

18<sup>th</sup> August, 2010

**Bombay Stock Exchange Limited**

Corporate Services,  
Piroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

Fax : 22723719/2037

E-Mail : corp.relations@bseindia.com

**National Stock Exchange of India Limited**

Exchange Plaza  
Bandra Kurla Complex,  
Bandra (East)  
Mumbai – 400 051

Fax : 26598237/38

E-Mail : cc\_nse@nse.co.in

Subject : Press Release – “Another unit starts construction in Mahindra World City, Jaipur’s Manufacturing Zone”

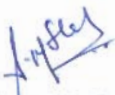
Dear Sirs,

Please find attached press release being released by Mahindra World city Jaipur Limited, on the captioned subject for your record, which will be circulated to Press.

Kindly make a note of the same.

Thanking you,

Yours faithfully,  
For **Mahindra Lifespace Developers Limited**,

  
X **Suhas Kulkarni**  
Company Secretary

Encl : a/a



**Mahindra Lifespace Developers Ltd**, (Formerly known as Mahindra Gesco Developers Limited)  
Registered Office: Mahindra Towers, 5th Floor, Worli, Mumbai 400 018. Tel: (022) 3327 3000 / 3949 3300. Fax: (022) 2497 5084.  
Website: [www.mahindralifespaces.com](http://www.mahindralifespaces.com)

## Another unit starts construction in Mahindra World City, Jaipur's Manufacturing Zone

*Marson's Industries, leading manufacturers of power & distribution transformers, set up their production facility at MWC Jaipur*

**18 August 2010, Jaipur:** Mahindra World City (MWC), Jaipur, a Special Economic Zone powered its Light Engineering zone today with Marson's Industries initiating construction of their new facility.

Marson's Industries will make a projected investment of Rs 10 crores, and will manufacture power and distribution transformers catering to the increasing demand of electrical transformers for its global customers. Its manufacturing unit will be spread over 4 acres and will provide employment opportunities to approximately 200 people.

Established in the year 1973 at Agra, MARSON'S Group is one of the leading manufacturers of Power & Distribution Transformers. It has today grown to workmen strength of about 400 with a sales turnover of over Rs.500 million. With clientele covering almost all the SEBs in India and many large Utilities in the Europe, Australia, Middle-East, and Africa, Marson's has become a landmark in the Power Transmission & Distribution Industry. Marson's has successfully executed World Bank Financed Projects valued at over US\$ 15 million, against International bidding.

The IT/ITES zone of MWC, Jaipur is already operational with more than 2000 people (direct+indirect) working in the city. 35 companies have already signed-up with MWCJ in different zones which includes names like Infosys, Wipro, Tech Mahindra, Deutsche Bank, State Bank of India, ICICI Bank, EXL, Nucleus Software, Nagarro Software, Connexions, Truworth, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Genus, Knit Pro, etc.

Speaking at the launch, **Mr. B K Subbaiah**, Chief Operating Officer, Mahindra World City, Jaipur, said, "We are delighted to welcome Marson's Industries to Mahindra World City family. MWC, Jaipur has established itself as a destination of choice for leading domestic and global organizations within a short span of time. We are confident that our state of the art infrastructure in the engineering Zone will evolve into an award winning centre of excellence.

Speaking at the event, **Mr. S.C Jain**, Chairman, Marson's Industries Pvt Ltd said, "We are proud to set up our unit at MWC, Jaipur. With a committed team at Marsons Industries and MWC Jaipur's commitment to quality & world class infrastructure support, I am certain that we will scale new heights."

### About Mahindra World City, Jaipur

Spread over an area of 3000 acres, Mahindra World City, Jaipur will provide corporates a world-class platform to expand their businesses to compete globally. Mahindra World City, Jaipur is a Special Economic Zone on the format of an 'Integrated Business City' and is a 74:26 joint venture between Mahindra Lifespace Developers Ltd. (a Mahindra Group Company and previously known as Mahindra Gesco Developers Limited) and Rajasthan State Industrial Development and Investment Corporation Ltd (RIICO, an agency of the Government of Rajasthan).

The SEZ includes exclusive zones for IT/ITeS Companies, Light Engineering companies including Auto and Auto Component manufacturers, Handicraft Companies, Gems & Jewellery Companies and Apparel companies. Besides these exclusive zones, the SEZ will also have a Domestic Tariff Area (DTA) for catering to the demand of domestic industries. Mahindra World City will also have a dedicated Logistics and Warehousing Zone for the manufacturing companies in order to provide complete end to end solutions. Social Infrastructure in the form of housing, education and health institutes, recreational zones, and retail and hospitality centers also forms an integral part of the development. As part of this dream, the first phase of IT/ITeS SEZ is fully operational with Infosys, Deutsche Bank and EXL Services already started their operations. Other clients which are setting up their campuses in the 750 acre IT/ITeS SEZ include Wipro, Tech Mahindra, Nagarro, Connexions, Truworth to name a few. The development work on the other two notified zones is going full throttle.

35 companies have already signed-up with MWCJ which includes names like Infosys, Wipro, Tech Mahindra, Deutsche Bank, State Bank of India, ICICI Bank, EXL, Connexions, Truworth, Nucleus Software, Nagarro Software, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Genus, etc.

Mahindra World City, Jaipur, has been identified as part of a list of 16 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 India-based, and Mahindra World City, Jaipur is one of these.

Mahindra World City, Jaipur at full capacity occupancy & operations level is expected to attract investment of over Rs.10,000 crores. This will create direct employment for approximately 100,000 people and indirect employment for over 1,50,000 people. It will export goods and services of more than Rs.4500 crores year on year.

For Further Information, please contact:

**Pankaj Vinayak**

Mahindra World City Jaipur Ltd

Mobile: +91 9950995583

Board No: +91 141 3003455

Fax No: +91 141 3003474

E-Mail - [vinayak.pankaj@mahindraworldcity.com](mailto:vinayak.pankaj@mahindraworldcity.com)