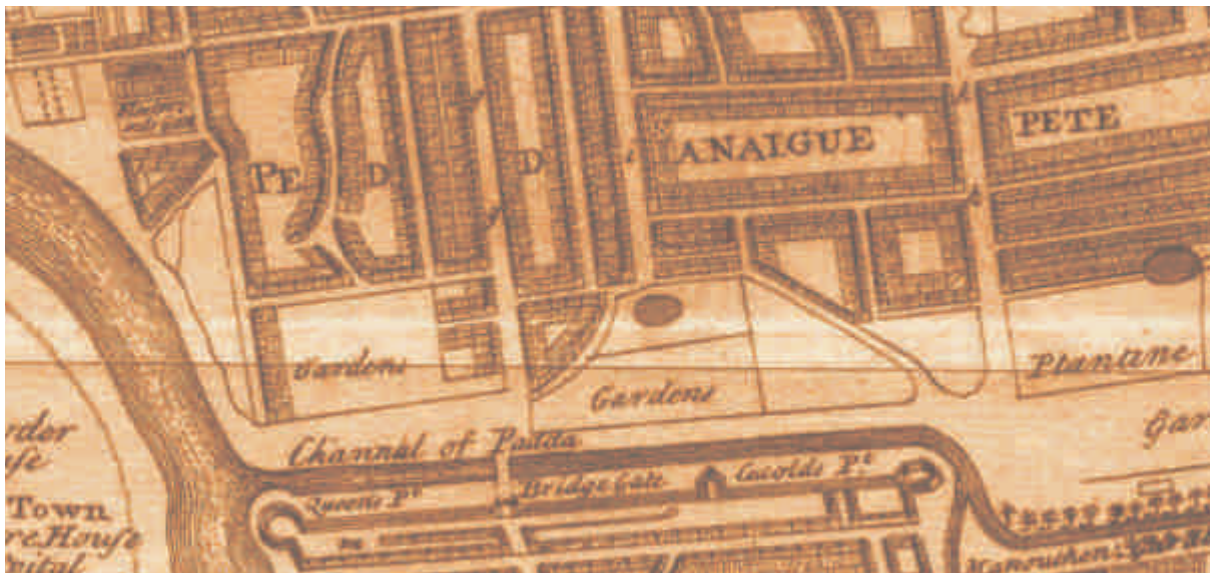


EVERY CITY HAS A REASON

FOR BEING...



A REASON THAT BEGINS WITH A VISION...

A REASON THAT RESTS IN ITS WALLS AND FOUNDATIONS...

A REASON THAT MAKES IT A PRISM THROUGH WHICH HISTORY IS VIEWED...





Across centuries, it has been proven that only cities that have invested in planning and preservation ultimately stand the test of time — a fact that makes the concept of urban planning a phenomenon as old as civilization itself.

The Indus Valley Civilization cities like Harappa and Mohenjodaro are shining examples of what sophisticated planning, structured municipal governance and integrated development can do to make cities what they are.

Continuing in the tradition of these glorious ancient cities are modern ones like Paris, New York, London, and Barcelona that have managed their growth with planned and integrative infrastructure.

Each one a city that has been built to last. Each one an outstanding example of how urban administration has used its imagination to improve the lives of its people. Each one an everlasting symbol of civilization and humanity...



"Excavations at sites of many ancient cities have revealed them to be as sophisticated and well-planned as later Greek or Roman cities, with a grid-plan reminiscent of a city as modern as New York..."

At Mahindra World City too, planning and future thinking hold the key to developing one of India's finest integrated business cities — a City born out of a rich past and built for an enduring future.

A CITY FOR THE BRAVE NEW WORLD

A city that has been conceived to meet the requirements of the brave new world, Mahindra World City was born out of the need to create a space where business and lifestyle can blend seamlessly to offer a high-quality living experience.

At a time when global corporates are looking at India to set up manufacturing and services facilities, Mahindra World City offers well-planned business cities that provide working spaces with state-of-the-art plug-n-play infrastructure.

