



MAX
ESTATES

LiveWell · WorkWell



We create spaces with utmost attention to detail, design and lifestyle, that truly enables you to LiveWell and WorkWell.

We build time into our spaces.

To breathe. To grow. To heal.

We build openness into our spaces.

So you can broaden your horizons. And make meaningful connections.

And we build movement into our spaces.

To lead you to an active and independent lifestyle.

We build freedom into our spaces.

So you can do more at home.

And live more at work.

We build art, light and life into our spaces.

So you can experience beauty every day.

We build generous greenescapes and a clean environment into our spaces.

So you can enjoy health and well-being each day.

We build togetherness into our spaces.

So you can bridge the gap between young and old, and be a true community.

We build warmth into our spaces.

So you feel secure, and protected, and cared for.

And we build your peace of mind, into our spaces.

So all your needs are anticipated. And met.

We build nourishment into our spaces.

So you can experience the benefits of better health every day.

We build intentional wellness into signature spaces that are greater than the sum of their parts.

Max Estates

LiveWell · WorkWell



MAX HOUSE OKHLA

Max Estates Limited is the Real Estate arm of Max Group. Established in 2016, Max Estates aspires to build sustainable, grade-A developments in Delhi-NCR, with a focus on well-being.

Every day, our endeavour is to consciously create a unique confluence of spaces that enable collaboration, innovation and community, and bring in the true essence of well-being to everyday life.

Our current and planned developments are diversified across various asset classes, key strategic locations across Delhi-NCR. Max Estates in its pursuit of emerging as the most preferred brand in real estate in the NCR is driven by the desire to enhance well-being through its exceptional experiences across the residential and commercial segments.



OUR PURPOSE

To enhance quality of life through the spaces we create

ACTUAL IMAGE

OUR VALUES

We are driven by a strong set of values and beliefs that underpin all aspects of our operations. The group believes in conducting its business in a responsible and ethical manner, with a focus on creating long term value for all stakeholders.



Sevabhar

We encourage a culture of service and helpfulness so that our actions positively impact society. Our commitment to Seva defines and differentiates us.



Excellence

We gather the experts and the expertise to deliver the best solutions for life's many moments of truth. We never settle for good enough.



Credibility

We give you our word and we stand by it. No matter what. A "NO" uttered with the deepest conviction is better than a "YES" merely uttered to please, or worse, to avoid trouble. Our words are matched by our actions and behavior.

OUR JOURNEY

Within five years of its inception, Max Estates has brought a difference to the real estate industry, with Grade A+ developer managed commercial buildings, built on our unique concept of WorkWell. Backed by this successful track record of developments in the commercial space, with the strength of differentiation in design, end-user experience, and the overall impeccable governance of the Max Group, Max Estates is on the path to scale both its commercial and residential businesses and deliver substantial value to all stakeholders.

ESTABLISH

(2018-2021)

Formalizing our real estate strategy

Formalized real estate strategy to one region, multiple asset class focus on Delhi-NCR as a region and Commercial Real Estate as the asset class. Successfully launched, completed, and 100% leased out our first two Grade A+ commercial developments at 25-30 percent premium to micro-market - Max Towers and Max House

EXPAND

2022 onwards*

Accelerated growth

Announced acquisition of multiple land parcels across Delhi-NCR, diversified across regions and asset classes. As the company expands its footprint, it emerges as leading real estate brand in North India

EXPLORE

(2016-2018)

The inception of Max Estates

222 Rajpur a premier residential community consisting of 22 Villas, located at adjacent to the Mohai forest, on the most exclusive address in Dehradun was launched as the first boutique development

TRUSTED FOR OVER FORTY YEARS

Max Group is a leading Indian multi-business conglomerate with expertise over time in Telecommunication, Life Insurance, Health Insurance, Healthcare, Packaging Films, Real Estate and Senior Living. The Group was founded in 1982 by its founder and chairman, Mr. Anshu Singh, a leading visionary, entrepreneur and philanthropist.

