

About US

Max Ventures & Industries Limited (MaxVIL), a part of India's leading multi-business conglomerate, Max Group, operates across two core businesses of Real Estate and Specialty Packaging Films through its subsidiary companies – Max Estates Limited, Max Asset Services Limited, Max I. & Max Speciality Films Limited

Real Estate Businesses



Max Estates Limited (MEL), real estate arm of the Max Group focuses on development of Grade A Commercial & Residential Real Estate in NCR which is among the top 3 Real Estate markets in India

Complimented by



Max Asset Services Limited (MAS) focuses on providing Real Estate as a service - facility management, community development and 'managed offices' in commercial real estate through "Work Well Suites"

Max I. solely focuses on promising Real Estate Tech Investments which enhances the overall office experience



Packaging Films Business



Max Speciality Films Limited (MSFL) manufactures BOPP (Biaxial Oriented Polypropylene) films of differentiated quality catering to Packaging Films Industry

Rs. Crs.

Revenue

EBITDA

EBITDA %

PBT

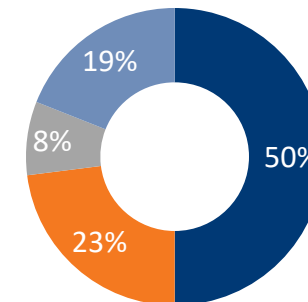
FY21

1,172

199

16.9%

109



Shareholding
Mar-21

- Analjit Singh & Family
- New York Life
- Institutions
- Public

Max Estates Limited (MEL)

Capital Light Real Estate Strategy



Max Towers, Noida
Status - Completed

- Max Towers is a 21 storey Grade A+ Commercial development located on the edge of South Delhi within the Delhi One campus with a leasable area of ~5.3 Lk Sq. Ft.
- Occupied by top brands such as Regus, Delphix, Udacity, Kama Ayurveda, L'Opera, Crossword among others. **Latest lease signed with Cyril Amarchand Mangaldas & Yes Bank.**
- Total leased area stands at ~4,76,000 Sq. Ft.**
- Weighted average lease rental of Rs. 100+ per sq. ft.; Leasing at ~25-40% premium to micro-market rentals.



Max House Okhla Phase 1
Status – Completed

- Max House is a re-development of office campus located within South Delhi, comprising ~105,000 sq. ft. in the 1st phase.
- Max House is launched for leasing in Aug-2020.
- Max House is the only Grade A Commercial Asset centrally located in the affluent South Delhi Market which gives us confidence to lease it to the marquee names in coming quarters.
- Expected to achieve lease rental rate in the range of Rs. 115-120 per sq. ft.

Upcoming Projects

Max Square

- Max Square will be a Grade A commercial project located in Sector 129, Noida.
- New York Life is an Investment partner with MEL investing ~Rs. 86 Crs. for 49% equity stake.
- MEL will be responsible for the final delivery of the project along with leasing the entire 0.7 Mn Sq. Ft. area and will be entitled to a development fee on the project.
- The construction of the Project has begun in Q3FY21 & is expected to be completed by Q4FY23.

Max House Okhla Phase 2

- Max House Okhla Phase 2 (~105,00 Sq. Ft. of leasable area) in pipeline to commence construction in Q2 of FY22.

Other Opportunities

- COVID-19 is expected to surface distressed opportunities at attractive prices. We are actively evaluating a pipeline of 4-5 Mn square feet in NCR in partnerships with New York Life or other funds.

