

Mahindra Lifespaces® partners with Extramarks Education to spread the ‘Joy of Learning’

Real Estate

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Over 11,000 Mahindra Lifespaces® families can now avail Extramarks’ online learning solutions at preferential rates

Mumbai, October 8, 2020: Mahindra Lifespaces®, the real estate arm of Mahindra Group, has partnered with Extramarks Education, a global Ed-tech leader, to make rich-media based online learning content and services available at special rates for its customers, residents, channel partners and employees. This first-of-its-kind initiative by a corporate real estate developer in India draws inspiration from the insight that tech-enabled learning at home is one of the few activities that has continued uninterrupted despite the lock-down; and that the right built environment is imperative for effective and joyful learning.

As part of the special initiative, Mahindra Lifespaces® families across India can avail discounts of up to 50% on online learning programs and modules offered by Extramarks, as well as free trial vouchers and coupons every fortnight. Extramarks is a learning companion for students through all stages of education - pre-school, school learning (kindergarten through Class 12, and spanning all subjects) and competitive exam preparation (JEE, NEET, etc.). Extramarks’ Learning App, Test App and Live Digital Classes provide a fun and engaging experience for learning anytime, anywhere.

Arvind Subramanian, Managing Director and CEO, Mahindra Lifespace Developers Ltd., said, “We are deeply cognizant of the continually evolving lifestyle needs of our customers, for whom the home is now at the centre of their day-to-day lives and experiences. Our partnership with Extramarks is the first of multiple initiatives that will help us create long-term value for our stakeholders via a range of services and offerings that improve overall quality of life.”

Atul Kulshrestha, Founder and CMD, Extramarks Education, added, “Extramarks is delighted to partner with Mahindra Lifespaces to spread the Joy of Learning among Mahindra families. Since its inception, Extramarks has devoted itself to making learning a joyous and fun experience for students, along with ensuring complete and holistic access to education anytime, anywhere. Through this initiative, we hope the philosophy of Extramarks reaches the homes of many more learners and helps add a renewed vigour to the rest of 2020.”

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 19.4 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 ‘Mahindra Happinest®’ brands; and through its integrated cities and industrial clusters under the ‘Mahindra World City’ and ‘Origins by Mahindra World City’ brands.

The Company’s development footprint spans 25.3 million sq. ft. (2.3 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 across four locations.

A pioneer of the green homes movement, Mahindra Lifespaces® is one of the first real estate companies in India to have committed to the global Science Based Targets initiative (SBTi). The Company’s developments are characterised by thoughtful design and a welcoming environment that enhance overall quality of life for both individuals and industries.

Mahindra Lifespaces® has been ranked 17th among India’s Great Mid-Size Workplaces 2019, by the Great Place To Work Institute.

Learn more about Mahindra Lifespaces® at www.mahindralifespaces.com

About Extramarks Education

Extramarks is a new age education technology company that provides digital learning solutions to schools and students and is focused on K-12 and Test Prep segments. These learning solutions are

curriculum based and cover all subjects. They are used by schools to impart education in the classroom and by students for self-learning at home. Extramarks - The Learning App, Extramarks Live Classes and Extramarks Test Prep Apps are the preferred choice of millions of students for anytime, anywhere learning. Besides India, Extramarks has a global presence in South Africa, Indonesia, Middle East and Singapore.

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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

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