

Mahindra World City celebrates a decade of transformation

21st September, 2011; Chennai: Mahindra World City, Chennai marks a momentous milestone in its evolution, as it ushers in the 10th year of a decade of transformation.

Inaugurated on the 21st of Sept 2002 by the Hon'ble Chief Minister of Tamil Nadu, Ms J. Jayalalitha, Mahindra World City has today become a preferred destination for global companies to set up their businesses, a coveted residential address and an emerging lifestyle and recreational hub.

Mahindra World City has received industry recognition as a trend setting and innovative destination and has won several awards over the years from international and Indian associations including the American Society of Landscape Architects (ASLA), Ministry of Commerce (Govt. of India), World Free Zone Convention and Cityscape. It has been adjudged as the Integrated Business City of the Year this year by a leading realty publication.

“As we celebrate our first 10 years, the renaissance of Mahindra World City continues. We pioneered the concept of Integrated Business Cities in this country and continue to lead the way by attracting the best in business from across the world and offer them world-class product and services. I can't wait to see what the next ten years hold. “– **Mr. N. Vaghul, Chairman, Mahindra World City Developers Limited**

“It is a moment of great pride for all of us at Mahindra World City to celebrate this landmark achievement as we enter our tenth year. Mahindra World City, New Chennai has been instrumental in changing the face of the State by attracting the best in Class Companies and also creating an eco-system which is having a positive impact on the Economic and Social development on the NH45 corridor ” said **Mr. Arun Nanda, Vice-Chairman, Mahindra World City Developers Limited.**

The 10th year milestone will see a series of cultural events being showcased under the Rejoice@MahindraWorld City banner bringing in a diversity of music, urban planning, theatre, and dance at regular intervals during the year as part of a focus on community building.

About Mahindra World City

Mahindra World City is a PPP between the Mahindra Group and TIDCO (a Govt. of Tamil Nadu undertaking).

Conceptualized as an integrated business city, Mahindra World City has attracted around 60 best-in-class companies from across the world including BMW, B Braun, Capgemini, Infosys, Fujitec, Lincoln Electric, Mecaplast, NTN Corporation, Parker Hannifin, TVS Group of companies and Wipro. The business zone has 35 companies that are operational with the balance under various stages of construction/commencement of operations. The city has a current working population of 25,000 and is expected to reach 100,000 in the next 8-10 years. The exports from the 3 sector specific SEZs was Rs.3,500 crores in FY 2011.

The Residential Zone is master planned in close proximity to the Business Zone with varied social amenities built into the master plan comprising residential units, schools, medical centers, retail malls, a business hotel, recreation and leisure facilities etc. The residential development which started with Sylvan County (212 homes spread across 22 acres), currently has two offerings, namely, Aqualily (761 homes over 56 acres and Iris Court (702 apartments over 18 acres), both of which are currently under development and when completed will add an additional 1,500 homes to the city. The balance residential development is expected to be completed over the next 8-10 years.

Mahindra World City has a CBSE school, Mahindra World School, managed by the Mahindra World School Education Trust and currently has around 400 children. There is also a day care center from Amelio for infants and toddlers.

Mahindra World City also houses a commercial complex that provides for various everyday basic needs such as Banks/ATM, food court, restaurants, medical centre, department store etc.

MWCDL recently signed up Duet Hotels to bring in a Holiday Inn Express that will be set up as a 4-star business hotel and is expected to be operational by Sep 2013.

The next phase of development will include malls, multiplexes, a hospital, clubs with sports facilities, accommodation for single working professionals etc.

Mahindra World City, as part of its approach to holistic development has involved itself, with the support of NGOs, in skill up-gradation and employability training, training over 1500 village youth.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, vacation ownership, rural and semi-urban financial services, etc. Mahindra has a significant and growing presence amongst others, in the automotive industry, agribusiness, aerospace, automotive components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A US \$12.5 billion multinational group based in Mumbai, India, Mahindra employs more than 1,37,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. For four years in a row, Mahindra has featured in the Forbes Asia's Fab 50 List of the 50 best publicly traded companies in the Asia-Pacific regions. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies.

In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. Its flagship company Mahindra & Mahindra Limited is the only Indian automobile manufacturer to feature in the top 10 list of the Carbon Disclosure Leadership Index in India - 2010, created by the Carbon Disclosure (CDP). In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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