

Mahindra Lifespaces launches "Crafting Life" campaign

Real Estate

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The campaign showcases thoughtful design and craftsmanship in creating spaces that can transform lives

National, June 20, 2023: Mahindra Lifespace Developers Limited, the real estate and infrastructure development arm of the Mahindra Group, today launched a new campaign for their brand promise of "Crafting Life" This campaign aims to emphasize the brand's dedication to meticulous design and construction, showcasing the careful thought and consideration that goes into creating spaces that nurture customers' dreams and aspirations for the long term.

The centerpiece of the campaign is a DVC that will be introduced across various digital platforms. This compelling DVC serves as a visual representation of the brand's core values, demonstrating the meticulous planning, expertise, passion, and dedication that are integral to every Mahindra Lifespaces project, from the initial planning stages to the final construction phase.

The primary objective of the campaign is to establish an emotional connection with the audience, highlighting the brand's unwavering commitment to creating spaces that transcend mere buildings. It also

emphasizes the essence of 'Karigari' showcasing the intricate craftsmanship and artistry employed in constructing these exceptional spaces.

Guided by a deep sense of responsibility towards the present and future generations, the brand takes a holistic view of the development and focuses on showcasing the brand's commitment to delivering exceptional quality, innovative design, and sustainable development practices.

Viral Oza, Chief Marketing Officer, Mahindra Lifespace Developers

Limited, said, *"The objective of the 'Crafting Life' campaign is to reimagine the concept of a home by going beyond the conventional notions of construction. The campaign showcases our efforts to provide a holistic living experience by offering our customers spaces that are thoughtfully designed, environmentally conscious, and where careful craftsmanship is deeply rooted in every element. We believe that a home should be a haven where individuals can thrive, find inspiration, and create lasting memories. The campaign embodies this belief of ours and displays our initiative towards crafting and delivering such spaces to our customers.*

As a trusted real estate developer, we recognize the significant role that these spaces play in people's lives, and our customer-centric approach ensures that every aspect of our offering is designed to enhance their living experience. At Mahindra Lifespaces, our spaces serve as a strong foundation for individuals to build their future upon."

Tushar Bajaj, Managing Director, Organic by MSL, *"Very rarely does one come across a brand that lives and breathes its promise like Mahindra does. From the very first day of our partnership with the Mahindra Lifespaces team, we have been in awe of their commitment to honing the craft, and their unwavering focus on customer centricity in both design and delivery. The commercial success and customer love are a clear reflection of this DNA.*

This exceptional craftsmanship is precisely what inspired us at Organic by MSL to come up with 'Har Kone Me Karigari Hai'. Every part of the campaign has been designed to emulate the sublime intricacy of the 'karigari' itself. Vijay Raj, also a master of his craft, was the perfect partner to voice the sentiment that we wanted to evoke through the writing. This film is meant to be an ode to the mastery, and to the maestros that create for us these wonderful homes worthy of becoming the centre of our worlds."

Mahindra Lifespaces' brand promise manifests itself across the entire value chain. The campaign underscores the brand's belief that every detail matters and is thoughtfully incorporated to create spaces that cater to the diverse needs and desires of their customers. It features a series of poetic verses, each highlighting a distinct facet of their approach to crafting life. Through this creative approach, the campaign showcases the brand's unwavering commitment to creating spaces that have a profound positive impact, inspiring and empowering individuals in their life journeys.

Here is the DVC:

Video link Hindi : <https://www.youtube.com/watch?v=9MeCp3RK92w>

Video link English : <https://www.youtube.com/watch?v=I9vQaAux52g>

Voice Over by Vijay Raj (Indian actor, Film Director, and Narrator)

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. ('Mahindra Lifespaces') brings the Mahindra Group's philosophy of 'Rise' to India's real estate and infrastructure industry through thriving residential communities and enabling business ecosystems. The Company's development footprint spans 33.55 million sq. ft. 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.

Mahindra Lifespaces' development portfolio comprises premium residential projects; value homes under the 'Mahindra Happinest®' brand; and integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra' brands respectively. The Company leverages innovation, thoughtful design, and a deep commitment to sustainability to craft quality life and business growth.

The first real estate company in India to have committed to the global Science Based Targets initiative (SBTi), all Mahindra Lifespaces' projects are certified environment friendly. With a 100% Green portfolio since 2014, the Company is working towards carbon neutrality by 2040 and actively supports research on green buildings tailored to climatic conditions in India. Mahindra Lifespaces® is the recipient of over 80 awards for its projects and ESG initiatives.

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

About Mahindra Group

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership positioning farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, [hospitality](#) and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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