



energy



mobility

urb**oo**nisation

SUSTAINABILITY SYNOPSIS 2014-15



environment



biodiversity



community

urboonisation

Urbanisation, if leveraged in its true essence, can catalyse the most productive use of all 3 resources

financial **responsibility**

Urbanisation that is responsible and responsive to all three bottom-lines

natural **ecosystemic**

A holistic approach that helps manage the complex cause and effect relationships between various economic and ecological phenomena

human **happitat**

Vibrant lifespaces that enhance culture, commerce and connectivity

Mahindra Lifespaces is focusing on the real potential of urban infrastructure in order to achieve the highest possible returns for its stakeholders, the local communities and the environment.

Far-sighted planning and multi-dimensional thinking are shaping the Company's spaces into thriving and resourceful habitats.



worldcities

integrate diverse aspects of sustainability to enable life, living, & livelihood



lifespaces

enable healthy living through thoughtful designs, green developments and transparent practices



happinest

provide access to affordable homes that realise the dreams of a wider section of the society



For a prosperous and sustainable future, it is imperative that we build cities that are not only sensitive towards the environment but also smarter in powering human progress. They need to make our lives safer, happier, comfortable and more content. They should enable us to do more with less.



Man has always been enamoured by cities. They have satiated our innate social needs and satisfied our aspirations. They have given us greater access to financial growth and have incubated scientific progress and technological breakthroughs. They have also helped us challenge and change traditional social hierarchies to evolve a more just and inclusive society.

Surprisingly, considering the benefits that we have reaped from cities, we have not paid commensurate attention to urbanisation – the process through which cities or urban areas are formed. Thus the dominant narrative on urbanisation today is disorganised land use, out-of-reach price points, unemployment, transportation woes, lack of public infrastructure, waste and water management challenges, and impact on biodiversity.

For a prosperous and sustainable future, it is imperative that we not only build cities that are sensitive towards the environment but also smarter towards powering human progress. They need to make our lives safer, happier, comfortable and more content. They should enable us to do more with less.

While the need is well recognised and the urgency acutely felt, translation on ground was minimal because there were no indigenous models of sustainable urbanisation.

At Mahindra Lifespaces, we recognised this lacuna and stepped in to design and develop sustainable integrated cities that would truly be shining examples of 'Urboonisation'. Cities that would cater to India's economic, social and cultural needs, and thrive in harmony with the local environment. Beyond providing a sustainable habitat for its residents, these integrated cities are making available, proven knowledge constructs for other developers and the government, which is the largest stakeholder in any urbanisation project.

The Government of India has initiated an ambitious programme of constructing 100 Smart Cities across India and we are happy to add value through our experience and expertise. As pioneers of green buildings in India and early adopters of emerging sustainability standards and approaches, we are also demonstrating how individual residential projects in existing cities can champion the cause of sustainability.

All our sustainability endeavours are aligned to the overarching Group philosophy of Rise for Good. For us, this is delivered through these key intents:

Inclusiveness Through green and affordable residences that provide Housing for All, and Industrial Hubs and New Urban Nodes that foster all-round economic development

The art of living Redefining the quality of life by embedding Thoughtfulness in our designs and execution, and Shaping Communities through collaborative ecosystems

Responsible Citizenship By Safeguarding Tomorrow through sustainable best practices, and Enabling Peace of Mind through high levels of transparency and corporate governance

For us, Urboonisation is not a radical new form of urbanisation. It is urbanisation done right, as it was always meant to be.

Regards,

Arun Nanda
Chairman

Cities have always been the cradles of civilisation - they have been the engines of wealth generation, and centres of innovation, culture, knowledge and political power. With an overwhelming majority of India's billion plus population soon to live in cities, responsible urbanisation is going to be key to sustain human life in India and on the planet.

Last year we flagged off Urboonisation, a framework for sustainable urbanisation comprising three pillars - Responsivity, Ecosystemic and Happitat. While the results are visible in our projects, that alone is not sufficient. The sheer velocity of urbanisation and the explosion of urban dwellers demand more hands on the deck. Thus, our focus is on capacity building, collaborations, institutionalising best practices and knowledge sharing.