MEL Focuses on development & management of Grade A Commercial Real Estate in NCR

To follow Capital light partnership/Development model to expand Commercial project portfolio

Will leverage rich & successful experience of partnerships with marquee global & domestic Investors for project specific investments

MEL has strong balance sheet with negligible debt

NCR is our Focus Area for Commercial as well as Residential Real Estate

Commercial

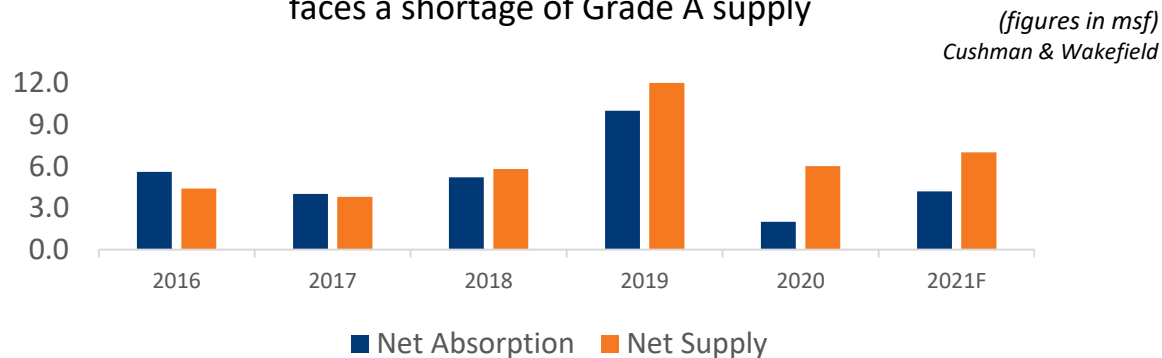
Commercial Real Estate is one of the fastest growing segments within the overall Real Estate market

Developer owned property stands to benefit versus Strata sold offices, as post Covid-19 significant investments would be required in Health and safety; Touchless entry & exit, air purification system, other new technologies would be basic requirements of Tenants

Stable yields given by fixed rentals from long term contracts alongside potential for capital appreciation. Higher yield potential in a low interest-rate environment with muted fixed-income returns; offers diversification benefits

Delhi-NCR market has always seen robust absorption

Delhi-NCR has witnessed a recent boom in commercial space, but still faces a shortage of Grade A supply



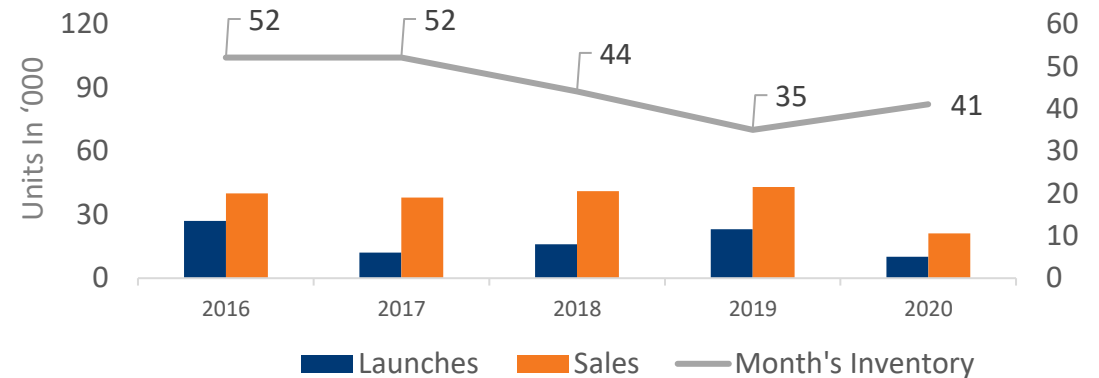
Residential

Max Estates has decided to foray into the Residential Real Estate focusing on the mid to high end income segment with 'LivWell' experience

After a long slump, Residential Real Estate is finally coming out of the woods on the back of cleaner regulatory environment, preference for trusted developer brands, increased affordability of houses and lowest ever home loan interest rates

Covid-19 has also led to a shift in customers preference for bigger homes with ecosystem of amenities enabling overall well-being and above all focus on experience, which a local developer finds it difficult to provide

Inventory in NCR market at lower levels



MAS and MAX I. to drive Real Estate Solutions and along with MES to collectively drive MaxVIL Real Estate Story

