

**Mahindra World City, Jaipur signs 12 clients, garners close to Rs 1,000 crore in investment over the past year**

*Reaffirms commitment to drive economic growth and industrialization in Rajasthan*

**Jaipur, 16th November, 2015:** Mahindra World City Jaipur Ltd, a joint venture between Mahindra Lifespace Developers Limited (MLDL) and Rajasthan State Industrial Development and Investment Corporation (RIICO), has added 12 customers over the past one year, thereby making available world-class industrial infrastructure, strategic locational advantages and a developed business ecosystem to a total of 67 global and Indian companies till date. Aggregate investments by Mahindra World City (MWC), Jaipur and its constituent units have crossed Rs. 2500 crores so far, with cumulative exports generated worth approximately Rs 4000 crore, and employment created for about 11,000 persons.

The 12 companies signed comprise a combination of new clients and expansion of facilities/operations by existing customers with an on-site presence. Commenting on the occasion, **Sangeeta Prasad, CEO, Integrated Cities and Industrial Clusters, Mahindra Lifespace Developers Ltd** said, “Built on the foundation of progressive economic, social and environmental development, the Mahindra World Cities provide a holistic, integrated business ecosystem designed to create employment opportunities and drive industrial growth. As we expand our customer base at Mahindra World City, Jaipur, we look forward to being part of the growth story of Rajasthan, a state which has always been proactive, innovative and inclusive in its leadership, and has successfully established favourable conditions for business and industry.”

**Sanjay Srivastava, Chief Operating Officer, Mahindra World City, Jaipur** added, “We welcome our new customers to Mahindra World City, Jaipur. We will continue to focus on making available a conducive environment that facilitates ease of business and yields faster go-to-market benefits for Indian and multinational organisations who are planning their next phase of growth in India. With Rajasthan leading efforts to attract new investments by driving progressive reforms and strategic initiatives, developing a comprehensive skill development ecosystem and formulating special incentive packages for priority sectors, we are sure that investors will seek presence in the state to ensure business success.”

Operational since 2008, MWC Jaipur spans 3000 acres and encompasses 4 sector-specific SEZs (IT/ITES, Engineering & Related Industries, Handicrafts and Gems & Jewellery) and a Domestic Tariff Area (DTA). Mahindra World City, Jaipur has emerged as one of India’s leading industrial hubs, contributing to the Indian government’s vision of ‘Make in India’ by creating opportunities for skill development, Foreign Direct Investment (FDI) and manufacturing.

The clients acquired by MWC Jaipur over the past year represent a wide variety of industries and sectors, ranging from IT/ITES, fashion garments and consumer packaging, to skill development, food processing and knitting accessories manufacturing.

Zone	Company
DTA	<i>Rexam PLC</i> is the largest manufacturer of beverage cans in the world and will leverage its MWC Jaipur facility to expand manufacturing operations to cater to the growing domestic market in India. India is expected to emerge as the biggest global

