

## **Perto S.A. From Brazil Inaugurates First Overseas ATM Manufacturing Plant at Mahindra World City, Jaipur**

**Jaipur, October 19th, 2016:** Perto S.A., a leading manufacturer of ATM (automatic teller machines) and cash dispensing machines from Brazil, today inaugurated its first overseas manufacturing plant at Mahindra World City Jaipur Ltd. (MWC Jaipur). Spread across 26 acres of land in the Domestic Tariff Area (DTA) of MWC Jaipur, the greenfield plant will manufacture 500 ATMs per month in Phase I, and 1500 ATMs per month at full capacity. The new plant will commence operations with an initial investment of approximately Rs. 300 crores and is expected to provide employment to over 1,000 persons. With the establishment of its first state of the art facility outside Brazil, Perto joins the ranks of leading companies such as JCB, Gaston Energy and Mahindra Spares who have set up operations in MWC Jaipur to serve the fast growing Indian market.

Shri. Gajendra Singh Khimsar, Honourable Minister for Industries and Sports, Government of Rajasthan, was the Chief Guest at the inaugural event. The project was first announced in February 2012 and after obtaining relevant approvals from the state government, MWC Jaipur and Perto India signed a lease agreement in October 2013 to set up the aforementioned plant.

“We evaluated various options for our first overseas manufacturing plant and found Mahindra World City, Jaipur to be the ideal choice, given its location and infrastructure advantages, and the presence of a vibrant business community representing multiple nations, industries and services. Our presence in Mahindra World City, Jaipur, when coupled with the Rajasthan Government’s keen focus on promoting the state as an international business destination, will help us achieve our vision of emerging as a major player in the money dispensing machines business in India,” said **Roberto Baur, Director, Perto India.**

“MWC Jaipur has today emerged as the business destination of choice for global and Indian manufacturing majors who seek world class industrial infrastructure, strategic locations and a comprehensive ecosystem conducive to accelerated business growth and quick go-to-market. We are delighted to welcome Perto, our first client from Latin America. With Perto as our premier customer bringing their FDI investments to Rajasthan, this inauguration is especially significant for us as it takes place in the backdrop of the historic BRICS Summit which aims to promote stronger relations between India and Brazil,” said **Sanjay Srivastava, Chief Operating Officer, Mahindra World City Jaipur.**

Perto is the largest subsidiary of the Digicon Group and is active in the segments of banking automation, self-service terminals and payment systems; the company also supplies cash dispensing mechanisms and depository mechanisms on an OEM basis. Perto’s headquarters are in Gravataí near the city of Porto Alegre in southern Brazil. Today, the company is one of the biggest global exporters of ATMs and cash dispensing machines and sells its products in 25 countries across 5 continents. Perto is a well-established name in Brazil where its consistent performance has earned it several awards and accolades.

Comprising 3 operational sector-specific SEZs (IT/ITeS, Engineering & Related Industries and Handicrafts) and a Domestic Tariff Area (DTA), MWC Jaipur has emerged as one of India’s leading industrial hubs, contributing to the government’s vision of ‘Make in India’ by creating opportunities for Skill Development, Foreign Direct Investment (FDI) and Manufacturing. MWC Jaipur is the preferred business destination for 65+ clients, including

Ball Corporation, Deutsche Bank, Genpact, Infosys, JCB, Mahindra & Mahindra, MetLife and Perto, among others.

## About Mahindra World City Jaipur Ltd

Spread across 3000 acres, Mahindra World City, Jaipur is located in the Delhi-Mumbai Corridor and is being developed in partnership with the Rajasthan State Industrial Development Corporation (RIICO), an agency of the Government of Rajasthan. Situated 25 kms from Jaipur airport, it houses facilities for more than 65 corporates across its SEZ and DTA facilities. It is the first city in India which is a pre-certified SEZ with Gold certification under the Indian Green Building Council (IGBC). In addition, the Evolve IT Park situated within MWC Jaipur is a LEED platinum certified Green Building. Mahindra World City Jaipur is the world's largest, and Asia's first project, to receive Climate Positive Development Stage 2 Certification from the C40 Cities Climate Leadership Group, a global network of large cities taking action to address climate change.

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## About Mahindra Lifespace Developers Ltd.

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the \$17.8 billion Mahindra Group, is a leader and pioneer 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 Bengaluru. The Company's residential & commercial development footprint includes over 1.22 million sq.m. (13.15 million sq. ft.) of completed projects and over 0.86 million sq. m. (9.23 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; built on the philosophy of 'Livelihood-Living-Life', these developments span 1796 hectares (4,437 acres), house over 130 global and Indian companies and serve to drive economic growth and community development. In addition, Mahindra Lifespaces enables access to quality housing at affordable prices via its brand 'Happinest'.

A pioneer of the green homes movement in India, Mahindra Lifespaces is the first Indian real estate company to have voluntarily released its triple bottom-line focused, externally assured Sustainability Report based on the GRI (Global Reporting Initiative) framework. In 2016, Mahindra Lifespaces has been ranked No. 2 in Asia, in its category, by the Global Real Estate Sustainability Benchmark (GRESB) and has been named among Asia's top 100 most sustainable companies (spanning sectors) in the Channel NewsAsia Sustainability Ranking.

[www.mahindralifespaces.com](http://www.mahindralifespaces.com) ; [www.mahindraworldcity.com](http://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 17.8 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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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