

Bloomdale by Mahindra Lifespaces[®] becomes first residential project in MIHAN to sell over 1000 homes

Nagpur, November 9th, 2020: Mahindra Lifespaces[®] has sold more than 1,000 homes, amounting to over 85% of the total inventory, in its residential project 'Bloomdale' in Nagpur. Spread across 25 acres, Bloomdale is the first residential project in MIHAN to achieve this milestone. It is also the first housing project to be launched in the denotified area of the residential zone of MIHAN (Multi-modal International Cargo Hub and Airport at Nagpur). Nearly 660 homes have already been handed over at Bloomdale, which has ~475 families in residence, including about 100 medical professionals.

Commenting on the milestone, **Vimalendra Singh, Chief Sales Officer, Mahindra Lifespace Developers Ltd.**, said, "The overwhelming response to Bloomdale validates homebuyer preference for trusted real estate brands that are enabling quality living via well-designed homes and communities. Bloomdale is a one-of-its-kind, self-contained residential project in MIHAN that facilitates a healthy and active lifestyle amidst green, well-planned surroundings. The project's location in a fast-growing and strategically connected economic hub adds to its attractiveness."

Bloomdale comprises spacious 1 BHK, 2 BHK, 2.5 BHK and 3 BHK apartments, row houses and duplex homes. Residents enjoy convenient access to companies operating in MIHAN, the nearby DY Patil International School and the international airport in Nagpur. Residents also benefit from fast-track connectivity to Nagpur's city centre via NH7. Bloomdale includes a clubhouse with adult & kids swimming pool, two tennis courts, a billiards room, squash court, basketball court, badminton court, indoor games room and kids play area. Other amenities include a health spa alongside landscaped gardens, parks, jogging track and playfields.

Bloomdale is the first residential project in Nagpur to receive a pre-certification 'Gold' rating from IGBC (Indian Green Building Council). In keeping with Mahindra Lifespaces' focus on environment-friendly homes that enhance user health and well-being, homes at Bloomdale have been designed to ensure increased ventilation and ample natural light. Energy-efficient fixtures in Bloomdale homes are not only environment-friendly, but also translate to savings on utility bills.

Strategically located at the country's geometrical centre and easily accessible by road, rail and air, MIHAN is an industrial and technological hub with integrated road and rail connectivity. The fast-developing multi-product SEZ is expected to house IT companies, garment manufacturers, electronic goods manufacturers, pharmaceuticals and processed food industries. Additionally, a state-of-the-art AIIMS hospital and a new segment of the city's Metro network have been inaugurated in MIHAN. IIM Nagpur, the first IIM in Maharashtra, is also set to expand its campus in MIHAN.

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 19.4 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 'Mahindra Happinest[®]' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra World City' brands.

The Company's development footprint spans 25.1 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 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

For further enquiries please contact:

Mr. Pramuch Goel
General Manager, Group Communications
Mahindra Group
Phone - +91 22 2490 5943; Email: goel.pramuch@mahindra.com