In each of the Mahindra World Cities (at Chennai, Jaipur and Pune), the meticulously-planned business zone is located close to the lifestyle zone to offer the ultimate work-live-learn-play environment — all nestled in the midst of greenery and planned right down to the last tree!

"The art of citymaking includes projects and initiatives in a wide range of sectors. What needs to happen is to orchestrate these creative initiatives into a coherent whole. That is what city making is really all about." **Charles Landry**, world-leading expert in urban renewal and development

At Mahindra World City, entrepreneurship is the basis of city making. By creating a thriving environment for business and adding value that's not merely economic, the City fosters a sense of economic vitality, social equity and progress.



BUILDING UPON A VISION: THE MAHINDRA GROUP

Mahindra World City is the brainchild of the US\$ 6 billion Mahindra Group — one of India's leading industrial houses with diverse business interests in automobiles, farm equipment, trading & finance, infrastructure development, logistics and retail. A group with over 6 decades of business experience and expertise, Mahindra Group has been rated amongst the World's Top 200 Most Respected Companies by Forbes International (2006).

Mahindra's Infrastructure Development Sector has played a crucial role in driving India's infrastructure growth by building the finest of homes, holiday destinations, corporate offices, and now, integrated business cities.



Mahindra

THE MAHINDRA GROUP — A TRAILBLAZER:

- ▶ **Manufacturer of India's largest selling SUV, the Scorpio**
- ▶ **One of the world's top four tractor manufacturers and the only one to win the Deming award**
- ▶ **India's largest rural finance company**
- ▶ **A leader in the family holidays segment**
- ▶ **A pioneer in creating and developing integrated business cities**



FEATURES OF A MAHINDRA WORLD CITY

- ▶ **Strategic location with excellent air/rail/road/sea connectivity**
- ▶ **Sustainable and scalable master plan**
- ▶ **Plug-n-play infrastructure and fail-safe utilities**
- ▶ **Flexible business space formats**
- ▶ **Special Economic Zones (SEZs) that offer attractive fiscal & operational benefits**
- ▶ **Conveniently located Domestic Tariff Area (DTA)**
- ▶ **International lifestyle zone with premium residential / social amenities and facilities**
- ▶ **Professional operations and maintenance**
- ▶ **Credible Public-Private Partnership (PPP) with State Governments**

A CITY OF INNOVATION AND INITIATIVE



"All fine architectural values are human values, else not valuable."
Frank Lloyd Wright, master architect

At Mahindra World City, the human element is never far removed from development plans. Striking a perfect balance between business and lifestyle is the core value upon which the City's foundations have been built.

Mahindra World City, New Chennai, is India's first integrated business city and corporate India's first operational Special Economic Zone. A benchmark for responsible and successful SEZ development, Mahindra World City has today become a landmark on India's business map and hosts corporate giants such as BMW, B Braun, Infosys, Lincoln Electric, Nestronics, Wipro, Timken and the TVS Group .



PROMOTED BY



MASTER PLANNED BY



Jointly promoted by the Mahindra group and TIDCO (Tamil Nadu Industrial Development Corporation), a Government of Tamil Nadu undertaking, Mahindra World City, New Chennai, stands tall as a innovative example of successful public-private partnership.

Located strategically on National Highway 45 and spread across 1400 acres, surrounded by rolling hills, a reserve forest and natural lakes, Mahindra World City is an integrated business city that is in complete harmony with nature.

The city has been master planned by Jurong Consultants and landscape architecture experts Belt Collins, both from Singapore. The award-winning master plan of its residential/social zones (winner of the Honor Award 2007 from the American Society of Landscape Architects) has been conceptualised by the world's leading planning and architectural firm HOK from USA.

At Mahindra World City, state-of-the-art infrastructure and business facilities integrate with premium social and residential facilities to create the most comprehensive live-work-learn-play facility in the region today. A place where the most demanding customers in the world can ask for the best — and get it!

A CITY IN A CLASS OF ITS OWN

Mahindra World City offers distinct advantages for companies that are situated in its premises. The plug-n-play format makes it simple for a company to integrate into Mahindra World City, thus providing the dual advantage of a quick start-up and considerable savings on cost of ownership.

