

Mahindra Lifespaces organises 'Happifest' event for Happinest Boisar customers

~ Happinest Boisar becomes fastest selling affordable housing project in MMR (Mumbai Metropolitan Region)

Mumbai, December 07, 2015: Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, has successfully conducted its Happinest customer event 'Happifest' in Mumbai. Held to celebrate and share the project's success with Happinest Boisar home owners, their families and friends, Happifest was a grand success with nearly 300 people attending the fun-filled evening of laughter and entertainment. Customers enjoyed an enthralling comedy performance and got to know each other better during the evening. Customers were also able to view progress in construction of their Happinest Boisar homes via a specially organised 'virtual' tour of the site.

Commenting on the initiative, **Sriram Mahadevan, Business Head, Happinest, Mahindra Lifespaces** said, "We are delighted with the extraordinarily encouraging response to Happinest Boisar. With our customers at the core of all our efforts and initiatives, events such as Happifest help us strengthen our connect with both current and future Happinest home owners. We will continue to focus on driving similar interactive customer engagement programs on an ongoing basis."

Boisar, where Happinest is located, is a strategic location that serves to bridge the gap between India's financial capital Mumbai and highly industrialized South Gujarat, while offering multiple advantages to residents like easy access to public transport, and proximity to educational institutions and healthcare facilities. Spread across 14 acres, Happinest Boisar comprises 800+1 & 2 BHK apartments. Project features and amenities include 24x7 power back up in common areas, car park for residents and visitors, a netted cricket ground, a senior citizen's park, a volleyball and badminton court and a play area for toddlers. An amphitheatre and a celebration lawn for festivals and gatherings add to the vibrant community feel at Happinest Boisar.

Said Rajesh Thakur, who attended Happifest with his family, "It has been only six months since I booked a flat at Happinest in Boisar. My family and I are very happy with the fast pace of construction; in fact, we are delighted with our decision to book a flat in this project. The Happinest team has kept us well-informed about the construction progress on a regular basis. All queries are promptly answered and suggestions are taken into consideration. We are eagerly awaiting the day when we will have our own home at Happinest Boisar."

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 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. The Company's 'Green' homes, pan-India presence, and the development of successful integrated cities have all contributed to Mahindra Lifespaces being recognized as a developer with a pioneering spirit. Mahindra Lifespaces is the first real estate company in India to release its triple bottom-line focused Sustainability Report that is based on the Global Reporting Initiative (GRI) framework and received an A+ rating indicating the highest levels of disclosure and transparency. In 2015, Mahindra Lifespaces has been recognized as Regional Sector Leader in Asia by the Global Real Estate Sustainability Benchmark (GRESB), for the second year in a row.

www.mahindralifespaces.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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