

ANTARA

 A Max Group Company

Residences  
for seniors



Antara Noida Phase 1 - Sector 150





Experience a new urban life,  
on your own terms.





## The Legacy behind Care.

Antara was conceptualized in 2010, fuelled with the vision to be the most admired brand for seniors and their families. We took inspiration from our parent group – Max, and its strong ethos of 'sevabhav,' credibility and excellence.

Max Group is well-renowned for its commitment to nurturing the businesses of life. It has incubated and successfully built iconic brands like Max Life Insurance, Max Healthcare and Max Bupa, which have created benchmarks in service excellence, creating a positive social impact and enriching the quality of every life they touch.

Our unique endowment and lineage of healthcare, insurance, hospitality and real estate encouraged us to broaden our vision - to become a platform with a host of lifecare, lifestyle and hospitality offerings, tailored to improve and enrich the quality of life for seniors.

Our first step in this journey was to create a one-of-its-kind, residential community at Dehradun, which is now flourishing with many families, living an active and engaging life in the company of likeminded people.

We, at Antara, take pride in carrying Max Group's legacy of Care forward.







## The Antara Story.

Our name - Antara, is derived from the Sanskrit word "Antar," which means "the difference." It became a source of inspiration for us.

Our logo with "three mandalas" represents the mind, body and soul. It symbolises the cosmos in a perfectly harmonious state.

Our vision is to be the most loved and trusted brand for seniors and their families, by helping these seniors improve and enrich their quality of life. With this vision, we set ourselves the mission to understand and respond to their evolving needs and desires through a perfect blend of lifecare and lifestyle offerings that delivers a comprehensive and seamless experience.

The fast-changing social fabric and a steep rise in the concept of nuclear families compelled us to address to the need of creating an eco-system that provides care, companionship and comfort to our seniors.

At Antara, we want our seniors to look at life as they get older as a new beginning to hassle-free living; in the care, safety and security of our expert team. Driven by our philosophy of genuine spirit of care and an acute eye for detail, our endeavour is to create an environment where they feel free to reflect and reconnect with themselves while enjoying the company of likeminded people. We call this the Antara Way of Life.





# Antara Pillars of Wellness.

At Antara, we understand your need to feel independent, yet genuinely cared for at the same time. Promising to look after you like one of our own, our approach to your well-being goes beyond just physical health to a perfectly balanced care of mind, body and spirit.

Antara's 'Pillars of Wellness' are the backbone of our entire offering and the service delivery. They are the core of our vision and philosophy, evident across all touchpoints for both, you and our team members.

## Holistic Wellness

We have an integrated and holistic approach to their wellness with strong preventive health check-up programmes, round-the-clock medical services, and well-equipped emergency response systems. We offer our seniors a range of therapies from yoga, naturopathy, Ayurveda, to a host of curated engagement activities aimed at promoting active ageing. For any other medical needs, we have partnerships with nearby hospitals so that they are never short of care. We also have the ability to offer care at residents homes including services like dedicated nursing, diagnostics, physiotherapy and critical care, in case required.

## Intellectual and Occupational Wellness

At Antara, there are more and enough opportunities for you to follow your intellectual pursuits with seminars, workshops, discussion groups, cooking, art, photography and music classes.

## Social and Emotional Wellness

We endeavour to ensure that all our residents are cognitively stimulated and positively engaged. A dedicated Resident Engagement team curates a daily, weekly and monthly schedule to keep you current with a social calendar you have always been used to.







Actual Image Antara Dehradun

### Physical Wellness

With facilities like gym, spas, walking tracks, swimming pool and yoga, you can choose from a variety of physical activities to stay fit.

You can also treat yourself to nutritious culinary delights served at our Club. The cuisine philosophy at Antara aims to reflect a sense of homeliness, belonging and simplicity. While our food proudly pays homage to various existing methods and wellness ideologies, the ultimate goal is to achieve a cuisine concept that is unique to Antara.

Your safety and security are paramount to us. We offer multi-layered security, starting from the entry gates, to within the community, all the way up to your apartment. You can sleep soundly knowing that our highly-trained security officers will look after your safety, round-the-clock.

