

Mahindra Lifespaces® receives over 400 applications for Happinest Tathawade, India's first 'Fusion Homes' project

Real Estate

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More than 50 specially curated features and amenities for the changing needs of modern Indian families
First residential project with solar-powered work pods amidst natural, green surroundings

Pune, February 17th, 2021: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the Mahindra Group, today announced the successful launch of **Happinest Tathawade**, a first-of-its-kind 'Fusion Homes' residential project in Pune. A pioneering residential format, 'Fusion Homes' at Happinest Tathawade cater to the full spectrum of living needs of each user. Innovative space utilisation at the project makes it easier for residents to seamlessly switch between their personal and professional lives, provides undisturbed personal space within a thriving community environment, caters to new age fitness needs and enables a deep connect to nature.

'#FusionZindagi' features and amenities at Happinest Tathawade include designated 'hobby rooms' which residents can use to pursue personal passions, an open-air theatre and gym, pedalling seats with provision for workstations to enable an active work life, an organic farm for alternative, locally sourced food, and numerous outdoor adventure games and activities for inter-generational interaction amidst nature. Designed for maximum

interior space utilisation, each apartment in Happinest Tathawade carves out dedicated storage space for the home appliances and gadgets that Indian families are today increasingly reliant on to ease the burden of household chores. Planned retail facilities include a creche by The Learning Curve, a GarageWorks service centre and a weekly pop-up for fresh produce. Homeowners in Happinest Tathawade can also avail specially discounted services from Agarwal Packers & Movers Ltd.

Commenting on the success of the launch, **Viral Oza, Chief Marketing Officer, Mahindra Lifespace Developers Ltd.**, said, “Today, our lives revolve around our homes. In fact, the home serves as the background for almost all facets of our lives, including our work commitments, social activities and mind-body fitness needs. However, residential societies in India have traditionally not been designed for the multi-dimensional aspects of modern lifestyles. In fact, the fundamental design of homes has remained mostly unchanged for decades. Happinest Tathawade leverages Mahindra’s heritage of Alternative Thinking to meet the latent need for aspirational living that facilitates both quality work-life balance and a healthy lifestyle within a self-contained residential community. Moving ahead, we look forward to further strengthening our presence in Pune, one of India’s most attractive, end-user driven property destinations and a priority residential market for Mahindra Lifespaces.”

Added **Vimalendra Singh, Chief Sales Officer, Mahindra Lifespaces Developers Ltd.**, “The overwhelming response we have seen is a result of the concerted efforts of our partners and our team. A wide and deep distribution network built on the foundation of trust and partnership has significantly contributed to the successful launch of Happinest Tathawade. Our customers have appreciated and liked the fact that Happinest Tathawade is a great combination of location, product & price.”

The project is strategically located on the Mumbai-Pune highway in Tathawade, one of the most sought-after residential destinations and an educational hub in Pimpri-Chinchwad. It is in close proximity to the IT hub of Hinjewadi, multiple multispecialty hospitals and the proposed Hinjewadi Junction metro station. Upcoming infrastructure includes lifestyle malls and the 170 km ring road that is planned to encircle Pune & PCMC.

In line with Mahindra Lifespaces' commitment to environment-friendly developments that create value for users, Happinest Tathawade is GRIHA pre-certified 4 star. The project offers tangible savings to residents via rooftop solar panels for water heating, low-flow water fixtures, a sewage treatment plant, an organic waste converter and solid waste management infrastructure. Sustainability interventions will ensure 70% reduction in carbon emissions in the use phase. Moreover, residents will enjoy all the benefits of healthy living at one with nature via large balconies, 600+ trees within the project, a medicinal grove, a forest trail and a fragrance garden. The project is senior and differently abled friendly and offers unique games and activities where children and senior citizens can interact and learn from each other.

Other key 'Fusion' features at Happinest Tathawade include a Balinese themed clubhouse; a life-sized Rubik's Cube and board games; family relaxing zones; an obstacle course for physical strength and agility; and a forest adventure area.

Homes in Happinest Tathawade are priced Rs. 37.95 lakhs onwards, including stamp duty, registration, GST and 2 years' maintenance charges. Moreover, all Happinest Tathawade homeowners will stand to benefit from a Multiplier Rebate Plan that assures full price transparency and additional price benefits on early bookings. In continuation of its industry-first features, homebuyers at Happinest Tathawade will have the opportunity to choose

from a set of amenities – a mini-theatre, guest room, exhibition space, hobby room or tuition room - via the signature 'My Series' offering. The final set of co-created, pay-per-use amenities at Happinest Tathawade will be based on a combination of customer choice and economic viability.

Mahindra Lifespaces® has been present in Pune since 2007 and has completed more than 3.31 mn. sq. ft. of development in the city. Previous Mahindra Lifespaces® projects such as 'Mahindra Royale' in Pimpri-Chinchwad, 'The Woods' in Wakad, 'L'Artista' in Sopanbaug and 'Antheia' in Pimpri have been successfully sold out.

Happinest Tathawade is registered with Maharashtra Real Estate Regulatory Authority ("MahaRERA")*.

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 25.7 million sq. ft. (2.4 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 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.

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