and manage independent senior living communities.

Surplus investments in Dehradun Project – Rs 85 Cr

Other monetisable asset (Greater Noida land parcel) – Rs 40 Cr

Investment in residential projects

- Gurugram (Rs 33 Cr)
- Noida Sector 150 (Rs 25 Cr)
- Noida Sector 105 (Rs 7 Cr)



Assisted Care Services – Invested Capital (Rs 340 Cr)

Antara Assisted Care Services business include our Services and Products business.



Other Assets^ (Rs 120 Cr)

Cash & cash equivalents - Rs 20 Cr

Max Towers - Rs 100 Cr (Monetised in Apr -May 25)





Contact US

Company



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