

Press Release

For Immediate Publication

## **ORIGINS by Mahindra World City, North Chennai signs Japanese conglomerate Yanmar Group as its first customer**

**~ Yanmar Group to establish its first manufacturing facility at ORIGINS, North Chennai**

**Chennai, 25th January, 2019:** Mahindra Industrial Park Chennai Limited (MIPCL), a joint venture between Mahindra World City Developers Limited and Sumitomo Corporation of Japan, today announced the signing of Yanmar Group as its anchor customer at **ORIGINS** by Mahindra World City, North Chennai. Yanmar Group, an over 100-year-old business group from Japan, will establish a diesel engine manufacturing facility in **ORIGINS**, North Chennai, to cater to original equipment manufacturers (OEM) in the Indian construction and agriculture sectors. The facility is expected to be operational by 2020.

**ORIGINS** by Mahindra World City comprises industrial clusters of international standards, spanning 250 – 600 acres and located in high growth corridors across India. Located on NH16, Phase 1 of **ORIGINS** by Mahindra World City, North Chennai spans 264 acres and is currently at advanced stages of development, with all approvals in place. The project is expected to generate direct employment for 7000 persons when fully completed. Companies based out of **ORIGINS**, North Chennai can go to market faster and avail all the benefits of clear land titles; plug-and-play infrastructure; in-house expertise in operations and security; and a range of business support services. **ORIGINS**, North Chennai incorporates environment-friendly and smart monitoring systems for operations & maintenance.

**Ms. Sangeeta Prasad, Managing Director and CEO, Mahindra Lifespace Developers Ltd.**, said, “We are delighted to welcome Yanmar Co., Ltd, one of Japan’s most respected companies and a global leader in diesel engine manufacturing, to **ORIGINS** by Mahindra World City, North Chennai. We remain committed in our endeavour to create efficient industrial ecosystems which enable employment and investment.”

**Mr. Hajime Hirai, Director and General Manager, Yanmar Engine Manufacturing India Pvt. Ltd.**, said, “India is a high-potential growth market for the Yanmar Group. and for our first manufacturing facility in the country, we were seeking an ideal blend of modern infrastructure, strategic connectivity and supporting social amenities. The self-sufficient ecosystem at **ORIGINS**, North Chennai will help us rapidly scale our operations and attract the right talent. Yanmar is proud to be the first partner for the **ORIGINS** growth story in India.”

**Mr. Yasushi Fukuda, Executive Officer and General Manager, Logistics Infrastructure Business Division, Sumitomo Corporation**, said, “Tamil Nadu is one of the most preferred destinations for Japanese investment in India and the presence of **ORIGINS** by Mahindra World City, North Chennai will strengthen the state’s attractiveness as an innovation and manufacturing hub. Yanmar Group’s presence here will accelerate job creation opportunities and local community development.”

### **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.

**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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

**For further enquiries please contact:**

Pramuch Goel

General Manager, Group Communications, Mahindra Group

Tel: +91 22 2490 5943

Email: [goel.pramuch@mahindra.com](mailto:goel.pramuch@mahindra.com)