

urb**oo**nisation

SUSTAINABILITY SYNOPSIS 2013-14

urbanisation



Urbanisation is often called the bane of sustainability. With urban areas consuming 75% of the world's natural resources and discharging an equal amount of waste, it seems justified. Add to it, the fact that rapid influx of migrants has strained city resources with millions of urban residents living without even the most basic services such as water, electricity and sewerage, and the argument is sealed.

The largest opportunities lurk beneath what seem like unsurmountable challenges. At Mahindra Lifespaces, we look at increasing density as an advantage. Diverse talent congregates in urban centres which in turn facilitates social, economic, and environmental innovations. Energy efficiency, technological innovation, equity in access, exchange of value, creation of wealth and environmental protection - all represent opportunities to get things right and set new urban standards.

Thus urbanisation is actually a boon to sustainability and if planned, executed and managed well, the mightiest weapon in our fight for global sustainability.

responcity

Urbanisation that is responsible and responsive to all three bottom-lines.

ecosystemic

A holistic approach that helps manage the complex cause and effect relationships between various economic and ecological phenomena.

happitat

Vibrant life spaces that enhance culture, commerce and connectivity.





It is within urban centres that most of the world's GDP is generated and most new investments are concentrated. If done well, urbanisation catalyses the most productive use of all three resources - natural, financial and human.

Rapid urbanisation is arguably the most complex and important socio-economic phenomenon of the 20th and 21st centuries. It is widely acknowledged that the impact of urbanisation will continue to bring about major global and local changes well into the current century. Due to urbanisation's association with unsustainable levels of resource use, degradation such as loss of soil, forests, biodiversity and increased Greenhouse Gas (GHG) emissions - it has been classified as one of the greatest threats to sustainable development.

It is possible to present urbanisation as the most serious driver of human-induced climate change. But cities also have the potential to be places where high living standards can be delinked from unsustainable ecological footprints and high GHG emissions.

It is within urban centres that most of the world's GDP is generated and most new investments are concentrated. If done well, urbanisation catalyses the most productive use of all three resources - natural, financial and human.

Sustainable urbanisation is possible and there already exist functioning examples which stand testimony to this fact. It requires integration, coordination and investment to tackle land-use issues, food security, employment creation, transportation, infrastructure development, biodiversity conservation, water conservation, renewable energy sourcing, waste and recycling management, and the provision of education, healthcare and housing.

So urbanisation due to its massive impact is a double-edged sword. If done well, it could be a huge opportunity to accelerate and institutionalise sustainable development; on the other hand we could continue with the current model of urbanisation and further breach planetary boundaries.

Mahindra Lifespaces has always believed in pioneering new approaches and business models of sustainable urbanisation, be it responsibly-planned integrated cities or green residential developments and now with the foray in affordable housing we look forward to make quality housing accessible to a wider cross-section of people.

On our sustainability journey, we are guided by the three key tenets of our business - inclusiveness (housing for all, industrial hubs and new urban nodes), the art of living (thoughtfulness, shaping communities) and responsible citizenship (enabling peace of mind, safeguarding tomorrow). These tenets are aligned with the Mahindra Group's philosophy of enabling people to Rise.

Urbanisation a bane or boon, will depend on our decisions. The future generations who shall inherit the results of our actions, will hold us accountable.

Regards,

Arun Nanda
Chairman



Pioneers of sustainable development in India, we are steadfast in our commitment towards preserving the planet. We are embedding the virtues of life cycle thinking in our projects to further reduce our environmental footprint.

Human beings have become an increasingly powerful environmental force over the last 10,000 years. With more than half of the world's population poised to live in cities, urban areas are where this force will congregate. The sheer numbers, coupled with higher per capita consumption, are making urban centres the prime force in shaping the future of our environment.

Urbanisation with its density presents to us a huge opportunity to effect course change and institutionalise environmental sustainability and equitable progress. Unfortunately, driven by legacy and market economics the focus is often restricted to the slim silo of construction.

A new urban agenda is necessary which ensures that city infrastructure is purposed in an integrated manner. Be it a building or a city, each should be an ecosystem in itself. One which is ecologically responsible, not just economically viable; practically manageable, not just aesthetically desirable; and socially equitable, not just culturally compatible. At Mahindra Lifespaces, we are committed towards designing urban infrastructure that can fulfil its rightful

potential. Building it on the foundation of progressive social, economic and environmental management. Integrating diverse fundamentals of sustainable urbanisation which will help leapfrog development status across bottom-lines.