HIGHLIGHTS OF PLUG-N-PLAY PHYSICAL INFRASTRUCTURE

- ▶ A clean and stress-free environment
- ▶ Ready-to-build, levelled land
- ▶ 6-lane, 4-lane, 2-lane road network
- ▶ Railway station on campus
- ▶ On site 230 kv substation for fail-safe power
- ▶ OFC backbone for data/telecom from 4 service providers — Bharti, VSNL, BSNL, Reliance
- ▶ Potable water
- ▶ Modern waste management network
- ▶ 24x7 security for common areas
- ▶ Operations and maintenance of campus



CENTRAL AVENUE



PARANUR RAILWAY STATION AT MAHINDRA WORLD CITY



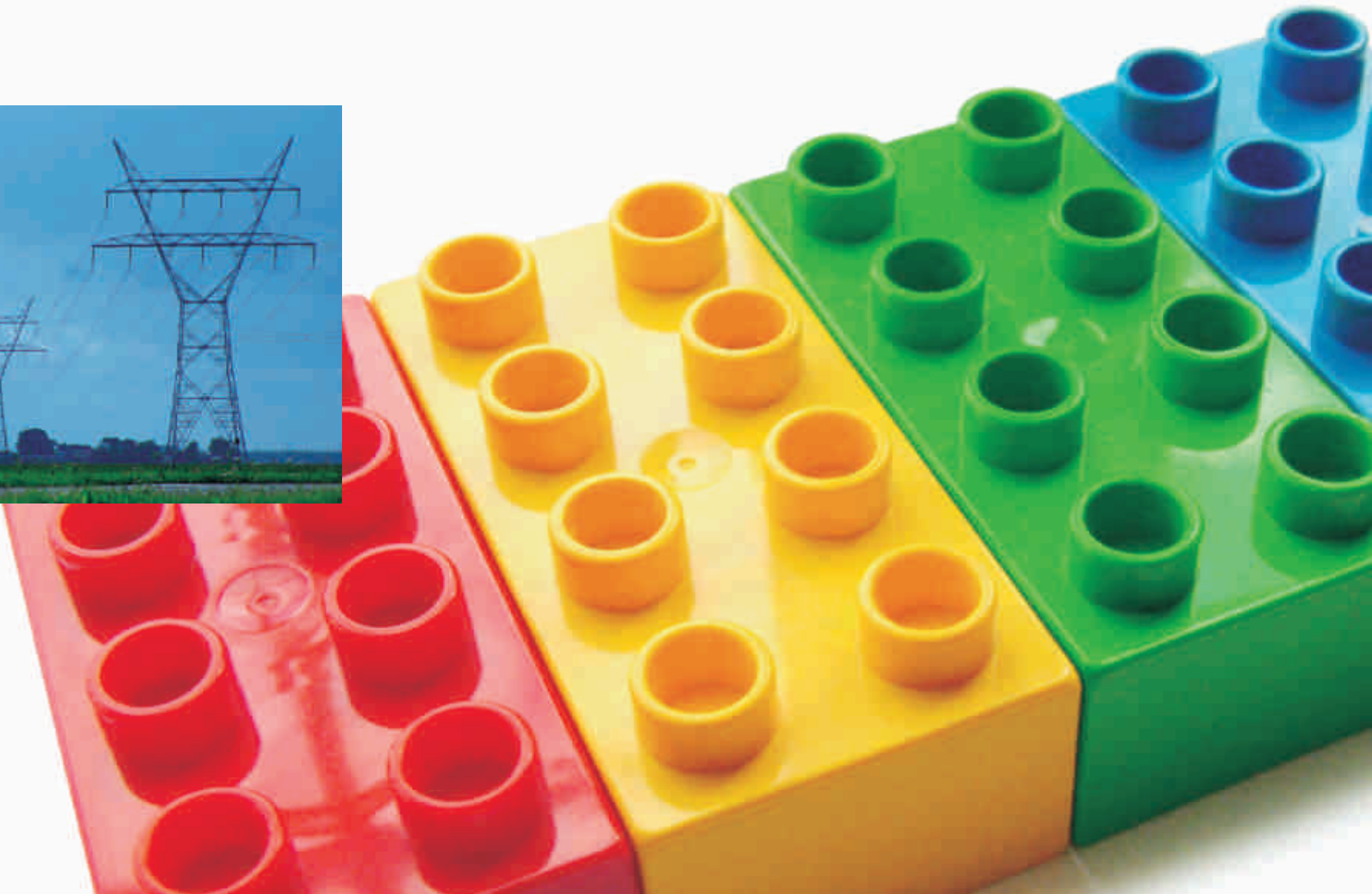
ZONING INTO MAHINDRA WORLD CITY, NEW CHENNAI

