

## **Mahindra Lifespaces launches second edition of its 'Green Army' initiative *An endeavour to create One Million Caring Citizens***

**September 30, 2015, Mumbai:** Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, today announced the launch of the second edition of its 'Green Army' initiative, an outreach program that identifies children as primary change agents of the future and aims to educate them on sustainable living habits and choices, while encouraging them to spread the word amongst friends and family. This year, the company plans to reach out to 8000 students across 40 schools in Mumbai and Pune, leveraging interactive school workshops, an online engagement module and self-assessment methodologies designed to inculcate sustainable habits in children.

Commenting on the launch, **Anita Arjundas, Managing Director and CEO, Mahindra Lifespaces** said, "In line with Mahindra Lifespaces' vision of transforming urban landscapes by creating sustainable communities, the Green Army initiative is targeted to inspire, engage and nurture a young ecosystem to think responsibly. We aim to equip children with the knowledge that they can shape their future *now*, via environment-friendly choices made in their day to day lives."

The Green Army initiative focuses on the importance of conserving energy, water and other natural resources, by recycling/reusing materials and reducing waste. The program is based on the insight that children are the most influential harbingers of change and can significantly alter both their habits, as well as those of their families and friends, based on conscious understanding and creative action.

Targeted at children studying in the 4th standard, the Green Army initiative leverages AVs, games, live demos, volunteering activity and a 'green report card' to ensure that learning is fun and easily implementable. Through this pioneering movement, Mahindra Lifespaces hopes to create catalysts through one million caring citizens across the nation, who it hopes will become the torchbearers of sustainable living.

The first program was rolled out across 13 schools in 2014 and engaged over 2500 students. Accounting for five family members per student on average, and on a conservative assessment of potential reduction in environmental impact, the Mahindra Lifespaces' Green Army initiative is estimated to have resulted in savings of approximately 32 million litres of water and 923 MWh of energy, while achieving GHG reductions of over 830 tons of CO<sub>2</sub>, over the past one year.

### **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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