Commerce. Culture. Connectedness

Mahindra World Cities are serving as hotbeds of industrialisation by attracting foreign businesses and providing Indian companies the environment to export, at the same time they are providing windows of opportunities to local economies. With exports generated in excess of USD 1 billion in FY 2013-14, our cities also focus on integrated modern living.

Lives. Lifestyles. Livelihoods

Our approach to sustainable urbanisation is aimed at transforming the social indices. This year, our cities provided employment to over 36,000 individuals and helped enhance their quality of life. Our green homes and workplaces continued to promote good health for residents and facilitate a better lifestyle.

Preserve. Proliferate. Propagate

As pioneers of sustainable development in India, we are steadfast in our commitment towards preserving the planet. We are embedding the virtues of life cycle thinking in our projects to further reduce our environmental footprint. This year we also talked our green walk, by conceiving an engagement platform for policy makers, planners, practitioners, and academia on the importance on 'Sustainable Urbanisation'.

For the Company, the reporting year was a year of action and recognition. Our green homes construction footprint increased by 94% and our pioneering efforts in sustainable development were lauded by various industry bodies like CII and IGBC. The fact that our products have found a strong buy-in from multiple stakeholders, redoubles our focus on championing the cause of responsible urbanisation in India.

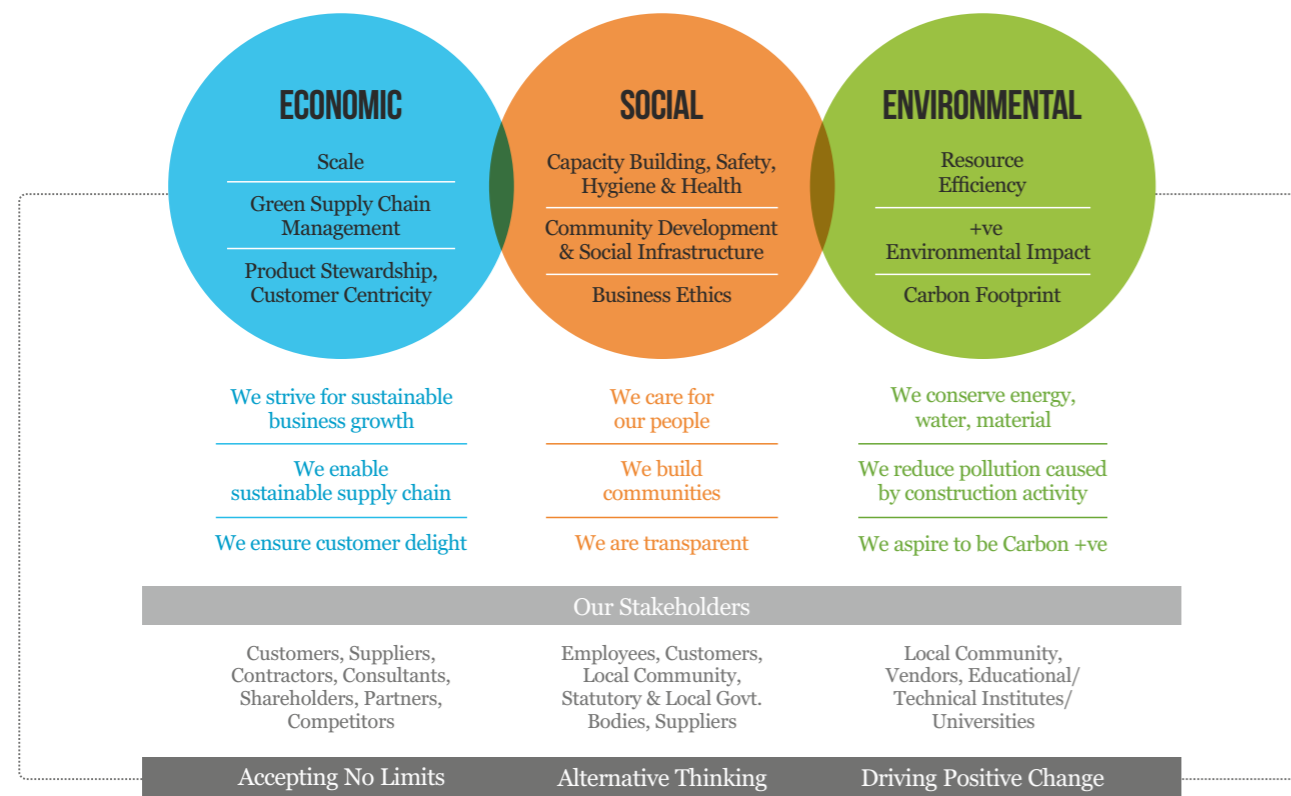
Regards,

Anita Arjundas
Managing Director & CEO

sustainability & us

Sustainability Agenda

Expectations of diverse stakeholders form the foundation of our sustainability agenda. The focus areas are derived by prioritising material issues identified during stakeholder engagements and aligning them with our three brand pillars - accepting no limits, alternative thinking and driving positive change.



Awards & Accolades

- Special award in recognition of our contribution to the green building mission at CII's GreenCo Summit 2013
- EPC World Award for outstanding contribution in Real Estate in the green building project category
- Emerging markets - 'Most Improved in Adoption of Best Practices Award' by Asia Pacific Real Estate Association
- Certificate of Commendation at the CII-ITC Sustainability Awards 2013

Anita Arjundas

CEO - Real Estate Sector, MD - MLDL

- Outstanding Woman CEO by NDTV Property Awards
- One of the 50 most powerful women in business for the 3rd successive year, by Fortune India

Sangeeta Prasad

CEO - Integrated Cities & Industrial Clusters - MLDL

- The Woman Business Leader - Realty, 2013 award by The International Women Leaders Forum
- Women Leadership Award by The Institute of Public Enterprise

Sustainability Roadmap 2020

This roadmap is a culmination of inputs from an enhanced stakeholder base (both internal and external) such as employees, customers, competitors, vendors, consultants and local community. The roadmap sports aggressive targets across all three bottom-lines and will help align efforts with the real needs of the enterprise and its stakeholders.