To make your life easier, we also offer certain services and optional conveniences. Our 24X7 concierge team is happy to assist you for all your needs.

A well-trained team of servicemen are also always available for routine repairs and maintenance of all common areas in the community and your apartment.

### Spiritual Wellness

No matter what path or modern wellness programme you may choose for yourself, your spiritual quests will always be richly aided and fully supported by Antara.

### Environmental Wellness

Landscaped greens are an integral part of our design ethos. Our lush green community makes for a perfect environment for you to enjoy every aspect of your life.





# Antara Noida: Step into a new urban life, on your own terms.

At Antara Noida, we welcome you to a new urban life, that's on your own terms.

We tied with Contend Builders Private Limited to develop Antara Noida Phase 1. Conveniently located in Noida Sector - 150, it is in close proximity to the capital, offering the best of infrastructure in NCR. In the midst of city-life, we are a commune of independent senior living residences that understands your love for urban life and its modern amenities.

Our fully finished residences are not just reasonably priced, but offer a host of pre-installed amenities, tailored specifically for you. These include panic alarm buttons, anti-skid tiles, wheelchair turning radius, broad door and window widths, and a whole lot more. Further, when it comes to services, you can be rest assured of round-the-clock medical assistance, emergency response systems, and all-day restaurants with personalised, nutritionally curated special meals.

Our ecosystem allows you to interact with people who are likeminded and our state-of-the-art club facilities will ensure that you always stay healthy and active.







# Located at your convenience. Noida, Sector - 150.

Dedicated to enriching your life with the comfort and conveniences of a city life, we picked the greenest sector with easy connectivity for Antara Noida. With over 300 apartments sprawled across 16,513 sq. m. approximately, Antara Noida - Phase 1 is located in Sector- 150. It offers you the perfect blend of lifecare and lifestyle.

Set in the city landscape, our residences lie in close proximity to world-class healthcare facilities, entertainment hubs like the international standard cricket academy, expansive retail centers and an upcoming mega sports city with a 9-hole golf course and golf club.

Commute is equally easy with Sector-148 metro station and major expressways like Noida-Greater Noida Expressway and Yamuna Expressway close by. Indira Gandhi International Airport and New Delhi Railway Station are also well-connected and the proposed International airport at Jewar will be nearby too.

## An Ideal Location :

- Noida - Greater Noida Expressway - 5 mins
- Yamuna Expressway - 10 mins
- Sector 148 Metro Station (Aqua Line) - 10 mins
- World-Class Healthcare Facilities - 20 mins
- New Delhi Railway Station - 60 mins
- Indira Gandhi International Airport - 90 mins
- Jewar International Airport (to be operational by 2024)





# Designed to take care of your needs.

Our design philosophy is based on years of research done across mature senior living markets in several countries and our learning of various needs of seniors across all stages in their lives. We ensured that with Antara Dehradun, we brought to India a product that is best in senior specific design with most efficient partners. Designed to align itself with the physical, spiritual and emotional needs of our residents, Antara Noida is a carefully crafted community with focus on offering the highest quality of life.

With our continuous care proposition, every apartment in Antara Noida exudes an atmosphere of natural warmth, comfort and refinement for seniors.

- Panic alarms for any emergency
- Wheelchair turning radius
- Wider door width and large windows
- Anti-skid flooring to prevent trips and falls
- Electrical controls and locks at convenient heights
- Two-way switches to support easier movements
- False ceiling with ambient lighting
- Rounded corners to ensure smooth edges
- Raised seat heights and grab bars in toilets

We are confident that our attention to detail will ensure that you live a rich and comfortable life every day.