Max Asset Services Limited (MAS)

- ❑ A new vertical focusing on providing services such as building operations management, as well as managed offices for enterprises.
- ❑ MAS has leased 14k Sq. Ft. of space at Max House Okhla Phase 1 to start with its managed office services offering under the brand name 'WorkWell Suites'. MAS will do the entire fit-out and lease it to prospective tenants as a complete managed office and facility serviced office space.
- ❑ Brings life into buildings by implementing WorkWell philosophy under PULSE which focuses on bringing life into building by adding amenities and curating events for tenants.
- ❑ MAS provides end-to-end managed office service including but not limited to lease, fit-out design & implementation and operations of pantry, housekeeping, IT services etc.

Max I.

- ❑ Max I. focuses on synergistic investment opportunities with real estate businesses through "Maxcelerate", an ecosystem for real estate technology startups.
- ❑ The key objective of Max I. is to find and nurture companies synergistic to the real estate business of the Max group through deeper and patient engagement.
- ❑ Past investments made in 2016-17, include 'FSN E-Commerce ventures Pvt. Ltd', an online multi-brand beauty retailer under the brand name 'Nykaa' & a creative food hospitality Company – 'Azure Hospitality Pvt. Ltd.'
- ❑ Max I. exited Nykaa in 2020 with more than 4.5x returns. It will look to monetize its investment in Azure Hospitality at the right opportunity
- ❑ Max I. is already engaging with few start-ups which can enhance the Real Estate experience.

Max Speciality Films Limited (MSFL)

- ❑ MSFL manufactures a vast range of BOPP films across a wide field of applications: graphic art, labelling, flexible packaging for processed foods, confectionery, non-food fast moving consumer goods (FMCG) and industrial goods.
- ❑ MaxVIL holds 51% while Toppan holds 49% in MSFL as a partner. Toppan is a global leader in packaging industry.
- ❑ MSFL's focuses to produce more profitable value added speciality films as against commodity films.
- ❑ MSFL's revenue and profitability will enhance with a new CPP line & one new additional metallizer line (1 already commercialized) expected to come onstream during FY22.

MSFL (Rs. Crs.)	FY21	FY20	YoY%
Revenue	1,114	966	15%
EBITDA	175	103	94%
EBITDA Margins	18.0%	10.7%	+730 bps



WorkWell



Key Performance Tracker

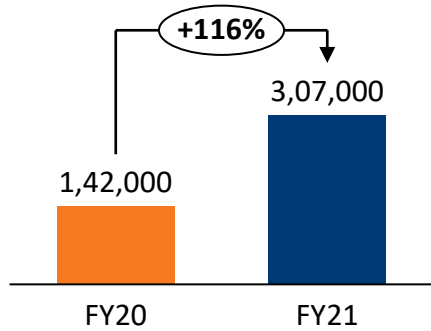
Strong Performance in both Real Estate & Packaging Films vertical



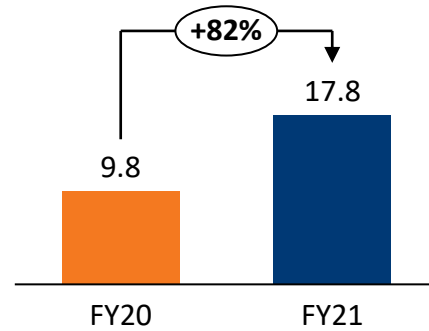
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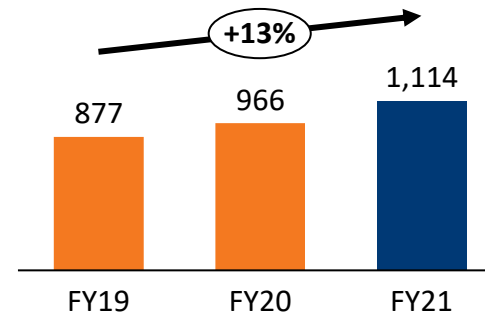
Total Leased Area (in Sq. Ft.)



