

Mahindra Lifespaces wins the Golden Peacock Award

Real Estate

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Mumbai: Mahindra Lifespaces, one of the leading developers in the growing real estate industry has been awarded the Golden Peacock National Award (GPNA) for its premium residential project Mahindra Royale. Located at Pimpri, near Pune. 'Mahindra Royale' is a residential project with exclusive two and three bedroom homes. The complex has been designed in a manner that its wide balconies overlook the landscaped greens and activity areas. The apartments are spacious, with ample light and ventilation. With Mahindra Lifespaces' emphasis on healthy living, all amenities and facilities at Mahindra Royale are designed keeping in mind its residents' need for a healthy lifestyle.

Said Mr. Pawan Malhotra, MD & CEO, Mahindra Lifespaces, 'The Golden Peacock award affirms Mahindra Lifespaces' brand value of offering a healthy living spaces to its patrons. This award further augments the company's endeavours in its efforts to further enhance quality levels across projects.'

The Golden Peacock award has also helped the organization by improving the awareness level amongst employees about the company's Quality Management System. It has enabled improved housekeeping at project sites, fostered healthy competition amongst projects thus improving QMS compliances at project level, besides garnering improved commitments from

employees towards this achievement.

The process

To qualify, an organization needs to submit supporting documents against 9 criteria in the form of records, photographs, inspection and test reports, which are to be certified by competent authority etc. Based on the questionnaires set on these criteria, a "Self Appraisal Report" was submitted by Mahindra Lifespaces based on a fact-based analysis for two Projects, i.e., Mahindra Royale and Mahindra Eminente. These self-appraisal reports were judged by a panel of Judges under the Chairmanship of Justice P N Bhagwati, former Chief Justice of India and Member, UN Human Rights Commission.

Following this, Mahindra Royale was adjudged as the winner of the Golden Peacock award for Quality, 2007. Mahindra Royale competed with a total of 186 participants in two categories - Large and Medium Enterprises.

About Golden Peacock National Quality Award (GPNQA)

GPNA have been instituted by IOD (Institute of Directors a registered non-profit apex association of company directors) in 1991. The Golden Peacock Awards are considered as the holy grail of corporate excellence and its guidelines provide a checklist for improvement and self-assessment in areas of Quality, Innovation, Training, Governance, Environment Management and Corporate Social Responsibility. The Awards are bestowed annually and are designed to encourage total improvement in each sector of the business.

The Awards Secretariat has constituted an Expert Review Committee comprising of various sectors, which are invited to review the applications. The applications are assessed on an exhaustive set of parameters as mentioned in the guidelines for a total score card of 1020 marks. The cut-off

applied on each application is 80 percent. Entries occupying top positions are recommended for Jury consideration.

The award jury comprises of distinguished personalities including Rt. Hon. Joe Clark, Former Prime Minister of Canada, Dr Ola Ullsten, Former Prime Minister of Sweden, Dr. Olivier Giscard d'Estaing, Founder and MD, INSEAD, James McHugh CBE, Former Chairman, British Gas, Prof William Halal, The George Washington University, James McRitchie, Publisher Corporate Governance, California, Prof Viviane de Beaufort, Essec Business School, France ,Justice M N Venkatchaliah, Former Chief Justice of India and Chairman, IOD.

About Mahindra Lifespaces

Mahindra Lifespace Developers Ltd., has successfully completed numerous projects in Mumbai, Pune, Bangalore, Gurgaon & New Delhi. Other than building a credible reputation, the company has laid strong foundations of enduring customer goodwill.

Mahindra Lifespaces' properties are characterized by their proposition of healthy living. This is reflected in all their residential & commercial ventures. Mahindra Heights in Tardeo, Belvedere Court in Mahalaxmi, Mahindra Gardens in Goregaon, GE Gardens in Kanjurmarg are some examples in Mumbai.

Mahindra Lifespaces' current residential ventures are The Woods near Hinjewadi, Pune and Sylvan County in Mahindra World City, New Chennai. The unique feature of these residential projects is their emphasis on openness, greenery, landscaping and various other amenities for a healthy lifestyle. Its latest residential offering is Mahindra Eminente and Mahindra Splendour in Mumbai and Mahindra Royale in Pimpri near Pune. The company will shortly launch new projects in Faridabad and Mumbai.

Through one of its subsidiaries, Mahindra Lifespaces has promoted corporate India's first operational Special Economic Zone (SEZ) and India's first integrated Business City in a public-private partnership model – Mahindra World City, New Chennai. It has recently launched Mahindra World City, Jaipur. New SEZs are also being developed in Karla near Pune and in Thane. Housing project will also be launched shortly in Mahindra World City, Chennai.

Mahindra Lifespaces' Quality Systems have been recognized with the prestigious ISO 9001 - 2000 certification from BVQI (for excellence in design, development, construction and marketing of residential and commercial projects).

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