

## Mahindra World City, Jaipur collaborates with ZEE Jaipur Literature Festival 2017

*Encourages dialogue on sustainable city creation encompassing 'Livelihood, Living and Life'*

**Mumbai, January 18, 2017:** Mahindra World City Jaipur Ltd. (MWC Jaipur), a joint venture between Mahindra Lifespace Developers Ltd. (MLDL) and Rajasthan State Industrial Development and Investment Corporation (RIICO), today announced a collaboration with ZEE Jaipur Literature Festival 2017, the world's largest free literature festival. MWC Jaipur's association with ZEE Jaipur Literature Festival 2017 is in line with its mission of transforming urban landscapes by creating sustainable communities. As the Jaipur Literature Festival celebrates its ten-year milestone of celebrating ideas, art and culture, it is joined in its journey by MWC Jaipur, also in its tenth year of development.

Commenting on the collaboration, **Sanjay Srivastava, Business Head, Mahindra World City, Jaipur**, said, "We are delighted to be associated with the ZEE Jaipur Literature Festival 2017. At its core, MWC Jaipur represents a continually evolving model of sustainable urban development that reflects the aspirations of all its stakeholders. As we celebrate our decennial milestone, we believe the time is opportune to partake in discussions on the built form of urban areas and related socio-cultural dynamics."

**Sanjoy K Roy, Managing Director, Teamwork Arts and Producer ZEE Jaipur Literature Festival**, added, "MWC Jaipur has contributed significantly to economic growth and job creation in Rajasthan, at the same time ensuring that the all its stakeholder communities are benefitted as part of its holistic development journey. The ZEE Jaipur Literature Festival 2017 shares its ethos of inclusive and transformative progress with MWC Jaipur, and we look forward to thought-provoking discourse on the many nuances that define the cultural and experiential dimensions of urban ecosystems."

As part of its efforts to encourage discussions on sustainable urbanisation in India with a focus on economic, social and cultural progression, MWC Jaipur will be the Sessions Partner for the following sessions at the ZEE Jaipur Literature Festival 2017:

- 19<sup>th</sup> January, 2017 - '*Eternal Cities: Encounters and Inspirations*': Abhay K, Amruta Patil and Marcos Giralt Torrente in conversation with Rob Schmitz
- 21<sup>st</sup> January, 2017 - '*Naari Chetna: Naye Swar — Women Voices: New Writing from Rajasthan*': Manisha Kulshreshtha, Rajani Morwal, Tasneem Khan and Uma in conversation with Durgaprasad Agarwal
- 23<sup>rd</sup> January, 2017 - '*Rajasthani: Bhasha Ki Manyata*': C.P. Deval, Geeta Samour and K.C. Maloo in conversation with Nand Bhardwaj

Established in 2006, Mahindra World City, Jaipur spans approximately 2900 acres of industrial infrastructure and is working towards its next phase of growth, encompassing social, commercial and residential development. The integrated city has emerged as a pioneering model of urban development in Rajasthan, and is focused on realizing the state's true potential as a preferred business destination. Encompassing 3 operational sector-specific SEZs (IT/ITeS, Engineering & Related Industries and Handicrafts) and a Domestic Tariff Area (DTA), MWC Jaipur is already the destination of choice for more than 65 global and Indian companies such as Deutsche Bank, Infosys, JCB, Mahindra & Mahindra, MetLife and Perto, among others.

Additionally, as part of its efforts to ensure that local communities are integrated into its growth journey, MWC Jaipur has initiated skill enhancement and entrepreneurship development programs for local youth from nine surrounding villages; over 700 persons have completed training under this initiative, of whom over 350 persons have either found employment or have started their own business. MWC Jaipur has also set up 75 Self Help Groups ('SHGs') to provide vocational/skills training to women in neighbouring villages. Also local community members have taken up employment opportunities with MWC Jaipur.

Mahindra World City, Jaipur offers thoughtfully developed industrial infrastructure, strategic connectivity to markets in North and West India, competitive start up and running costs and availability of skilled manpower. Professional operations and maintenance services ensure that companies based out of MWC Jaipur are able to maintain their focus on core operations and go-to-market strategies. MWC Jaipur is today one of India's leading industrial hubs, contributing to the government's vision of 'Make in India' by creating opportunities for Manufacturing, Foreign Direct Investment (FDI) and Skill Development.

### **About Mahindra World City Jaipur Ltd**

Mahindra World City, Jaipur is located in the Delhi-Mumbai Corridor, about 25 kms away from Jaipur airport. Mahindra World City Jaipur is 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 multiple city clusters - Mumbai Metropolitan Region (Mumbai, Thane, Palghar, Alibaug and Boisar), Pune, Nagpur, Nashik, the National Capital Region (New Delhi, Gurgaon and Faridabad), Jaipur, Hyderabad, Bengaluru and Chennai. The Company's residential & commercial development footprint includes 13.15 million sq. ft. of completed projects and 7.80 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 over 4,000 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 'Happines'.

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 28<sup>th</sup> amongst the 'Top 100 companies in Asia' in the 2016 Channel News Asia Sustainability ranking.

[www.mahindralifespaces.com](http://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.

As of December 30th, 2016, the Mahindra group's flagship entity, Mahindra & Mahindra Limited, had a market capitalization of Rs. 735,808.15 million. 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 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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