The business zone is divided into a Domestic Tariff Area (DTA) and three sector-specific Special Economic Zones (SEZs) for IT (Services & Manufacturing), Auto Ancillaries and Apparel & Fashion Accessories.

The SEZ status ensures that companies get the advantage of fiscal benefits, tax holidays, proactive support from the government, single window clearance, an on site customs office and self-certification process. Companies experience a productive, hassle-free environment that enables them to perform to their full potential.

The DTA provides facilities for companies to set up manufacturing units to cater to the needs of the domestic market. Besides enjoying similar infrastructural advantages as the SEZ, the DTA also gives companies the space to function and flourish within a conducive business ecosystem.

Being in business at Mahindra World City means setting high standards — and achieving them.





"Barcelona is a prime example of a city that was taken to a higher level. With its vibrant street life, deep-rooted sense of design and noted quality of life, it is what has become a city for the world."

Charles Landry, world-leading expert in urban renewal and development

At Mahindra World City, living spaces amidst clean, green, natural environs have been designed with one simple aim — to make life better for the people living in it.



At Mahindra World City, life is more than just work. An exclusive 300+ acre residential zone master planned by HOK International, one of the world's most respected planning firms, provides low-density living spaces supported by modern social infrastructure for a community of 6000-plus families. High-quality integrated spaces for business, living and leisure all within one self-contained community... life like it should be!



SYLVAN COUNTY

C'EST LA VIE... LIFE LIKE IT SHOULD BE!

SYLVAN COUNTY

When it comes to living spaces, Mahindra World City has literally left no stone unturned to create contemporary and stylish homes that everyone dreams of living in...

Sylvan County, Mahindra World City's first premium residential enclave, spread over 22 acres, offers a wide range of options for quality living — from picturesque independent bungalows and serene semi-detached houses to richly landscaped apartments. Surrounded by verdant wide-open spaces, fresh air and abundant natural lighting, Sylvan County is a stone's throw away from everyday amenities like a commercial complex, a club house with facilities like a swimming pool, gymnasium, billiards room, and a children's park.



MAHINDRA WORLD SCHOOL

Mahindra World School — 1,00,000 sq ft of innovation in education — spread over a sprawling 5-acre campus, follows the CBSE syllabus and caters to classes from the KG level to Standard 12. Besides a curriculum of discovery, preparation and inspiration, the high-tech facilities include an amphitheatre, mathematics labs, science labs, language labs, indoor and outdoor play facilities and state-of-the-art classrooms. All this while ensuring an optimum student-teacher ratio of 25:1.



THE CANOPY

Spread across an area of 60,000 sq ft, The Canopy is the first commercial complex in Mahindra World City.

With a unique ambience featuring a central courtyard and timber decks under the open sky, The Canopy houses a food court from Planet Yumm, a book store from Connexions, a 24x7 medical centre from Apollo Hospitals, banks and ATMs, a digital music store, a supermarket and a travel services desk — making it an oasis of convenience and the perfect place for relaxation and recreation.

THE BUSINESS HOTEL

Mahindra World City will also feature a 200-room business hotel from Mahindra Holidays & Resorts, equipped with all the modern comforts that a business traveller would need.