BUSINESS RESPONSIBILITY

Set and uphold the highest standards of ethics & transparency with all our stakeholders

Increase shareholder value by significantly enhancing the Return On Capital Employed

Be recognised among the most trusted brand for customers in the markets we operate through reputable survey(s)

Be among industry leaders in the 'Great Places to Work' Survey

Improve our gender diversity ratio to 30% females

Build partnerships to drive innovation in the development of sustainable habitats and ecosystems

ENVIRONMENTAL STEWARDSHIP

10% energy intensity reduction and 10% Greenhouse Gas intensity reduction

10% improvement in water efficiency and exceeding the minimum wastewater standards

5% of energy requirement to be met through renewable energy

Reduce waste intensity by 20%

Zero fatalities and reportable accidents at all sites and continued reduction in lost work day accident rates

Ensure that 50% of the total building materials (by cost) are procured within a distance of 400 km

Build sustainable supply chain for top 100 suppliers through capacity building and establish monitoring mechanism for carbon and water footprint

COMMUNITY OUTREACH

100% of our projects to have community engagement programmes

Community engagement programmes to reach out and cover >30% of the target group

Enable employability by driving skill development and up-gradation programmes reaching out to over 10,000 persons



responcity

We are championing urbanisation that is responsible and responsive. Cities which offer residents equal access to economic opportunities, fight climate change and encourage social cohesion.

Through our 'Green' homes, Pan-India presence, and the development of successfully integrated cities, Mahindra Lifespaces is demonstrating **How sustainable urbanisation can be translated from intent to reality.**

How responsible cities can be built, right from fair and transparent land acquisition to participative management with residents.

How urbanisation modules, when holistically designed, developed and managed, enable productive use of financial resources, natural resources and human resources.

Catalysts of Sustainable Urbanisation

We are developing residential spaces, in cities across India, with an aim to set benchmarks for others to emulate. By educating customers, creating demand and generating solidarity for sustainable spaces from diverse stakeholders, we are being catalysts of sustainable urbanisation. Our residential footprint spans Mumbai, Pune, Delhi NCR, Nagpur, Hyderabad, Chennai and Bengaluru.

Mahindra World Cities

MLDL has pioneered the concept of an integrated business city through 'Mahindra World City' (MWC) developments in Chennai and Jaipur. These developments cover 4,600 acres and house over 100 reputed global companies. The core purpose of MWCs is to enable people to rise economically and socially, while being responsible environmentally.

Strong generators of employment, these mixed-use spaces are close to nature, abounding with large public places, open grounds, well-ventilated homes with natural light, decongested streets and not more than a twenty-minute commute between home and work, enabling more time with friends and family.

