

**Mahindra Lifespaces organises 'Happifest' event for Happinest Avadi customers**

~ With 400 apartments sold since launch, Happinest Avadi by Mahindra Lifespaces is the 2nd fastest selling project in Chennai

~ Currently nearing completion, Happinest Avadi to begin handovers soon

**Mumbai, October 10, 2015:** Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, today successfully held its Happinest customer event 'Happifest' at Avadi, Chennai. Happinest Avadi, by Mahindra Lifespaces, offers quality homes at affordable prices. The event was a grand success with nearly 600 people attending, specifically customers and their families and friends, who enjoyed a fun-filled evening of laughter and happiness. Customers were invited to a site visit and appreciated the quality and fast pace of construction of Happinest, Avadi. Customers also enjoyed an entertaining comedy performance, and got to know each other better during the evening.

Commenting on the initiative, **Sriram Mahadevan, Business Head, Happinest, Mahindra Lifespaces** said, "Happinest Avadi has received a very encouraging response and is one of the fastest selling projects in Chennai. Our customers are at the core of everything we do. Going forward, we will continue to try and organise similar events that will help future residents connect with each other, before moving into their new homes, while getting a first-hand view of progress on the project at the same time."

Avadi, where Happinest is located, is one of the fastest growing suburbs of Chennai, and offers various advantages like easy access to public transport, educational institutions and healthcare facilities. Spread over 13 acres, the project will be home to 1200+ families. Happinest Avadi offers 1 and 2 BHK apartments, with sizes ranging from 396 sq. ft. to 677 sq. ft., priced from Rs 11 Lakhs to Rs 21 Lakhs.

Said **Arumugam**, who attended Happifest with his family, "It is just a little over a year now, since I booked a flat at Mahindra Lifespaces' project 'Happinest' at Avadi. I am delighted to see how construction is almost completed since then, and am looking forward to moving into my dream home in Happinest. My family and I just experienced a sample apartment inside the project, and we are very pleased to see the quality of construction and finishing. Also, the Happinest team has been very helpful at every step, whenever we needed support and guidance."

Happinest uses Aluminum Formwork technology to ensure speedy construction and the highest quality and reliability. Ready-to-fit components like UPVC Windows and FRP encased Cellular Light Weight Concrete door frames also help make construction quicker. Happinest has also collaborated with IIT Madras for a cost effective and innovative foundation design. In line with the 'green' development

philosophy of Mahindra Lifespaces, Happinest uses environment friendly CLC blocks and has been pre-certified by the IGBC (Indian Green Building Council), making the project environment and pocket friendly for residents.

### **About Mahindra Lifespaces**

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 Bangalore. The Company's residential & commercial development footprint includes over 0.83 million sq. m. (8.92 million sq. ft.) of completed projects and over 0.96 million sq. m. (10.38 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. These developments cover 1796 hectares (4,437 acres) and house over 125 reputed global companies, providing an integrated environment for Livelihood, Living and Life. 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 has 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.

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### **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 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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