

Mahindra Lifespaces awards home at Happinest - Palghar for Re. 1 to winner of its #JoyfulHomecomings contest

- ~ #JoyfulHomecomings is Mahindra Lifespaces' biggest social media campaign till date
- ~ Garnerers over 67 mn impressions across digital platforms, with participation running into thousands



Anita Arjundas, MD, Mahindra Lifespaces, with Nidhi Chandna, winner of the #JoyfulHomecomings contest, and her family

Mumbai, April 25, 2018: Mahindra Lifespace Developers Limited ('MLDL'), the real estate and infrastructure development arm of the Mahindra Group, has announced the winner of its #Joyful Homecomings 'Home at Re. 1' contest. The contest was part of a campaign to bring to life Mahindra Lifespaces' brand value proposition of 'Joyful Homecomings'. The winner, Gurgaon resident Ms. Nidhi Chandna, is now the proud owner of an apartment at Happinest – Palghar: Mahindra Lifespaces' latest affordable housing project, which has emerged as one of the fastest-selling projects in the Mumbai Metropolitan Region.

Sharing her excitement on her big win, Ms. Chandna said, "An apartment in MMR for Re. 1 is like a dream come true! I would like to thank Mahindra Lifespaces for creating a one-of-a-kind opportunity for a truly joyful homecoming."

Added **Sunil Sharma, VP – Marketing & CRM, Mahindra Lifespaces**, "Purchasing a home is a major life decision, and most intending buyers today start their real estate journey online. At Mahindra Lifespaces, we are focused on ensuring that every aspect of this process is enjoyable. Digital has been working as one of the core media for the brand to build engagement & salience. The #JoyfulHomecomings campaign is a manifestation of our customer-centric approach on the digital platform, and we heartily welcome Ms. Chandna to the Mahindra Lifespaces family."

Ahmed Aftab Naqvi, CEO and Co-founder, Gozoop, said, "Buying a home is one of the most cherished moments in a person's life and our campaign #JoyfulHomecomings is an innovative take on spreading this happiness with just a single rupee. With over 142K potential home buyers engaged, this digital first campaign left an indelible impression on not just their minds, but their hearts as well."

Mahindra Lifespaces' brand proposition of Joyful Homecomings encompasses the delivery of thoughtfully designed homes and community spaces; hassle-free experiences; a portfolio of post-handover services; and the creation of vibrant communities that augment the living experience for residents. The month-long #JoyfulHomecomings campaign invited participants to answer a simple question – 'What does #JoyfulHomecomings mean to you?' The campaign also leveraged GIF and vox-pop videos wherein participants were asked for ideas on how they would spread joy with only Re. 1, thereby rousing wide curiosity and anticipation. The campaign generated 6.8K+ conversations over a month across digital platforms.

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 23 million sq. ft. (2.137 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

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, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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

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