Mahindra Lifespaces has a footprint of over 7.70* million sq.ft. of completed projects and over 11.3 million sq.ft. of ongoing and forthcoming projects in the residential segment across India.

The fact that the economy and ecology share a symbiotic relationship is evident as exports from the MWCs continued to grow. After posting a 38% collective growth in exports last year, this year too exports grew by INR 15,150 million, a 22% jump over the previous year. The aggregate employment provided by the MWCs too continued an upward trend and registered a 10% growth.



MWCs are hubs for ideas, commerce, culture, science, productivity and social development.



*Does not include selected projects that were completed by GESCO

Key Businesses that reside in MWC

Appirio | B.Braun Medical India | BASF Catalysts | BMW India | Capgemini | Deutsche Bank | Dileep Art & Crafts | Dorma
 GMBH | EXL | Force Motors | Fujitec India | Gaston Energy | GENPACT | Girnar Software | Gravita | Hindustan Times |
 Holiday Inn Express | ICICI | Infosys | Ingersoll Rand India | JCB | Knitpro | Lear Automotive | Lincoln Electric Company |
 Mahindra & Mahindra | Metlife | Parker Hannifin | Perto | Poly Medicure | Readiprint | Renault - Nissan | RUJ Swiss Skill
 Dev. Pvt. Ltd. | SBI | Systweak | Tesa Tapes | Timken | TTK | TVS Group | Wabco India Ltd | Wipro

L'Artista, Pune



MWC Chennai has partnered with the Indian Green Building Council to become India's first 'green township'.

C40
CITIES
 CLIMATE LEADERSHIP GROUP

MWC Jaipur has been identified as part of a list of 18 Climate Positive Projects globally, which are being supported by the Clinton Climate Initiative (CCI), a foundation for sustainable development promoted by Former US President Bill Clinton.

Only 2 of these projects are in India and Mahindra World City, Jaipur is one of them.



Economic Dashboard

Consolidated (MLIFE + MWC)	Unit	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14
Residential Footprint#	In Square Feet	488,233	569,938	897,049	836,926	1,625,617
Integrated Cities Footprint##	In Acres	2,207	2,207	2,415	2,425	2,759

Consolidated (MLIFE + MWC)	Unit	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14
Total Income (Operating + Other Income)	In INR Million	4,400	6,270	7,284	7,725	7,562
Profit Before Tax	In INR Million	1,189	1,721	1,881	2,361	1,609
Profit After Tax	In INR Million	785	1,082	1,191	1,414	1,006

MLIFE - Mahindra Lifespaces | MWC - Mahindra World Cities | # Constructed area | ## Area developed and maintained

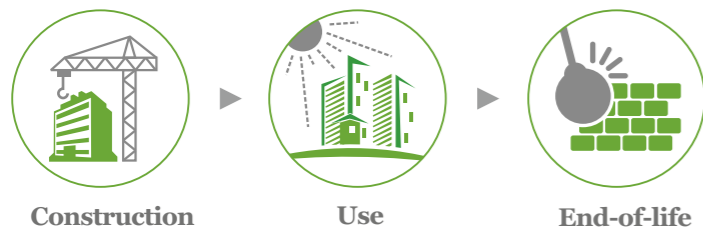
ecosystemic

Two key components of our 'ecosystemic' approach are interdependencies and life cycle thinking. It shifts the attention from individual buildings, hitherto the main focus for many in the industry, to the entire 'ecosystem' in which the individual building is integrated.

It helps us navigate through the fog of rapid development and manage the complex cause and effect relationships between various economic and ecological phenomena. The aim is to nurture a dynamic yet stable long-term ecosystem by shifting responsibility from just big buildings to the big picture.

Life Cycle Analysis

The life cycle of a building consists of three distinct phases.



The Construction phase consists of the manufacturing and transportation of all building materials used, and the construction of the building. The Use phase encompasses all activities related to the use of the building over an assumed life of 50 years. These activities include all energy consumed within the building, including heating, cooling and lighting. The End-of-life phase deals with the eventual demolition of the building, and includes the actual dismantling of it, and transportation of waste to recycling operations or landfills.

To gauge the true environmental footprint of a building, it is necessary to rigorously scrutinise its impact throughout the entire life cycle of the building.

This analysis also helps study embodied and operational environmental impacts in tandem to avoid unintentional burden shifting - where improvements in one life phase merely create more burden in another phase.

