Mahindra Lifespaces Unveils ‘Home of Positive Energy’ as its new brand idea

Real Estate

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Launching a Digital Video Film and a Mobile Experience Caravan to Bring ‘HOME of POSITIVE ENERGY’ to Life

DVC Link - https://youtu.be/867KB09MXTo

Mumbai, March 03rd, 2025: Mahindra Lifespace Developers Ltd., (MLDL), the real estate and infrastructure development arm of the Mahindra Group introduced an authentic and evocative new brand idea – ***‘HOME of POSITIVE ENERGY’***. This philosophy embodies the company’s commitment to creating homes that promote well-being and harmony through thoughtful design, ample natural light, and green spaces. The launch includes a digital video commercial (DVC) and a Mobile Experience Centre, a first-of-its-kind initiative traveling across key locations in Mumbai, offering a firsthand glimpse into the serenity that Mahindra homes provide.

Speaking on the launch, **Abhimanyu Mathur, Chief Marketing Officer, Mahindra Lifespace Developers Ltd.**, said, *“HOME of POSITIVE ENERGY*

perfectly captures the way we design and build our homes at Mahindra Lifespaces. Every aspect of our developments, from architecture to amenities is crafted to enhance well-being and create a harmonious living environment. With Mahindra Vista, we are bringing this philosophy to life, ensuring that homebuyers find not just a house, but a sanctuary that nurtures their aspirations and daily lives."

The DVC showcases the Mahindra Vista Caravan as a symbol of curiosity, drawing people in to experience the inviting ambiance that defines the brand. It highlights the warmth and comfort of Mahindra homes, culminating in a moment of contentment that reinforces the brand's ethos.

After a long day navigating Mumbai's chaos, a home should be a peaceful retreat. Bringing this vision to life, Mahindra Lifespaces has launched the Mobile Experience Centre. Unlike a static billboard, it offers a tangible and dynamic representation of the brand's philosophy.

The brand positioning was developed in collaboration with strategic and creative agency The Womb, who played a key role in shaping this vision. **Heval Patel, Chief Operating Officer, The Womb, added,** *"Today within a pin code- location and amenities, have become table-stakes. As rapid corporatization picks momentum and levels the playing field for all, it was time for us to unearth and define the core of Mahindra Lifespaces. The 'HOME of POSITIVE ENERGY' thought was to articulate not just a point- of-view but a point-of-distinctiveness. Something that guides not just what we say but also helps*

integrate seamlessly into the product and service experience"

This initiative underscores Mahindra Lifespaces' vision of shaping vibrant, future-ready communities. By blending innovation with purposeful design, the brand continues to redefine urban living, ensuring that every development reflects its commitment to a more enriching lifestyle.

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 39.44 million sq. ft. (saleable area) of completed, ongoing and forthcoming residential projects across seven Indian cities; and a gross area over 5000 acres of ongoing and forthcoming projects under development / management at its integrated developments / industrial clusters across four cities. 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 one of the leaders 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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