

Mahindra Lifespaces unveils India's first home buying experience on the Metaverse

- 500+ drones light up the night sky in Pune to launch Bastion at Mahindra Citadel

Pune, 26 October 2023 – Mahindra Lifespace Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, unveiled India's first home-buying experience on the Metaverse with the launch of Bastion at Mahindra Citadel, which is the Phase 2 of the project. This milestone was revealed via a first-of-its-kind drone show, which culminated in a QR code in the skies of Pune, which led the audience to the Metaverse experience.

The project was unveiled at the project location in Pimpri-Chinchwad, where over 500+ lit drones presented a spectacular show including visuals of key features of the project like the ecotone design, the home automation features and unveiling of the Metaverse experience. The drones finally formed a QR code that could be scanned by the audience to enter the Metaverse experience of Mahindra Citadel. In a first-of-its-kind unique experience, users are transported to their future homes, even before they make their decision to purchase. Users can also interact with elements within the homes and design interiors to their liking.

Amit Kumar Sinha, MD & CEO, Mahindra Lifespace Developers Ltd, said, *"We are excited to launch Bastion at Mahindra Citadel in Pune, a focus market for Mahindra Lifespaces. Pune's dynamic real estate landscape and its receptiveness to innovation align perfectly with our vision. Our past successes in the city reflect the trust and demand for our brand. This immersive and interactive Metaverse experience not only sets a new industry standard but also provides our customers with a unique opportunity to truly envision their future homes. An experience like this, deserved a grand and scintillating unveiling using the drone show, marking a significant step in integrating technology into the real estate customer experience. As we move forward, we remain committed to pushing the boundaries of innovation and ensuring the best customer experience."*

Building on the resounding success of Phase 1 launched in November 2022, Bastion at Mahindra Citadel which spans 9.66 acres, featuring a carefully crafted selection of premium, 3 & 4 BHK homes. The development offers a diverse range of amenities, thoughtfully designed to enhance the physical, mental, and social well-being of the residents, promoting a balanced and vibrant lifestyle. Homes at Mahindra Citadel are pre-certified IGBC gold rated and have various design and process interventions for energy efficiency, and waste management.

Strategically positioned along the bustling Mumbai-Pune highway, this development occupies a coveted residential location within Pimpri-Chinchwad. It offers proximity to the IT hub of Hinjewadi, and Sant Tukaram Nagar, Pimpri and PCMC metro stations. The area also offers a variety of malls, reputed schools, colleges, multi-speciality hospitals and various entertainment and restaurants options, which contribute to its accessibility and lifestyle. This locale is well-connected to key transit points, encompassing the Old Mumbai-Pune highway, Pune-Dhule-Nasik highway, railway stations like Kasarwadi and Pimpri, the Pimpri Chowk bus stop, and the Sant Tukaram Nagar metro station.

About Mahindra Lifespaces Developers Limited

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 34.46 million sq. ft. 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 2014, 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.

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