

Chennai's first ever International Hot Air Balloon Festival held at Mahindra World City – concludes with a gala finale

~Three-day carnival attracted more than one lakh visitors, making it a grand success ~

~ Maestro Ilaiyaraaja felicitated at the festival in the presence of renowned celebrities~

Chennai, January 06, 2019: Mahindra World City, Chennai, in association with Tamil Nadu International Balloon Festival (TNIBF) today drew curtains on Chennai's first-ever hot air balloon festival. The carnival's grand finale concluded with a scintillating performance by Maestro Ilaiyaraaja, who mesmerized the crowd.

Mr. P. Vijayan, Business Head (Residential), Mahindra World City, Chennai, said, "It has been a fantastic weekend at Mahindra World City with an overwhelming response to the first ever International Hot Air Balloon Festival in Chennai. The carnival was a grand success, thanks to the untiring efforts of the organising team and to the presence of our esteemed visitors. We are inspired to continue to build on such community experiences at Mahindra World City and towards delivering on our promise of Sooper City, Sooper Life!"

The three-day long event witnessed more than 2000 individuals taking flight in secured balloon rides, soaring up above the scenic environs of Mahindra World City, Chennai. The dazzling display of glowing hot air balloons continued over all three evenings of the carnival.

One of the key highlights from the event was the felicitation of Maestro Ilaiyaraaja, widely regarded as one of India's greatest music composers; and a much-respected singer, songwriter, instrumentalist, orchestrator, and lyricist; by the Tamil Nadu Film Producers Council, in the presence of popular celebrities. Furthermore, in addition to the balloon rides, well-known artist Chutti Arvind, Azhar, singer Andrea Jeremiah, director Rajiv Menon, actor G.V. Prakash Kumar and vocalist Haricharan entertained visitors and participants.

150+ stalls at the carnival offered a wide range of fun and exciting activities, along with an assortment of food trucks and pop-up shops for handicrafts, clothes and much more – in other words, a complete family experience. Moreover, an exciting display of supercars and superbikes enthralled passionate auto fans.

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 20.7 billion Mahindra Group, and a pioneer of sustainable urbanisation in India. The Company is committed to transforming India's urban landscape through its residential developments under the 'Mahindra Lifespaces' and 'Happinest' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra World City' brands.

Mahindra Lifespaces delivers innovative customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 23.8 million sq. ft. (2.2 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments/ industrial clusters in four cities.

A pioneer of the green homes movement in India, Mahindra Lifespaces has been ranked 4th in Asia in its category, in the '2017 GRESB Real Estate ESG (Environmental, Social and Governance) Assessment'. The Company has also been ranked 22nd amongst India's great mid-size workplaces – 2018, by the Great Places To Work Institute.

Learn more about Mahindra Lifespaces at www.mahindralifespaces.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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