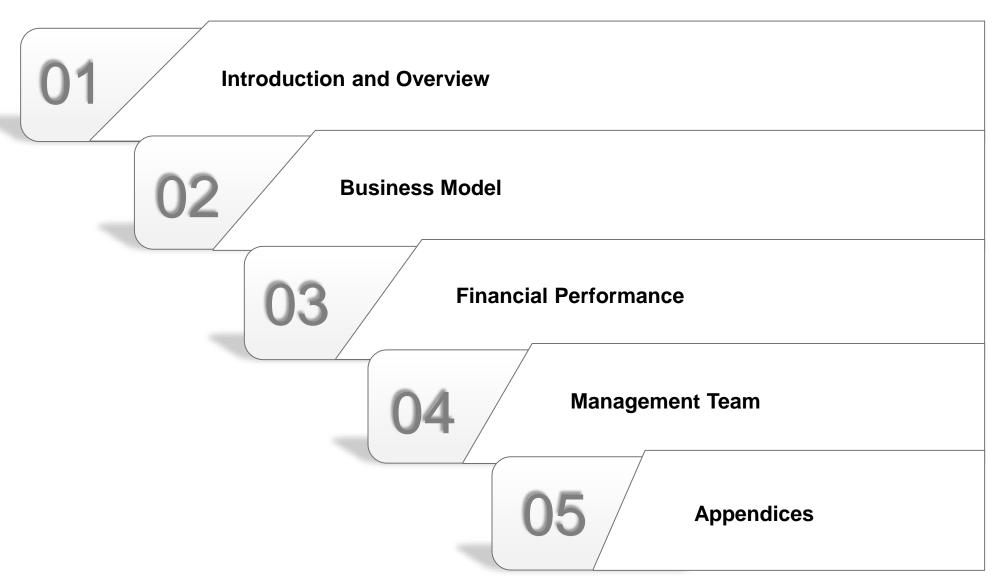


COMPANY PROFILE

June 2015

Outline



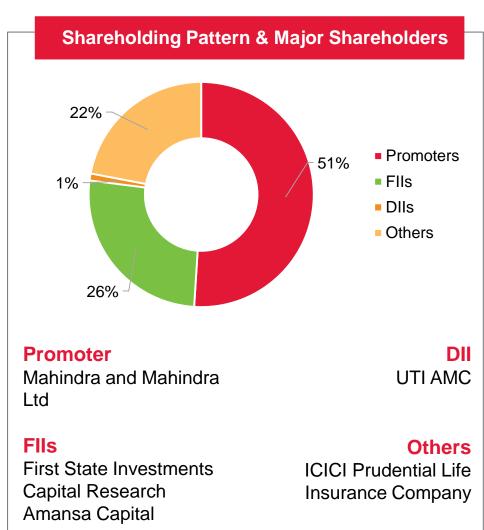
01

Introduction and Overview

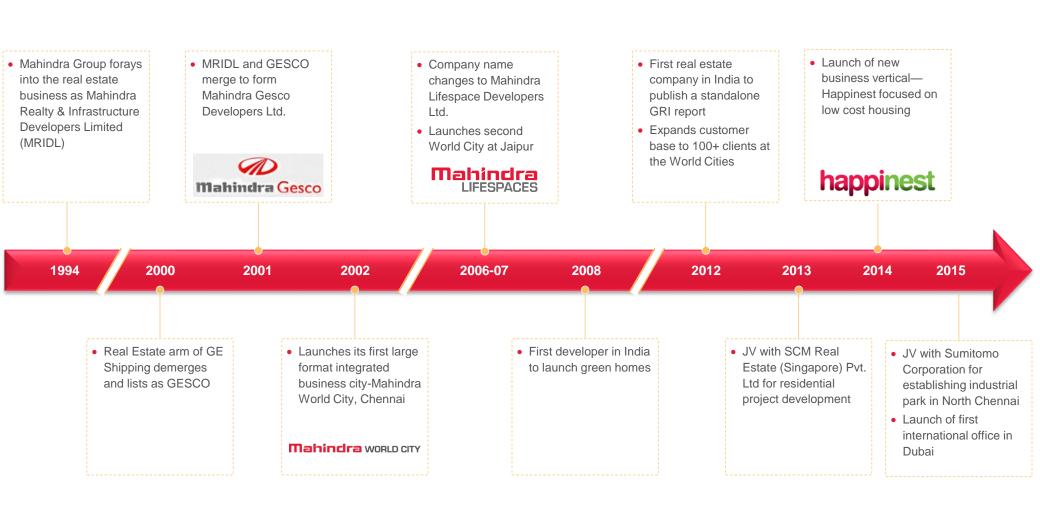
Mahindra Lifespaces: Leading Real Estate Player

Company Overview

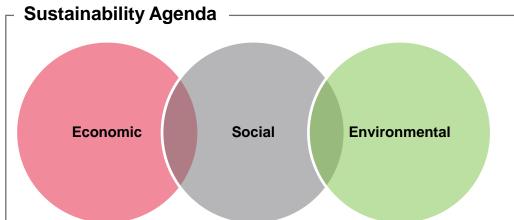
- Part of US \$ 16.9 billion Mahindra Group
 Group's operations span 18 industries and over
 100 countries
- Balanced business portfolio
 Focus on mid-premium residential housing segment and large format integrated business cities; Recently forayed into affordable housing
- Pan-India presence with over 20 years of proven track record
 Projects in 9 city clusters across the country
 - Projects in 9 city clusters across the country
- Pioneers in sustainable development
 Triple bottom line approach to transforming the urban landscape through sustainable communities



