

Press Release

Mahindra Lifespaces appoints Viral Oza as Chief Marketing Officer

Mumbai, June 29th, 2020: Mahindra Lifespace Developers Limited, the real estate and infrastructure development arm of Mahindra Group, today announced that it has appointed Mr. Viral Oza as Chief Marketing Officer (CMO). In his new role, Viral will play a pivotal role in the journey of all the Company's brands, building deep market understanding and strengthening customer insight capabilities. Viral will steer this transformation, crafting and leading marketing and growth programs across the Company's residential and industrial businesses.

Commenting on the appointment, **Mr. Arvind Subramanian, MD & CEO Designate, Mahindra Lifespaces**, said, "The addition of a seasoned leader like Viral to our management team will significantly add to Mahindra Lifespaces' strengths as one of India's most trusted real estate companies. Viral brings a perfect mix of organisational leadership, marketing innovation expertise and global brand-building experience that will strengthen the effectiveness of our sales efforts and partnerships, while driving customer experience excellence."

Mr. Viral Oza added, "I am thrilled to join Mahindra Lifespaces' executive team, especially at a time when the Company is poised for strategic growth in its key markets. I look forward to being a part of the growth journey of all the Company's brands that have created a space in the minds and hearts of both retail and corporate customers."

Viral joins the company with over 28 years of experience across FMCG, Telecom, Media and Real Estate, spanning several countries in Asia, Africa and the Middle East. Through his global career journey, he has developed strong business, management and leadership skills through building and growing diverse teams in companies including Unilever, Nokia and Microsoft. Prior to joining Mahindra Lifespaces, Viral was the Chief Marketing Officer at Lodha Group, where he was responsible for driving marketing excellence, building customer centricity and shaping organizational culture and talent.

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 '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 25.3 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 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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