With an aim to rise above the myopic single phase sustainability view and assess sustainability in a holistic manner, we decided to conduct a life cycle analysis.

Taking Antheia, one of our developments in Pune, as a representative sample, we conducted an LCA to study environmental impacts across the three phases.



The major contributor to all six impact categories is the Use phase of the building. Thus concentrating only on the construction phase is sub-optimal.

To leverage the information gained during the LCA and translate it into implementable interventions, we modelled three scenarios:

Impact Category	Phase with Max. Impact
Acidification Potential	Use Phase - 99.3%
Eutrophication Potential	Use Phase - 98.5%
Global Warming Potential (100 years)	Use Phase - 95.8%
Human Toxicity Potential	Use Phase - 74.2%
Photochem Total Ozone Creation Potential	Use Phase - 98.7%
Primary Energy	Use Phase - 95%

Scenarios	Performance
Reduction of 10% electricity usage in Use Phase	7.4% to 9.93%
Substitution of OPC cement with PSC cement	3% to 21.41%
Substitution of lighting electricity in Use Phase by solar	33.7% to 44.4%

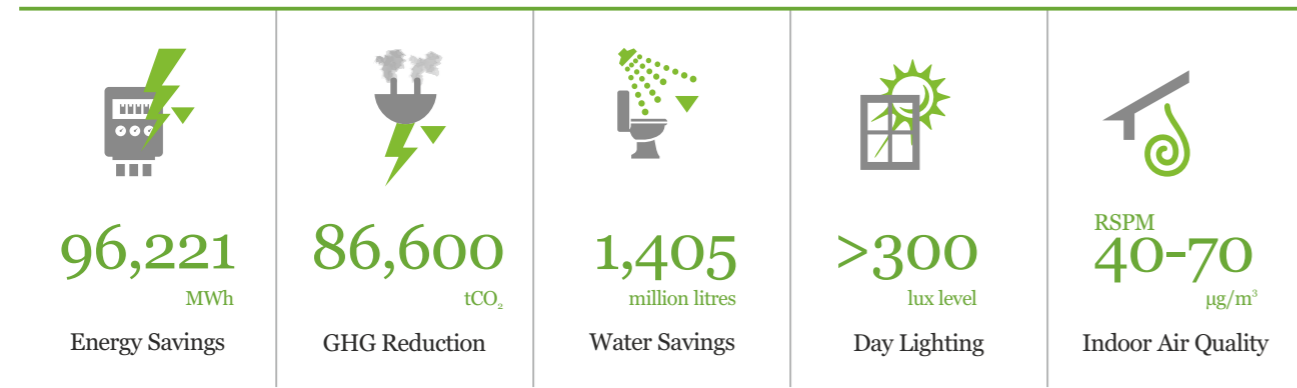
Living Building Assessment

Living Building Assessment analyses the environment performance of a building at its occupancy phase, as this phase is a major contributor to resource consumption and enables significant opportunities to conserve. We undertook a Living Building Assessment for our Mahindra Splendour project to monitor and manage the project's performance on various key environmental parameters.



Splendour, Mumbai

Key Highlights



Assumptions: Building life - 50 years | Water consumption - 135 litre/person per day | Family size of 4 persons | Total square feet - 699,791
Total apartments - 496 | Emission factor - 0.9 tCO₂/MWh

Future Focus

While our strategic initiatives like Life Cycle Analysis and Living Building Assessment are helping us quantify environmental impacts, prioritise focus, set metrics and effectively reduce them, we want to go beyond and spur game-changing innovations.

Global Sustainability Benchmarking



This year we have voluntarily participated in the Climate Disclosure Leadership Index (CDLI) and are the only real estate company from India to do so. The CDLI is a disclosure medium for cities and companies to disclose the impact on the environment and actions taken to reduce them.



Only participant from India in pilot testing of two global GHG accounting tools by WRI shows clear consideration of business-specific risks and potential opportunities related to climate change and good internal data management practices for understanding GHG emissions.



Our participation in the Climate Positive Development Program (C40 program) is in line with this mission. As a candidate, Mahindra World City Jaipur provides an opportunity to be a model urban project, to implement climate change mitigation strategies for a large scale development project and do so in an economically and environmentally viable manner.