Evolution of business over the last two decades



Leaders in Corporate Citizenship



Scale – We strive for sustainable business growth

Business Ethics – Emphasis on transparency governance & fairness Resource Efficiency – We conserve energy, water, material

Green Supply
Chain
Management – We
enable sustainable
supply chain

Capacity Building, Safety, Hygiene & Health – We care for our people and stakeholders +ve environment
impact – We
reduce pollution
caused by
construction activity

Product
Stewardship and
Customer
Centricity – We
ensure customer
delight

Community
Development – We build and nurture communities

Carbon Footprint –
We aspire to be carbon positive



- First real estate company in India to undertake standalone GRI compliance reporting
- Our Global Reporting Initiative ("GRI") compliant report was awarded A+, the highest level of disclosure for FY 2012, FY 2013 and FY 2014



Water Efficiency

- Rain water harvesting
- Low flow water faucets and fixtures
- In-house sewage treatment plant and use of recycled water



Energy Efficiency

- Flyash bricks as building envelope to reduce the energy consumption of air conditioners
- Provision of LED street lights



Gyandeep

 School for the children of construction workers in Nagpur, Pune, Delhi and Jaipur

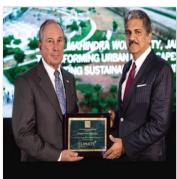


Mahindra Hariyali

- Develop 205 hectares of forest land for tree plantation, soil & water conservation
- 180,000 plantations till date

Well Recognized and Awarded Brand

MWCJ became the first project in Asia to receive Stage 2 Climate Positive Development certification from C40 Cities Climate Leadership Group



Received the
Commendation
Certificate for
Significant
Achievement at the
CII-ITC Sustainability
Awards 2014

MLDL received the prestigious Golden Peacock Environment Management Award 2014 under the Special Commendation category

Recognized as one of India's Top 10
Builders by
Construction World and Construction
World Interiors for fifth consecutive year in 2014



Received "Order of Merit" at the Skoch Renaissance Awards, 2014 for Sustainability Leadership



Runner-up in the Company of the Year category at the Construction Week Awards 2014



Recognized as the Regional Sector Leader Global Real Estate Sustainability Benchmarking (GRESB) Survey for Asia/Diversified/ Small Cap cos. in 2014

02

Business Model

Balanced business model

Mahindra LIFESPACES Mid and Premium **Residential Developments**





Business Cities

happinest









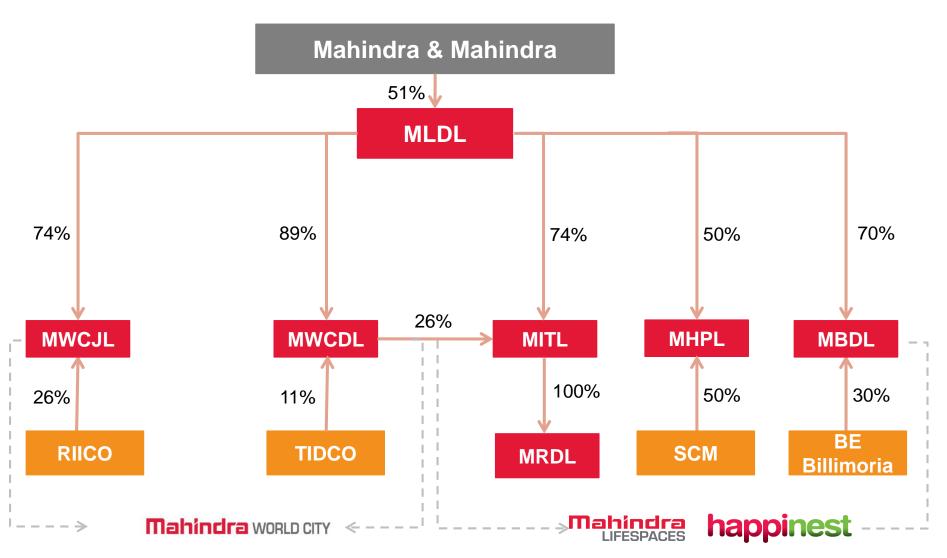




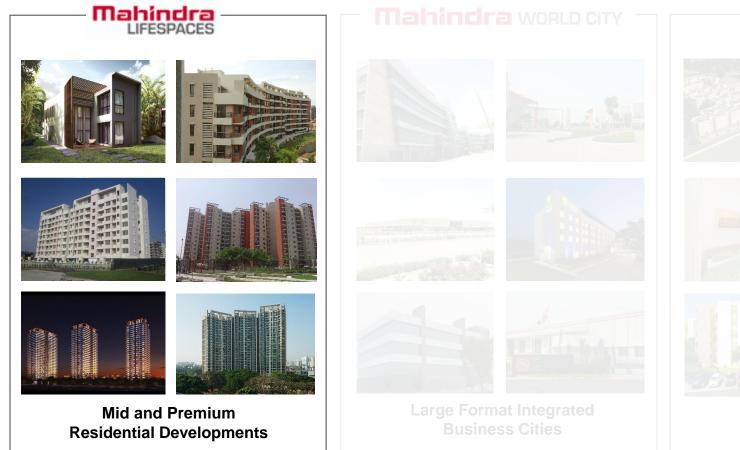
Affordable Housing

Three distinct business areas with presence in focused but diverse geographies within each business

Structure Overview



Balanced business model





Three distinct business areas with presence in focused but diverse geographies within each business



Offerings across segments and geographies in residential business













- Completed 8.92* mn sft of residential and commercial real estate
 - Currently, 5.74 mn sft of residential real estate under execution with further 3.40** mn sft in the pipeline
- Projects in mid-premium residential segment
 Offering reliable and value driven products to our customers
- Selective expansion into adjacencies
 Projects in the luxury segment and weekend homes category, with the possibility of scaling up
- Focus on 6 cities based on market size and profitability