Max Group currently has a total customer base of ~5 million, around 400 offices spread across India and employee strength of more than 20,000. Over a period of 40 years the Max Group has nurtured and scaled several businesses, and has been recognized with several accolades for its commitment to care, its governance, and for exceptional value creation while enabling a better society.

Built on the foundation of Care

Max Group has made community improvement a consistent choice. The Group not only participates as a company but also encourages its employees to engage with community groups to make sure operations positively impact those around us.

By nurturing businesses like healthcare, senior living and insurance through the years, the Group has made a consistent effort to ensure it keeps the well-being of its community at the forefront. Max Estates, the Group's real estate arm, now focuses on creating spaces that enable their users to WorkWell and LiveWell holistically.



REAL ESTATE



SENIOR CARE



LIFE INSURANCE



CSR



TRUSTED PARTNERSHIPS

Over the past 40 years, M&E Group has established numerous strategic partnerships with both domestic and global companies over the years, which have enabled it to expand its business operations and explore new avenues for growth. Global financial institutions, investors and partners have trusted the Group as a valued partner, a true testimony to the Group's ethical business practices and quality of operations and above all our ability to nurture trust based long term partnerships.

JOINT VENTURE PARTNERS

AXIS BANK | BUPA | LIFE HEALTHCARE GROUP | NEW
YORK LIFE | MITSUI SUMITOMO | TOPPAN

INVESTORS

CIC | GOLDMAN SACHS | INTERNATIONAL FINANCE CORPORATION
| MITSUI SUMITOMO | WARBURG PINCUS | WARD PERRY



Empathetic Hospitality



Generosity



Environmental Harmony



Intentional Design



Peace Of Mind



Belonging



Inclusivity



Sustainability



Food And Nutrition



OUR LiveWell·WorkWell MANTRA

The well-being of all our stakeholders is at the core of our operating philosophy. Our focus on well-being permeates the entire process, from design to execution, and operations, leading to an unparalleled experience.

Our developments personify our well-being orientation and bring our philosophies to life.

Guided by our philosophy of WorkWell and LiveWell, we aspire to create differentiated working and living experiences, in the commercial and residential segments, respectively. We ensure this by moving beyond the conventional separation of work, life, and well-being, and paying attention to the entire spectrum of wellness across physical, emotional, social, and environmental aspects.

OUR PRESENCE ACROSS DELHI-NCR

In line with our strategy of 'One region, multiple asset classes', Max Estates has chosen Delhi-NCR as its home ground.

The company has scaled up its real estate portfolio to undertake developments that are well diversified across asset classes (residential and commercial), geography (Noida, Delhi and Gurugram), and risk spectrum in terms of delivered, nearing completion and under design.

With its growing presence across all major regions of Delhi-NCR - Max Estates is set to become one of the most preferred real estate brands in the region, revolutionizing the real estate industry with their intricately curated WorkWell and LiveWell experiences.



LIVEWELL EXPERIENCES
WORKWELL EXPERIENCES
MIXED USE DEVELOPMENTS

* This is a proposed residential development which is under the planning stage. No sale or renting is presently being undertaken at this project.

** These are the proposed commercial developments which are under the planning stage. No sale or renting is presently being undertaken at these proposed projects.

MAX TOWERS, NOIDA

Strategically located at the edge of South Delhi in Noida, Max Towers is a next-generation office building, LEED Platinum certified for Green Building Strategies, and IGBC Platinum rated for Health and Well-being aspects. The building enables its occupants to truly WorkWell through its in-house auditorium, host of operational F&B amenities, engaging art, on-site learning center, meditation room, a 374-seater cafeteria, and sports facilities. Max Towers is fully occupied by leading domestic and global organizations and is considered as one of the most premium workspaces in Noida.