Actual Image Antara Dehradun

# Your choice, our offering at Antara Noida.

	ACCOMMODATION	CARPET AREA	BALCONY AREA	SUPER BUILT AREA	PRICE UNDER CONSTRUCTION LINKED PLAN (ALL INCLUSIVE)*
Type A	3 Bedrooms, 1 Staff Room, Living and Dining Area, Multi-purpose Room, Kitchen, 2 Balconies & Utility Balcony	166.67 sq.m. 1794 sq.ft.	23.95 sq.m.-36.01 sq.m. 258 sq.ft.-388 sq.ft.	264.81 sq.m.-279.81 sq.m. 2850 sq.ft.-3012 sq.ft.	INR 2.02–2.21 Cr
Type B	3 Bedrooms, Living and Dining Area, Multi Purpose Room, Kitchen, 2 Balconies & Utility Balcony	122.86 sq.m.-143.80 sq.m. 1322 sq.ft.-1548 sq.ft.	22.5 sq.m.-31.3 sq.m. 242 sq.ft.-337 sq.ft.	200.22 sq.m.-231.09 sq.m. 2155 sq.ft.-2487 sq.ft.	INR 1.57–1.87 Cr
Type C	2 Bedrooms, Living and Dining Area, Kitchen, 2 Balconies & Utility Balcony	78.83 sq.m.-82.67 sq.m. 849 sq.ft.-890 sq.ft.	19.37 sq.m.-24.76 sq.m. 209 sq.ft.-266 sq.ft.	137.13 sq.m.-147.09 sq.m. 1476 sq.ft.-1583 sq.ft.	INR 1.08–1.17 Cr

\*The above price is inclusive of cost of property, 12 months Club membership fee

Registration charges and stamp duty as per

advance maintenance charges, lease rental, 1 car park and applicable GST.

applicable rates extra. Prices are subject to change.



## Apartment Specifications

	LIVING & DINING	BEDROOMS	TOILETS	KITCHEN	STAFF ROOM	STAFF ROOM TOILETS	BALCONIES
Floor	Anti-skid tile	Wooden flooring	Anti-skid tile	Anti-skid tile	Anti-skid tile	Anti-skid tile	Anti-skid tile
Wall	Emulsion paint	Emulsion paint	Tile dado till 2.1 mts oil bound distemper above	Emulsion paint stone counter and fasia	Emulsion paint	Emulsion paint	Exterior grade paint
Ceiling	Oil bound distemper	Oil bound distemper	Moisture resistant Gyp-board Oil bound distemper	Oil bound distemper	Oil bound distemper	Oil bound distemper	Oil bound distemper
Fixture & Fitting	Ceiling light fixtures Fans	Ceiling Light Fixtures Fans	Ceiling Light Fixtures fans All sanitary fixtures and fitting Geyser	Modular Kitchen with accessories Hob RO Chimney Microwave Refrigerator Geyser	Ceiling Light Fixtures Fans	Ceiling Light Fixtures Fans All sanitary fixtures and fitting	Ceiling light fixture MS railing
External doors & window	UPVC door window with wire mesh shutters	UPVC door window with wire mesh shutters	UPVC window	UPVC door window	UPVC door window	UPVC window	NA
Internal Door	Flush door with lamine finish	Flush door with lamine finish	Flush door with lamine finish	Flush door with lamine finish	Flush door with lamine finish	Flush door with lamine finish	NA
Woodwork	NA	Built-in wardrobes- lamine finish	Vanity with stone countertop & lamine finish	Modular kitchen with accessories	NA	NA	NA
Electrical & IT	Modular switches Panic alarm switch Telephone point DTH provision	Modular switches Panic alarm switch Telephone point DTH provision	Modular switches Panic alarm switch	Modular switches Panic alarm switch	Modular switches	Modular switches	Modular switches
HVAC	Hi-wall split AC	Hi-wall split AC	NA	NA	NA	NA	NA





# Site Map Legend

## Residences and Club

- 1 Residence 1 (b+g+30)
- 2 Residence 2 (b+s+28)
- 3 Residence 3 (b+s+28)
- 4 Club and Wellness Zone (g+1)
- 5 Future Development
- 6 IT Centre

## Facilities

- 01 Main Entry
- 02 Club Drop off
- 03 Basement Entry
- 04 Club Outdoor Area
- 05 Outdoor Activity Areas
- 06 Golf Course





# Apartment Type A

## Carpet Area

166.67 sq.m.  
1794 sq.ft.

