

Mahindra Lifespaces® announces its new brand promise of 'Crafting Life'

- **Launches a campaign based on an industry-first approach towards real estate as a product category**
- **'Crafting Life' – <https://youtu.be/m720ukGZmE8>**

Mumbai, 24th January 2022: Mahindra Lifespace Developers Limited, the real estate and infrastructure development arm of the Mahindra Group, today unveiled its new brand promise of 'Crafting Life'. Centered around the insight of how well-designed spaces can be a true enabler of health, holistic well-being and success, Mahindra Lifespaces' new brand promise builds on the many ways that the built environment can ensure improved outcomes for individuals, families, and businesses. With this new campaign, Mahindra Lifespaces is all set to redefine real estate as a category through climate-responsive design; thriving, supportive communities; thoughtfully curated features and amenities; and transparent and hassle-free consumer experiences.

Be it for residential, commercial or industrial purposes, the spaces that surround us actively contribute towards achieving our goals and aspirations. These spaces serve as partners in our personal and professional growth journeys, even as they provide an enabling environment to build lasting networks and relationships. Mahindra Lifespaces takes a long-term view of the design and development of its projects and is committed to crafting spaces that will positively influence life outcomes for generations to come. It does so by creating environment-friendly, self-contained developments replete with category-defining features and amenities, ready services for end use, and strategic alliances (with partners in healthcare, education, etc.) for ease of living and working.

Viral Oza, Chief Marketing Officer, Mahindra Lifespace Developers Limited, said, "Traditionally, the real estate industry has been driven by what developers believed was right for the buyer and hence, many evolving consumer needs have tended to remain unaddressed, resulting in compromises in what is usually the biggest and most important purchase of a lifetime. At Mahindra Lifespaces, we recognise that while the purchase of real estate is often perceived as merely the delivery of a physical structure, it is actually the starting point of a journey for life. This is the key insight that forms the basis of our new brand promise of 'Crafting Life' and sets us apart as developers of real estate assets that continually add value throughout the product lifecycle. Real estate is the only product category in the world for which a consumer is willing to take on a lifelong debt and hence we believe spaces must be crafted based on changing consumer needs and desires."

Mahindra Lifespaces' new brand promise manifests itself across all the company's business segments, including premium residential projects; value homes under the 'Mahindra Happinest' brand; and integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra' brands respectively. As part of its latest campaign, Mahindra Lifespaces has launched a Digital Video Commercial that brings to life the myriad ways in which the built environment today serves multiple purposes - as a support system, a springboard to a better life and an enabler of ease of doing business.

Campaign Credits:

- Creative Team – The Minimalist
- Production House – Bread Jam Productions
- Director – Ali Ahmad

Mahindra Lifespace is addressing the changing needs of the real estate consumer in India via signature projects that incorporate intelligent space planning; future-ready features and amenities; and climate responsive design interventions that help conserve natural resources and reduce maintenance costs. Moreover, the brand is also embedding new digital tools and methods into the construction value chain, with a focus on delivering projects faster and on adding greater value for customers. Mahindra Lifespaces is one of the few real estate companies in India with a 100% green certified portfolio since 2014.

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. ('Mahindra Lifespaces') brings the Mahindra Group's philosophy of 'Rise' to India's real estate and infrastructure industry through thriving residential communities and enabling business ecosystems. The Company's development footprint spans 27.4 million sq. ft. (2.5 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments/industrial clusters across four locations.

Mahindra Lifespaces' development portfolio comprises premium residential projects; value homes under the 'Mahindra Happinest®' brand; and integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra' brands respectively. The Company leverages innovation, thoughtful design, and a deep commitment to sustainability to craft quality life and business growth.

The first real estate company in India to have committed to the global Science Based Targets initiative (SBTi), all Mahindra Lifespaces' projects are certified environment friendly. With a 100% Green portfolio since 2013, the Company is working towards carbon neutrality by 2040 and actively supports research on green buildings tailored to climatic conditions in India. Mahindra Lifespaces® is the recipient of over 80 awards for its projects and ESG initiatives.

Learn more about Mahindra Lifespaces® at www.mahindralifespaces.com

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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