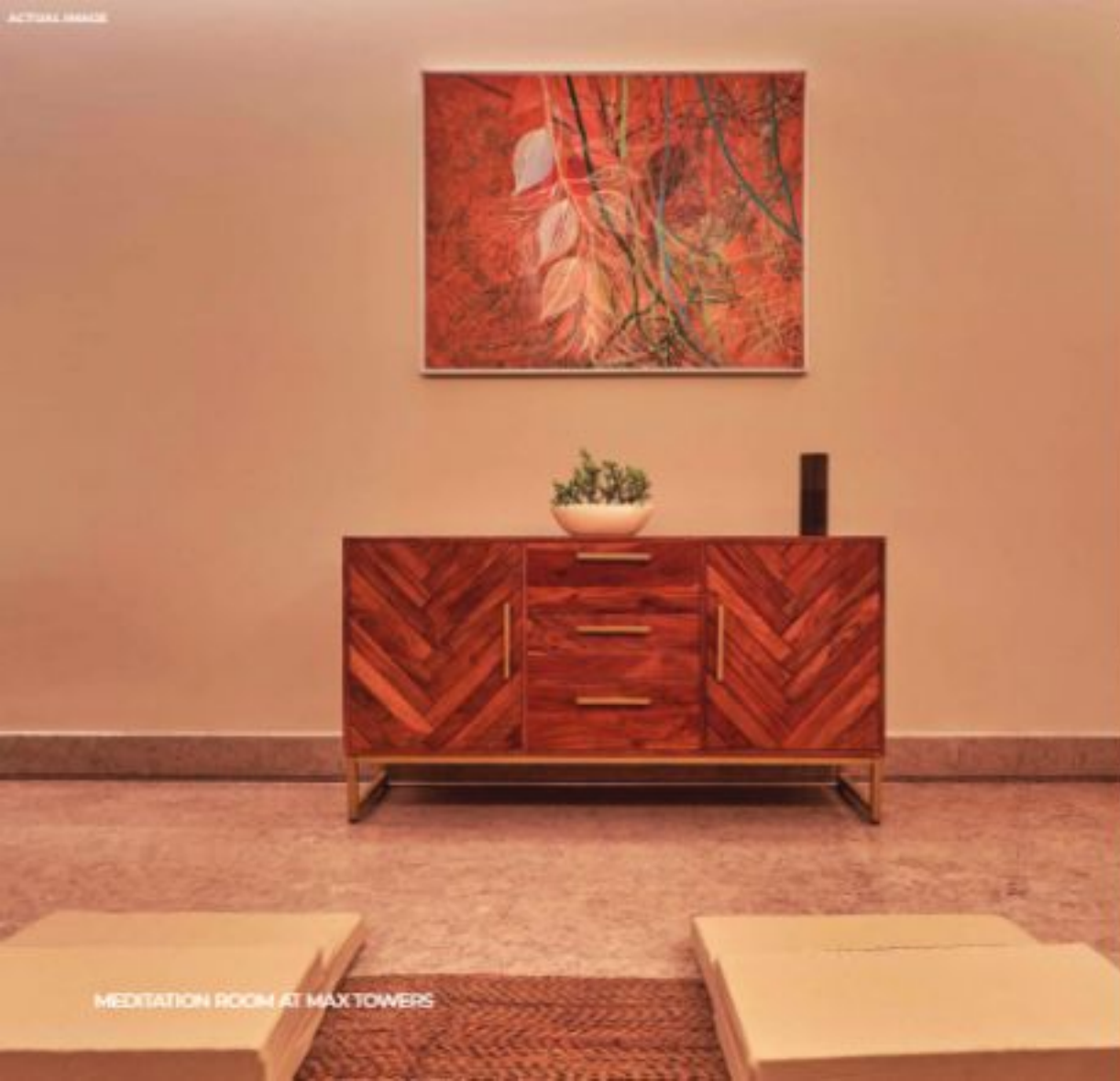




RECEPTION AT MAX TOWERS



FOOD COURT AT MAX TOWERS



MEDITATION ROOM AT MAX TOWERS



AUDITORIUM AT MAX TOWERS

MAX HOUSE, OKHLA

Located in the Central Business District of South Delhi - the design vocabulary of Max House extends the narrative set by its industrial vicinity and adapts it for a modern workforce. Max House is LEED Gold certified for Green Building Strategies and IGBC Gold Rated for Health and Wellness aspects. It integrates itself with its surroundings, a marked departure from typical commercial developments.