A CITY OF CORPORATE SUCCESS STORIES

DOMESTIC TARIFF AREA



IT SEZ



AUTO ANCILLARY SEZ



APPAREL & FASHION ACCESSORIES SEZ



CYBERVALE - ASCENDAS MAHINDRA IT PARK

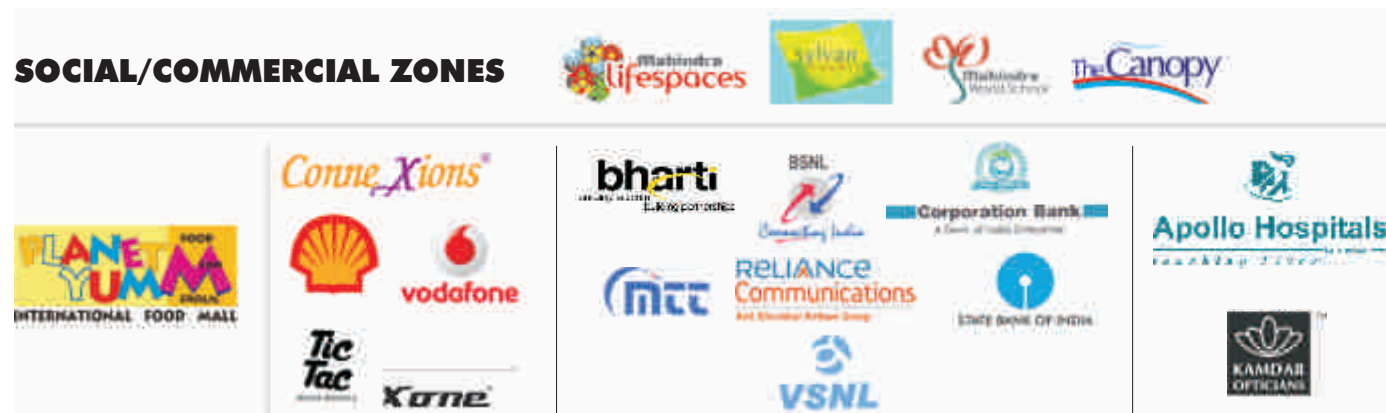


KRYOLAN COSMETICS



B BRAUN







SOCIAL/COMMERCIAL ZONES











A BIRD'S EYE VIEW

KEY

ZONES

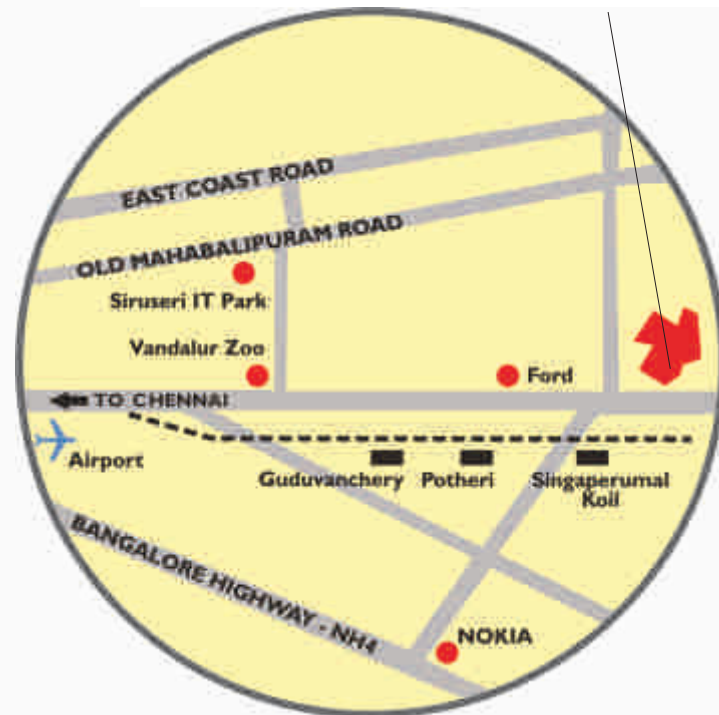
-  **APPAREL & FASHION ACCESSORIES SEZ**
-  **AUTO ANCILLARY SEZ**
-  **IT SEZ**
-  **DTA**
-  **RESIDENTIAL/COMMERCIAL**
-  **UTILITIES**

