

Press Release

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Mahindra Lifespaces[®] launches Pune's First Biophilia-inspired homes

Strengthens its presence in Pune with the launch of tenth residential project

Pune, July 06, 2022: Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the Mahindra Group, through its wholly owned subsidiary, Mahindra Bloomdale Developers Ltd, today launched Pune's first Biophilia-inspired homes in Pimpri. Inspired by human beings' instinctive connection with nature, called biophilia, the elements of the project are influenced by natural materials, textures, patterns and shapes that rekindle old memories while building a sustainable future. Through these associations, homes at Mahindra Nestalgia will nurture an active and healthy lifestyle reminiscent of one's childhood and enable residents of younger generations to experience a similar living and community experience.

Designed with nostalgia-inducing aesthetics, these Biophilia-inspired homes will enable physical, psychological, social and spiritual well-being. Amenities reigniting childhood memories of freedom, curiosity and innocence include Hopscotch, Sun Dial, Barefoot Park, Hammock Garden, Burma bridge, Dew Garden, Fur Park and more. Homes at Mahindra Nestalgia are cocooned in lush green expanses with a Koi Pond, an 8-shaped Foot Chi, *Gupshup Adda*, Rain Benches and Elder's Parklet for residents to enjoy nature within the safe perimeter of the project.

Arvind Subramanian, Managing Director and CEO, Mahindra Lifespace Developers Limited said, "As we continue to strengthen our presence in Pune, one of our key focus markets, we are excited to introduce the city's first Biophilia-inspired residential project. Mahindra Nestalgia is our tenth project in Pune, a city that has time and again reciprocated our product innovation with strong demand.

The role of a home and its surroundings in the overall well-being of a family has often been overlooked. Mahindra Nestalgia brings back the essence of living as we fondly remember it from our growing-up days. Many of these associations are with nature. This project will offer Pune-kars an opportunity to live nestled in nature, while enjoying the conveniences of a rapidly developing city".

In line with Mahindra Lifespaces' commitment to craft environment-friendly homes, Mahindra Nestalgia has been pre-certified with a 'Gold' rating by the IGBC. The project offers tangible savings to residents via low-flow water fixtures, solar water heater, LED lighting in common areas, waste segregation, etc. The sustainable features within the project will help conserve up to 7% energy annually, reduce dependency on external water sources by 52%, and divert 90% waste away from landfill.

Mahindra Nestalgia is developed on a 2.79-acre site acquired by Mahindra Lifespaces in March 2022. Phase 1 of the project comprises 249 units. The 2 and 3 BHK homes range from 730 sq.ft. to 1040 sq.ft. The climate-responsive design of Mahindra Nestalgia ensures homes have optimal sunlight, fresh air circulation and open to the neighboring tranquil landscape. It also offers thoughtfully crafted modern features like a grand lobby, swimming pool with a kids' play pool, space for a crèche and a health club, a celebration hall, dry pantry, cinema lounge, Reader's Bay, and provision for charging electric vehicles.

The project sits amidst well-developed social infrastructure like reputed educational institutes, healthcare facilities, and retail avenues. The locality is also home to a major employment hub with several large manufacturing and technology companies, within a 20-km radius. The area also offers superior connectivity via the Old Mumbai-Pune highway, Pune-Dhule-Nasik highway, railway stations (Kasarwadi and Pimpri), bus stop (Pimpri Chowk) and metro station (Sant Tukaram Nagar).

Mahindra Lifespaces[®] has been present in Pune since 2007 and has completed approximately 3.5 million sq. ft. of development in the city. Mahindra Nestalgia is located close to the existing residential projects – Mahindra Royale, Mahindra Antheia and Mahindra Centralis – all of which are fully sold.

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 29.9 million sq. ft. (2.78 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 2,60,000 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.

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