

'Bloomdale' by Mahindra Lifespaces becomes first project to commence handover in the residential zone of MIHAN

Nagpur, August 5, 2015: Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, today announced that it has completed handover of 35 units in *Bloomdale*, its first residential project in Nagpur (at MIHAN), thereby becoming the first developer to commence handover in the region. Another 40 units in Phase 1 - comprising 1BHK, 2BHK, 3BHK apartments and row houses - are expected to be handed over in the course of the next two months.

A 25 acre gated community, Bloomdale is all set to emerge as a natural first choice of residence for those seeking community living options close to their place of work. This is primarily because it is in close proximity to companies that are operational in MIHAN, as well as those that are at various stages of facility development. With an international school located right next door, the airport a short distance away, and fast-track connectivity to Nagpur's city centre via NH7, Bloomdale ensures incomparable locational advantages to residents. Additionally, resident welfare measures by Mahindra Lifespaces such as an upcoming grocery store and a 'Neighbourhood Guide' ensure that the moving in experience is seamless and enjoyable for all residents.

Commenting on the occasion, **Commodore Arun Nayar, Business Head, MahindraBebanco Developers Ltd.** (the joint venture between Mahindra Lifespace Developers Ltd. and B.E. Billimoria & Co. Ltd. that is developing Bloomdale) said, "With MIHAN rapidly emerging as an industrial and technological hub, we believe that Bloomdale presents a compelling investment opportunity, in addition to being a destination of choice for those who wish to embrace a holistic lifestyle in harmony with nature and the community. We are proud to be early contributors to the MIHAN cityscape via Bloomdale, which has been designed and developed with a view to provide a healthy, lively and sustainable residential environment. We would like to extend a warm welcome to all residents."

Mrs. Sarita Vichore, one of the first customers to take possession at Bloomdale, said, "Seeing my new home is like a dream come true for me and my family. Mahindra Lifespaces' staff have always been courteous and responsive to all our needs and requests. It's been a great journey towards a home we can truly call our own, and we have rested easy knowing that every little detail will be looked into. We look forward to being part of a healthy and vibrant community at Bloomdale."



Handover ceremonies in progress at Bloomdale

Bloomdale offers a wide choice of luxurious and spacious apartments, row houses and duplex homes comprising 1 BHK, 2 BHK, 3 BHK and 4 BHK options along with world class amenities and features - a club house, swimming pool, jogging track and health spa alongside landscaped gardens, walking trails and pathways. Parks and playfields add a vibrant green touch.

The buildings are designed to facilitate increased ventilation and natural light, resulting in direct savings on utility bills. Bloomdale is also the first residential project in Nagpur to get a Pre-certification 'Gold Rating' by the IGBC (Indian Green Building Council).

Bloomdale by Mahindra Lifespaces is located at:

Mahindra Bebanco Developers Ltd.

MIHAN SEZ De-Notified area, Khapri,

NearDY Patil International School, Khapri.

Nagpur - 441108

The MIHAN growth story:

1. Present airport expected to be converted into a major cargo hub with integrated road and rail connectivity.
2. MIHAN offers high quality infrastructure in terms of roads, electricity and water supply.
3. IIM Nagpur, the first IIM in Maharashtra, is already operational in Nagpur city and is expected to set up a campus at MIHAN. First AIIMS of Maharashtra expected to be established soon.
4. The first line of the Nagpur Metro will be linked to MIHAN, ensuring better connectivity to the center of Nagpur city.

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 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 Life, Living and Livelihood. 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 2014, Mahindra Lifespaces has been recognized as a Regional Sector Leader for Asia by the Global Real Estate Sustainability Benchmark (GRESB).

www.mahindralifespaces.com; www.mahindraworldcity.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 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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