

Happinest, Avadi by Mahindra Lifespaces conferred India's first IGBC Platinum certification for Green Affordable Housing

Mumbai, September XX, 2017: Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, has been awarded India's first IGBC 'Platinum' certification in affordable housing, for Phase 1 of its project 'Happinest, Avadi', located in Chennai. The certification is a part of the Indian Green Building Council's Green Affordable Housing rating system, and is conferred on residential projects that have been designed and developed to meet high standards of environmental and human health performance, thereby delivering a better quality of life.

Happinest, Avadi is Mahindra Lifespaces' first affordable housing project in India, and has evolved from the company's vision of providing quality housing at affordable prices to the emerging Indian middle class. The IGBC certification acknowledges a range of environment-friendly features and amenities integrated into the project, in line with Mahindra Lifespaces' commitment towards developing sustainable urban communities. These include a 380 KLD Sewage Treatment Plant that treats 100% of the waste water generated on-site, which in turn reduces freshwater requirement by approximately 25%; an organic waste converter with daily capacity of 800 kg that treats waste for reuse as manure; and rainwater harvesting facilities to recharge the groundwater table in the project. Low density Cellular Lightweight Concrete (CLC) blocks have been used in construction as part of energy-efficient building envelopes which, together with the deployment of LED lights in common areas, reduces electricity consumption for cooling and lighting respectively.

Commenting on the certification, **Sriram Mahadevan, Business Head, Happinest**, said, "We are delighted to be recognised as India's first IGBC Platinum certified affordable housing project. Happinest homes are built using the core design philosophy of Mahindra Lifespaces - namely 'Green Design' and 'Healthy Living' - and geared to deliver Joyful Homecomings to increasingly resource-conscious residential communities with improved lifecycle cost benefits for residents."

With more than 80% occupancy till date in Phase 1, Happinest, Avadi has emerged as one of the most preferred affordable housing projects in Chennai and will be home to more than 1200 families when fully completed. The development consists of 1BHK (compact), 1BHK (regular) and 2BHK apartments, and is spread across more than 13 acres. Phase 1 of Happinest, Avadi is sold out, and Phase 2 comprises homes ranging in carpet area from approximately 32 sq.m. to 42 sq.m., priced Rs 19 lakhs onwards. The project has preserved the fertile top soil in the area and reused the same for landscaping purposes. Moreover, Happinest, Avadi comprises 15% open green spaces and has retained local tree species with low water needs. Design incorporates optimal window-to-wall ratios to ensure enhanced ventilation and daylighting; superior air quality; and a heightened sense of harmony and well-being.

Innovative technologies and value engineering approaches such as the use of Aluminium formwork and HVFAC (High Volume Fly Ash Concrete) have ensured speedy construction and timely delivery within 20 months of launch of Happinest, Avadi. Apartments within the project are equipped to address the future lifestyle needs of home owners, with provisions for appliances like air conditioners and washing machines.

Happinest, Avadi offers strategic connectivity and easy access to nearby social infrastructure – a bus stand, the Avadi railway station, hospitals, renowned schools and colleges are all near the project.

About Mahindra Lifespaces

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the Mahindra Group, is one of the leaders and pioneers 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, Ahmedabad, Nashik, the National Capital Region (New Delhi, Gurgaon and Faridabad), Jaipur, Hyderabad, Bengaluru and Chennai. As of June 30th, 2017, the Company's residential & commercial development footprint includes 1.31 million sq.m. (14.06 million sq. ft.) of completed projects and 0.81 million sq. m. (8.7 million sq. ft.) of ongoing and forthcoming projects.

The Company is developing two large format integrated business cities, under 'Mahindra World City' brand, in Chennai and Jaipur; built on the philosophy of 'Livelihood-Living-Life', these developments span over 4000 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'.

Mahindra Lifespaces is the first Indian real estate company to have voluntarily released its GRI compliant report based on the GRI (Global Reporting Initiative) framework. In 2016, Mahindra Lifespaces has been ranked 28th amongst the 'Top 100 companies in Asia' in the 2016 Channel News Asia Sustainability ranking.

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com/Twitter and Facebook: @MahindraRise

For further enquiries please contact:

Pramuch Goel

General Manager, Group Communications, Mahindra Group

Tel: +91 22 2490 5943

Email: goel.pramuch@mahindra.com