MMR, NCR, Pune, Bengaluru, Chennai and Hyderabad Focus on active corridors to ensure low volatility in demand

^{*} Does not include select projects that were completed by GESCO and commercial/institutional projects built for third parties and within the World Cities

^{**} Data represents estimated saleable/leasable area



Geographic presence of Mahindra Lifespaces



NCR

Completed: 2.39
Ongoing: 1.02
Forthcoming**: 0.73
Land Inventory: –
Total: 4.14



Completed: Ongoing: Forthcoming**: Land Inventory: 0.60
Total: 0.60



Mumbai

Completed*: 2.81
Ongoing: 0.07
Forthcoming**: 0.80
Land Inventory: 1.04
Total: 4.71



Pune

* Does not include select projects that were completed by GESCO and

Completed: 1.56
Ongoing: 1.15
Forthcoming**: 0.56
Land Inventory: 0.30
Total: 3.57



Chennai



Nagpur

Completed: –
Ongoing: 0.85
Forthcoming**: 0.68
Land Inventory: –
Total: 1.53



Hvderabad

Completed: –
Ongoing: 1.08
Forthcoming**: –
Land Inventory: –
Total: 1.08



Chennai

Completed*: 2.16
Ongoing: 1.13
Forthcoming**: 0.20
Land Inventory: 10.50
Total: 14.00



Bengaluru

Completed*: –
Ongoing: 0.44
Forthcoming**: 0.43
Land Inventory: –
Total: 0.87

^{**} Data represents estimated saleable/leasable area

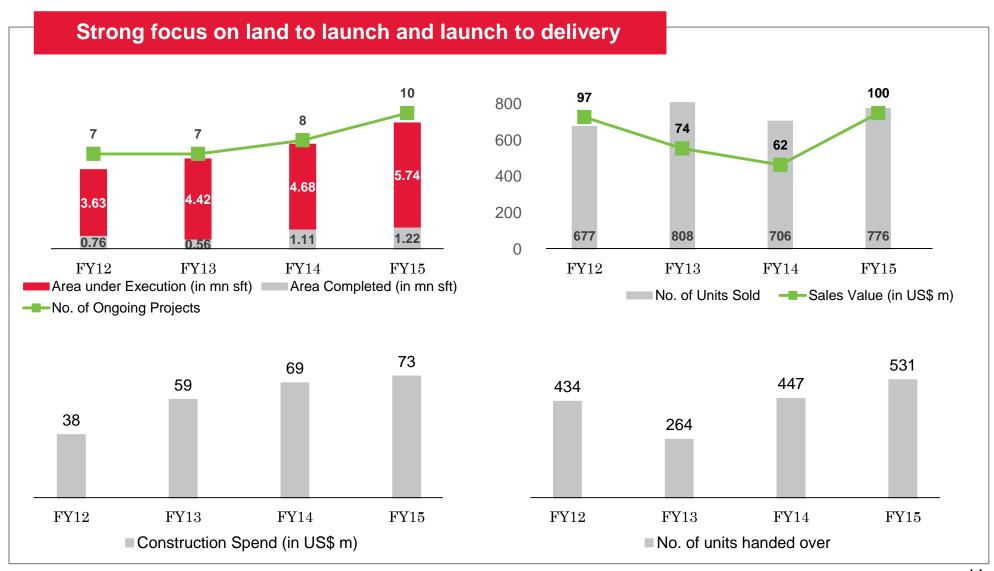
Please refer "Glossary" for definitions on Completed, Ongoing, Forthcoming and Land inventory Classification of area

a. NCR includes Delhi, Gurgaon and Faridabad

b. Mumbai includes Mumbai. Thane and Alibaug



Strong track record of execution



Note: 1US\$ = 60 INR



Growth strategy for residential business



Maintain focus on core segment; selective entry in adjacent segments

- Continue catering to the mid and premium segment with products in ticket sizes of Rs. 40 lakhs to Rs. 1.5 crore (Except Mumbai, which is at ~2.5x)
- Expand product portfolio through offerings in select niche areas such as luxury housing, weekend homes etc

Specific growth plan for identified markets

- Deepen presence in high potential markets of Mumbai, Pune and Bangalore
- Selective expansion in NCR and Hyderabad
- Accelerating development of residential footprint in MWC Chennai and initiating residential development in MWC Jaipur
- Focus on live corridors v/s speculative corridors to ensure low volatility in demand





Strengthening and leveraging the Mahindra brand

- Ensuring a differentiated customer experience with emphasis on quality, transparency and timeliness for deriving a premium in the market
- Focused effort on increasing sales throughput by expanding sales outreach and strengthening our brand profile and awareness
- Gain capital efficiency with a mix of funding structures through being a preferred partner for land owners as well as financial investors

Balanced business model







Three distinct business areas with presence in focused but diverse geographies within each business

