

Mahindra Lifespaces forays into plotted development

Real Estate

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Launches project 'Lakefront Estates by Mahindra', in Chennai

Chennai, July 03, 2023: Mahindra Lifespaces Developers Limited (MLDL), the real estate and infrastructure development business of the Mahindra Group, today announced its foray into plotted developments. The brand unveiled its first plotted development project 'Lakefront Estates by Mahindra' at Mahindra World City (MWC), Chennai.

Spread over 19 acres, the project will offer a wide range of plots meeting the customers' needs and aspirations, with sizes up to 5,000 sq. ft., designed to provide an ideal, customised living experience with green open spaces and access to excellent infrastructure and facilities.

Lakefront Estates by Mahindra offers a truly unique living experience, nestled amidst the serene Paranur hills and overlooking 2,200 acres of pristine waters of the Kolavai Lake. This picturesque setting is further complemented by an impressive urban forest to the north of the project, spread over 80 acres. In addition to the breath-taking natural beauty surrounding the project, it also boasts 8 thematically designed gardens, each with a unique purpose and amenities, providing residents with ample opportunities to relax, rejuvenate and socialise with the vibrant community.

Mr. Amit Kumar Sinha, MD & CEO, Mahindra Lifespaces Developers Limited said, "Plotted developments have emerged as a game changer in the Indian real estate market, offering homebuyers a unique opportunity to craft their dream homes. It gives me immense pleasure to announce our entry into this new category for Mahindra Lifespaces, with the launch of 'Lakefront Estates by Mahindra.' As the markets in South witness a healthy surge in demand for plotted developments, we are proud to offer a project that seamlessly blends picturesque landscapes, superior connectivity, and a vibrant community, thereby offering a truly unparalleled lifestyle. With this project, we are confident of offering our customers an opportunity to build not just homes, but a legacy that they can cherish for generations to come."

A cosmopolitan township with multiple environmental firsts to its credit, Mahindra World City, Chennai is widely acknowledged as an urban destination that is well ahead of its time. Strategically located with an on-site railway station, MWC Chennai is India's first IGBC 'Gold' Certified Township and operational corporate Special Economic Zone. Spanning over 1,500 acres, this low-congestion city is surrounded by 1,000 acres of reserve forests and 7 lakes.

A first-of-its-kind integrated city built on environment-friendly principles, MWC Chennai is also the first integrated city in India to receive third-party Zero Waste to Landfill (ZWL) certification. MWC Chennai is the preferred business destination for more than 65 + global corporates, spread across Special Economic Zones and a Domestic Tariff Area. MWC Chennai has created direct employment for more than 100,000 persons in its industrial zone. Apart from the Paranur railway station, MWC Chennai offers excellent road connectivity with easy access to Grand Southern Trunk Road (GST Road), and other major highways, providing quick and convenient travel options to various parts of the city and beyond.

About Mahindra Lifespaces Developers Limited

Established in 1994, Mahindra Lifespaces 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 33.58 million sq. ft. of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5,000 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 90 awards for its projects and ESG initiatives.

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

About Mahindra

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 position in 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: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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