

More than 200 happy families in residence at 'Aura' by Mahindra Lifespaces
Aura, located at Sector 110A, is the fastest growing residential community on Dwarka Expressway

Delhi/Gurgaon, Oct14, 2015: Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, today announced that 216 families have thus far moved into their homes in Phases 1,2 and 3 of its project 'Aura', located at Dwarka Expressway, Gurgaon. With close to 400 families expected to be in residence by March 2016, the vibrant and lively community of home owners at Aura is the fastest growing residential community on the Northern Peripheral Road in Gurgaon.

Dwarka Expressway is rapidly emerging as one of the most promising and fastest developing real estate destinations in the NCR region, and Aura is a natural first choice of residence for those seeking strategically located premium homes in advanced stages of development in the area. Roughly 20 minutes away from IGI Airport and in even closer proximity to Gurgaon's busiest business and commercial district via ready road networks, Aura offers fast track connectivity to both Delhi and NH8. Other social infrastructure like schools, a leading hospital and a mall are within walking distance of the project. Additionally, resident welfare initiatives by Mahindra Lifespaces such as upcoming daily utility stores, a club house and primary school all within the project ensure that home owners at Aura are able to enjoy all the benefits of a self-contained residential community with best in class features and amenities.

Smeeta Neogi, Vice President, Marketing, Mahindra Lifespace Developers Limited said, "Aura today with its myriad families and vibrancy is epitomising community living in this microcosm of Dwarka Expressway and represents the ethos of Mahindra Lifespaces - to make the process of owning a home a joyful and delightful experience. With infrastructure development, roads and connectivity poised for accelerated growth in Dwarka Expressway, the added comforts and convenience will enhance the liveability quotient for residents of Aura."

Mr. CP Pradeep, one of the first few customers to take possession at Aura, said, "Right from day one of booking our apartment at Aura, Mahindra Lifespaces' staff have made sure it has been smooth sailing for me and my family. They have been courteous and responsive throughout my interactions with the team, and well after the handover stage too. It's been a unique experience."



Mahindra Lifespaces' 'Aura' – a vibrant and fast-growing residential community on Dwarka Expressway

'Aura' by Mahindra Lifespaces is spread across 17 acres of landscaped gardens and offers premium and spacious 2, 3 and 4 BHK residences along with a host of world class amenities and features – a pool deck, skating ring, jogging track, state of the art clubhouse and an amphitheatre. 80% of open

spaces, meditation gardens and a Central Park offer peace and tranquility amidst lush green surroundings. Multipurpose play fields and a play area for children ensure a vibrant and healthy community.

Designed and developed with a view to provide a healthy, lively and sustainable residential environment, Aura is IGBC Gold Pre-Certified. The buildings are designed on Mahindra Lifespaces' principle of Sustainability, and facilitate increased ventilation and natural light, resulting in enhanced energy efficiency.

Aura by Mahindra Lifespaces is located at:

Sector 110 A,
Near Palam Vihar,
Gurgaon,
Haryana – 122017

About Mahindra Lifespaces

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 Bangalore. The Company's residential & commercial development footprint includes over 0.83 million sq. m. (8.92 million sq. ft.) of completed projects and over 0.96 million sq. m. (10.38 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. These developments cover 1796 hectares (4,437 acres) and house over 125 reputed global companies, providing an integrated environment for Livelihood, Living and Life. 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 has 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.

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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 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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