Successfully developing two large format integrated business cities











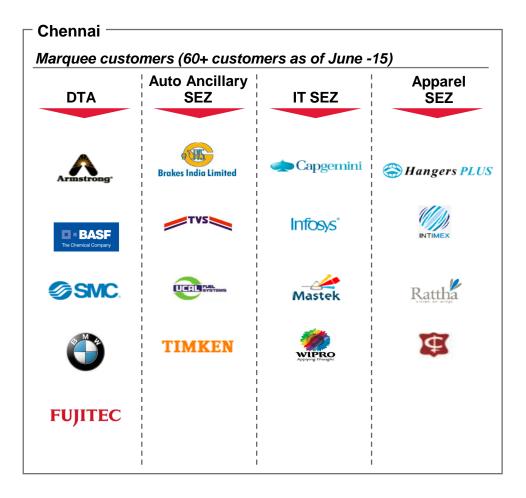


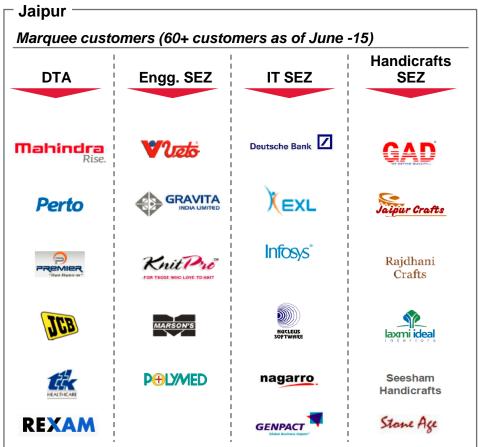
- Mahindra World City The Concept
 Provide integrated infrastructure for companies in manufacturing and services sector under SEZ and Domestic
- Currently developing two large format integrated business cites
 - Projects in Chennai and Jaipur spread over 4,437* acres

Tariff Areas along with residential and social infrastructure

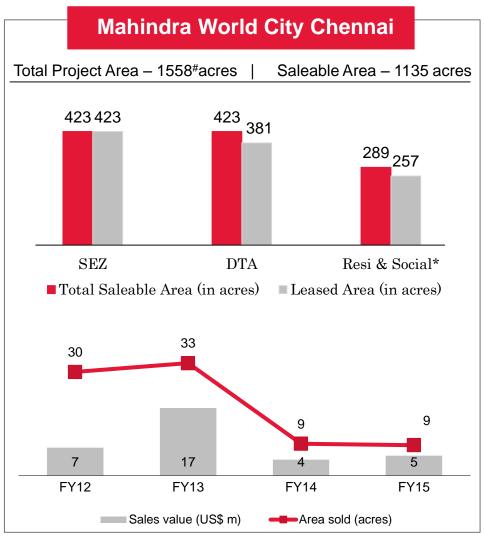
- Partnerships with State Governments
 Partnered with TIDCO (11% stake) for MWC Chennai and RIICO (26% stake) for MWC Jaipur under PPP model
- Well diversified customer base
 Customers across sectors such as IT/ITES, automotive and auto ancillaries, light engineering and handicrafts

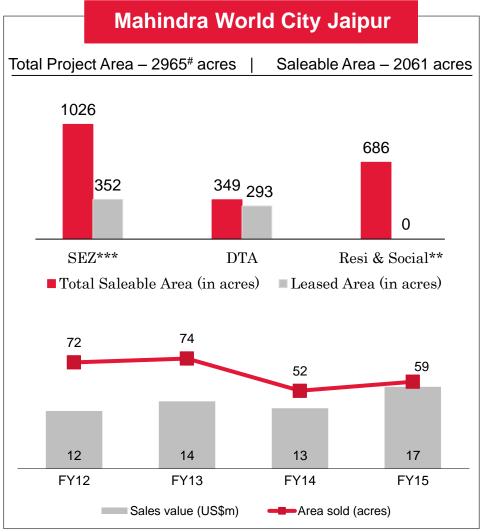
Destination of choice for world class customers





Strong track record of Destination Building

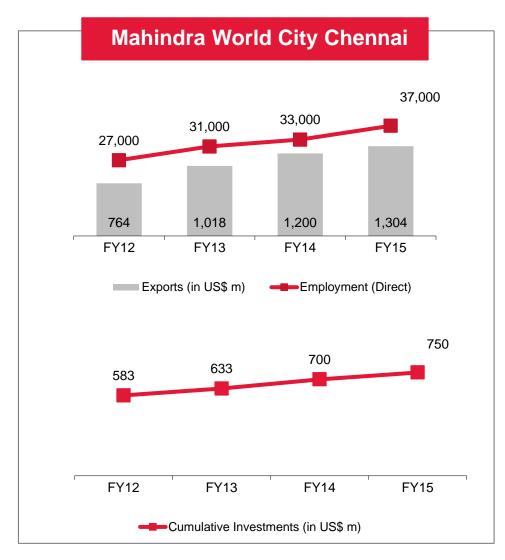


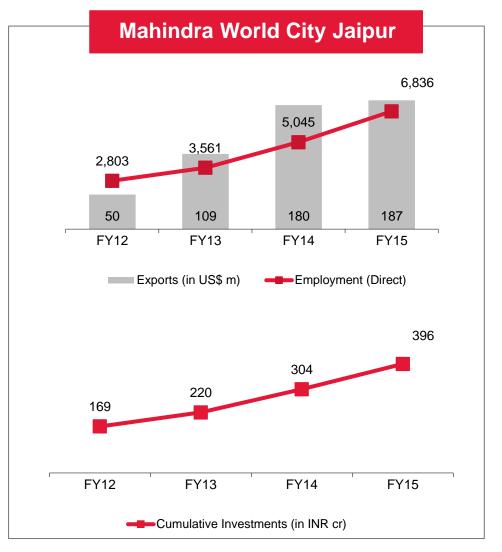


^{*}Residential area in MWCC has been leased to MLDL and its subsidiaries MITL and MRDL # Procured 1524 acres in MWCC and 2913 acres in MWCJ till date

^{**} Residential and Social area at MWCJ has not been launched 1US\$ = 60 INR

Creating Economic Value





Note: 1US\$ = 60 INR

Mahindra WORLD CITY

Growth strategy for large format integrated cities



Accelerating and enhancing value creation from existing projects

- Enable sale of remaining industrial land at MWCC upon attaining pending approvals
- Accelerate multi product SEZ status in MWCJ to cater to a wider group of industries
- Enhance the DTA component in MWCJ

Expand footprint – New destinations and formats

- Expand into upcoming industrial destinations by targeting pre-aggregated land in states with clear and friendly industrial policies
- Diversify the portfolio through smaller industrial parks with value added support facilities to enable faster turnaround
- Developing a large format integrated cluster in the west of India





Growth levers for the business

- Leverage our brand and expertise by partnering with strategic and financial investors as relevant
- Capitalize on new initiatives and priorities of the Government such as "Make in India", development of industrial corridors, Smart Cities etc.