## Balcony Area

23.95 sq.m.-36.01 sq.m.  
258 sq.ft.-388 sq.ft.

## Super Built Up Area

264.81 sq.m.-279.81 sq.m.  
2850 sq.ft.-3012 sq.ft.

- ① Foyer : 2.83 X 2.20 | 9'-3" X 7'-3"
- ② Living Area : 3.65 X 6.43 | 12'-0" X 21'-1"
- ③ Dining Area : 3.30 X 3.95 | 10'-10" X 13'-0"
- ④ Master Bedroom : 4.88 X 3.65 | 16'-0" X 12'-0"
- ⑤ Master Dress : 2.43 X 2.55 | 7'-11" X 8'-4"
- ⑥ Master Toilet : 3.05 X 2.55 | 10'-0" X 8'-4"
- ⑦ Bedroom 2 : 3.65 X 4.13 | 12'-0" X 13'-7"
- ⑧ Dress 2 : 2.38 X 1.68 | 7'-10" X 5'-6"
- ⑨ Toilet 2 : 2.48 X 2.58 | 8'-1" X 8'-5"
- ⑩ Bedroom 3 : 3.20 X 4.54 | 10'-6" X 14'-11"
- ⑪ Common Toilet : 2.00 X 2.51 | 6'-7" X 8'-3"
- ⑫ Multipurpose Room : 1.25 X 2.51 | 4'-1" X 8'-3"
- ⑬ Kitchen : 2.75 X 4.12 | 9'-0" X 13'-6"
- ⑭ Staff Room : 2.77 X 2.93 | 9'-1" X 9'-7"
- ⑮ Staff Toilet : 1.60 X 2.10 | 5'-3" X 6'-11"
- ⑯ Utility Balcony : 2.34 X 1.99 | 7'-8" X 6'-6"
- ⑰ Balcony 1 : 11.48 sq.m. | 124 sq.ft.
- ⑱ Balcony 2 : 7.16 sq.m. | 77 sq.ft.



The above layout is one of the 2 layouts of Type A.

*Disclaimer : The plan is subject to minor alterations due to detailed engineering.*



# Apartment Type B

## Carpet Area

122.86 sq.m.-143.80 sq.m.  
1322 sq.ft.-1548 sq.ft.

