28th March, 2012

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Subject : Press Release – "US Commerce Secretary John Bryson visits Mahindra World City, Jaipur"

Dear Sirs,

Please find attached press release being released by the Company, 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,**

Suhas Kulkarni
Company Secretary

Encl : a/a

PRESS RELEASE

US Commerce Secretary John Bryson visits Mahindra World City, Jaipur

Leads Infrastructure Trade Mission

From left: Mr. Arun Nanda, Director, Mahindra & Mahindra Ltd., US Commerce Secretary, Mr. John Bryson & Ms. Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Ltd. at Mahindra World City

Jaipur, March 28, 2012: The US Secretary of Commerce, Mr. John Bryson, who is leading an Infrastructure Trade Mission to India on a three city tour (New Delhi, Jaipur and Mumbai), visited Mahindra World City, Jaipur today. The delegation comprised top level management personnel representing US firms from energy, transportation and infrastructure sectors.

Speaking on the occasion, US Secretary Mr. John Bryson commented, "It's clear that the U.S. - India trade and investment relationship has grown significantly in recent years, and places like Mahindra World City in Jaipur show opportunities for that relationship to grow even more. From urban planning to energy conservation, American businesses, including those joining me on this trade mission, are engaging in a range of sectors to help build the economic potential of places like Mahindra World City. If American and Indian businesses work together, we can build India's infrastructure in a way that brings inclusive growth, greater prosperity, and more jobs to people in both of our countries."

Mr. Arun Nanda, Director, Mahindra & Mahindra Ltd. said, 'The visit of this high level delegation from the United States will help us in facilitating exchange of ideas, best practices and experiences in sustainable infrastructure development, especially for the Mahindra World Cities. Their help in building our infrastructure will signify inclusive growth for all."

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Ms. Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Ltd., the Company promoting Mahindra World City, Jaipur together with RIICO, said," It is a matter of prestige and honour to have such an important delegation from the US infrastructure sector visit us here at Mahindra World City, Jaipur. The growth trajectory of India now lies in developing cities other than the metros in order to maintain a sustainable growth. We, at Mahindra World City, believe that the concept of "live, work, learn, play" has to come to the fore, if holistic development of not just infrastructure but of people too has to occur. The exchange of thoughts and ideas with the US Infrastructure Trade Mission should help us in that direction."

About Mahindra World City, Jaipur

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

MWCJ includes exclusive zones for IT/ITeS Companies, Engineering & related industries, handicraft companies, gem & jewellery companies and apparel companies. Besides these exclusive zones, MWCJ also has 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 centres 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 having already begun their operations.

36 companies have already signed-up with MWCJ in various zones viz. IT/ITeS, Light Engineering & Handicrafts, which include names like Infosys, Wipro, Tech Mahindra, Deutsche Bank, State Bank of India, ICICI Bank, EXL, Nucleus Software, Nagarro Software, Truworth, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Gravita India, Knit Pro, Ratan Textiles 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.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and

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vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 14.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

For further information, please visit www.mahindra.com

Connect with us on www.facebook.com/mahindragroup

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