

## **Mahindra Lifespaces launches second plotted project in FY-24**

*Real Estate*

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*On the back of the stellar success of its first plotted development, Mahindra Lifespaces launches 'Green Estates by Mahindra', in Chennai*

**Chennai, February 20, 2024** Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development business of the Mahindra Group, today announced its second plotted development project for the current fiscal year. The company has bolstered its plotted development offering with the introduction of 'Green Estates by Mahindra,' a 27-acre project at Mahindra World City in Chennai. This project caters to various customer needs with plots ranging from 750 sq. ft. to 2400 sq. ft. 'Green Estates by Mahindra' is designed to offer an ideal, customised living experience, featuring lush green open spaces and access to excellent infrastructure and facilities.

The project is situated against the scenic backdrop of the Paranur Hills and enveloped by three lakes - Kolavai, Paranur and Senganeri Lakes. It sits adjacent to the urban forest within Mahindra World City, creating a harmonious blend with nature. The idyllic surroundings are further enhanced by a captivating 1.2-acre central park within the development. Beyond the natural surroundings, the project offers distinctive nature-inspired amenities, providing residents with ample opportunities to relax, rejuvenate, and

socialise within the vibrant community. This project will be an addition to Mahindra World City's existing residential and commercial offerings. MWC Chennai is already home to over 3000 families, across multi-format residential projects.

**Amit Kumar Sinha, MD & CEO, Mahindra Lifespaces Developers**

**Limited said,** "The persisting demand for plotted developments has been a notable trend, and we're delighted to witness this growth. The successful sales we've experienced with our first foray into plotted projects earlier this fiscal year give us great confidence in the potential of 'Green Estates by Mahindra.' We are offering a unique blend of greenery, picturesque landscapes, and excellent connectivity, all thoughtfully integrated into an already vibrant community. Apart from the advantages of space, plotted developments empower owners to customise their homes, fostering a sense of individuality and privacy. This project is our commitment to providing a truly unique living experience that resonates with modern homeowners seeking a balance between urban comfort and personalised living."

Mahindra World City (MWC), Chennai stands out as a cosmopolitan township, marked by numerous environmental milestones, showcasing its forward-thinking urban identity. With multiple environmental firsts to its credit, Mahindra World City, Chennai is widely acknowledged as an urban destination that is well ahead of its time. Strategically located with an on-site railway station, MWC Chennai is India's first IGBC 'Gold' Certified Township and operational corporate Special Economic Zone. Encompassing a vast 1500 acres, this low-congestion city is enveloped by 1000 acres of reserved forests and 7 lakes. A first-of-its-kind integrated city built on environment-friendly principles, MWC Chennai is also the first integrated city in India to receive third-party Zero Waste to Landfill (ZWL) certification.

Serving as the preferred business hub for over 65 global corporates within Special Economic Zones and a Domestic Tariff Area, MWC Chennai has generated direct employment for over 100000 individuals in its industrial zone. Apart from the Paranur railway station, MWC Chennai also offers excellent road connectivity with easy access to Grand Southern Trunk Road (GST Road), and other major highways, providing quick and convenient travel options to various parts of the city and beyond.

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

Established in 1994, Mahindra Lifespace Developers Ltd. ('Mahindra Lifespaces') brings the Mahindra Group's philosophy of 'Rise' to India's real estate and infrastructure industry through thriving residential communities and enabling business ecosystems. The Company's development footprint spans 35.06 million sq. ft. 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 across four locations.

Mahindra Lifespaces' development portfolio comprises premium residential projects; value homes under the 'Mahindra Happinest®' brand; and integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra' brands respectively. The Company leverages innovation, thoughtful design, and a deep commitment to sustainability to craft quality life and business growth.

The first real estate company in India to have committed to the global Science Based Targets initiative (SBTi), all Mahindra Lifespaces' projects are certified environment friendly. With a 100% Green portfolio since 2014, the Company is working towards carbon neutrality by 2040 and actively supports research on green buildings tailored to climatic conditions in India. Mahindra Lifespaces® is the recipient of over 90 awards for its projects and

ESG initiatives.

Learn more about Mahindra Lifespaces® at [www.mahindralifespaces.com](http://www.mahindralifespaces.com)

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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