

## **Chennai's First Ever International Hot Air Balloon Festival Takes-off at Mahindra World City**

**~Three-day carnival to captivate audience with secured rides and a dazzling balloon glow show ~**

**~ Live performances by Andrea Jeremiah, Chutti Arvind and Azhar ~**

**~ Maestro, Ilairaja to be felicitated at the festival's grand finale on Sunday in presence of leading celebrities~**

**Chennai, January 04, 2019:** Mahindra World City, Chennai, in association with Tamil Nadu International Balloon Festival (TNIBF) kicked-off Chennai's first-ever hot air balloon festival. Spread across 50 acres, the carnival includes hot air balloons from various nations flying above this lively metropolis.

In addition to tethered balloon rides, the other event attractions include a dazzling display of glowing hot air balloons. Well-known artist, Andrea Jeremiah will entertain the crowd with her melodious performance, of her hit tracks during the opening day event.

The carnival will also feature more than 150 stalls, offering a wide range of fun and exciting activities along with an assortment of food trucks and pop-up shops for handicrafts, clothes and much more, offering a shopping bonanza. To further delight and enthrall audiences, super cars and super bikes have also been kept on display for passionate auto fans.

**Mr. P. Vijayan, Business Head (Residential), Mahindra World City Chennai**, said, *"Mahindra World City, Chennai is about offering unmatched experiences - 'Sooper City, Sooper Life!' and in line with this intent, we are honored to partner with TNIBF to host the International Hot Air Balloon Festival for the first time in Chennai. MWC is currently home to over 2000 families and such celebrations create a strong sense of bonding among residents as well as over 40,000 people who work here. We are delighted with the overwhelming response and are encouraged to look for more of such unique opportunities in the coming days."*

The three-day long event will continue through the weekend wherein one can ride in secured balloons as they soar up above the scenic environs of Mahindra World City, Chennai, twice a day. The balloon glow show, a visual delight will also take place on all three evenings of the carnival. There will be a special performance by Chutti Arvind and Azhar (Popular Mimicry Artist) on Saturday, 5<sup>th</sup> January 2019. The carnival's grand finale will be held on Sunday, 06<sup>th</sup> January 2019, with special felicitation of Maestro, Mr. Ilairaja by the Tamil Nadu Film Producer Council. Widely regarded as one of the greatest Indian music composers, song writer and singer, Mr. Ilairaja will be felicitated for his significant contribution to music, by other popular celebrities.

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

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 20.7 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' and 'Origins by Mahindra World City' brands.

Mahindra Lifespaces delivers innovative customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 23.8 million sq. ft. (2.2 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments/ industrial clusters 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 22nd amongst India's great mid-size workplaces – 2018, by the Great Places To Work Institute.

### **About Mahindra**

The Mahindra Group is a USD 20.7 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 enjoys 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, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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