



Mahindra Lifespaces set to enter Hyderabad

Hyderabad, January 04, 2012: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the \$14.4 billion Mahindra Group has been at the forefront of urban development by creating sustainable communities across the country. The company is now set to enter Hyderabad.

Mahindra Lifespaces delivers quality living spaces to its customers for healthy living through consistent focus on thoughtful master planning and sustainable development. Clear and transparent transactions offer comfort and convenience to customers. The Company has developed premium residential and commercial properties in Mumbai, Pune, Delhi, Chennai. The company is also the forerunner in developing and delivering integrated and inclusive ecosystems for work, living and life through their Mahindra World City offering. Two such cities have already been developed and are operational in Chennai and Jaipur.

Ms. Anita Arjundas Managing Director & CEO, Mahindra Lifespace Developers Ltd & Member of the Group Executive Board, said, “The focus of our strategy being SUSTAINABLE URBANISATION, we at MLDL wish to carry this development approach to the cities that are contributing to urban growth. Hyderabad being one of the fastest growing cities in India with a strong IT and pharmaceutical base, Mahindra Lifespaces would like to participate in this growth by offering quality residential developments built on the principles of sustainability. We are delighted to inform you that we are in advanced stage of planning our 1st residential offering in close proximity to Hitech City and will be launching it shortly. We consider Hyderabad our market of choice for our growth and we are exploring other opportunities actively in the city”.

Mahindra Lifespaces' footprint includes completed development of over 6.60 million sq.ft. of residential and commercial space spread across Mumbai, NCR, Pune and Chennai and over 9.87 million sq.ft. of ongoing and forthcoming projects in these cities as well as in Hyderabad and Nagpur. Mahindra Lifespaces' focus is on striking a harmonious balance between inevitable and responsible urbanization. Its sustainable urbanization philosophy takes into account the social

and economic aspects of development too. In essence, it takes up initiatives that help reduce the carbon footprint enabling residents to participate actively in the preservation of the environment. Mahindra Lifespaces has five residential projects that are 'pre-certified' Green Buildings' by Indian Green Building Council & four projects under 'applied for' category by the same agency. Its project Chloris at Faridabad has been rated as PLATINUM certified Green Building, under CII - IGBC green home rating system - India's second completed residential development to achieve the highest rating in the multi-dwelling units' category.

Mahindra Lifespaces has pioneered the concept of 'Mahindra World City' - a world-class integrated platform for manufacturing and services businesses to operate in a business-friendly, hassle-free environment. Each integrated business city is designed to offer living, learning and recreation spaces which enables a self-fulfilling and convenient ecosystem for its occupants. Two such developments in Chennai and Jaipur cover 4,600 acres and house reputed global companies like Infosys, BMW, Cap Gemini, Deutsche Bank, Timken, Fujitec, Lincoln Electric etc.

Mahindra Lifespaces has received industry recognition as a trend setter and innovator and has won several awards over the years. To name a few, the recognition of being India's Top 10 Builders, by CONSTRUCTION WORLD for the 2nd successive year; the Economic Times ACETECH Real Estate Award 2010, for excellence in Mid segment (Exterior Architectural design); CNBC AWAAZ CRISIL CREDAI Real Estate Award, in the category 'Best Residential Property in the Western Region' for its project Eminente; The Realty Plus Excellence Award as the 'Best Integrated Township of the Year' for Mahindra World City, New Chennai & 'American Society of landscape Architects 2008' Award for Excellence in the Planning and Analysis Category (Mahindra World City Community Development Plan).

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