

## **MWC Marathon 2018 continues to grow in stature, attracts participants from 9 countries**

*Real Estate*

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**~ Brings to life the 'Sooper City, Sooper Life' proposition for the community**

**~ Held in association with project Nanhi Kali, to support primary education for the girl child**

**Chennai, October 14th, 2018:** The sixth edition of the MWC (Mahindra World City) Marathon was a grand success, attracting over 5000 runners, who came together to run in support of education for the girl child.

Participants competed in different categories of races, with the marathon offering something for everyone. The 42 km, 21 km and 10 km races attracted serious runners, while the 5 km, 3 km and 1 km 'Fun Runs' were more suited for beginners or those simply out to have a good time.

Representatives of 60+ corporates participated in the marathon this year.

MWC Marathon 2018 was flagged off at 4 am near Paranur station and picked its way through the green environs of Mahindra World City, Chennai. The route traced its way past water bodies & scenic trails through MWC Chennai and concluded at the flag off venue.

First, second and third ranked male winners in the 42 Km category were Munish, Sivanantham and Elijah Kipruto Kemei respectively. Vasantha was

ranked first and Padmapriya Ashok was ranked second in the 42KM female category.

Runners Chetan and Nachiket who participated in the 21 KM run said, "The MWC Marathon 2018 was very well-organised with great weather to boot! We were able to time our best so far. We will definitely be back for the next edition and hope to be in the longer races next year!"

**Mr. P. Vijayan, Business Head (Residential), Mahindra World City, Chennai,** said, "We are delighted with the overwhelming response to MWC Marathon 2018. We continue to be inspired by the energy and enthusiasm of participants who run for a cause greater than themselves. As it grows each year, the MWC Marathon builds on the community experience at Mahindra World City, Chennai and reflects the values, interests and aspirations of participants."

The marathon included a prize fund for the top runners in the competitive categories. First, second and third-ranked male and female winners in the 42 km, 21 km and 10 km races won cash prizes worth Rs.3.5 lakh in total, along with other freebies. Moreover, all those who completed the run received medals and certificates and all participants received free t-shirts. Participants also posed for photo shoots and enjoyed specially organised carnival games.

Part of the proceeds from the entry fees were donated to Project Nanhi Kali, which provides primary education to underprivileged girls in India and is jointly managed by the K.C. Mahindra Education Trust and Naandi Foundation.

Mahindra World City, Chennai has been thoughtfully designed and developed keeping in mind future stakeholder needs. The City is a vibrant and self-contained urban destination built on the ethos of "Livelihood, Living

and Life'. Specially curated, ongoing events and celebrations at MWC Chennai add to a strong sense of community among residents and other stakeholders, thereby building a "Sooper City, Sooper Life".

MWC Chennai is currently home to over 2000 families across its four multi-format residential projects. A fifth residential project – 'Lakewoods' – has recently been launched. Residents have easy access to nearby social infrastructure; 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 has played a pivotal role in the development of the NH 32 corridor by introducing opportunities for stakeholder communities.

MWC Chennai is also India's first IGBC Gold (Stage 1) certified Green Township and home to corporate India's first operational SEZ.

### **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 million sq. ft. (2.133 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 / 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 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 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 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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