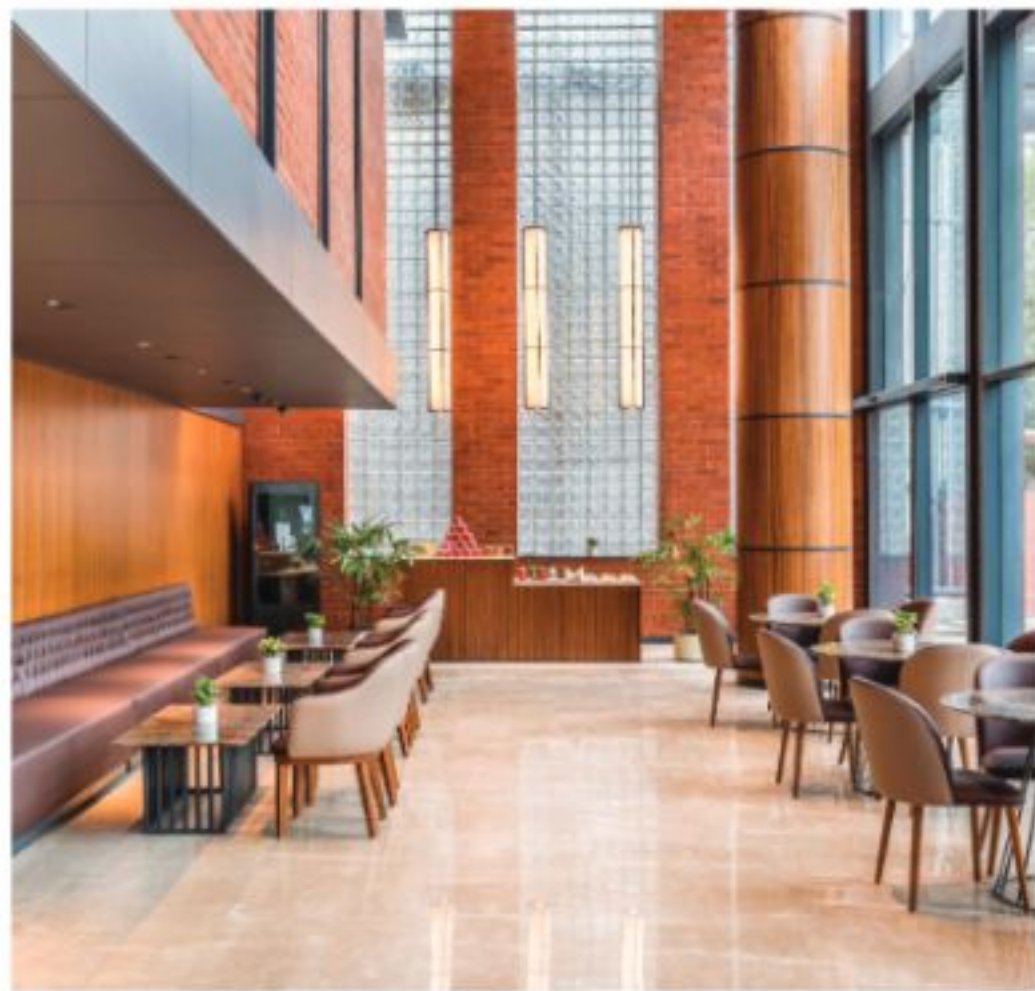
Max House offers its tenants a host of F&B amenities, meeting and community building spaces at a well-connected and easily accessible location in the heart of South Delhi. Max House Phase 2 is set to expand this space to an integrated campus, with an amenities block and two office buildings.



