

**Press Release**

**Mahindra Lifespaces' 'Iss Ghar Ki Bohot Yaad Aayegi' ad film reflects treasured memories and moments spent at home during India's lockdown**

**Mumbai, June 3, 2020:** Mahindra Lifespaces, the real estate and infrastructure development arm of the Mahindra Group, has launched a new ad film that captures the simple joys of life as experienced by individuals and families during the lockdown in India. The film, which was released at the time that India was readying itself for Unlock 1.0, was conceived by Network Advertising, and entirely self-shot by real families in locked-down homes across Mumbai, Bengaluru and Bhopal.

The world's largest lockdown came into effect towards end March 2020 and has resulted in Indian families spending more time at home than ever before. Homes across India have emerged as a haven during this time, with families rediscovering the joy of daily routines and cherished interactions with loved ones. Mahindra Lifespaces' new ad film reflects the simple, joyful moments that will be missed once life goes back to normal post lockdown. The film was shot over three days under remote supervision, and edited and mixed remotely.

**Arvind Subramanian, CEO - Mahindra Happinest; MD & CEO Designate – Mahindra Lifespace Developers Ltd.**, said, "In the last couple of months, each one of us has realized anew the significance of quality time spent at home with those we care for. At Mahindra Lifespaces, we recognize that these moments of togetherness will remain indelibly etched in our memories as we move on to a post-lockdown life. For us, these moments comprise the very essence of Joyful Homecomings."

**Shayondeep Pal - Chief Creative Officer, Network Advertising**, said, "The idea of the film is rooted in a basic insight. As human beings, the desire is to always long for something we don't have. To put it simply, the longing we will have for our homes as we inch towards normalcy and go out for work reflects this insight. We will miss what we all experienced at home during the lockdown. It sits beautifully well with the Mahindra Lifespaces brand promise of Joyful homecomings."

**Surjo Deb, Film Director, UBIK Films**, added, "We felt a treatment that brought to the fore the lyrical and personal aspect of the script would do justice to the writing. Filming required a careful balance of detailed planning and last-minute adaptability. Thanks to Satchith Paulose, who came onboard as Director of Photography to ensure that even under these constraints, the visual and technical aspects of the film remained strong."

Watch the film at: [https://youtu.be/Un\\_v-ol2414](https://youtu.be/Un_v-ol2414)

**Credits:**

Name of the Creative Agency – Network Advertising  
Chief Creative Officer – Shayondeep Pal  
Chief Operating Officer – D B Murli  
Chief Strategy Officer – Sunit Khot  
Vice President (Client Services) - Samson  
Network Creative & Account Management Team

### **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 'Happines' 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 17<sup>th</sup> among India's Great Mid-Size Workplaces 2019, by the Great Place To Work Institute.

Learn more about Mahindra Lifespaces at [www.mahindralifespaces.com](http://www.mahindralifespaces.com)

#### **For further enquiries please contact:**

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

#### **About Network Advertising:**

Network is a fully integrated advertising agency based out of Mumbai. In existence for over 25 years, Network has a variety of prestigious clients in its roster like HDFC Home Loans, Mahindra Lifespaces, IDFC FIRST Bank, Vijay Sales, Hindalco, Henko Detergents, Ellementry.com, Margo original Neem soap, Vinod Cookware, CD Shirts, among others.

For further information:

#### **Agency contact:**

DB Murli | Chief Operating Officer | 9820325273