November 23, 2026

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

**Scrip Code: 543223**

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400051

**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 the 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 Digitally signed by TRAPTI Date: 2026.11.23 12:41:29 +05'30'

**Trapti**
**Company Secretary and Compliance Officer**

Encl.: As above

# Growing Older Doesn't Mean Slowing Down: Anupam Kher and AGEasy Celebrate the Spirit of Ageing

*Through playful father-son banter, the two films showcase how thoughtful everyday support can help seniors stay active, comfortable and independent.*

*Tagline: 'AGEasy Products Jo Rakhe Aapke Apnon Ka Khayal, Unki Badhti Umar Mein'*

**GURUGRAM, NOVEMBER 23, 2026:** Growing older may bring its share of aches and discomforts, but it certainly doesn't take away one's spirit, humour or determination to live life on one's own terms.

Bringing this insight to life, AGEasy, the direct-to-consumer senior-care products brand from Antara Senior Care, part of the Max Group, has unveiled two new digital films featuring its Wrap-Cross Knee Support and Wedge Pillow.

Rooted in familiar father-son conversations, the films feature Anupam Kher as the father and use everyday humour to challenge a common perception of ageing: that growing older must necessarily mean slowing down.

Whether he is refusing to let knee discomfort come between him and his favourite game, or, propped up comfortably on his pillow with his back trouble behind him, turning the moment into a "demo on" for his son, the films celebrate seniors who remain as spirited, opinionated and independent as ever.

At the heart of both stories is a simple belief: the right support shouldn't take away independence. It should help preserve it. That belief guides AGEasy's larger aim: to become part of a senior's routine well before a health concern begins to limit it, so that older adults can manage their well-being on their own terms, and families can express care by enabling rather than stepping in.

Speaking about the films, **Ishaan Khanna, CEO, Antara Assisted Care Services,** said, *"We often associate ageing with slowing down. But spend time with seniors and you'll realise that while their bodies may need a little more support, their spirit, humour and desire for independence remain unchanged. At AGEasy, we believe the role of a good product isn't to remind someone of their age, but to help them get on with life without constantly thinking about it. These films celebrate that very spirit. Because growing older is inevitable. Giving up the things you love shouldn't be."*

**The AGEasy Wrap-Cross Knee Support** is designed to provide adjustable compression, targeted kneecap support and added stability. Its easy-to-wear wrap-cross design lets users customise the fit and stay comfortable through walks, workouts and time in the garden.

**The AGEasy Wedge Pillow** is designed to provide comfortable elevation for the upper body, back and legs. Its ergonomic wedge shape can be used in several ways, whether for reading a favourite book, watching television or getting a good night's sleep.

The films are now live on AGEasy's YouTube channel (Link to AGEasy Wedge Pillow and AGEasy Wrap-Cross Knee Support films) and across the brand's social media platforms.

AGEasy builds its products by first understanding how seniors live, and then designing simple, practical solutions around those needs. This approach has resulted in several patented innovations across fall prevention, joint care, lung care, diabetes management, gut care and general wellness. The full range of healthcare, mobility and wellness products is available at ageasy.co.in.

**About Antara Senior Care**

Launched in 2013, Antara is the senior-care business of Max India Limited, part of the USD6.3-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. Its second senior living community in Noida's Sector-150 has started welcoming families into the 340 apartments built in Phase 1. 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 group company Max Estates. Antara's Assisted Care Services include Care Homes and Services, AGEasy, and Antara Integrated Wellness Clinic. 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 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, the direct-to-consumer business arm focusing on senior-specific products and solutions for active ageing, has touched over 9 lakh lives since inception in 2023. Antara Integrated Wellness Clinic combines modern medicine with evidence-based traditional therapies through a multidisciplinary team of doctors to deliver personalised care plans.