

30<sup>th</sup> November, 2012

**Bombay Stock Exchange Limited**

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Subject : **Press Release – “Mahindra Lifespaces debuts in Hyderabad with “Ashvita”- a premium residential complex**

Dear Sirs,

Please find attached press release being released by the Company, on the captioned subject for your record, which will be circulated to Press.

Kindly make a note of the same.

Thanking you,

Yours faithfully,  
For Mahindra Lifespace Developers Limited,

  
Suhas Kulkarni  
Company Secretary

Encl : a/a



**Mahindra Lifespace Developers Ltd.**

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**Mahindra Lifespaces debuts in Hyderabad with  
'Ashvita' – a premium residential complex**

**Hyderabad, November 30, 2012:** Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the \$15.9 billion Mahindra Group, today announced its debut in Andhra Pradesh with the launch of 'Ashvita', a premium residential project in Hyderabad.

This flagship development of premium apartments is spread over 9.25 acres at Kukatpally, Hyderabad and will offer buyers the trust and quality associated with Mahindra Lifespaces. The company is renowned for its ethical business practices and utilises advanced and environmentally-friendly practices during the development of its projects.

"Hyderabad the sixth largest city and one of the fastest growing with well developed infrastructure and young cosmopolitan professionals seeking quality living has been a key city in the radar of Mahindra Lifespaces. We are therefore delighted announce the launch our first residential project '**Ashvita' at Kukatpally.**

At Mahindra Lifespaces we are committed to sustainable urbanisation using practices which are aimed at reducing the input of energy, water and other resources during development, as well as minimizing the generation of waste and other environmental disturbances. 'Ashvita' will also reflect our commitment to green development having already been pre-certified by IGBC with a Gold rating, while of course providing residents with all the modern amenities and conveniences that they have come to expect," **said Anita Arjundas, Managing Director & CEO, Mahindra Lifespace Developers Ltd & Member of the Group Executive Board. "**

According to **Ms. Sangeeta Prasad, CEO, Mahindra World City Developers Ltd.,**with additional responsibility of the residential business in South "With Ashvita, which means accomplishment with a soul, we are keen to offer a development where the best pieces of life come together. The project is Vaastu compliant; features open areas, privacy at the unit level and avenues for socializing within the community."

Ashvita is being developed as a gated community and offers a choice of 2BHK (1218 sq.ft. to 1261 sq. ft.), 3BHK (1567 sq.ft. to 1847 sq. ft.) and 4BHK (2018 sq. ft to 2082 sq. ft) units with an emphasis on open spaces within the complex, to meet buyer preferences. The contemporary design of the complex will be achieved by smart landscaping and master planning, and plenty of open spaces and greenery.

Each apartment is individually styled as per Vaastu norms and all units will incorporate large balconies which can also serve as a common area for the family to gather together and share quality time. The same design principle has been adopted for the living and dining rooms, while sunlight and ventilation have been given importance, without compromising on Vastu.





Among the amenities on offer at 'Ashvita' are a Club house with gym, multipurpose hall and indoor games. Other facilities include a swimming pool, children's play area, jogging track, seating plaza, festive lawn with small water feature, tennis/basketball court and a senior citizen's court.

Ashvita is surrounded by quality social infrastructure & is located on the main arterial road connecting HITEC City to NH-9. It is close to the HITEC City MMTS station that is located less than one km away & the Mahindra Satyam Campus that is at a distance of 3 kms with travel time of 5 minutes, making it a good emerging residential area for people working at HITEC City.

As with all other projects by Mahindra Lifespaces, Ashvita too is Green pre-certified having achieved a CII-IGBC Gold rating and will be built using environment friendly and energy efficient principles with abundant green spaces to facilitate healthy living

#### **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 and Chennai. The Company's residential & commercial footprint includes completed developments of over 7 million sq.ft., and 9 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 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.

Mahindra Lifespaces is the first company in the Real Estate Sector in India to publish a GRI compliant Sustainability Report based on the Global Reporting Initiative (GRI) guidelines. The report has been assessed at A+ as per the GRI - G3 guidelines, indicating the highest level of transparency and voluntary





disclosure. The GRI Framework enables all organizations to measure and report their economic, environmental, social and governance performance - the four key areas of sustainability.

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 AWAAZ CRISIL CREDAI Real Estate Award in the category 'Best Residential Property in the Western Region' for its project Eminente, Green Project of the Year: Jury Special Commendation Award awarded for Chloris at the 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. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and vacation ownership. Mahindra has a presence in the [automotive industry](#), agribusiness, aerospace, components, consulting services, defence, energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheelers](#).

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

[www.mahindra.com](http://www.mahindra.com)



### For further enquiries

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