

## **Mahindra Lifespaces receives CII – ITC Sustainability Award for its commitment to sustainable urban living**

**New Delhi, January 14, 2013:** Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the USD15.9 billion Mahindra Group, was honoured at the CII-ITC Sustainability Awards 2012 for its strong commitment to Sustainability in its residential developments and integrated cities. The Certificate of Commendation was presented by the Honourable President of India, Shri Pranab Mukherjee to Ms. Anita Arjundas, MD & CEO, Mahindra Lifespaces, at a special ceremony held in Vigyan Bhavan, New Delhi today.



**Ms. Anita Arjundas, MD & CEO, Mahindra Lifespace Developers receiving the Certificate of Commendation from the Honourable President of India, Shri Pranab Mukherjee**

The Sustainability Awards have been instituted by the CII-ITC Centre of Excellence for Sustainable Development and aims to recognise those companies which have been successful in incorporating sustainability in their business models. It is a unique initiative to identify and recognise Indian businesses for their exemplary performance in economic, social and environmental dimensions. Through this award, CII-ITC Centre of Excellence endeavours to promote role models in Indian industry.

Commenting on this recognition, **Ms. Anita Arjundas, Managing Director & CEO, Mahindra**



**Lifespaces Developers Ltd & Member of the Group Executive Board**, said, “We see ourselves as enablers of an improved quality of life, not just as providers of quality homes and work spaces; an approach that embraces greater responsibility towards the environment and sensitivity to the needs of larger segments of society, in the present and the future. This recognition, therefore, is not only a matter of great pride for me and my team but also encourages us to continue our focus on responsible urbanization.”

**Mr. Amit Pal, Sr. GM – Quality, Innovation & Sustainability** said “As part of our focus on sustainability we ensure that all our current and forthcoming residential projects are green (pre)certified. The use of environmental friendly materials like fly ash bricks, rain water harvesting and use of energy conservation principals are initiatives that we mandate for our all developments. We are delighted to receive such an honour and will continue to stay committed to sustainable development. “

Mahindra Lifespaces has been at the forefront of ‘Transforming urban landscapes by creating sustainable communities’. It has firmly anchored its sustainability strategy along its entire value chain and has done this by making its residential developments and integrated cities environment friendly thereby reducing the carbon footprint of its developments. Thoughtful master planning, adopting best practices in design development and execution, and building trust based community relationships while ensuring financial prudence has allowed Mahindra Lifespaces to continuously create self sustaining environments.

Mahindra Lifespaces has been conscious of the need to strike a harmonious balance between the inevitable need for urbanization, the responsibility towards sustainability, and a healthy bottom line. This approach of Mahindra Lifespaces is aligned with the Mahindra brand’s Rise philosophy of driving positive change through alternative thinking and accepting no limits.

The organization has been the first in the Indian real estate industry to have embraced the triple bottom line approach to sustainability and to publish a GRI compliant Sustainability Report assessed at A+ for transparency and disclosure.

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

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the \$15.9 billion Mahindra Group, is a leader in sustainable urban development, through the creation of Residential developments and Integrated Business Cities across eight Indian cities - including Mumbai, Pune, Nagpur, Jaipur, Gurgaon, Faridabad, Chennai and Nagpur. The Company’s residential & commercial footprint includes completed developments of 7.55 million plus sq.ft. of space, and 9.91 million sq.ft. of ongoing and forthcoming projects.

Mahindra Lifespaces has pioneered the concept of an integrated business city at the ‘Mahindra World City’ developments in Chennai and Jaipur. These developments cover 4,600 acres and house over 100 reputed global companies, providing occupants with a convenient ecosystem.

Mahindra Lifespaces consistently focuses on the right balance between people and the environment and has pioneered green living concepts, such as topsoil conservation (38,940 Sq.



mtrs. in 2011-12) and reduction of CO2 emissions through the use of fly ash (15,372 MT reduction in 2011-12). Since 2007-08, the company has been endorsing the GRI (Global Reporting Initiative) objective of improving the international comparability of reporting results as a part of the Mahindra Group's reporting.

Thus far, nine Mahindra Lifespaces projects have received Platinum or Gold 'pre-certification' from the Indian Green Building Council (IGBC). Chloris in Faridabad, is a Platinum certified Green Building, under the CII - IGBC green home rating system and is India's second completed residential development to achieve this highest rating in the multi-dwelling units category.

The Company's 'Green' homes, pan-India presence and the development of India's first integrated business city have all contributed to Mahindra Lifespaces being recognised as a developer with a pioneering spirit.

In addition, Mahindra Lifespaces has received industry recognition as a trend setter and innovator, winning a host of awards over the years, such as inclusion among India's Top 10 Builders, by Construction World for the 3rd successive year; the Economic Times ACETECH Real Estate Award 2010, for excellence in Mid-segment (Exterior Architectural design); the CNBC Real Estate Awards 2012, in the category 'Best Residential project- Pune ' for its project Royale; Green Project of the Year: Jury Special Commendation Award awarded for Chloris at Construction Week India Awards 2012; the Realty Plus Excellence Award as the 'Best Integrated Township of the Year' for Mahindra World City, New Chennai and the 'American Society of Landscape Architects 2008' Award for Excellence in the Planning and Analysis Category (for Mahindra World City Community Development Plan).

### **About The Mahindra Group**

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 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 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](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world.

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