Balanced business model









New venture in the affordable housing space













- Happinest a new initiative by Mahindra Lifespaces
 Intent is to provide quality housing at affordable prices to the
 emerging middle class in the country
- Currently developing two pilot projects with products typically priced sub Rs. 20 lakhs/unit
 Happinest Avadi in Chennai and Happinest Boisar in the Mumbai region have a combined estimated saleable area of 1.23* mn sft
- Business model based on faster turnaround
 Scalability across markets dependent on quicker execution and sales coupled with timely approval process
- Opportunity for growth
 Offering catering to a large underserved market with high potential for growth given the demographics of urban India

^{*} Data represents estimated saleable/leaseable area



Unique approach towards Happinest

Holistic approach focusing on development of the ecosystem

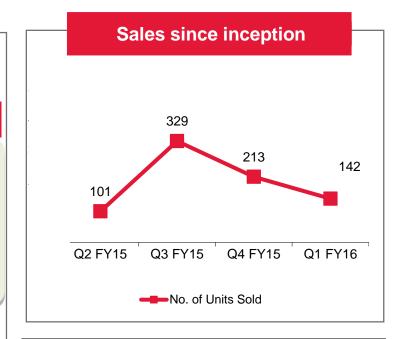
Access to Housing Finance

- Facilitating housing finance for target customers through tie-ups with leading banks and housing finance companies
- Simplified processes for hassle free documentation

Cha

Design and Technology

- Innovating to improve operational efficiency – Faster construction, cost effective, superior quality
- Ensuring that both present needs (optimizing usable area) and future needs (such as low cost of maintenance) of customers are met



annel Strategy	Garnering Support

- Collaboration with credible NGO partners who assist target customers with financial literacy and loan sanction
- Industrial outreach in catchment areas to reach out to genuine end users

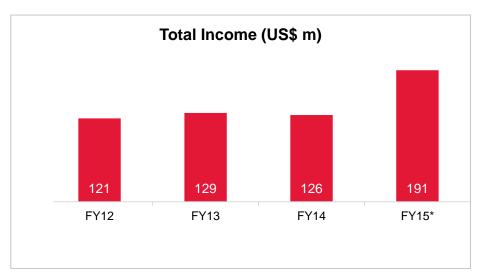
•	Partnering with relevant trade bodies
	and government agencies to share
	feedback on learnings and gaps

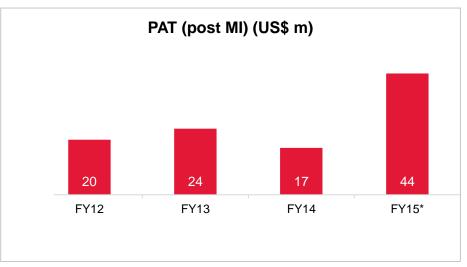
 Collaborating with academic and research institutes for alternate materials, products and processes that reduce cost of production

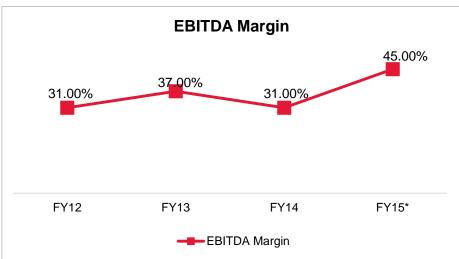
Unit Type	Unit Size (in sft)	Ticket Size at Launch
1 RK	351-369	Rs.9.5 lakhs – Rs.10.5 lakhs
1 BHK	522-540	Rs.14 lakhs – Rs.15 lakhs
2BHK	675-695	Rs.18 lakhs – Rs.19 lakhs

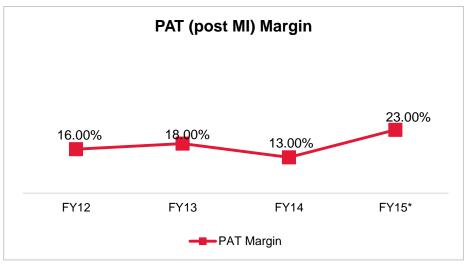
Financial Performance

Consistent financial performance...







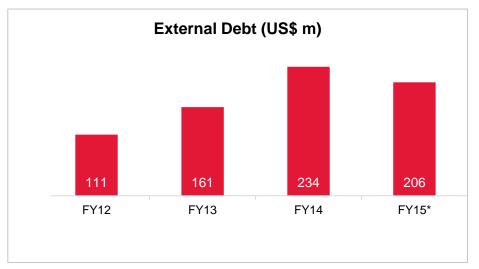


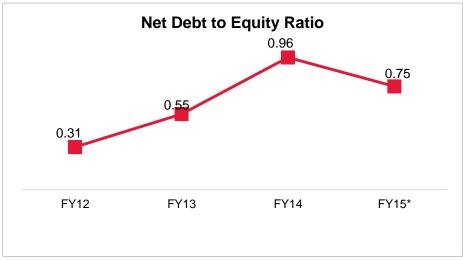
Note: All numbers are based on consolidated accounts