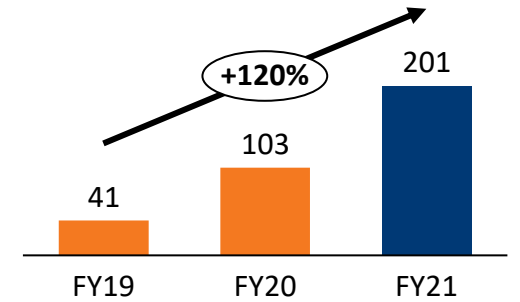
Lease Rental Income (Rs. Crs.)



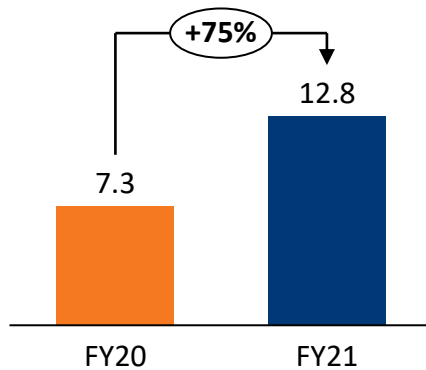
Revenue (Rs. Crs.)



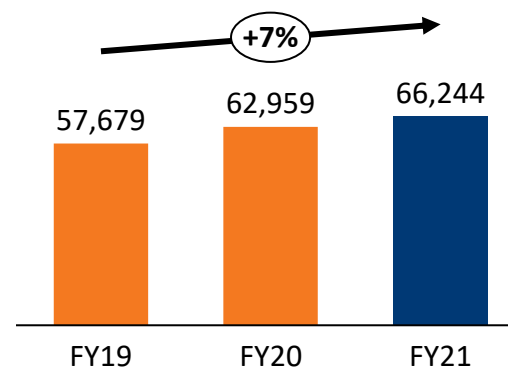
EBITDA (Rs. Crs.)



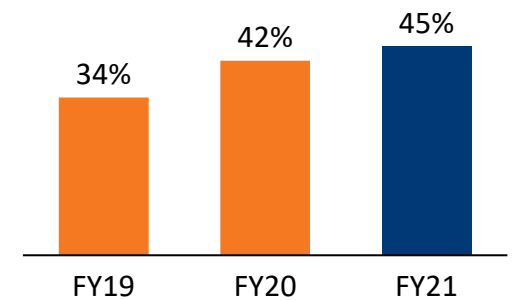
MAS Revenue (Rs. Crs.)



Volumes MT



Specialty Volume Contribution



Highly experienced and versatile Board of Directors providing strong and secure foundation



Mr. Analjit Singh, Chairman
Founder Chairman of The Max Group
Felicitated with Padma Bhushan, India's 3rd highest civilian award

Mr. D.K. Mittal, Director
Former Indian Administrative Service (IAS) officer from the batch of 1977

Mr. Arthur Seter, Director
Senior Vice President, Deputy CIO and Chief Derivatives Officer of New York Life Insurance

Ms. Gauri Padmanabhan, Ind. Dir.
Global Partner, leads Consumer Markets Practices for Heidrick & Struggles in India

Mr. Niten Malhan, Ind. Dir.
Founder and managing partner of an investment manager, New Mark Advisors

Mr. K.N. Murthy, Ind. Dir.
30+ years of experience in Cost & Management Accountancy & serving on the boards of many reputed companies

Dedicated and experienced leadership team with professional management



Mr. Sahil Vachani, MD & CEO
Responsible for overall strategic vision, direction and growth of the company

Mr. Nitin Kansal, CFO
C.A. and a Max group veteran with experience across key leadership & strategic positions