MAX HOUSE, OKHLA



SECURITY TURNSTILES AT MAX HOUSE



RECEPTION LOBBY AT MAX HOUSE



WorkWell/ SUITES AT MAX HOUSE





CAFETERIA AT MAX HOUSE

MAX SQUARE, NOIDA

Built on the theme of nature and nurture, Max Square is a unique office space, with a +10000 sq. ft. forest as its model. It pays attention to the crucial elements that make up a modern workplace, including sustainability, design and a campus environment, enabling you to not just work, but flourish, and grow. ICBC Platinum rated for green building standards, the development hosts a curators of experiential retail, multipurpose hall, and food courts.



MAX SQUARE, NOIDA



CENTRAL FOREST COURTYARD AT MAX SQUARE



"WALK IN THE PARK" ARTWORK AT MAX SQUARE



FOOD COURT AT MAX SQUARE



FOOD COURT AT MAX SQUARE

222 RAJPUR, DEHRADUN

222 Rajpur is a premier residential community located adjacent to the Mahi forest, at the most exclusive address in Dehradun. Spread across 5 acres, 222 Rajpur offers a limited inventory of 22 villas to those discerning homeowners who value privacy and desire a life of tranquility in the lap of nature.



222 RAJPUR, DEHRADUN



VILLAS AT 222 RAJPUR



NIGHT VIEW AT 222 RAJPUR



LIVING ROOM AT THE FOREST VILLA AT 222 RAJPUR

ESTATE 128, NOIDA

Estate 128, Noida is designed with the utmost attention to detail, evidently visible in its contemporary architecture and design philosophy, and is crafted with the well-being of its residents in mind. From large expansive decks for a bespoke outdoor experience, to amenities created for movement and interaction, the development curates an experience of holistic wellness across 10 zones. With over 80% open spaces in the midst of the bustling cityscape, it invites you to embark on a journey of well-being like no other.



ARTISTIC RENDERING



MAIN ENTRANCE AT ESTATE 128



FACADE SHOT OF ESTATE 128



LIVING ROOM AT ESTATE 128



SWIMMING POOL AT THE HUB AT ESTATE 128



LARGE WRAP-AROUND DECK AT ESTATE 128



MIMICING THE JOURNEY OF A RIVER AT ESTATE 128

UPCOMING LiveWell & WorkWell EXPERIENCES

We are committed to deliver on our stated aspiration to add 1 million sq. ft. of residential and commercial developments to our portfolio every year.

Our upcoming LiveWell and WorkWell experiences in Delhi, Noida and Gurugram are being built on the tenets of our operating philosophy with the wellness of our users at the forefront.

DELHI

Max House Phase 2, in Okhla, New Delhi, is set to become a boutique campus, with two office buildings, and one amenities block, and a total development potential of 0.15 mn sq ft.

NOIDA

Max Square Two in Sector 52B, Noida, is being development contiguous to the fully completed, Max Square, Max Estates' third commercial development. The total development potential of the ~6.5 acre campus is ~1.5 to 2.0 mn sq ft., which will not only provide prospective tenants of Max Square an option to expand, but also enable access to an integrated mixed use campus that will be unique to this micro market.

GURUGRAM

We entered the Gurugram Commercial Real Estates (CRE) Market with the acquisition of a ~135-acre and parcel right on Golf Course Extension Road (GCEER) which has a development potential of ~1.6 mn sq. ft. It is one of the very few commercial land parcels available on GCEER with three side access. Genies, a leading global design and architect firm is designing the office ecosystem, which will bring Max Estates' WorkWell promise to Gurugram.



ART

Max Estates understands the power of art and its ability to transform spaces. Art has the unique ability to not just blend in with life, but also actively participate in it, inspiring and guiding all that we do. Art at Max Estates goes a step further, giving our users a sense of belonging with a space they can fall in love with. It's also a manifestation of our ethos and philosophy - enabling interactions, blending everyday life and happiness, and building communities and bonds. All of this, simultaneously.

THE ELEVATOR LOBBY, MAX TOWERS

ARTIST: JACOBUS JOHANNES
SIEBERHAGEN

Diving into the theme of lines and patterns, these playful climbers help bring a smile on everyone's face.