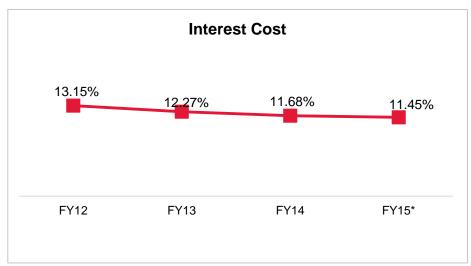
Note: 1US\$ = 60 INR

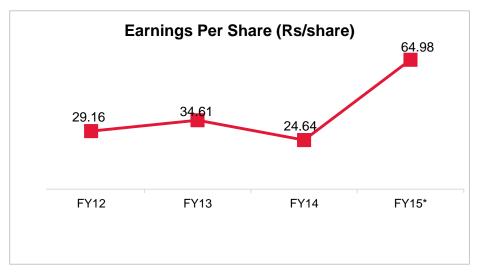
^{*} FY15 numbers include the impact of sale of property in Byculla, Mumbai wherein the company had development rights on part of the property

...with balanced leverage









Note: All numbers are based on consolidated accounts

Note: 1US\$ = 60 INR

^{*} FY15 numbers include the impact of sale of property in Byculla, Mumbai wherein the company had development rights on part of the property

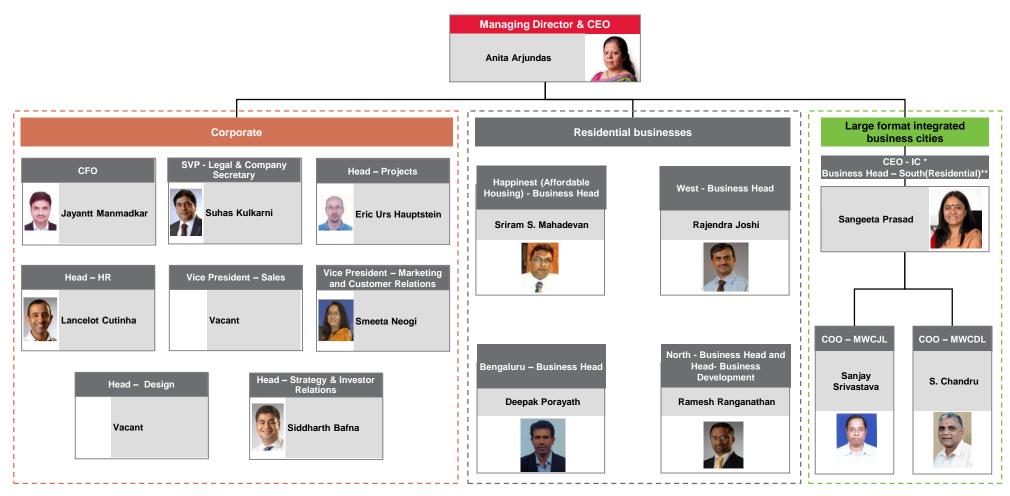
Management Team

Experienced Board of Directors

	Director since	Brief profile – Key leadership roles	Education
Arun K. Nanda Chairman	Apr, 2001	 Chairman of Mahindra Holidays & Resorts Chairman Emeritus of the Indo-French Chamber of Commerce and Industry Former Chairman of CII Western Region Has been associated with the Group for last 40 years 	 Holds degree in Law from the University of Calcutta, FCA, FCS
Anita Arjundas Managing Director & CEO	Jun, 2009	 Member of the Group Executive Board, Mahindra Group Advisor, FICCI- Real Estate Committee Consistently ranked amongst Fortune India's 50 most powerful women in business (2011 – 2014) Has been associated with the Group for last 12 years 	 Holds MBA from BIM, India and Wharton AMP alumnus
Uday Phadke Director	Apr, 2001	 Principal Advisor (Finance) at M&M On the Board of M&M Financial Services Ltd. Former Chairman of the Direct Taxes Committee of the Bombay Chamber of Commerce and Industry Has been associated with the Group for last 40 years 	 Holds Bachelor's degree in Commerce and Law from Mumbai University, FCA, FCS
Sanjeev Kapoor Independent Director	Oct, 2003	 Partner of the Chartered Accountant firm, S.K.Kapoor & Co On the Board of Mahindra World City Developers, Mahindra Residential Developers Limited, HLL Life Care & HLL Infratech Services Limited 	Commerce graduate and FCA
Shailesh Haribhakti Independent Director	Jul, 2004	 Member of governing committees in Indian Merchants Chamber, CII and ASSOCHAM On the Board of ACC Ltd., Ambuja Cements and L&T Finance Holdings Ltd. Former President of Indian Merchants Chamber, Institute of Internal Auditors (Bombay Chapter), Bombay Management Association, ICAI 	■ FCA
Dr. Prakash Hebalkar Independent Director	Mar, 2009	 Served as international adviser on public policy to United Nations and WIPO Former President of Indo-American Chamber of Commerce (Western region) Served as member of Ministry of Finance Empowered Committee 	 Holds doctorate in Computer Science and Economics from MIT, USA

Individuals with diverse background across industries part of the Board of Directors

Matrix structure for management team



Matrix organization structure ensures strong specialist support while enabling better market understanding and localised decision making

^{*} IC: Integrated Cities and Industrial Clusters

^{**} Cities of Chennai and Hyderabad

Appendices

Completed Projects

Location	Name of the Project	Area (mn sqm)	Area (mn sq ft)
Mumbai	Eminente	0.05	0.57
	Splendour	0.07	0.78
	Mahindra Park	0.02	0.19
	Mahindra Heights	0.01	0.06
	Mahindra Gardens	0.03	0.36
	Great Eastern Links	0.03	0.35
	Great Eastern Gardens	0.05	0.49
	Fairwinds	0.00	0.01
Chennai	Iris Court I	0.03	0.27
	Iris Court II	0.03	0.30
	Iris Court IIIA	0.02	0.16
	Sylvan County	0.05	0.50
	Aqualily Villas	0.04	0.46
	Aqualily Apartments A	0.01	0.14
	Aqualily Apartments B	0.03	0.32