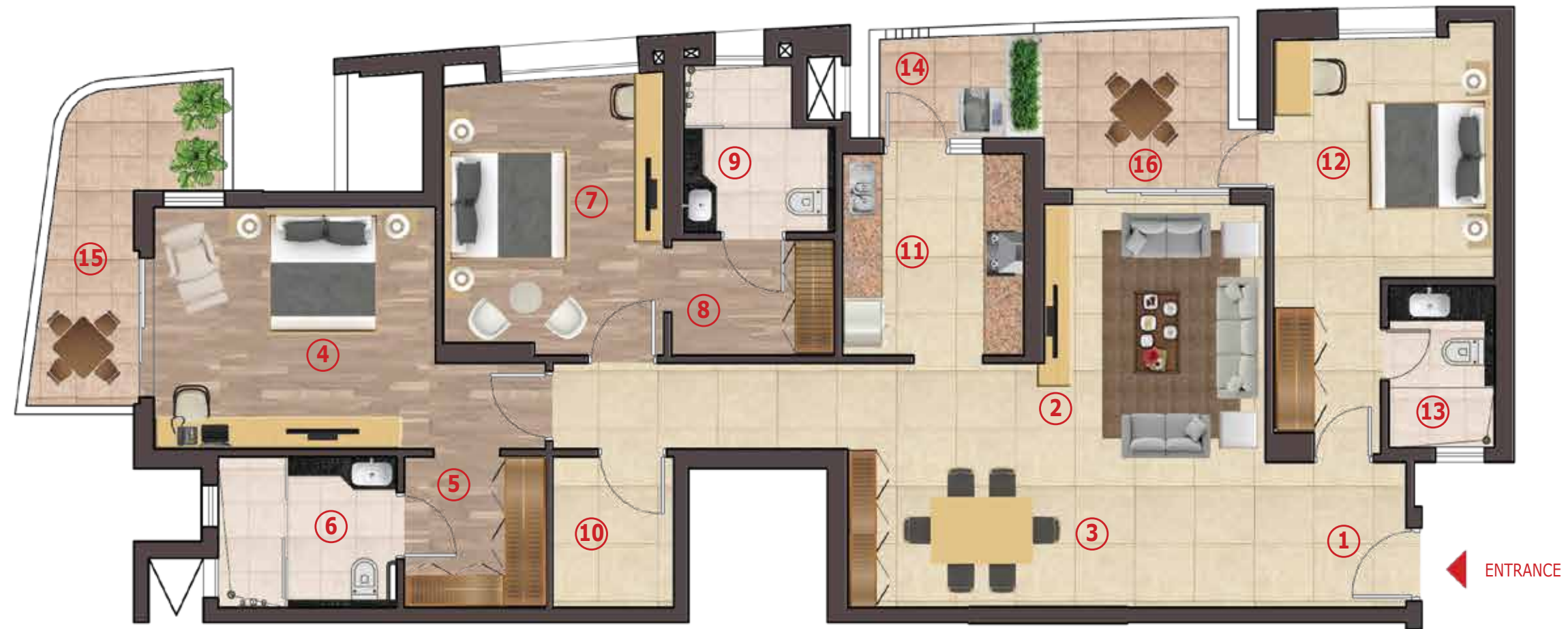
## Balcony Area

22.5 sq.m.-31.3 sq.m.  
242 sq.ft.-337 sq.ft.

## Super Built Up Area

200.22 sq.m.-231.09 sq.m.  
2155 sq.ft.-2487 sq.ft.

- ① Foyer : 2.14 X 2.20 | 7'-0" X 7'-3"
- ② Living Area : 3.36 X 6.10 | 11'-0" X 20'-0"
- ③ Dining Area : 2.98 X 3.70 | 9'-9" X 12'-2"
- ④ Master Bedroom : 4.26 X 3.66 | 14'-0" X 12'-0"
- ⑤ Master Dress : 2.14 X 2.29 | 7'-0" X 7'-6"
- ⑥ Master Toilet : 2.70 X 2.29 | 8'-10" X 7'-6"
- ⑦ Bedroom 2 : 3.35 X 4.19 | 11'-0" X 13'-9"
- ⑧ Dress 2 : 2.47 X 1.75 | 8'-1" X 5'-9"
- ⑨ Toilet 2 : 2.29 X 2.53 | 7'-6" X 8'-3"
- ⑩ Multipurpose Room : 1.83 X 2.29 | 6'-0" X 7'-6"
- ⑪ Kitchen : 2.75 X 3.05 | 9'-0" X 10'-0"
- ⑫ Guest Bed Room : 3.35 X 3.64 | 11'-0" X 11'-11"
- ⑬ Guest Toilet : 1.60 X 2.44 | 5'-3" X 8'-0"
- ⑭ Utility Balcony : 2.64 X 1.64 | 8'-8" X 5'-5"
- ⑮ Balcony 1 : 10.15 sq.m. | 109 sq.ft.
- ⑯ Balcony 2 : 7.87 sq.m. | 85 sq.ft.



The above layout is one of the 4 layouts of Type B.

Disclaimer : The plan is subject to minor alterations due to detailed engineering.



# Apartment Type C

## Carpet Area

78.83 sq.m.- 82.67 sq.m.  
849 sq.ft. -890 sq.ft.

## Balcony Area

19.37 sq.m.-24.76 sq.m.  
209 sq.ft.-266 sq.ft.

## Super Built Up Area

137.13 sq.m. -147.09 sq.m.  
1476 sq.ft.-1583 sq.ft.

