

# *Mahindra Lifespaces' Bloomdale receives prestigious certification*

## ■ Business Bureau

BLOOMDALE, one of the largest residential developments by Mahindra Lifespaces developed in collaboration with BE Billimoria, has recently pre-certified by the Indian Green Building Council (IGBC) as a 'Gold' rated project under the CII - IGBC Green Home Rating System.

The project is spread over 25.25 acres of land and located at MIHAN in Nagpur. 'Green' is one of the foundations of Mahindra Lifespaces' relationship with its customers. Anchored on the belief that it is important for the world to conserve the scarce resources on this planet, the company's sustainable urbanisation philosophy takes into account the economic, social and environmental aspects of development.

Mahindra Lifespaces has been a pio-

neer in the 'Green Homes' movement with an internal mandate for all its new projects developed from 2007 onwards to be environmentally friendly and green compliant.

The Indian Green Building Council certification is one of the many approaches that the company adopts towards ensuring that it stays true to the cause of sustainable urbanization.

Speaking on the subject, Anita Arjundas, Managing Director and Chief Executive Officer, Mahindra Lifespace Developers Ltd and Member of the Group Executive Board said, "Mahindra Lifespaces has been at the forefront in creating healthy, eco-friendly living concepts in India focusing on 'Sustainable Urban Communities'. We believe in striking a harmonious balance between inevitable and responsible urbanisation and have drawn a roadmap for our busi-

ness to protect the environment through promotion of sustainable construction practices. These green practices are aimed at reducing the input of energy, water and other resources, as well as minimizing the generation of waste and other environmental disturbances, thereby reducing the carbon footprint of our projects."

Nine of Mahindra Lifespaces residential projects have been 'pre-certified' Platinum or Gold by the Indian Green Building Council and one project is under the 'applied for' category.

Launched in February 2012, Bloomdale offers a choice of 1 BHK, 2 BHK, 3 BHK apartments, row houses and duplex homes.

It accentuates the experience of an ultimate urban lifestyle as well as creates a sense of belongingness by discovering the new dimensions of living.