THE JOGGER

PEDESTERIAN WALKWAY, MAX SQUARE

ARTIST: GUY DU TOIT

At Max Square, we feel deeply about the intersection of work and life. The intricacies of our developments are a manifestation of our ethos - enabling interactions, and building communities beyond work.

Our development, Max Square pays attention to the crucial elements that make up a modern workplace, including sustainability, experienced design, and an ecosystem of spaces and amenities creating a campus-like environment, enabling you to not just work, but flourish and grow. A crucial component of this holistic experience is 'Artwork'. Art has the unique ability to not just blend in with work, but also actively participate in it, inspiring and guiding all that we do.

The Jogger, installed at Max Square, is created by Guy Du Toit. A part of the artist's famous series called *Nares*, the larger-than-life 30 feet artwork symbolises life, rebirth, and energy, and is an ode to the natural theme of the building which unites nature with work, with a 10,000 sq ft central forest courtyard in its midst. The Jogger is made entirely of bronze, a dynamic material, that transforms from black, to brown, to green as it interacts with the elements of nature. The statuesque sculpture will eventually morph into a natural green, a beautiful allegory for the ever-changing nature of life, urging us to embrace transformative and transitions in our own personal and professional lives.



HOLDERSTEBOLDER

**THE COURTYARD,
MAX TOWERS**

ARTIST: ANGUS
WAN YU TAYLOR

The artist believes that the piece is an artwork devoid of any agenda or dogma. It comes from the eternal truth of turning something on its head.



LAAGA CHUNARI MEIN DAAG

NEXT TO SECURITY TURNSTILES,
MAX HOUSE

ARTIST - GIRDESH KUMAR SINGH

A missing piece that seeks to address concerns of identity, migration and displacement. Created with the rubble of brick and mortar, the beauty of the piece lies in melancholic undertones of the past.



P U L S E

'PULSE' EVENTS BREATHING
LIFE INTO OUR EXPERIENCES





BIOPHILIA

At Max Estates, we take inspiration from humans' affinity to nature. Incorporating nature as an active participant aligns with our LiveWell and WorkWell philosophy, and allows periods of relaxation and escape in the hustle of everyday life.





ACTUAL IMAGE



ACTUAL IMAGE



ACTUAL IMAGE



ACTUAL IMAGE

SUSTAINABILITY AND E.S.G.

The genesis of our business focuses on well-being. Max Estates' philosophy is built upon the three pillars of Max Group's values – Savethan, Credibility and Excellence, and goes across the core fundamentals of ESG – Environment, Social, and Governance.

ENVIRONMENT

As a progressive real estate player, we want to make a positive contribution to the environment. Safeguarding the environment through energy and resource efficiency is the core principle of our sustainable development policy. In this pursuit, we also create a positive contribution towards the global sustainable development goals (SDGs) by efforts towards energy efficiency, waste management, water management, digitisation, labour welfare practices, and maintaining the highest standards of governance and conduct. We have consciously made choices that minimise the carbon footprint during the lifetime of our assets. Our ultimate goal is to make Net Zero Buildings. The LEED certification & IGBC rating of all our assets is a testimony to the same.

SOCIAL

We encourage a culture of service and helpfulness so that our actions positively impact society and generate transformative change. Our commitment to Save defines and differentiates us. Max Group and all its group companies have made community improvement a consistent choice through Max India Foundation. Over the last 15 years, Max India Foundation has impacted over 18 million people, across 900 locations, with the help of 540 NGOs. At Estate 108, in collaboration with Habitat for Humanity, we are contributing a small sum for every unit sold to build a home for the less fortunate.

GOVERNANCE

We seek to exceed all labor laws and standards. This includes a deep respect for human rights, competitive wages, and non-discrimination in hiring. We transparently disclose how we are performing. Measuring performance, reflection & transparent projection of our sustainability efforts are integrated with our working philosophy. So, we are committed to participating in third-party rating systems for independent benchmarking of our sustainability performance and gap analysis for improvement. With our first Sustainability Report in 2021, we have officially embarked on a long journey to make our commitment to sustainability a key differentiator within the real estate market. We are dedicated to improving the lives of all our stakeholders through the spaces we build.





