

Mahindra Lifespaces launches its first luxury residential project in Pune - L'Artista

June 5, 2013, Mumbai: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the USD 16.2 billion Mahindra Group, announced the launch of L'Artista, its first luxury residential project in Pune.

L'Artista, is a lifestyle address located in the exclusive, green and serene neighborhood of Sopanbaug in Pune. Planned with utmost care and crafted with discerning neutral palettes, L'Artista, is inspired by nature, expressed through the versatility of art in the form of branching heights. These signature-styled luxury homes will offer a haven of beauty and grace, of abundant space and modern comfort.

Speaking on the launch of L'Artista, **Anita Arjundas, Managing Director & CEO, Mahindra Lifespace Developers Ltd. & Member of the Group Executive Board, Mahindra & Mahindra Ltd.** said, "L'Artista, heralds the entry of Mahindra Lifespaces into the luxury space, with its very first boutique residential offering in the heart of Pune. Design inspired by art and resort-style gracious living, through signature offerings in prime locations, will be the core tenets of our luxury residential projects from L'Artista".

Rajendra Joshi, Regional Business Head – West, Mahindra Lifespace Developers Ltd said, "We are delighted to add L'Artista to our portfolio of projects in Pune. Antheia, our premium residential project in Pimpri, which was launched in 2012, has performed very well and L'Artista, will now enable us to offer a luxury home in the heart of the city."

L'Artista at Sopanbaug is set amidst landscaped gardens and features distinctively styled interiors where sprawling spaces meet minimalistic style, complementing the spectacular view from each apartment. The property will have only two apartments per floor, each with sprawling bedrooms, fashionable bathrooms, large balconies and a chic kitchen. In this naturally beautiful setting, L'Artista has added the finishing touches of detailed amenities that can be enjoyed to the fullest.

The luxury residential project is a seamless blend of art, style and function and sets new benchmarks in contemporary design while at the same time ensuring that the living experience is one that is relaxed and luxurious. With a total of just 21 homes, L'Artista at Sopanbaug is an exclusive and aspirational address for the discerning home buyer.

The luxury project's design philosophy embraces Mahindra Lifespaces' values of building for the future by ensuring a harmonious balance between the inevitable need for urbanisation and responsibility towards the environment. Rainwater harvesting, top-soil preservation, environment friendly building materials and energy efficiency are some of the 'green' aspects taken into consideration while designing the project.

About Mahindra Lifespaces Developers Ltd.

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the \$16.2 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 7.7 million sq.ft. of completed projects and close to 10 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 4,600 acres and house over 100 reputed global companies, providing an integrated environment for Life, Living and Livelihood.

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.

www.mahindralifespaces.com; www.mahindraworldcity.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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [after-market](#), [information technology](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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