

## **Mahindra Lifespaces conducts first ever *Urbanscaping* initiative at Sion Station**

**'Mumbai Sparklers', comprising Mahindra Lifespaces employees, Central Railways representatives, local community members and NGO Die Hard Indian, give Sion Station a colourful makeover**

**Mumbai, January 29, 2016:** Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, in association with Central Railways and NGO Die Hard Indian, today successfully conducted its first Urbanscaping project at Mumbai's Sion Station. Termed '**Mumbai Sparklers**', this one of a kind initiative, aimed at restoring and beautifying public spaces in large cities, witnessed volunteers from multiple walks of life come together at Sion Station for a common cause - the renovation and beautification of one of Mumbai's oldest and busiest railway stations via tree planting, wall painting and cleaning activities.

**Anita Arjundas, Managing Director, Mahindra Lifespaces**, while attending the Urbanscaping event at Sion Station said, "As pioneers of sustainable development in India, we believe that public spaces play an important role in shaping the ethos and identity of our urban areas. The Mumbai Sparklers Urbanscaping initiative is representative of our ongoing efforts to promote urbanisation best practices that leverage community participation to collectively nurture the future of our cities."

Mahindra Lifespaces' Urbanscaping projects are aimed at improving public spaces through basic infrastructure provision, renovation efforts and cleanliness drives, combined with the efforts of artists to create an aesthetic and vibrant identity for public spaces. In the run up to the Mumbai Sparklers Urbanscaping event at Sion Station, nearly 500 volunteers (including students of Vallabh Vidyalaya and MP Bhuta Sion Sarvajanic schools) have participated in repair work on pavements and the restoration and painting of walls over the last few months, resulting in a radical improvement in the overall appearance of the station.

Mahindra Lifespaces' employees today joined local community members and other volunteer groups to plant saplings, clean the station premises and paint the entrance wall; during the course of the day, the wall was painted in murals to the theme of 'Mumbai City' and is now colourful and inviting. **Dr. Alok Badkul, Senior Divisional Commercial Manger (DCM), Central Railways**, also graced the occasion. Sion station is today cleaner, brighter and impeccably maintained, with clear signage, to the delight of passengers and passersby.

Mumbai Sparklers at Sion Station is Mahindra Lifespaces' second sustainable urbanisation linked CSR initiative. In 2015, the company launched the second edition of its 'Green Army' initiative after a successful first edition in 2014; this outreach program has identified 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.

NGO Die Hard Indian ([www.diehardindian.com](http://www.diehardindian.com)) was founded by Gaurang Damani in the year 2000 and has led several cleanliness and renovation drives in Mumbai, including pioneering the adoption of a railway station in India.

### **About Mahindra Lifespace Developers Ltd.**

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the \$16.9 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 0.95 million sq.m. (10.21 million sq ft) of completed projects and over 0.92 million sq. m. (9.93 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 125 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 'Happinest'.

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 2015, Mahindra Lifespaces has been recognized as Regional Sector Leader in Asia, in its category, by the Global Real Estate Sustainability Benchmark (GRESB) for the second year in a row.

[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 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 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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