Mr. Rishi Raj, COO
Ex-COO, Centre of Expertise for Strategy & Corporate Finance at McKinsey & Co. ; Ex head of group strategy for Max Group

Mr. Ramneek Jain, CEO-MSFL
23+ years of work experience in India and USA heading a wide spectrum of core functions in manufacturing organizations

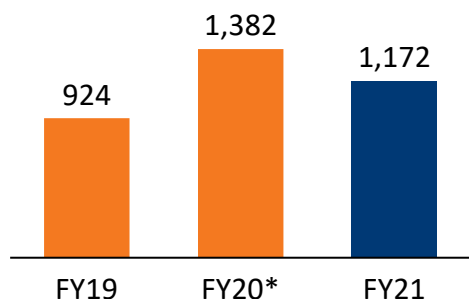
Mr. Rohit Rajput, CEO-MAS
A Citi Banker and entrepreneur with a cumulative 19+ years of experience with a prior role as a senior principal at Hay Group

Mr. Rajendra Singh, Head - Projects
25 years of experience in Project Management and Construction; prior experience in Xander Group, DLF, M3M, BPTP, Unitech

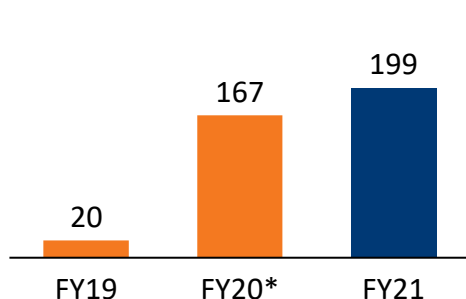
Mr. KS Ramsinghaney, Advisor-MEL
45+ years of experience; 9 yrs. with Max Health Care as Exec. Director – Commercial & Infrastructure plus 11 yrs as CEO/MD of business units

MaxVIL - Financial Performance on a Positive Trajectory

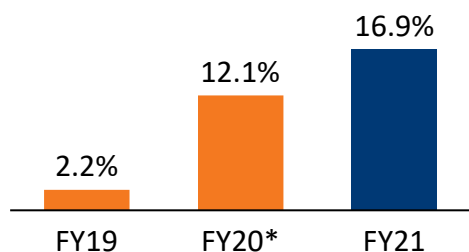
Revenue



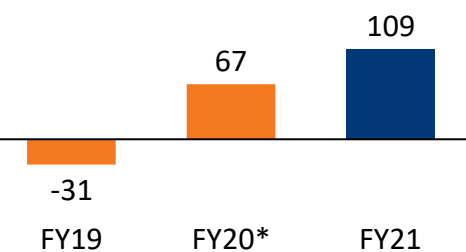
EBITDA



EBITDA Margins



Profit before Exceptional Items & Tax



Figures in Rs. Crs.

*During FY20, company recorded one-time revenue of Rs. 357 Crs on account of sale transactions at Max Towers

Investment Rationale

Brand 'Max' with strong leadership

- Max brings trust & credibility to the Real Estate Sector where most of the existing payers have churned out and consumer trust on RE sector is at historic low.
- Mr. Analjit Singh, the Founder Chairman of the Max Group and a Padma Bhushan laureate is the Chairman of MVIL. The Board comprises of eminent and experienced members.

Co-Investment Model

- Large Projects to be developed in partnership with Institutional Investors like the company did for Max Square project with New York Life.
- Will enable company to undertake larger projects and widen its Real Estate footprint.

Vision to become Multi Asset Class in RE

- Focus on development & management of Grade A Commercial Real Estate in NCR which is one of the top 3 markets in India and lacks Quality Commercial Developments.
- Foraying into Residential Real Estate will open a new set of growth opportunities for the company.

Strong Partnerships & Access to Capital

- Max has a rich history of partnerships with reputed global & domestic investors which provides access to capital will play to our advantage.
- MEL is an exclusive partner to New York Life for investments in CRE in India.

Contact Us



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