-  **ELECTRICAL SUBSTATION**
-  **FIRE STATION**
-  **GREEN BELT**
-  **MSW**
-  **PETROL STATION**
-  **POLICE STATION**
-  **SEWAGE TREATMENT PLANT**
-  **WATER TREATMENT PLANT**





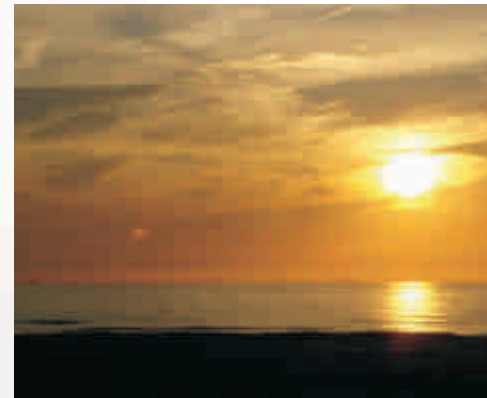
MahindraWorld City
New Chennai



LOCATION MAP

DISCLAIMER: This layout plan is purely indicative and not a legal offering. The competent authority/promoter/planner reserves the right to add/delete and/or change any details/layouts mentioned if so warranted.

CHENNAI, THE COROMANDEL CITY OF CHOICE





A city with a history spanning 368 glorious years. A city that has stood the test of time. Chennai is more than just a city with a history – it is a city with a future.


Chennai, formerly Madras, is the capital of Tamil Nadu, and one of India's fastest growing commercial and industrial centres. Ranked as one of India's top destinations for business infrastructure, the city has welcomed many global organisations into its precincts. A city that seamlessly blends tradition and modernity, Chennai is the charming and vibrant gateway to South East Asia.

A proactive state government that has made the city more industry — and investment-friendly, abundant skilled and unskilled manpower, a huge talent pool of highly qualified engineers and technicians and an international airport/seaport make Chennai the progressive city it is today.



THERE IS MORE TO CHENNAI THAN JUST ITS ECONOMIC POTENTIAL THAT MAKES IT ATTRACTIVE TO INTERNATIONAL BUSINESSES AND POTENTIAL INVESTORS:

- ▶ Capital of the second most industrialised state and fifth largest economy in India
- ▶ The 'Detroit of India'; leading IT destination and emerging hardware manufacturing hub
- ▶ Low cost of living (Mercer Study, 2006)
- ▶ Excellent educational infrastructure, with world-renowned institutions of higher education and technology, which produce 65,000 engineering graduates every year.
- ▶ High literacy rate of 80.14%; English-speaking workforce
- ▶ Pioneer in healthcare services: known for its super-specialty hospitals
- ▶ International airport with over 270 passenger flights and 30 cargo flights a week — the largest in South India — and two modern international sea ports
- ▶ Peaceful living conditions; stable law and order
- ▶ Excellent entertainment facilities, including the world's second longest beach front, exotic beach resorts, cultural hotspots, theme parks and golf courses

A close-up photograph of a light blue plastic cup filled with several sharpened colored pencils. The pencils are in various colors including blue, red, green, yellow, orange, and purple. Some pencils are standing upright, while others are leaning at different angles, creating a dynamic composition. The background is plain white.

“To have once been Lutetia and to have become Paris — what could be a more magnificent symbol. To have been mud and to have become spirit...” **Victor Hugo**, French novelist and poet

At Mahindra World City, life is what life should be. Helping its people live life to the fullest by achieving the perfect balance between work and play is what makes for the highest celebration of the spirit of life.



BRINGING THE WORLD TO INDIA

Creating islands of excellence and prosperity across India, Mahindra World City is a global city in the truest sense. A city that blends business and lifestyle to offer the perfect synergy between life and work, Mahindra World City successfully brings India to the world and the world to India.

It stands testimony to the fact that cities mark the growth of civilization. That cities which value the environment as much as the economy are the ones that bequeath the world its future. That cities are bastions of progress and development that reflect our hopes and aspirations for a better life.



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