

**Mahindra Lifespaces launches its industrial clusters brand,****ORIGINS** by Mahindra WORLD CITY

**~ First two projects in North Chennai and Ahmedabad, with an estimated investment of Rs 600 crores**

**Mumbai, November 7th, 2017:** Mahindra Lifespace Developers Ltd. (MLDL), the real estate and infrastructure development arm of the Mahindra Group, today introduced, its new brand of industrial clusters located across India. 'ORIGINS by Mahindra World City' envisions accelerated economic growth via world-class industrial ecosystems that will attract investment in manufacturing, and promote 'Make in India'. These developments will address the growing need for sustainable industrial infrastructure to provide impetus to India's rising prowess as a global manufacturing and investment destination.

The first project is coming up in North Chennai with a Phase 1 development of 264 acres, a joint venture between Mahindra World City Developers Limited and Sumitomo Corporation of Japan. The second project is located near Ahmedabad, with a Phase 1 development of 268 acres, and is being developed along with International Finance Corporation (IFC) as a strategic partner. Together, these industrial clusters are expected to create direct employment for around 20000 persons and will target companies across the engineering, medical equipment, food processing and logistics sectors, amongst others.

**Mr. Arun Nanda, Chairman, Mahindra Lifespace Developers Ltd.**, said, "With India expected to emerge among the top five manufacturing countries globally, sustainable and future-ready business ecosystems will act as a gamechanger for inclusive growth, job creation and productivity enhancement. **ORIGINS** by Mahindra World City embodies the Mahindra Group's vision to create world-class urban infrastructure in India."

**ORIGINS** by Mahindra World City comprises industrial clusters of international standards, spanning 250 – 600 acres, and located in high growth corridors across India. These industrial clusters will enable faster go-to-market for both domestic and global companies by way of clear land titles; plug-and-play infrastructure; in-house expertise in operations and security; and a range of business support services such as warehousing, logistics, banks, food courts, etc. Customers will benefit from a hassle-free environment and value-added services such as fulfilment centres, industrial kitchens and industrial waste management. Moreover, the presence of world-class companies, co-located with supporting commercial and residential developments, and skill development centres will serve to attract talent. In line with Mahindra Lifespaces' focus on sustainable urban development, they will also incorporate environment-friendly, smart elements; these encompass solutions in the areas of water and waste management, energy efficiency, security, etc.

**Ms. Anita Arjundas, Managing Director, Mahindra Lifespace Developers Ltd.**, added, "**ORIGINS** by Mahindra World City is born out of our vision to develop a pan-India network of robust manufacturing ecosystems, where businesses can thrive. These industrial clusters will support the shift towards development beyond current urban centres, while making available a holistic environment conducive to accelerated business growth."

These industrial clusters take forward the Mahindra World City vision in India. Built on the ethos of 'Livelihood, Living and Life', the pioneering Mahindra World City developments in Chennai and Jaipur together span nearly 4500 acres; house 150 global and domestic companies that have created direct employment for over 45,000 persons; have generated exports exceeding USD 1.75 billion annually; and boost the economic and social development of neighbouring towns and villages.

For more details, visit: <http://www.mahindraworldcity.com/origins.aspx>

### **About Mahindra Lifespace Developers Ltd.**

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 19 billion Mahindra Group, and a pioneer of sustainable urbanisation in India. The Company is committed to transforming India's urban landscape through its residential developments under the 'Mahindra Lifespaces' and 'Happinest' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' brand.

Mahindra Lifespaces delivers innovative customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 22.93 million sq. ft. (2.13 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 4960 acres of ongoing and forthcoming projects under development/management at its integrated developments in four cities.

A pioneer of the green homes movement in India, Mahindra Lifespaces has been ranked 4th in Asia in its category, in the '2017 GRESB Real Estate ESG (Environmental, Social and Governance) Assessment'. The Company has also been ranked among the top 50 great mid-size workplaces in India – 2017, by the Great Places to Work Institute.

Learn more about Mahindra Lifespaces at [www.mahindralifespaces.com](http://www.mahindralifespaces.com)

### **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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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