Evolve, MWC Jaipur

Environmental Dashboard

Consolidated MLIFE + MWC

Parameters	Unit	2009-10	2010-11	2011-12	2012-13	2013-14
Total Energy Consumption*	GJ	23,846	31,282	45,394	47,396	75,273
GHG emissions (Absolute)						
Scope 1	tCO ₂ e	764	660	1,209	1,219	2,830
Scope 2	tCO ₂ e	3,438	5,326	6,941	6,923	8,516
Scope 3	tCO ₂ e	600	572	1,469	980	2,441
Water Consumption	m ³	1,150,498	1,492,647	1,602,740	1,616,511	2,196,195
Material Consumption	Tonnes	179,641	142,193	209,426	191,942	605,146
Non-Hazardous Waste	Tonnes	432	436	886	1,422	2,518

The increase in MLDL consumption is due to inclusion of 3 new locations Antheia (Pune), Ashvita (Hyderabad), Bloomdale (Nagpur) and increase in construction activities at existing Aqualily location

* Direct + Indirect | MLIFE - Mahindra Lifespaces | MWC - Mahindra World Cities

happitat

India's definition of urbanisation needs to go beyond the economic framework and requires accepting the quality of life, cultural institutions and community conservation are touchstones of development.

Employees

Happiness begins at home. Employees are one of our key stakeholder segments and it is our constant endeavour to make their jobs more fulfilling and rewarding.

From training programmes that enhance potential, to challenging projects that provide the opportunity to perform, and from customised career paths that align individual ambitions with organisational goals, to sustainable meritorious growth - all aspects are geared to make every employee feel valued and celebrated.

Talent Dashboard

Consolidated MLIFE + MWC

Parameters	Unit	2009-10	2010-11	2011-12	2012-13	2013-14
Total Workforce	Numbers	289*	331*	3,242*	5,133	6,867
Attrition Rate #	%	DNA	DNA	12%	17%	16.43%
Male Headcount	Numbers	216**	231**	3,096**	4,360	6,480
Female Headcount	Numbers	38***	47***	146***	773	387
Training	Man-Hours	222	946	11,915	16,894	11,330

DNA - Data Not Available
MLIFE - Mahindra Lifespaces
MWC - Mahindra World Cities

* Workforce excluding fixed term contract employees as well as third party contract labours
** Male Headcount is excluding fixed term contract employees as well as third party contract labours
*** Female Headcount is excluding fixed term contract employees as well as third party contract labours
Attrition rate is only for permanent employees (male + female head count)



The Woods, Pune

We create happy life spaces which, in addition to commerce, also enhance culture and connectivity. For us, urbanisation is the means to provide a higher quality of life for every stakeholder.

Local Community

Integral to our goal of sustainable urbanisation, is integration with the local community. Across all our sites, we engage with the local community, identify their needs and extend our support in areas of education, health and skill building. Below are some of the key steps we undertake to create shared value.

- Provision of infrastructure
- Creating livelihood opportunities
- Stimulating local economy
- Arresting migration
- Promoting indigenous culture

Education



It is our business to build infrastructure and we believe that education is an infrastructural pillar of an inclusive and just society. If children, especially ones from the underprivileged sections of the society, are empowered by education, they can write their own future. Hence we invest in creating education facilities, like Gyandeeep - an informal school with dedicated teachers, at our project sites for children of the local community and migrant workers.



Health



Awareness and prevention are the key focus areas of our health interventions. Especially because, one of our community stakeholders are construction workers who are generally not highly educated and often sacrifice health at the altar of money. Our health interventions promote awareness and encourage prevention. Our initiatives include eye check-up camps, yoga camps and blood donation camps.



Skill Development



A key focus area of our CSR interventions, skill development helps create livelihood opportunities, stimulate the local economy and empower youth and women. It gives birth to a more productive and integrated society. Across various sites we organised training programmes for school dropouts/unemployed youth and women, in areas such as sewing and tailoring, doll-making and soft toy making and vermicomposting. Through our 'Skill Up-Gradation cum Entrepreneurship Development' programme, we empowered several individuals to become electricians, plumbers, electronic technicians, security guards, computer operators or beauticians.



