

Mahindra Lifespaces Launches Mahindra IvyLush in Kharadi Annex, Pune

Real Estate

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Pune, 30th December 2024: Mahindra Lifespace Developers Limited

(MLDL), the real estate and infrastructure development arm of the Mahindra Group, has announced the launch of Phase 2 of its project located in Kharadi Annex, Mahindra IvyLush (previously known as Mahindra Codename Crown).

This phase introduces two new towers, adding approximately 500 residential units. Mahindra IvyLush offers premium 2 & 3 BHK homes, promising an elevated living experience. The project also features a standalone premium 4 BHK tower. This launch builds on the success of Phase 1, which saw very strong sales. The project includes spacious decks, enhanced cross-ventilation, senior-friendly washrooms, and a range of other climate-responsive features.

Vimalendra Singh, Chief Business Officer (Residential), Mahindra

Lifespace Developers Ltd. said, *"The strong response to Phase 1 reflects our customers' trust in Mahindra Lifespaces. With Phase 2, we aim to build on this success by offering innovative homes that combine functionality, comfort, and quality, further strengthening our presence in Pune. This launch reaffirms our*

commitment to setting new benchmarks in urban living."

Strategically located in the vibrant suburb of upscale East Pune, the project offers excellent connectivity to the Kharadi IT hub and the World Trade Center. It is also surrounded by well-developed social infrastructure, including prestigious educational institutions such as Wellington College International Pune, EuroSchool Kharadi, and Poddar International School.

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 38.49 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.

As a pioneer in Net Zero homes in India, Mahindra Lifespaces is committed to building only Net Zero homes from 2030 onwards. The company has already

launched India's first three Net Zero residential developments: One Net Zero Energy and two Net Zero Energy+ Waste, showcasing its dedication to environmental responsibility and innovation. 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 90 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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