MAX INDIA FOUNDATION

"Governance is required. Empathy is a choice."

Max Group is steadfast in its commitment to community improvement. The Group is not only proactive in its participation in community initiatives, but also fosters a culture that encourages its employees to engage with local community groups.

Max India Foundation, Max Group's CSR division was set up to focus on child health, support for underprivileged and environmental awareness. Over the last 15 years, Max India Foundation has impacted over 18 million people, across 901 locations, with the help of 340 NGOs.

Guided by the vision of caring for life, with its inception, MIF has provided quality, affordable and accessible healthcare to make a difference to the lives of the underprivileged community in India.

The Foundation has adopted two village clusters in Uttarakhand and one in Punjab, primarily for intervention on health-related issues such as sanitation and waste management to improve the quality of life for villagers.

In its new approach under MIF 2.0, the focus is now to empower children in need, with quality and value-based education so that they stand an equal chance for an equitable future.



HABITAT FOR HUMANITY

Habitat for Humanity, a global nonprofit organization, aims to enhance housing for marginalized low-income families in India. The pandemic underscores housing's vital role in well-being, particularly for vulnerable groups. Improved housing fosters health, safety, dignity, and social standing, impacting climate protection and access to services. This initiative prioritizes secure housing for impoverished construction workers and laborers, combating poor living conditions and health risks. With 10 families as beneficiaries, the project addresses urgent housing needs.

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RECOGNITION

Our vision and strong commitment to creating spaces that offer comfort and well-being to everyone, have garnered support and recognition at multiple national and international platforms.

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MAX ESTATES LIMITED

AWARDS:

Emerging Developer of the year - ET Real Estate Awards'22

Emerging Developer of the year- Commercial (North) - 10th Annual Estate Awards'21

Best Campaign (Bronze) - ET 5th Estate Awards'21

Developer of the Year (Commercial) - ET Now Real Estate Awards' 20

Most Sustainable Architecture Design- Commercial /Retail - RC/Max India Estates Awards' 20

Leadership in Equal Opportunities Award by ESG India' 20



MAX ASSET SERVICES LIMITED

AWARDS:

Excellence in customer service - ET Real Estate Awards'22

Emerging developer of the year - Global Real Estate Congress' 21



MAX SQUARE, NOIDA

AWARDS:

Commercial Project (Office Building) of the Year - ET Real Estate Awards' 22

CERTIFICATIONS:

IGBC Platinum Certified for Green Building Standards



MAX TOWERS, NOIDA

AWARDS:

Luxury Project of The Year (Commercial) - DRDA Real Estate & Infrastructure Awards' 19

Ultra Luxury Project of the Year (Commercial)- ET Now Stars of Industry Awards' 19

Most Environment-Friendly Space (Resale)-Conclave and Excellence Awards' 19

CERTIFICATIONS:

LEED Platinum certified for Green Building Strategies, and IGBC Platinum rated for Health and Well-Being aspects



MAX HOUSE, OKHLA

AWARDS:

Excellence in Built Environment - Indian Buildings Congress for FY 21

Environment Friendly Project of the Year - Commercial - 15th Annual Estate Awards 21

Design project of the year - Realty Conclave Excellence Awards 20

Commercial Project of the Year - Realty Conclave Excellence Awards 20

CERTIFICATIONS:

Gold Certified for LEED and IGBC Health and Wellness



WORKWELL SUITES, OKHLA

CERTIFICATIONS:

IGBC Platinum Rated for Green Interiors and WELL certified



222 RAJPUR, DEHRADUN

AWARDS:

Villa project of the Year - Realty - Excellence Awards North '20



ESTATE 128, NOIDA

CERTIFICATIONS:

IGBC Platinum Certified for Green Building Standards