CSR Spend

MLDL CSR Spend

₹ Lac

Mahindra Foundation | 40.25

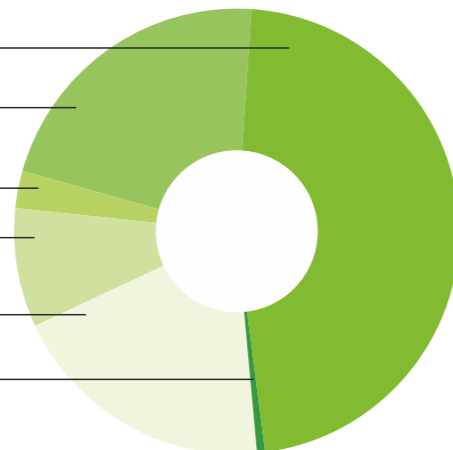
Education | 18.61

Health | 2.37

Social | 7.47

Environment | 16.70

Others | 0.42



The total CSR spend for FY 13-14

INR 85.82 Lac

includes MLIFE and MWC

Over and above financial resources, we also invest human resources in CSR through our on-going volunteering programme 'Esops - Employee social options'.

Compared to last year, employee participation in Esops, increased by 10%. The initiatives included a street play on the importance of education and constructing a roof and a ramp for a Leprosy Rehabilitation Centre near MWCC.

Social Impact Assessment

Mahindra World City, Chennai

Objectives

1 Assess social and economic impact on local communities

2 Validate relevance of initiatives and overall sustainability

3 Gauge transformative potential in order to replicate salient features in other MWCs



Based on interactions with a wide spectrum of stakeholders, the research team tabled findings which shed light on pockets of progress and areas of improvements.

Pockets of Progress

Clients & Vendors

Facilitated creation of **33,000 jobs**

Vendors reported that significant percentage of their revenue can be attributed to MWC

Residents

64% of residents were employed in companies within MWC

Reasons for Relocation
67% for proximity to work
14% for better schooling

Local Community

7% of local village population employed at MWC and clients

Panchayat received Property & Service Tax revenue from MWC
4 - 5 lakhs to 1.25 - 2 crores

Small Business Enterprises

75% of the businesses established post 2008

83% of the sample have indicated that MWC is responsible directly or indirectly for their establishment, growth and expansion

Mahindra World School

82% of households with children send their wards to Mahindra World School

94% are happy with the school infrastructure

73% are happy with the teaching

Utilised for concrete roads, piped water, lights, constructing drainages and sanitation

Land value has appreciated **2-3 times**

Improved quality of life for those employed with MWC.

Empowerment of women through Self Help Groups

Room for Improvement

Affordable housing, public infrastructure and transportation options are the three areas where enhancements have been suggested by stakeholders and actions have been outlined. For details, refer our full report.

A Step to Bridge the Opportunity Gap



Challenge

There are nine neighbouring villages around MWCJ and the youth of these villages were grappling with lack of employment opportunities. Deeper research by team MWCJ yielded that there were high number of school dropouts and unskilled youth in the villages.

Intervention

It was decided to establish a centre for vocational training. High employment potential areas were identified and livelihood programmes initiated in areas like:

- Electrical & Electronics • Security Guards • Computer Training
- English Speaking • Personality Development • Stitching: for women
- Beautician: for women

The objective was not just to train the youth in specific trades but also to nurture their social skills and entrepreneurial potential and thus making them capable of seeking employment or opting for entrepreneurship.

Activity flowchart of the intervention.



Mass mobilisation strategies were deployed to spread awareness among the villages and motivate the youth to enrol for the programmes.

Outcome

Initiated three years ago, the vocational skill development training programme has received an encouraging response from the village youth.

Number of Beneficiaries | FY 13-14

185 youths

including women were empowered through the Vocational Skill Training Programme

550 women

were benefitted through Self Help Groups. These SHGs increased from 39 in FY 12-13 to 50 in FY 13-14

Overall Impact

- Enhanced employability of village youth
- Empowered women by providing them income generation opportunities

Biodiversity Conservation in Action



Mahindra World City, Chennai
Replenishment of the Kolavai lake

Challenge

Spread across 802 hectares with a capacity to hold nearly 476 million cubic feet of water, Kolavai lake is the lifeline of Mahindra World City, Chennai. As the lake is located in a rocky region, the ground water recharge is not much. This makes it essential to restore the lake to sustain water quality in the surrounding villages.

Intervention

MWC, Chennai has taken up the task of replenishing the lake via rainwater harvesting and stormwater management.

A network of stormwater drains has been constructed along all the roads & buildings connected to the lake. The total run-off from roof and non-roof areas is over 15,000 m³/day and 100% of stormwater run-off is diverted to the lake.

Restoration measures such as de-silting, de-weeding, solid waste management, capacity restoration, strengthening of embankments and erosion control have been taken up. A common STP arrests wastewater flowing into the lake.

