

27th February, 2012

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Subject : Press Release – Mahindra Lifespaces enters Nagpur - launches a premium residential project, "Bloomdale"

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



Mahindra Lifespaces enters Nagpur - launches a premium residential project, "Bloomdale"

Nagpur, February 27, 2012: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the \$14.4 billion Mahindra Group, today announced its first foray into Nagpur with the launch of "Bloomdale", planned as a gated community which aims to foster healthy, community living.

Mahindra Lifespaces delivers quality living spaces to its customers for healthy living through consistent focus on thoughtful master planning and sustainable development while clear and transparent transactions offer comfort and convenience to customers.

The Company has developed and completed over 7 million square feet of premium residential and commercial properties in Mumbai, Pune, Delhi, and Chennai. The Company is also the forerunner in developing and delivering integrated and inclusive ecosystems for work, living and life through their Mahindra World City offerings at Chennai and Jaipur spread over 6 and 12 sq.kms respectively.

Anita Arjundas, Managing Director & CEO, Mahindra Lifespace Developers Ltd & Member of the Group Executive Board, said, "The focus of our strategy being SUSTAINABLE URBANISATION, we wish to carry this development approach to the cities that are contributing to urban growth. Nagpur is poised for accelerated growth both in terms of infrastructure and the general economy. We are delighted to launch our 1st residential offering, Bloomdale, at Nagpur built on our core philosophy of healthy living."

Bloomdale is being developed by Mahindra Bebanco Developers Ltd., a joint venture between Mahindra Lifespace Developers Ltd., (70%) and B.E. Billimoria & Co. Ltd. (30%). B.E. Billimoria & Co. is well known as one of India's leading Civil Engineering Construction Contractors.

Digant Kapadia, Managing Director, BE Billimoria & Co. Ltd. said, "We are happy to partner with Mahindra Lifespace Developers Ltd and bring Bloomdale to Nagpur. Given our 54 years of expertise in



the real estate sector, we believe the synergies the two partners bring will translate into a world-class project like Bloomdale.”

“Bloomdale”, spread across 25.25 acres, is located in the residential zone of the 4354 hectare MIHAN. Bloomdale is focused on creating a sense of belonging through a community living experience replete with amenities and facilities for all ages enabling greater social interaction and community bonding. Bloomdale offers a choice of apartments and individual homes with an array of 1 BHK, 2 BHK, 2 ½ BHK, 3 BHK Apartments, 3BHK Row Houses and Duplex homes. These homes are designed in keeping with the ethos of the city of Nagpur - living in a community of mid-rise buildings that helps in fostering a sense of belonging.

Like all projects by Mahindra Lifespaces, Bloomdale too will be Green certified, built with environment friendly & energy efficient principles. It will provide for abundant green spaces and will facilitate healthy living through the provision of ample ventilation and circulation of fresh air.

About Mahindra Lifespaces

Mahindra Lifespaces is the real estate and infrastructure arm of the Mahindra group. It's footprint includes completed developments of over 7 million sq.ft. of residential and commercial space spread across Mumbai, NCR, Pune and Chennai and over 9 million sq.ft. of ongoing and forthcoming projects in these cities as well as in Hyderabad and now, Nagpur.

Mahindra Lifespaces' focus is on striking a harmonious balance between inevitable and responsible urbanization. Its sustainable urbanization philosophy takes into account the social and economic aspects of development too. In essence, it takes up initiatives that help reduce the carbon footprint enabling residents to participate actively in the preservation of the environment. Mahindra Lifespaces has been the fore-runner in Green Homes with seven of its residential projects 'pre-certified' Platinum or Gold by the Indian Green Building Council & two projects under 'applied for' category with the same agency. Its project Chloris at Faridabad has been rated as PLATINUM certified Green Building, under CII - IGBC green home rating system - India's second completed residential development to achieve the highest rating in the multi-dwelling units category.

Mahindra Lifespaces has pioneered the concept of 'Mahindra World City' - a world-class integrated platform for manufacturing and services businesses to operate in a business-friendly, hassle-free environment. Each integrated business city is designed to offer living, learning and recreation spaces which enables a self-fulfilling and convenient ecosystem for its occupants. Two such developments in Chennai and Jaipur cover 4,600 acres and house reputed global companies like Infosys, BMW, Cap Gemini, Deutsche Bank, Timken, Fujitec, Lincoln Electric etc.



Mahindra Lifespaces has received industry recognition as a trend setter and innovator and has won several awards over the years. To name a few, the recognition of being India's Top 10 Builders, by CONSTRUCTION WORLD for the 2nd successive year; the Economic Times ACETECH Real Estate Award 2010, for excellence in Mid segment (Exterior Architectural design); CNBC AWAAZ CRISIL CREDAI Real Estate Award, in the category 'Best Residential Property in the Western Region' for its project Eminent; The Realty Plus Excellence Award as the 'Best Integrated Township of the Year' for Mahindra World City, New Chennai & 'American Society of landscape Architects 2008' Award for Excellence in the Planning and Analysis Category (Mahindra World City Community Development Plan).

About B.E. Billimoria & Co. Ltd.

B.E. Billimoria & Co. Ltd was established in 1958. Since then it has had phenomenal growth and has been one of the leading, diversified civil engineering construction contractors in the country. The firm specializes in the construction of all types of civil engineering works: residential townships including high rise buildings; institutional buildings, hotels, hospitals, banks, auditoriums, aircraft hangars, railway stations, bridges, stadiums, flyovers, water reservoirs, industrial structures etc. It has a pan India presence having constructed several prestigious buildings both for residential and commercial purposes in NCR, Mumbai, Bangalore, Hyderabad, Ahmedabad, Pune, Chennai, Coimbatore etc. The firm has successfully completed more than 500 projects including more than 100 multi-storeyed buildings. Some iconic buildings include: World Trade Centre Mumbai & Bangalore, Nehru Planetarium Mumbai etc. The firm has also pioneered the use of pre-engineered aluminium form work.

BEBL has been extensively awarded and appreciated both nationally and internationally, some of the awards being ACCE Sarvamangalum Award 2007, CIDC Vishwakarma award 2010 & 2011 for Best Professionally Managed Company.

For further information, please contact:

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