

Mahindra World City Chennai announces 7th MWC Marathon

Event to be held in association with Project Nanhi Kali in aid of girl child education

Celebrities Andrea Jeremiah and Alisha Abdullah unveil the elements of Marathon

- **Day & Date:** Sunday, 8th December 2019
- **Venue:** MWC Chennai
- **Runner registration:** Log on to www.mwcmarathon.com

Chennai, October 31st, 2019: Mahindra World City (MWC), Chennai, will be conducting the Seventh edition of the MWC Marathon on Sunday, 8th December 2019. The regular annual event of MWC Marathon will be held in association with Project Nanhi Kali and is supported by Renault Nissan Technology & Business Centre India (RNTBCI). A part of proceeds from the event will be donated to Nanhi Kali, an initiative that provides primary education to underprivileged girls in India.

As a precursor to the annual Marathon, renowned actor **Andrea Jeremiah** and country's first female national racing champion, **Alisha Abdullah**, today launched the registrations for the upcoming seventh edition of MWC Marathon and also unveiled the elements of Marathon which included posters, medals and t-shirts.

The MWC Marathon will be held in the pure, natural and green environs of MWC Chennai and shall offer runners options in the 1Km, 3Km, 5Km, 10Km, and Half Marathon (21 Km) categories. First, second and third place winners in the 21 Km and 10 Km (separate winners in male and female categories) will be entitled to cash prizes worth over Rs. 2.5 lakh along with digital certificate and other freebies. All MWC Marathon participants will be provided with medals, certificates, MWC Marathon t-shirts, goodie bags, and refreshments. Engagement activities like photo shoots, fun carnival games, etc would also be organized to engage participants post the run.

Pick-up and drop facility will be made available for runners coming from Chennai city to participate in MWC Marathon 2019 edition.

Categories

Length	Description	Registration fee (per person)
21 Km	Competitive category - timed run for professionals and athletes	
10 Km	Competitive category - timed run for professionals, athletes as well as for the health-conscious who want to challenge themselves	INR 700 + GST
5 Km		
3 Km		
1 Km	Walk and run for fun and charity	INR 500 + GST

Mahindra World City, Chennai has been thoughtfully designed and developed keeping in mind the future needs of any city. The city is built as a vibrant and self-contained urban destination on the ethos of "Livelihood, Living and Life". MWC Chennai is India's first IGBC Gold (Stage 1) certified Green Township which also enables convenient walk-to-work access to its business zone for both residents and those living in adjoining areas, thereby minimising the City's overall carbon footprint. It offers a sooper city, sooper life experience to those who reside as well as work here.

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 20.7 billion Mahindra Group, and a pioneer of sustainable urbanisation in India. The Company is committed to transforming India's urban landscape through its residential developments under the 'Mahindra Lifespaces' and 'Happiest' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra World City' brands.

Mahindra Lifespaces is driven by its credo of 'Sell genuinely, Build responsibly, Deliver on time' to develop innovative, customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 25.3 million sq. ft. (2.3 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments / industrial clusters across four locations.

A pioneer of the green homes movement, Mahindra Lifespaces is one of the first real estate companies in India to have committed to the global Science Based Targets initiative (SBTi). The Company's developments are characterised by thoughtful design and a welcoming environment that enhance overall quality of life for both individuals and industries.

Mahindra Lifespaces has been ranked 17th among India's Great Mid-Size Workplaces 2019, by the Great Place To Work Institute.

Learn more about Mahindra Lifespaces at www.mahindralifespaces.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries. Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

For further enquiries please contact:

Pramuch Goel

General Manager, Group Communications, Mahindra Group

Tel: +91 22 2490 5943

Email: goel.pramuch@mahindra.com