Outcome

Water levels are maintained in the lake throughout the year. Groundwater levels and water quality has been enhanced in the surrounding villages.

The rejuvenated Kolavai lake has also restored the ecological health of an ecosystem and the next phase of restoration would take place in partnership with state and central government.



Mahindra World City, Jaipur
Benchmarking an evergreen landscape

Challenge

A landscape designed to inspire, struggled to survive the intense climate at MWCJ. A startling number of withered saplings indicated that the team needed to think afresh.

Intervention

Existing plants were replaced with select plants suitable for the region. With renewed efforts, the garden once again started blooming with small shrubs. However, the cost of procurement of these new species was very high as these were not available in the local market.

To counter this, the team established an in-house nursery for these plants and successfully built capacity within MWCJ.

Outcomes

With dedicated research and execution, this nursery has become a repository of best practices in horticulture.

Over 5,000 saplings planted from the nursery form a natural ecosystem at MWCJ.

The nursery also supplies plants to the residing companies of MWCJ, the parent group company Mahindra and Mahindra, as well as to other companies in the adjoining campuses.

This not only reduces costs but also provides a potential revenue stream and helps build relationships with existing and new clients.



happinest

Our strategic endeavour to address the large and under-served home ownership market in India by using our manufacturing and innovation mindset to create mass solutions at affordable prices.

Homes for Everyone

A home is the most cherished of all possessions and one of the single largest factors influencing quality of life, especially in the urban context.

The rapid increase in construction costs and housing prices has pushed the dream of homeownership beyond the reach of an increasing number of people. Currently, urban India has an estimated 19 million families either living in slums or on rent in low income neighbourhoods and this housing deficit is likely to rise to 38 million by 2030.

To make quality housing at affordable prices accessible to a wider cross-section of society, we have spearheaded two affordable homes projects, one in Chennai and one in Mumbai metropolitan region, for people having combined family income between INR 20,000 and 40,000 per month.

Targeted at the large, under-served home ownership market in India, Happinest is built on three pillars of Trust, Better Living and Affordability. Addressing the cultural and social nuances of the target customer's lifestyle have been important elements of the design process, like the provision of balconies, community spaces etc. On the construction front along with cost effective and innovative foundation, we have opted for the use of a hybrid technology that enables speed and flexibility.

Thoughtfully planned quality homes at affordable prices are important. But equally important is access to finance for potential customers. With over 50% of the customers working in the informal sector, creating an enabling ecosystem for financial inclusion is an important aspect of the brand offering.

“Our commitment to sustainable urbanisation is to be in businesses and develop projects that promote Culture, Connectedness and Community.

Happinest, an initiative by Mahindra Lifespaces epitomises the concept of Shared Value where companies seek to do business in a manner which combines profitability with advancing the economic and social conditions of the communities which they operate in.

I welcome this foray into the affordable housing space which is critical to India's growing urbanisation”.

Anand Mahindra
Chairman, Mahindra Group

Our Green Building Portfolio

16,25,617^{sq.ft.}
Residential Footprint[#]

2,759^{acres}
Integrated Cities Footprint^{##}

India's 2nd
Platinum Certified
Green Building
under CII-IGBC
Green Homes
Rating System



Chloris, Faridabad



Splendour, Mumbai



Eminent, Mumbai



Royale, Pune



Antheia, Pune



Bloomdale, Nagpur



Aura, Gurgaon



Evolve - The GnNxt IT Park, MWCJ



Ashvita, Hyderabad



MWC, Chennai



Aqualily, Chennai



Iris Court, Chennai



Happinest Avadi, Chennai



Nova, Chennai

[#] Constructed Area | ^{##} Area Developed and Maintained

Mahindra LIFESPACES

We are part of the Mahindra Group, and have been at the forefront of transforming urban landscapes by creating sustainable communities.

With sustainability deeply engrained in our culture, green design and healthy living form the foundations of all our projects.

One of the first companies in India to launch the green homes movement, we are also pioneers in voluntarily reporting on our performance metrics with respect to triple bottom-line approach.

We are actively furthering the cause of sustainable urbanisation, through the development of green communities in large urban centers, the creation of new economic centers of Livelihood- Living-Life and by enabling access to quality housing at affordable prices to a larger section of people.

Mahindra Lifespace Developers Limited, CIN L45200MH1999PLC118949

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