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The Optimal combination of working, living and leisure spaces makes the World City a top choice for companies like Infosys (above)

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definition of a business space; the sheer scale of the project demands that it be viewed as a business eco-system, carefully linked and integrated to function with efficiency.

Wide tree-lined roads and six lane expressways lead to sleek offices in the campus, which resonates with the confident energy of the young professionals who work for leading global

and domestic companies across sectors. The enabling infrastructure and environment have provided the necessary platform for corporates to establish their operations in a seamless manner. Strategically located in the Golden

Quadrilateral along National Highway 45, it is a 30 minute drive from Chennai International Airport, 90 minutes away from the seaport and has its own onsite railway station.

Stefan Huelsenberg, Managing Director, BMW Chennai, ratifies, "The key factor that encouraged us to set up our factory in Mahindra World City was infrastructure, with the additional facilities like clinics and banks that make working here convenient. It allowed us to focus solely on establishing our business in Chennai, and the factory was operational in a short span of 12 months

Comfortable and efficient spaces



Sylvan County offers an array of residential spaces

The well etched master plan by Jurong International gives this campus the right balance between work and lifestyle zones, accentuated by the award winning residential layout design by Hellmuth, Obata + Kassabaum International. The Business Zone is divided into three sector specific SEZs for IT (Services & Manufacturing), Auto Ancillaries, and Apparel and Fashion Accessories; it also has a Domestic Tariff Area with facilities for manufacturing units in the domestic market. Companies like BMW, Infosys, Wipro, Capgemini, Lincoln Electric,

Timken and TVS Group have their operations here and collectively employ 12000 people. Plug-and-play facilities are backed by an impressive support system: an onsite 230 kv power station, water storage reservoirs, streamlined waste management systems and telecommunication networks.

Exports in 2008 were valued at Rs 825 crore (US \$160 million), earning it the award for Outstanding Performance in Promoting Exports from the Ministry of Commerce and Industry in 2008. The future is bright as well; employment is expected to touch 100000 by 2018, exports generated by 2014 are projected to be Rs 5000 crore (US \$1 billion), and investments earned are expected to be equally high

The Canopy, the commercial complex, houses food courts, banks, clinics and shopping options. The City's CSR initiatives are attuned to the neighbourhood; local youths from lower socio-economic areas who live in proximity are given multi-level skill training in collaboration with CAPS Foundation; diploma courses in plumbing, electrical and automobile servicing and schooling for younger children are also thoughtfully provided.

Sangeeta Prasad, COO, Mahindra World City Developers Ltd, says "The uniqueness of the destination lies in envisioning and challenging the conventional paradigm of a workplace led ecosystem and converting it into reality, providing an enabling environment in which corporates feel comfortable and happy.

The careful thought in establishing and nurturing living and learning spaces is what gives the place its identity. Mahindra World School Trust has invested Rs 35 crore (US \$6.8 million) in a school which is founded on modern techniques of activity-based learning to cater to the resident population. The school is structured on a very low student teacher ratio - a key indicator



of the focus on the students." The Sylvan County enclave is designed by acclaimed Indian architect Hafeez Contractor. It comprises independent bungalows with private swimming pools, semi-detached row houses and low-rise apartment complexes.

The Chennai project has been the stepping-stone to similar models in other states. The World City in Jaipur, Rajasthan is already functional, and other Indian cities will soon see the futuristic vision unfolding and redefining their cityscapes.

<http://www.gvpedia.com/MahindraWorldCity/businessspacesandrealstate/chennai/Mahindra-World-City-Best-of-Chennai.aspx>