Empowering young minds: Mahindra Lifespaces partners with KidZania to inspire a generation of eco-conscious leaders

Real Estate

Author : mahindraadmin Category : Real Estate Published : 8/17/2023

Children will design and create their own sustainable development at Mahindra Lifespaces 'Experiences'

Mumbai, August 16, 2023: In a unique collaboration, Mahindra Lifespaces Developers Limited (MLDL), the real estate and infrastructure development arm of the Mahindra Group, has joined hands with KidZania Mumbai to empower children as architects of a sustainable future. This innovative partnership combines Mahindra Lifespaces' commitment to 'Crafting Life' with KidZania's immersive edutainment experience. The upcoming experiences, situated within KidZania Mumbai, will offer children an engaging and interactive environment to learn about sustainability through play and exploration.

This initiative further aligns with Mahindra Lifespaces' flagship CSR program, the 'Green Army' which educates and inspires school children to adopt a sustainable lifestyle. With an aim to 'Create One Million Caring Citizens',

Mahindra Lifespaces has achieved a significant milestone of reaching over 472 schools, 77,000 children, and 3 lakh citizens across major cities of Mumbai, MMR, Pune, Nagpur, Chennai, Delhi, Ahmedabad, Bengaluru.

Mahindra Lifespaces' *'Experiences'* offers an exciting platform for children to unleash their creativity and learn about sustainable development. With three distinct experiences, the Sustainable Design Studio, Green Power Zone, and Construction Zone, children will be able to learn about sustainable practices and their benefits through hands-on experiences. In the cutting-edge Sustainable Design Studio, children will learn about benefits of sustainability as they design and create their own sustainable development. The Green Power Zone will educate children about renewable energy, and Construction Zone is where younger children can build their own homes using imitation bricks and cement. There's also a realistic working crane to transport construction materials to higher floors.

On completion, children will receive a certification of 'Green Army Architect'. They can create a development and experience being an architect of the future and design a residential project from scratch by placing the towers aligned to the sun and wind path, using the building material of their choice, and placing the project amenities.

Viral Oza, Chief Marketing Officer, Mahindra Lifespaces Developers Limited said, *"We are excited to announce this unique partnership with KidZania, as we pave the way for children to learn about and experience the fascinating*

world of real estate and sustainable architecture. With the launch of 'Experiences', we aim to instil in the young minds the values of environmental responsibility. Guided by our unwavering commitment to sustainable development, we aim to ignite the minds of children, enabling them to envision a greener and more sustainable future. We believe that by harnessing the energy, awareness and resolve of the next generation, we can create a lasting impact, and build a world where they are more aware about sustainable solutions."

Rahul Dhamdhere, Chief Marketing Officer, KidZania India said,

"KidZania is thrilled to announce a momentous milestone as we collaborate with Mahindra Lifespaces to ignite the passion for sustainability in young minds. This partnership seamlessly blends KidZania's experiential learning approach with Mahindra Lifespaces' unwavering commitment to creating sustainable living spaces. Together, we are dedicated to nurturing a generation of young leaders and influencers who will play a vital role in shaping a greener future for our planet. We eagerly look forward to embarking on this innovative journey and witnessing the positive impact it will have on children's understanding of sustainable living."

During a grand launch event at KidZania Mumbai earlier today, the partnership was officially announced, and both the brand leaders addressed children and their parents. The event included a spectacular parade, and which concluded with the unveiling of the Mahindra Lifespaces Experiences, adding to the excitement of the occasion.

About Mahindra Lifespace 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom

About KidZania

KidZania is an interactive family entertainment & learning center that empowers, inspires & educates through real-life role-playing activities. KidZania is a unique combination of entertainment and an immersive media platform for brands to connect with children and families, with a strong focus on giving back to society and bettering the community and environment. Built like a city, it is complete with paved roads, battery-operated vehicles, buildings, a functioning economy & its currency. By

blending reality with entertainment, it provides an authentic and powerful developmental platform where children can discover, explore, and learn about the real world.

The realism of role-play helps children learn about different careers, work, the economy and how to manage money. Each activity experience is designed by Educationalists, Play Experts & Child Physiologists to aid and boost different behavioral skills and values in a child. KidZania represents industries in the real world like private services, public services, entertainment, airline, automobile, retail, restaurants, and factories where children can play the role of Pilot, Surgeons, Detectives, Chef, Engineer, TV Producer, Radio Jockey & much more from over 100 role-playing activities. 'Purpose Partners' augment the role-playing experiences by enriching and creating an authentic, immersive, and interactive brand experience, unmatched by any other location-based entertainment property. For Brands, KidZania serves as a sustainable engagement platform where brands get product exposure, brand exposure and immersive experience through branded role-plays. KidZania is globally present across 26 cities in 23 countries, including multiple locations in the Americas, Europe, Japan, Korea, the Middle East, and Asia. KidZania has been operational in India at Mumbai since Sep 2013 and in Delhi NCR since May 2016.

Visit www.KidZania.in to know more about the brand.

Tags :

M&M Ltd. | Mahindra Lifespaces | KidZania