Location	Name of the Project	Area (mn sqm)	Area (mn sq ft)
Pune	Royale	0.06	0.63
	The Woods	0.05	0.53
	Great Eastern Plaza	0.01	0.15
	Retreat	0.00	0.04
	Nest	0.01	0.09
	Le Mirage	0.01	0.12
NCR	Aura I	0.02	0.27
	Aura II	0.02	0.23
	Aura III	0.02	0.21
	Chloris	0.04	0.39
	Central Park	0.11	1.17
	Great Eastern Plaza	0.01	0.07
	Great Eastern Centre	0.00	0.05

Total Development*: 0.83 mn sqm (8.92 mn sq ft)

^{*} Does not include select projects that were completed by GESCO and commercial/institutional projects built for third parties and within the World Cities

Ongoing Projects

Leastion	Project Name	Compony	MLDL	Development Potential			MLDL's	% sold	%	Sales Value	Revenue Recognised
Location		Company	Holding	mn sqm	mn sq ft	units	share of units	(units) ¹	completion ²	till date (Rs Crs)	till date (Rs Crs) ³
	The Serenes, Ph I	MLDL	100%	0.01	0.07	20	20	45%	43%	24	11
	Happinest Boisar Ph I	MLDL	100%	0.02	0.19	359	359	87%	48% ⁵	49	20 ⁴
MMR	Happinest Boisar Ph II C	MLDL	100%	0.01	0.10	159	159	38%	34% ⁵	13	-
	Happinest Boisar Ph II D	MLDL	100%	0.00	0.04	79	79	65%	33% ⁵	9	-
	Antheia Ph I	MLDL	100%	0.05	0.52	512	512	99%	80%	287	230
	Antheia Ph II A	MLDL	100%	0.01	0.16	132	132	65%	46%	62	29
Pune	Antheia Ph II B	MLDL	100%	0.01	0.12	88	88	18%	37%	14	
rulle	Antheia Ph II C 6	MLDL	100%	0.01	0.14	88	88	-	37%	-	-
	Antheia Ph II D	MLDL	100%	0.01	0.13	178	178	11%	35%	9	-
	L'Artista #	MLDL	100%	0.01	0.09	21	16	6%	69%	4	-
	Bloomdale IA	MBDL	70%	0.02	0.24	210	210	98%	92%	70	64
	Bloomdale IB	MBDL	70%	0.01	0.12	98	98	98%	86%	38	33
Nagpur	Bloomdale IC	MBDL	70%	0.00	0.05	22	22	95%	89%	18	16
	Bloomdale IIA	MBDL	70%	0.01	0.11	84	84	94%	64%	35	23
	Bloomdale IIB	MBDL	70%	0.01	0.15	140	140	59%	48%	35	17
	Bloomdale IIB – 2	MBDL	70%	0.01	0.09	70	70	39%	51%	13	7
	Bloomdale IIC	MBDL	70%	0.01	0.07	28	28	86%	50%	21	10
	Bloomdale IIIC-1	MBDL	70%	0.00	0.03	12	12	50%	34%	5	-

Note:

- 1 Based on MLDL's share of units
- 2 Completion shown is on total project cost which is equal to land + construction related costs
- 3 Revenue Recognition happens when 25% of construction related costs, 25% of sales by area and 10% of collections from customer is achieved
- 4 Happinest Boisar Phase I achieved revenue recognition in Q1 FY16
- 5 Cost of construction in Boisar amended to include borrowing cost
- 6 Antheia Ph IIC has not been launched
- # Joint Development

Ongoing Projects

Location	Project Name	Company	MLDL Holding		opment Pot	tential units	MLDL's share of units	% sold (units) ¹	% completion	Sales Value till date (Rs Crs)	Revenue Recognised till date
	Aura IV MLI		4.000/					4000/	000/	<u> </u>	(Rs Crs) ³
		MLDL	100%	0.03	0.29	142	142	100%	86%	149	128
NCR	Aura V	MLDL	100%	0.03	0.36	150	150	81%	65%	158	103
	Luminare I # 4	MHPL	50%	0.03	0.37	120	95	57%	29%	229	-
	Ashvita I #	MLDL	100%	0.02	0.24	144	116	83%	81%	62	50
Hyderabad	Ashvita II #	MLDL	100%	0.02	0.22	136	109	81%	70%	59	41
	Ashvita III #	MLDL	100%	0.02	0.21	128	103	75%	61%	55	33
	Ashvita IV #	MLDL	100%	0.02	0.21	128	103	63%	59%	45	27
	Ashvita V #	MLDL	100%	0.02	0.21	128	103	50%	48%	41	20
Chennai	Aqualily Apts C1	MRDL	96%	0.03	0.30	164	164	42%	69%	45	31
	Aqualily Apts C2	MRDL	96%	0.01	0.16	84	84	4%	44%	2	-
	Iris Court IIIB	MITL	96%	0.01	0.13	96	96	46%	72%	21	15
	Nova I	MITL	96%	0.02	0.27	357	357	95%	81%	77	62
	Nova II	MITL	96%	0.03	0.27	363	363	7%	13%	5	-
	Happinest Avadi I	MLDL	100%	0.03	0.34	604	604	60%	68%	60	41
	Happinest Avadi IIA-1	MLDL	100%	0.01	0.10	176	176	0%	30%	0	-
Bengaluru	Windchimes I	MHPL	50%	0.04	0.44	230	230	0% ⁵	37%	_ 5	-
OVERALL				0.61	6.52	5450	5290	59%	-	1713	1009

