

Mahindra Lifespaces sells homes worth ₹350 Crore in two days at Mahindra Zen, Bengaluru's 1st Net Zero Waste + Energy Homes

Real Estate

Author : mahindraadmin Category : Real Estate Published : 4/30/2024

Bengaluru, April 18, 2024: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the Mahindra Group, today announced the successful launch of Bengaluru's 1st Net Zero Waste + Energy residential project, Mahindra Zen. The project witnessed an outstanding response from homebuyers, with over 150 homes booked within just 2 days that is ~ 65% of the launched inventory. This remarkable achievement, totaling over ₹350 Crore in value, underscores the growing demand for sustainable living solutions in Bengaluru.

Against the backdrop of rising environmental concerns, Mahindra Lifespaces' innovative offering has resonated strongly with homebuyers, reaffirming the company's position as a leader in sustainable real estate development.

Vimalendra Singh, Chief Business Officer (Residential), Mahindra Lifespace Developers Limited said, "The successful sales of Mahindra Zen reinforces our commitment to environmentally responsible development and highlights the growing preference for sustainable living among our customers in Bengaluru. As pioneers of Net Zero homes in the country, we aim to contribute to reducing the environmental impact of real estate and

are delighted with the response that our project has received. This achievement highlights the increasing awareness and desire among homebuyers to contribute to a greener future.”

Mahindra Zen offers ‘nature-crafted living’ with features inspired by the five elements of nature viz. Earth, Fire, Wind, Water, and Air: like the urban forest, solar-powered working pods, and symphony corner. Additionally, Mahindra Zen embodies a climate-responsive design with features such as solar-powered amenities and low-flow sanitary fixtures, contributing to resource conservation. With amenities also promoting sustainable living, Mahindra Zen reflects a holistic approach to community well-being.

The location of Mahindra Zen offers easy access to major business parks and IT hubs like Electronic City, ensuring convenient daily commute. The neighborhood features renowned educational institutions, shopping centers, supermarkets, entertainment venues, and dining options, catering to family needs. Residents can also enjoy Bengaluru's vibrant nightlife, adding to the overall lifestyle appeal.

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 35.06 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 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 260000 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.

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