

## **Mahindra World City, Chennai becomes India's first integrated city to introduce eco-friendly, intra-city cycle sharing**

*Real Estate*

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### **Partners with PEDL by Zoomcar to facilitate convenient and healthy rides within MWC Chennai**

**Chennai, February 22, 2018:** Mahindra World City, Chennai (MWC Chennai) has introduced a cycle sharing service for residents and visitors within and around the integrated city. As part of this initiative to promote environment-friendly and healthy commutes, 200 GPS-tracked PEDL bicycles have been deployed for an initial trial phase at MWC Chennai. A user can book these bicycles with inbuilt smart locks via a mobile app.

Commenting on the initiative, **Vijayan Janardhanan, Business Head (Residential), MWC Chennai** said, "MWC Chennai is a vibrant and inclusive integrated city that offers healthy and balanced living amidst natural, relaxed surroundings to more than 1400 families. In addition, nearly 40,000 persons employed in the City's business zone visit MWC Chennai every day. The introduction of app-enabled dockless bicycle sharing services will facilitate complete last-mile connectivity within MWC Chennai, while ensuring optimal air quality via reduced emissions."

**Greg Moran, CEO & Co-founder, Zoomcar**, said, "We are delighted to partner with Mahindra World City in Chennai. We plan to build the cycling

community in MWC Chennai through multiple events and partnerships with local businesses across the City."

The newly introduced cycles at MWC Chennai incorporate unique features such as custom-designed lightweight alloy frames, drum brakes, anti-slip chains, airless solid tyres, height adjustable seats and multipurpose baskets. These cycles are designed to support intensive use, while ensuring low maintenance costs and high levels of user satisfaction. Each cycle is also outfitted with a multipurpose basket to afford enhanced user convenience, in travelling for work or leisure.

Built on the philosophy of 'Livelihood, Living and Life', MWC Chennai spans ~1500 acres and is promoted in a public-private partnership between Mahindra Lifespace Developers Ltd. and TIDCO (Tamil Nadu Industrial Development Corporation). Residents of MWC Chennai have easy access to thoughtfully developed social infrastructure within the self-contained City. The CBSE-affiliated Mahindra World School, a hospital, banks and ATMs, a commercial centre with retail outlets and a food court, a child care centre, the MWC Club and a business hotel are all located within MWC Chennai.

MWC Chennai is also India's first IGBC Gold (Stage 1) certified Green Township, and home to corporate India's first operational SEZ. The City's journey of sustainability includes many pioneering initiatives, including an off-grid solar power plant with capacity to generate 1,16,000 units of clean electrical energy annually, and a bio-CNG plant which fuels buses and tractors, and powers street lights within MWC Chennai.

The business zone at MWC Chennai comprises three sector-specific SEZs for IT, Auto Ancillaries and Apparel & Fashion Accessories; and a Domestic Tariff Area. 65+ global companies, including BMW, BASF, Infosys, Fujitec, NTN Bearings, Lear Automotive, TVS Group of companies and Force Motors, are present in MWC Chennai. MWC Chennai has played a pivotal

role in the development of the NH 32 corridor by introducing employment, skilling and entrepreneurship opportunities for stakeholder communities.

### **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](http://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.

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