

Press Release

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When the earth laughs through flowers, do you listen? When the nature paints through a sunset, do you watch? When was the last time you cherished your soul with silence?

Mahindra Lifespaces forays into weekend homes Launches "The Serenes" - Exclusive Villas in Alibaug

November 3, 2014, Mumbai: Mahindra Lifespace Developers Limited today announced their foray into the weekend homes segment with 'The Serenes'. The first project of 'The Serenes' is located at Alibaug which is a favored weekend destination for Mumbai's elite. Tucked away just 0.7 km off Nagaon beach, this exclusive lifestyle gated villa project offers the freedom to stop and pay life its due; a private retreat where one can rejuvenate, refresh and reclaim life.

Developed in an area of approximately 12 acres, Mahindra Lifespaces will develop just 49 villas in the initial tranche. Designed by SAV a well-known architectural and design studio based out of London, the project is inspired by the ocean and the distinctive white sands of Alibaug. The villas are woven into the tapestry of the landscape where privacy and openness complement each other, where the unison of the interior and the exterior allows nature to step into each distinctive villa.

Commenting on the entry of Mahindra Lifespaces into the second homes segment, Ms Anita Arjundas, Managing Director and CEO, Mahindra Lifespaces said, *"Weekend getaways are increasingly becoming a way of life to rediscover oneself, in the midst of a fast paced urban life. Born out of a vision to create a luxurious living experience for the discerning, 'The Serenes' will offer weekend homes designed to provide a matchless sensory and rejuvenating experience"*.

With a combination of 3 and 4 BHK patio and courtyard villas, 'The Serenes' at Alibaug, has left no stone unturned to create a quality of life bestowing a sense of openness, yet not hindering privacy. The project offers an array of luxury amenities including a spa, an open deck for Yoga/meditation, a swimming pool, a putting green, a multi cuisine restaurant and much more.

About Mahindra Lifespaces

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the \$16.5 billion Mahindra Group, is a leader in sustainable urban development, through the creation of residential and integrated large format developments across nine Indian cities - Mumbai, Pune, Nagpur, Gurgaon, Faridabad, Jaipur, Chennai, Hyderabad and Bangalore. The Company's residential & commercial development footprint includes over 0.8 million sq.m. (8.3 million sq ft) of completed projects and over 1.0 million sq. m. (11.3 million sq. ft.) of ongoing and forthcoming projects.

Mahindra Lifespaces has pioneered the concept of an integrated business city through 'Mahindra World City' developments in Chennai and Jaipur. These developments cover 1862 hectares (4,600 acres) and house over 100 reputed global companies, providing an integrated environment for Life, Living and Livelihood. The Company's 'Green' homes, pan-India presence, and the development of successful integrated cities have all contributed to Mahindra Lifespaces being recognized as a developer with a

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pioneering spirit. Mahindra Lifespaces is the first real estate company in India to release its triple bottom-line focused Sustainability Report that is based on the Global Reporting Initiative (GRI) framework and received an A+ rating indicating the highest levels of disclosure and transparency.

The company has also been awarded Sector Leader Status in Asia in its category by the Global Real Estate Sustainability Benchmark.

www.mahindralifespaces.com;

www.mahindraworldcity.com

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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