



December 27, 2024

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai – 400 051

Scrip Code: 544008

SYMBOL: MAXESTATES

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 Estates Limited

Abhishek Mishra
Company Secretary & Compliance Officer

Encl: a/a

Max Estates Limited

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Max Estates achieves pre-sales booking value of INR 845 Crores within a week of the launch of Phase II of Estate 128 project in Noida

With this launch, the company has delivered a booking value of INR 5000 Crores in the first 9 months of FY 25

Noida, India – 27th December 2024: Max Estates 128 Private Limited, a wholly owned subsidiary of Max Estates Limited, is delighted to announce the successful launch of Phase II of Estate 128, Noida. Estate 128 – II is registered with UP RERA number UPRERAPRJ294911/12/2024 and comprises the 4th tower, further expanding the thriving community of the first 3 towers, launched in July 2023.

Building on the success of the first phase, the second phase has achieved a pre-sales booking value of INR 845 Crores within a week of its launch, and has surpassed the company's original guidance of INR 800 Crores as the booking value potential for this phase. Combining both phases, the Estate 128 community will now comprise 4 towers with 268 units, spanning 10 acres and a total booking value of approximately INR 2,700 Crores.

With the successful launch of Estate 128-II and Estate 360, Max Estates' recently launched residential project in Gurugram, the company has already achieved a booking value of approximately INR 5,000 Crores in the first nine months of FY25. This performance is well within the company's full-year guidance of INR 4,800–5,200 Crores.

Rishi Raj, Chief Operating Officer at Max Estates, remarked, "We are delighted with the market's response to the launch of Estate 128-II. The net price realization in Phase II is at a 40%+ premium to that of Phase I, and it clearly reflects the high demand for thoughtfully designed, end-user-oriented residential developments. Three back-to-back successful launches in a span of 18 months—starting with Phase I of Estate 128, Noida, in July 2023, followed by Estate 360, Gurugram, in August 2024, and Estate 128-II, Noida, in December 2024—clearly affirm our ability to not only curate a good-quality product at the right location, but also our capability to bring it to the market, working through diverse and deep sales networks supported by robust in-house sales, marketing, and CRM teams. We are very confident in our ability to continue scaling by adding at least 3 million sq. ft. every year to our current portfolio and further diversifying our footprint in Delhi NCR across commercial and residential asset classes."

Estate 128 epitomizes the organization'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 the green belt of the expressway. The amenities in the project are carefully designed for holistic well-being. 'The Hub at Estate 128,' measuring approximately 46,000 sq. ft., encompasses state-of-the-art indoor and outdoor amenities, including a swimming pool, spa, sports facilities, multipurpose hall, and dining, among others.

About Max Estates Limited

Established in 2016, Max Estates Limited is the real estate arm of the Max Group. With the purpose of 'Enhancing Quality of Life through spaces it creates', it has chosen to create premium commercial and residential spaces in Delhi NCR. The company has developed a very well diversified portfolio of real estate across the two asset classes in Delhi NCR and in this pursuit has partnered with New York Life Insurance Company (NYL) particularly for commercial office platform.

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, Max Square, located on a primary office vector – Noida Expressway and, 222 Rajpur, a luxury residential villa community on Rajpur Road, Dehradun.

It has two under construction commercial office projects – Max Square Two, adjacent to Max Square and a project located on main Golf Course Extension Road marking its entry in commercial office segment in Gurugram. On the residential front, the company has successfully launched and sold its first project in Delhi NCR in FY 2024, Estate 128, which is being developed in Noida and its second project, Estate 360, was launched Q2 FY 2024 in Gurugram. Max Estates also has a real estate services & management company – Max Asset Services. Max Estates Limited is listed on NSE and BSE.

Press Contact:



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www.maxestates.in

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