- ① Foyer : 2.65 X 1.64 | 8'-8" X 5'-4"
- ② Living & Dining : 4.95 X 5.88 | 16'-3" X 19'-3"
- ③ Master Bedroom : 4.26 X 3.35 | 14'-0" X 11'-0"
- ④ Master Toilet : 2.80 X 2.14 | 9'-2" X 7'-0"
- ⑤ Kitchen : 2.75 X 3.05 | 9'-0" X 10'-0"
- ⑥ Guest Bedroom : 3.35 X 3.97 | 11'-0" X 13'-0"
- ⑦ Guest Toilet : 1.53 X 2.44 | 5'-0" X 8'-0"
- ⑧ Utility Balcony : 2.65 X 1.99 | 8'-8" X 6'-6"
- ⑨ Balcony 1 : 5.35 sq.m. | 58 s.qft.
- ⑩ Balcony 2 : 8.08 sq.m. | 87 sq.ft.



The above layout is one of the 3 layouts of Type C.

*Disclaimer : The plan is subject to minor alterations due to detailed engineering.*





## A proactive plan for a hassle-free life: Antara Comprehensive Benefit

To efficiently look after your needs and make life hassle-free, we offer you a unique, industry leading, proactive service package called Antara Comprehensive Benefit.

This monthly maintenance package allows us to look after your apartment and life at Antara in a manner that you are accustomed to.





# Antara Comprehensive Benefit

## Wellness only at Antara

- Unlimited nursing consults
- 24 specialized health consults yearly (2 per month)
  - Paramedics and emergency response team

## Club

- Day long access to Gym, Swimming Pool, Activities, Yoga, Theatre and Salon
- Day-to-day activities planned by experienced coordinators

## Safety and Security

- 3-layered security
- Emergency alarm buttons in apartments
- Fire & heat alarms
- CCTV cameras and surveillance
- Common area power and utility

## Conveniences

- Golf carts
- Concierge desk
- Wi-Fi zones

## Common Area Housekeeping and Landscaping

## Common Area Engineering and Maintenance

- Common Area Assets Repair and
- Maintenance including replacements

Depending upon your apartment size, a maintenance charge ranging between INR 9250 - 19000 and Club usage charge of INR 2250, would be levied every month. Charges applicable for year one of operation. Applicable taxes extra.





## Heart of the community- The Antara Club.

At Antara, we believe that coming together and building a sense of community is one of the most important things. To be able to do this, we have created the Antara Club, an all-day long club, sprawling across 3,900 sq. metres. It is a space well-equipped with modern and luxurious facilities. Designed to cater to every aspect of wellness, we believe it adds to your complete wellbeing. The quality of life of our residents is measured to a carefully drawn up index based on participation in various activities, facilities and services that cater to one or more Pillars of Wellness.

You can utilise various activities and facilities for an effective and well-rounded lifestyle with lifecare. The Antara Club is classified into two very distinct zones- the Activity Zone and the Wellness Zone.

In the Activity Zone, you can spend time playing cards with friends in the lounge, watch interesting plays in the theatre, indulge in hobbies at the workshop or catch up with your favourite authors in the reading room.

And for a more holistic well-being, we encourage you to take up yoga sessions or look after your health in our fitness and physiotherapy studio and lifecare suites. That's not all. You can also treat your taste buds to some of the finest cuisines from around the world in our dining spaces. To keep fit, you can also go for a swim in our all-weather pool or train with expert personal trainers at the gym.

The Antara Club truly takes care of all your recreational needs.





# Realising the Antara Dream.

Let's hear from the ones who envisioned Antara, bringing it to life and the ones who make it a community.

Tara Singh Vachani, Executive Chairman, Antara Senior Living proudly shares, "Antara began with a dream. To create a world that energises you to live like you have always wanted to and empowers you to embrace your true self. This is what Antara stands for and all that we want to provide you with. Coming from our parent company- 'Max,' it seemed only natural for us to imbibe their values of 'sevabhav', excellence and credibility to build another iconic brand in the business of life. Antara strives to provide you with a holistic, comprehensive and quality lifestyle."