DTA	manufacturing center for Rexam.
	<i>RUSDPL (Rajendra &amp; Ursula Joshi Skill Development Pvt. Ltd.)</i> currently operates the not for profit 'Bhartiya Skill Development Centre' at MWC Jaipur to provide high quality skill development opportunities to Indian youth. RUSDPL plans to diversify into the manufacturing of precision machine tools, hand tools, surgical equipment and hard wood furniture, and has recently taken up an additional 12.7 acres at MWC Jaipur.
	<i>RUFIL (Rajendra &amp; Ursula Joshi Food Industries Pvt. Ltd.)</i> has commenced construction of a state-of-the-art dairy processing unit at MWC Jaipur's DTA.
	<i>Ranka Paper Convertors (RPC)</i> is a manufacturing initiative by the Jaipur-based <i>Ranka Group</i> and will cater to both domestic (Indian) and global markets via its new facility at MWC Jaipur.
	<i>Dev Milk Foods Pvt. Ltd.</i> will operate a dairy-processing unit at MWC Jaipur (currently under construction), with plans to develop a Central Laboratory for research and quality assessment of food products.
	<i>Swift Warehousing LLP</i> is a division of Delhi Rajasthan Transport Co. Ltd. (DRTC India) and plans to build a state-of-the-art warehouse to lease for short to medium tenures.
Engineering & Related Industries SEZ	<i>Polymed Medical Devices</i> , an existing client with a state-of-the-art medical devices manufacturing unit already operational at the Engineering SEZ, is expanding manufacturing operations at MWC Jaipur to cater to the growing domestic market.
	<i>KnitPro Internationalis</i> an India-based manufacturer and exporter of knitting accessories and a global category leader. An existing client of MWC Jaipur, KnitPro was the first company to become operational at the Engineering & Related Industries SEZ, and will now manufacture specialized wood at a new, upcoming facility.
	<i>Topline Overseas</i> is a group company of <i>TI Industries</i> , which manufactures power distribution transformers & related products and is setting up a new facility at MWC Jaipur to cater to international markets.
IT/ITES SEZ	<i>MetLife Global Operations Support Center (GOSC)</i> is a part of <i>MetLife Global Technology &amp; Operations</i> with core capabilities around Service Delivery, Consulting, Vendor Management and Network Operating Design. MetLife GOSC's Jaipur center (located at 'Evolve', the GnNxt IT park in the IT/ITES SEZ) is a key component of its business continuity operations and global expansion plans.
	<i>Appirio</i> is a global services company that helps customers compete and win in the cloud economy. Mahindra World City, Jaipur was a business destination of choice for Appirio to start operations in India because of its strategic location and the availability of cost-effective, skilled manpower. Appirio employs candidates with roots in Jaipur, which has helped improve retention levels within the company. As part of its organizational growth and development plans, Appirio is investing heavily in 'Jaipur Academy', the Learning & Development initiative that involves building a world-class, robust and comprehensive training curriculum to produce and groom Business Analysts, Project Managers, Tech Leads and Cloud/Crowdsourcing Architects.
Handicrafts SEZ	<i>Rainbow Texfab Pvt. Ltd.</i> is a Jaipur-based high fashion garments manufacturer which caters to global markets across Japan, Germany, US, Australia and South Africa. The company has decided to foray into handicrafts and home furnishings via its unit in the Handicrafts SEZ.

### About Mahindra World City Jaipur Ltd

Pioneered by Mahindra Lifespaces, Mahindra World Cities (MWCs), are integrated business cities through developments in Chennai and Jaipur. These developments cover 1862 hectares (4,600 acres)

and house over 125 reputed global companies, providing an integrated environment for Livelihood, Living and Life. Mahindra World City's business is driven by its mission of sustainable urbanization woven around a strategic business plan that aims to bring about a positive change for customers, stakeholders and communities.

Mahindra World City, Jaipur is located in the Delhi-Mumbai Corridor and is spread across 3000 acres, being developed in partnership with Rajasthan State Industrial Development Corporation (RIICO), an agency of the Government of Rajasthan. Situated 25 kms from Jaipur airport, it houses facilities for more than 67 corporates like Infosys, Wipro, JCB, Perto, Rexam etc. across its SEZ and DTA facilities. It is the first city in India which is pre-certified SEZ with Gold certification under the Indian Green Building Council (IGBC). In addition, the Evolve IT Park situated within MWC Jaipur is a LEED platinum certified Green Building. Mahindra World City Jaipur is the world's largest and Asia's first project to receive Climate Positive Development Stage 2 Certification from the C40 Cities Climate Leadership Group, a global network of large cities taking action to address climate change.

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### **About Mahindra Lifespace Developers Ltd.**

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the \$16.9 billion Mahindra Group, is a leader in sustainable urban development, through the creation of residential and integrated large format developments across nine Indian cities - Mumbai, Pune, Nagpur, Gurgaon, Faridabad, Jaipur, Chennai, Hyderabad and Bengaluru. The Company's residential & commercial development footprint includes over 0.95 million sq.m. (10.21 million sq ft) of completed projects and over 0.92 million sq. m. (9.93 million sq. ft.) of ongoing and forthcoming projects.

Mahindra Lifespaces has pioneered the concept of an integrated business city through 'Mahindra World City' developments in Chennai and Jaipur. The Company's 'Green' homes, pan-India presence, and the development of successful integrated cities have all contributed to Mahindra Lifespaces being recognized as a developer with a pioneering spirit. Mahindra Lifespaces is the first real estate company in India to release its triple bottom-line focused Sustainability Report that is based on the Global Reporting Initiative (GRI) framework and received an A+ rating indicating the highest levels of disclosure and transparency. In 2015, Mahindra Lifespaces has been recognized as Regional Sector Leader in Asia by the Global Real Estate Sustainability Benchmark (GRESB), for the second year in a row.

[www.mahindralifespaces.com](http://www.mahindralifespaces.com)

### **About Mahindra**

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the

world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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