

Mahindra World City, Jaipur welcomes government delegation from Bangladesh

Delegation interacts with MWC officials to understand success of Public-Private Partnership model in development of an integrated business ecosystem



Jaipur, August 05, 2016: Mahindra World City Jaipur Ltd. (MWC Jaipur), a joint venture between Mahindra Lifespace Developers Limited (MLDL) and Rajasthan State Industrial Development and Investment Corporation (RIICO), recently hosted a delegation of senior government officials representing the People's Republic of Bangladesh. Organised by the Bangladesh Hi-Tech Park Authority (BHTPA), the government body responsible for the development of hi-tech parks and IT parks in Bangladesh, the objective of the delegation's visit was to acquire a deeper understanding of the strategy, approach and best practices deployed in the creation of integrated industrial ecosystems developed as a Public-Private Partnership (PPP) model.

The delegation included Hosne Ara Begum – Managing Director, BHTPA; Mahbooba Panna – Deputy Secretary, Information and Communication Technology Division; Masoma Zaman - Senior Assistant Secretary, Legislative and Parliamentary Affairs Division; Abdun Nur Mohammad Al Firoz - Law Officer (Deputy Secretary), Ministry of Housing and Public Works, Shohid Mohammad Saidul Huq - ADC (Education & ICT), Office of the Deputy Commissioner, Sylhet; Barrister Md. Golam Sorwar Bhuiyan - Project Director, Sylhet Electronic City Building Project, BHTPA; Md. Aminul Haque - Senior Assistant Secretary, Posts & Telecommunication Division; Md. Mahafuzul Kabir - Assistant Director, BHTPA; and Shoaib Ahmad Khan - Deputy Secretary, Ministry of Land.

As the delegation toured MWC Jaipur, studying its design and scope with respect to infrastructure solutions and IT facilities, **Hosne Ara Begum, Managing Director, BHTPA**, commented, “I am delighted to see how well-planned, world-class infrastructure, when combined with favourable conditions for business and industry, can successfully drive holistic growth for all stakeholders in a PPP-driven industrial ecosystem. MWC Jaipur is a unique model of sustainable urbanisation, a strong testament to the foresight of the Govt. of Rajasthan and the Mahindra Group, and their combined vision for the creation of an integrated business city focused on improving the lives of stakeholders. The BHTPA will take the relevant learnings as considerations in our plans to cater to opportunities that Bangladesh has to offer and consider best model for benefit of Industry.”

Extending a warm welcome to the delegation, **Sanjay Srivastava, Chief Operating Officer, Mahindra World City, Jaipur** added, "The concept of Mahindra World City as an integrated business city designed to drive a balance between 'Livelihood, Living and Life' is globally relevant; it is built on the foundation of economic and social development in harmony with local communities and the environment. Mahindra World City, Jaipur has driven industrial growth and created employment opportunities, at the same time leveraging the strengths and knowhow of stakeholders, thereby creating a win-win environment for all."

Comprising three operational multi-sector SEZs (IT/ITeS, Engineering & Related Industries, Handicrafts) and a Domestic Tariff Area (also operational), and with Social & Residential infrastructure planned for, MWC Jaipur is today a preferred business destination for 65+ clients; these include MNCs like Infosys, JCB, Perto, Ball Corporation, Deutsche Bank, Genpact and MetLife, among others. The world class plug-n-play infrastructure at MWC Jaipur offers significant advantages to global companies looking to expand their businesses in India.

About Mahindra World City

Mahindra World City has pioneered the concept of sustainable, integrated cities designed to create a balance between Livelihood, Living and Life. These integrated urban centers are located near existing metros and comprise SEZs, DTAs, Residential, Retail and Social infrastructure.

Planned as single point destinations for domestic and global companies, Mahindra World City, Jaipur and Mahindra World City, Chennai are together envisioned to generate direct employment for more than 200,000 people at full stage of development. At Mahindra World City, the Living and Life Zone, located alongside the Business Zone, offers residences, schools, medical centers, retail solutions, business hotels, recreation and leisure facilities, and wide open green spaces for a clean, healthy environment. Bringing 'Life' to the city is an environment replete with culture, sports, music, festivals and more.

Mahindra World City, Chennai, located on NH45, spans over 1550 acres and houses more than 60 blue-chip companies across IT, Auto, Fashion and Apparel sectors. MWC Chennai is India's first IGBC Gold Certified "green township." MWC Chennai is promoted in a PPP between Mahindra Group and Tamil Nadu Industrial Development Corporation Ltd (TIDCO).

Mahindra World City, Jaipur, located off NH8, spans 3000 acres, houses more than 65 global and Indian companies and is a joint development with Rajasthan State Industrial Development and Investment Corporation (RIICO). It has been selected as one of 17 projects worldwide by the Clinton Climate Initiative (CCI).

www.mahindraworldcity.com

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 2015, Mahindra Lifespaces has been recognized as Regional Sector Leader in Asia, in its category, by the Global Real Estate Sustainability Benchmark (GRESB) for the second year in a row.

www.mahindralifespaces.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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For further enquiries, please contact:

Zarina Hodiwalla

Deputy General Manager, Group Communications

Mahindra & Mahindra Ltd.

Tel: +91-22-2420527

(M) 9820400174

Email: hodiwalla.zarina@mahindra.com