

## **Mahindra World City, Jaipur launches new phase of Domestic Tariff Area (DTA)**

*Strengthens focus on driving industrialisation & economic growth in Rajasthan*

**Jaipur, November 10, 2016:** Mahindra World City Jaipur Ltd. (MWC Jaipur), a joint venture between Mahindra Lifespace Developers Ltd. (MLDL) and Rajasthan State Industrial Development and Investment Corporation (RIICO), today announced the launch of Phase 2 of its Domestic Tariff Area (DTA). The launch of the second phase of the DTA builds on the significant and promising success of the pioneering DTA Phase 1. MWC Jaipur is today the preferred business destination for more than 65 leading global and Indian companies, of which 26 are located in the Domestic Tariff Area.

Home to reputed Indian and transnational companies such as Ball Corporation, Bharatiya Skill Development Campus (BSDC), Deutsche Bank, Genpact, Infosys, JCB, Mahindra & Mahindra, MetLife and Perto, MWC Jaipur has also recently signed on SHV Energy in Phase 1 of its DTA. SHV is a Netherlands headquartered conglomerate and a global leader in specialized energy product categories; the company's global turnover is € 8 Billion and it employs over 15000 persons. SHV intends to augment its reach in North India by setting up a 5.4-acre world-class plant in MWC Jaipur. Additionally, Rajendra and Ursula Joshi Food Industries Pvt. Ltd. and Chokhi Dhani Pvt. Ltd, have recently taken up an additional 11.33 acres and 3.2 acres respectively in DTA Phase 1, for expansion into dairy products and ready to eat foods (respectively).

Commenting on the occasion, **Mr. Umesh Kumar, Additional Chief Secretary - Industries, Govt. of Rajasthan and CMD RIICO**, said, "Mahindra World City Jaipur has been an important contributor in helping establish Rajasthan as a leading investment destination. The state has also announced new sector-focused incentive policies along with series of pioneering labour and land reforms to maintain its emerging leader status. The launch of DTA Phase 2 is an ideal platform for MWC Jaipur to leverage this positive ecosystem and attract additional business investments in the state."

**Sangeeta Prasad, Chief Executive Officer, Integrated Cities and Industrial Clusters, Mahindra Lifespace Developers Ltd.**, said, "The development journey of Mahindra World City, Jaipur has been one of innovation, transformation and inclusivity. MWC Jaipur has today evolved into a unique model for urban development that serves to vindicate our partnership with the Rajasthan Government in creating a thriving industrial ecosystem. We will continue to focus on our efforts in realizing the state's true potential as a global business destination."

"The second phase of the Domestic Tariff Area at Mahindra World City, Jaipur is an important development milestone and reaffirms our commitment to driving industrial advancement & economic growth in Rajasthan. DTA-2 represents a new chapter in Rajasthan's expanding industrial landscape and offers a head start to companies seeking to establish their manufacturing and services operations to address the fast growing Indian market," added **Sanjay Srivastava, Business Head, Mahindra World City, Jaipur**.

Master planned and designed by leading global architects and consultants, the new phase spans 500 acres of world class industrial infrastructure. Businesses will have a choice of flexi formats in DTA-2 – developed land parcels for independent campuses and Plug & Play infrastructure for faster go-to-market. Moreover, modular plots will enable scalability and flexibility of operations. Situated in close proximity to the under construction Ring Road and adjacent to the proposed social and residential zone within MWC

Jaipur, the new phase also offers several smart and sustainable features encompassing water management, transportation, energy and optical fibre based communications.

The Domestic Tariff Area in MWC Jaipur offers best in class industrial infrastructure, strategic connectivity to booming markets in North and West India, competitive start up and running costs, and ample availability of skilled manpower. Professional operations and maintenance services ensure that clients are able to maintain their focus on core operations and go-to-market strategies.

Comprising 3 operational sector-specific SEZs (IT/ITeS, Engineering & Related Industries and Handicrafts) and a Domestic Tariff Area (DTA), MWC Jaipur is one of India's leading industrial hubs, contributing to the government's vision of 'Make in India' by creating opportunities for Manufacturing, Foreign Direct Investment (FDI) and Skill Development. Aggregate investments by MWC Jaipur and its constituent units have crossed Rs. 3,100 crores as of the quarter ending September 30, 2016, with cumulative exports by the 37 companies currently operational exceeding Rs 5,300 crores, and employment created for more than 29,000 persons by these companies (direct employment for ~8,000 persons and indirect employment for ~ 21,000 persons).

### **About Mahindra World City Jaipur Ltd.**

Spread across 3000 acres, Mahindra World City, Jaipur is located in the Delhi-Mumbai Corridor and is being developed in partnership with the 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 65 corporates across its SEZ and DTA facilities, along with a planned Residential & Social zone. It is the first city in India which is a 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 \$17.8 billion Mahindra Group, is a leader and pioneer 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 1.22 million sq.m. (13.15 million sq ft) of completed projects and over 0.86 million sq. m. (9.24 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; built on the philosophy of 'Livelihood-Living-Life', these developments span 1796 hectares (4,437 acres), house over 130 global and Indian companies and serve to drive economic growth and community development. In addition, Mahindra Lifespaces enables access to quality housing at affordable prices via its brand 'Happines'.

A pioneer of the green homes movement in India, Mahindra Lifespaces is the first Indian real estate company to have voluntarily released its triple bottom-line focused, externally assured Sustainability Report based on the GRI (Global Reporting Initiative) framework. In 2016, Mahindra Lifespaces has been ranked No. 2 in Asia, in its category, by the Global Real Estate Sustainability Benchmark (GRESB) and has been named among Asia's Top 100 most sustainable companies (spanning sectors) in the Channel NewsAsia Sustainability Ranking.

[www.mahindralifespaces.com](http://www.mahindralifespaces.com); [www.mahindraworldcity.com](http://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 17.8 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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