Rajit Mehta, MD & CEO, Antara Senior Living further added, "Our endeavor is to create an integrated ecosystem providing a blend of lifestyle and lifecare offering to seniors and ensuring a comprehensive and seamless experience. The first step was to create one-of-its-kind independent residences for Seniors which we accomplished with our first community at Antara Dehradun, where we delivered more than what we promised. Our upcoming project in Noida, Sector-150 is designed keeping in mind all our learnings from Dehradun with an emphasis on living a modern life with all the urban amenities. The idea is to encourage our seniors to live a life they have always deserved, on their own terms."

Sharmila Tagore, Film Artist and board of director, Antara Senior Living also added, "Senior living is a common concept in the west. However, in our country, it is still a taboo. Antara is helping create a positive perception of living life independently as one gets older by building these new-age communities where residents can connect with themselves and likeminded people, feel healthy and live well."

Ashish Loach, General Manager Antara Dehradun, also shared, "At Antara, everything we do is directed towards a single objective, to make life more fulfilling for our residents. Our thorough research and study from around the world helped us gain perspective and explore different possibilities to design a community where we enrich and enhance the lives of our seniors. We proactively curate various events and activities throughout the year, to engage and keep them up to date with a social calendar they have always been used to."

Bradford Perkins, Principal Architect, Antara Dehradun Founding Partner Perkins Eastman said, "The opportunity to design a first-of-its-kind independent community for seniors in India was very special. What made this experience even more unique was the combination of a very beautiful site and a client with a vision to deliver more than what was promised. The idea was to design a community that is sensitive to the environment and friendly with its residents. Antara Dehradun was envisioned and crafted to align itself with the physical, spiritual and emotional needs of all its seniors."

Mrs. Saroj Rakyen, Resident Antara Dehradun said, "All my friends said, why are you going to Antara? You have everything going here. But now the same people are saying, Saroj you took the best decision at the right time. Moreover, I was an asthma patient in Delhi. But since I have come here, with all the care and fresh air, I have not even needed an inhaler."

Mrs. Rao, Resident Antara Dehradun said, "Our daily worries have vanished. I used to fret about cooking and running a kitchen—I still run a kitchen and cook – but we also have the choice of eating at The Club whenever we want to. I used to paint many years ago and have even won awards for the same. Now, I'm taking art and painting classes and really enjoying those".







# SENIOR CARE STARTS WITH US.



## Disclaimer

Antara Noida Phase 1, UPRERA NO. UPRERAPRJ745377, UP RERA WEBSITE WWW.UP-RERA.IN, Building Plan Sanction Letter No. NOIDA/MU. WA. NI./IV-1532/1157 dated 18/12/2019. Antara Senior Living Limited is the development manager for the project, developed by Contend Builders Private Limited.

The details mentioned in this brochure are for information purposes only and do not constitute an offer. Antara Noida Phase 1 comprises of 3 towers over a land measuring approx. 16,513 square metres. The visuals and information contained herein marked as "Actual Image Antara Dehradun" include actual picture(s) of Antara community at Dehradun, Its residents & Antara team and are for information purposes only. The visuals and information contained herein marked as "artistic impression" are artistic impressions being indicative in nature and are also for general information purposes only. The visuals contained marked as "generic image/stock image" and other visuals /image /photographs are general images and do not have any correlation with the project. The Computer generated images, walkthroughs and render images are the artist's impression and are an indicative of the actual designs of proposed development in different phases. These are not actual project images and should not be construed as such.

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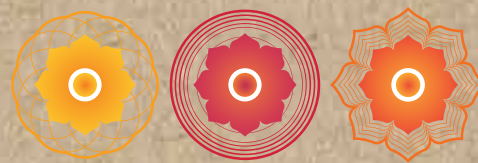
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for seniors

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Noida, Uttar Pradesh, 201301

T: +91 120 4954444

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Noida, Uttar Pradesh, PIN Code – 201310

Antara Noida Phase 1

RERA Registration Number: UPRERAPRJ745377

[www.up-rera.in](http://www.up-rera.in)

Building Plan Sanction Letter No. NOIDA/MU. WA. NI./IV-1532/1157 dated 18/12/2019

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