

Mahindra Lifespaces' #GharKoBoloHappyDiwali campaign celebrates the new-found importance of the home

Watch the film at <https://www.youtube.com/watch?v=LEnPBI0xPNE>



Mumbai, November 12, 2020: Mahindra Lifespaces® has launched a new ad film that explores how the relationship with our homes has transformed over the last few months of lockdown. Our homes have re-emerged as the centre of our lives by providing safety, security, comfort and entertainment, all the while making it possible to spend quality time with our families and loved ones. The film highlights how the home now meets multiple requirements while doubling up as a workplace, entertainment zone, learning hub and social hangout. It celebrates gratitude towards the home for the many meaningful roles it has come to play in each of our lives.

Conceptualised and executed by Network Advertising, Mahindra Lifespaces' #GharKoBoloHappyDiwali campaign is aligned to the brand's promise of 'Joyful Homecomings' and emphasizes how every part of the home has acquired new-found meaning and purpose for occupants. For example, while balconies have transformed into workout spaces, living rooms have been converted into study zones, workspaces and indoor cinemas. Many of us have learned to cook for the first time or have mastered new skills in our homes while creating new memories that will be cherished forever.

Viral Oza, Chief Marketing Officer, Mahindra Lifespace Developers Ltd., said, "With most of us celebrating Diwali at home this year, this is a good time to remind ourselves of how our homes now play an integral role across all aspects of our lives. Through this campaign which celebrates the home as a haven and enabler of healthy interactivity and purposeful, active living, we seek to highlight how our homes are so much more than a collection of brick-and-mortar spaces."

Shayondeep Pal, Chief Creative Officer, Network Advertising, said, "As we gradually came out of the lockdown, we looked back at how we spent our days at home. While our first film was about 'Jab Zindagi Dobara Patri Pe Aayegi...', we took the idea forward, tying it up with Diwali. The idea was to thank the very same home, the spaces that stood by us, and therefore wishing each room for the role they played. The home, in a sense, became a person to whom you wished 'Happy Diwali.' That sort of attachment made us realise the warmth a home generates. It surely is joyful."

"The film was scripted, shot and produced in less than ten days. The approach was to keep it simple, without the lure of poetry. Visually, we picked instances, borrowing from our own lives, rather than constructing 'addy' stories. The result, hopefully, is a film that each one of us can relate to - something that tries to transcend the boundaries of what we call an ad versus what we call life," added Shayondeep.

Credits:

Name of the Creative Agency – Network Advertising
Chief Creative Officer – Shayondeep Pal
Chief Operating Officer – D B Murli
Executive Creative Directors – Rajen Joshi, Ishrath Nawaz
Vice President (Client Services) – Samson Gvk
Account Management Team – Riyaz Ahmed, Richa Tomar

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.

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