

6th February, 2013

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Subject : Press Release – "Mahindra World City, Jaipur signs Prithvi Steels"

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



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Press Release

Mahindra World City, Jaipur signs Prithvi Steels

Jaipur, February, 7, 2013: Mahindra World City (MWC), Jaipur, an Integrated Business City has signed up Prithvi Steels, an authorized Category-I manufacturer of steel pipes, to set up a manufacturing facility in 2 acres within Domestic Tariff Area of Mahindra World City, Jaipur. The new facility will be started with an investment of Rs. 20 Crore and will provide employment to over 150 people. The company will establish a Steel tube plant in Mahindra World City, Jaipur by the mid of year 2014 and also plans to set up a strip mill in future. This will be the first such plant in Rajasthan. The expected turnover of the new plant is estimated to be over Rs. 150 crore.

Prithvi Group already has 6 re-rolling plants in Rajasthan. They are one of the largest Steel manufacturers of Rajasthan. Shri Prithvi Steel has won many awards such as National Energy Conservation Award 2009 (1st prize) & Rajasthan Energy Conservation 2010 (1st prize). The unit was also recently awarded Vishwakarma Udyog Award 2012 in energy conservation, by Shri Ashok Gehlot, Hon'ble Chief Minister of Rajasthan.

With the growth trajectory of India lying more in the developing cities rather than metros, Mahindra World City Jaipur, with its plug n play infrastructure, has created an environment which supports large, medium and niche businesses to grow and evolve. Spread across 3000 acres, Mahindra World City, Jaipur (MWCJ) provides corporates a world-class platform and the necessary support to expand their businesses to compete globally.

Mr. Sudesh Sharma, Director – Prithvi Steels said, "Mahindra World City, Jaipur is the best industrial park in Rajasthan because of its world class infrastructure and connectivity with key markets. It was an ideal choice for us to set up a unit here".

Speaking about the development, **Mr. B. K. Subbaiah, COO, Mahindra World City, Jaipur**, said, "Mahindra World City, Jaipur has been at the forefront of infrastructure development in the region and has created an ecosystem that provides world class support for businesses to grow and flourish. MWC Jaipur now has a healthy mix of services and manufacturing industries and we are delighted to have Prithvi Steels added as one of our esteemed clients".

About Mahindra World City, Jaipur

Mahindra World City, Jaipur is an integrated business city focused on creating economic centers of development and new urban nodes. The 2nd such development from the Mahindra World City stable, Mahindra World City, Jaipur (MWCJ) is spread over an area of 3000 acres and provides corporates with a world-class platform to expand their businesses to compete globally. Mahindra World City, Jaipur offers Special Economic Zones, a Domestic Tariff Area and

Social Infrastructure Zone and is a 74:26 joint venture between Mahindra Lifespace Developers Ltd. (a Mahindra group company) 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 export oriented zones, MWCJ also has a Domestic Tariff Area (DTA) for catering to companies serving the domestic market. 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.

Today, 43 companies have already signed-up with MWCJ in various zones viz. IT/ITeS, Engineering & Related Industries, Handicrafts and Domestic Tariff Area, which include names like JCB, Perto, Infosys, Wipro, Deutsche Bank, State Bank of India, ICICI Bank, Mahindra & Mahindra, EXL, Nucleus Software, Nagarro Software, Truworth, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Gravita India, Knit Pro, and Ratan Textiles among others.

Mahindra World City, Jaipur is one of 16 projects world-wide to be part of the Clinton Climate Initiative's (CCI) effort to create Climate Positive cities. Total investments into Mahindra World City, to date, have crossed Rs. 1000 crores.

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 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 15.9 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.

www.mahindra.com



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