Note:

- 1 Based on MLDL's share of units
- 2 Completion shown is on total project cost which is equal to land + construction related costs
- 3 Revenue Recognition happens when 25% of construction related costs, 25% of sales by area and 10% of collections from customer is achieved
- 4 10 bookings at Luminare I (sales value of Rs. 44 Cr) not included in sales as less than 10% of sales value is collected Luminare II Limited release of units 7 units worth Rs. 38 Cr sold during Q1 FY16, 3 bookings worth Rs 13 Cr not included in sales as less 10% of sales value is collected. 3 units worth Rs.18 Cr were sold in FY15
- 5 72 bookings at Windchimes I (sales value of Rs. 101 Cr) not included in sales as less than 10% of sales value is collected # Joint Development

than

Forthcoming Projects and Land Bank

Category	Location	Name of the Proje	ect	MLDL Holding	Est. Saleable Area *	
				Holding	mn sq m	mn sq ft
Forthcoming Projects						
New Phases of Existing Pro	ojects					
	Pune	Antheia - subsequer	nt phases	100%	0.05	0.56
	MMR	The Serenes, Alibau	g – subsequent phases	100%	0.01	0.11
	IVIIVIT	Happinest Boisar – s	subsequent phases	100%	0.02	0.17
	Chennai	Aqualily - subsequer	nt phases	96%	0.02	0.20
	Chemiai	Happinest Avadi – s	ubsequent phases	100%	0.04	0.29
	NCR	Luminare – subsequ	lent phases ^{# **}	50%	0.07	0.73
	Nagpur	Bloomdale - subsequ		70%	0.06	0.68
	Bengaluru	Windchimes – subse	equent phases	50%	0.04	0.43
TOTAL - New Phases of Exist	ting Projects				0.29	3.17
New Projects						
Mid & Premium Residential	Mumbai	Andheri	•	100%	0.03	0.37
		Sakinaka [#]	100%	0.03	0.32	
TOTAL - New Projects					0.06	0.69
TOTAL Forthcoming					0.36	3.86
Land Bank						
	Nasik	Satpur Project		100%	0.06	0.60
	Pune	Pimpri Commercial Project		100%	0.03	0.30
	Chennai	MWC Chennai Residential		95%	0.98	10.50
	Mumbai	Thane Project		100%	0.05	0.59
		Kandivli Project		100%	0.01	0.10
		GE Gardens, Kanjur	marg [#]	100%	0.03	0.35
TOTAL Land Bank					1.16	12.44

#Joint Development

^{*}Represents total saleable area, including JDA partner's share

^{** 13} units (0.05 mn sft) have already been sold in subsequent phase of Luminare

Unsold inventory in completed projects

Location	Project Name	Commony	MLDL Holding	Development Potential			MLDL's	% sold	%	Sales Value till date	Revenue Recognised
Location	Project Name	Company		mn sqm	mn sq ft	units	share of units	(units) ¹	completion 2	(Rs Crs)	till date (Rs Crs) ³
Chennai	Aqualily Villas C	MRDL	96%	0.01	0.11	40	40	93%	100%	53	53
	Aqualily Villas D	MRDL	96%	0.01	0.12	37	37	78%	100%	52	52
	Aqualily Apts A	MRDL	96%	0.01	0.14	80	80	99%	100%	47	47
	Aqualily Apts B	MRDL	96%	0.03	0.32	178	178	90%	100%	100	100
	Iris Court II	MITL	96%	0.03	0.30	229	229	98%	100%	89	89
	Iris Court III A	MITL	96%	0.02	0.16	133	133	98%	100%	53	53
OVERALL				0.11	1.15	697	697	95%	-	395	395

Note:

- 1 Based on MLDL's share of units
- 2 Completion shown is on total project cost which is equal to land + construction related costs
- 3 Revenue Recognition happens when 25% of construction related costs, 25% of sales by area and 10% of collections from customer is achieved

Glossary

Classification of projects is as under:

- a. Completed: projects where construction has been completed and completion certificates have been granted by the relevant authorities
- b. Ongoing: projects where (i) all title or development rights, or other interest in the land is held either directly or indirectly by the Company/subsidiaries of the Company/joint ventures of the Company/consolidated partnership firms of the Company; (ii) if required, all land for the project has been converted for the intended use; (iii) the requisite approvals for commencement of construction have been obtained; and (iv) the construction of structures in the project is ongoing
- c. Forthcoming: projects in respect of which (i) all title or development rights or other interest in the land is held either directly or indirectly by the Company/subsidiaries of the Company/joint ventures of the Company/consolidated partnership firms of the Company; (ii) if required, applications have been made for conversion of use for the land for the intended use; (iii) preliminary management development plans are in place; and (iv) architects have been identified and have commenced work
- d. Land inventory: land in which any of the Company/subsidiaries of the Company/joint ventures of the Company/consolidated partnership firms of the Company hold interest, but on which there is no planned development as of the date hereof

CII	Confederation of Indian Industry
DTA	Domestic Tariff Area
IGBC	Indian Green Building Council
M&M	Mahindra & Mahindra Limited
MBDL	Mahindra Bebanco Developers Limited
MITL	Mahindra Integrated Township Limited
MLDL	Mahindra Lifespace Developers Limited
MRDL	Mahindra Residential Developers Limited
MWC	Mahindra World City
MWCC	Mahindra World City, Chennai
MWCJ	Mahindra World City, Jaipur
NCR	National Capital Region
RIICO	Rajasthan State Industrial Development & Investment Corporation Ltd
SEZ	Special Economic Zone
TIDCO	Tamil Nadu Industrial Development Corporation Ltd

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