



July 9, 2023

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001

**The National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex  
Bandra (East)  
Mumbai – 400 051

**Scrip Code: 539940**

**SYMBOL: MAXVIL**

**Sub: Press Release**

Dear Sir/Madam,

Please find enclosed a copy of the press release the contents of which are self-explanatory.

This is for your information and records.

Thanking you,

Yours faithfully,

**For Max Ventures and Industries Limited**

**Abhishek Mishra**

**Company Secretary & Compliance Officer**

Max Ventures and Industries Limited

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CIN: L85100PB2015PLC039204

## Max Estates' first luxury residential project in NCR garners pre-formal launch sales of INR 1,800+ crores

**9<sup>th</sup> July 2023, New Delhi:** Max Ventures and Industries Limited's (MaxVIL) real estate arm, Max Estates, has achieved pre-formal launch sales of over INR 1,800 crores for its first luxury residential project, Estate 128, located in Sector 128, Noida. The project is registered with UP RERA number as UPRERAPRJ446459.

Estate 128 is built across 10 acres, with 3 high rise towers having 201 units anchored in the organisation's LiveWell philosophy. With 80% green spaces and a unique landscape that retraces the 'journey of a river' through multiple terrains, diverse biophilia, and art installations, the development has been designed to encourage engagement and interaction among residents. The project also features large expansive decks in every unit, designed for a bespoke outdoor experience, which provide uninterrupted serene views overlooking the central green landscape, and green belt of the expressway. The amenities in the project are carefully designed for holistic wellbeing. 'The Hub at Estate 128', admeasuring ~46,000 sq. ft. encompasses state of the art indoor and outdoor amenities including swimming pool, spa, sports facilities, multipurpose hall, dining, among others.

**Commenting on the same, Sahil Vachani, MD & CEO of MaxVIL, said,** "We are truly humbled by the trust consumers have placed in Max Estates. Our success at Estate 128 serves as a motivation for us to continue to deliver the LiveWell and the WorkWell promise to our consumers and strengthens our resolve to continue to deliver differentiated experiences across Delhi-NCR. Our stated aspiration is to scale the portfolio by at least 1 million square feet each in residential and commercial asset classes every year across Delhi-NCR and become the most preferred developer in the region. With approval of amalgamation of MaxVil and Max Estates Limited (MEL), MEL will get listed as pure play real estate company resonating well with our aspiration.'

" On this, **Rishi Raj, COO of Max Estates,** added, "The success of Estate 128 inspires us to continue creating spaces built on our LiveWell-WorkWell philosophy. We expect to start construction of the project by Q3 CY2023 and achieve completion in 48-60 months, well within committed RERA timelines.

Over the past 18 months, we have built a development portfolio of 8 million square feet as a part of our 'One region, multiple asset' class strategy. Our portfolio is now well diversified across Delhi-NCR in terms of geographical footprint, asset classes (both commercial and residential), and risk spectrum including delivered, nearing completion, and under design.

Our focus is to continue to invest in people, processes, technology and ESG best practices, which will enable us to execute flawlessly at scale, on time, within budgeted cost and with quality better than promised."

## **About Max Ventures and Industries Limited (MaxVIL):**

### **MaxVIL**

Max Ventures and Industries Limited (MaxVIL), a part of the leading Indian multi-business conglomerate Max Group, owns and operates a real estate business through its 100% subsidiary, Max Estates. MaxVIL also has a real estate services & management company – Max Asset Services. MaxVIL is listed on NSE and BSE.

### **Max Estates Limited**

Established in 2016, Max Estates Limited is the real estate arm of the Max Group and a wholly owned 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, Max House – a re-development of office campus 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. The company has entered into a partnership with New York Life Insurance Company (NYL) for its 3<sup>rd</sup> commercial project in Delhi-NCR named Max Square. Recently, company has also forayed into the residential segment with its first project planned to be developed in Noida.

### **Max Asset Services Limited (MAS)**

Max Asset Services Limited focuses on providing real estate as a service in the form of facility management, community development and managed offices. It aims to bring life into buildings by implementing the Max Estates' WorkWell philosophy through amenities and 'Pulse', which focuses on curating engaging events for office tenants.

### **Safe Harbor Statement:**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

### **Investor Relations Partner**

**SGA** Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.  
CIN: U74140MH2010PTC204285

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