I look forward to your valuable feedback on this report, because the only way forward is together.

Regards,

Anita Arjundas
Managing Director & CEO

Thought Leadership & Knowledge Sharing

GHG Accounting Mahindra Lifespaces collaborated with WRI to pilot test two global GHG accounting tools.

Climate Change We are active participants in the Climate Positive Development Programme (C40). Mahindra World City, Jaipur is a model project under the C40.

Smart City We, in association with Tech Mahindra, are developing a comprehensive 'SMART City Management' framework to make MWC, Jaipur, a living lab for a Smart City.

Biodiversity As a signatory of India Business & Biodiversity Initiative (IBBI) declaration, MWC Chennai underwent a comprehensive biodiversity assessment and developed strategies for better biodiversity management.

Energy Efficiency We participated in the plenary 'India Energy Efficiency in Buildings Laboratory' organised under the aegis of WBCSD.

Sustainable Supply Chain During the reporting year, we identified 150 of our biggest suppliers. We will be mentoring and motivating them towards becoming responsible partners in our sustainability journey.

Green Army We launched the campaign with an ambitious target of creating catalysts through one million caring citizens across the nation. During the year, we conducted pilot projects in 13 schools of Mumbai and received an encouraging response.

The sheer velocity of urbanisation and the explosion of urban dwellers demand more hands on the deck. Mahindra Lifespaces is putting its organisational weight behind rapid capacity building and thus collaborations, institutionalising best practices and knowledge sharing have been the focus this year.

Institutionalisation of Best Practices

Renewable Energy MWC Chennai signed an MOU with WRI to procure green power and provide a stable supply of energy at a competitive price to its occupants.

Water Recycling We successfully avoided use of groundwater for construction at our Aura project in Gurgaon by deploying a portable STP.

Inclusiveness Through unique tie-ups with NBFCs, we helped families, from the informal employment sector, to realise their dream of an affordable home.

Finally, it is important to ensure that large scale adoption of sustainable urbanisation is in harmony with economic objectives of business. We ended FY 2015 with a 52% increase in consolidated total income and a 157% growth in PAT, pre-minority interest.

sustainability & us

Sustainability - a business imperative

At Mahindra Lifespaces, sustainability is not something that we pursue, it is the reason we exist. Our holistic approach to sustainability addresses all three facets:

1 Business Responsibility

Build a sustainable business by adopting the highest standards of governance, customer centricity, diversity and inclusion

2 Environmental Stewardship

Create a green canvas by reducing the environment footprint of the products and the supply chain, and drive innovation through the adoption of sustainable technologies

3 Community Outreach

Develop ecosystems that create a positive impact on the communities around our developments and drive interventions that positively influence the society at large

Sustainability risks are now an integral part of the enterprise wide risk management framework at Mahindra Lifespaces. A risk assessment has been carried out which involves the quantification of the impact of sustainability risks to determine potential severity and probability of occurrence.

Our residential footprint comprises over 8.92 million sq.ft. of completed projects. Our ongoing and forthcoming projects footprint of 10.37 million sq.ft. are IGBC Green Homes Certified.

Great Eastern Gardens, Mumbai

Sustainability - a collective responsibility

With half of the world's population living in urban areas and the other half increasingly depending upon cities for economic progress, Urbanisation cannot happen in isolation and calls for mass adoption. As pioneers of sustainable development in India, we engage with policy makers, planners, practitioners and academia to promote responsible urbanisation and evolve sustainable frameworks that can collectively nurture the future of our cities.



Suppliers & Contractors Meet

- Mahindra Lifespaces is part of WBCSD's India Council and India Steering Committee for Energy Efficiency in Buildings (EEB 2.0) project. EEB 2.0 will work with owners and managers of large building portfolios across different market segments to analyse the decision-making process for energy efficiency measures, to identify the key barriers and develop recommendations on how to overcome them.
- We provided feedback to the Gold Standard Cities Programme. A results-based finance framework, it enables cities to develop, audit and verify urban programmes in order to unlock the finance needed by cities around the globe for low carbon development.
- Mahindra Lifespaces is the only real estate company from India to participate in the CDP Global Water Report 2014 which explored the increasing recognition that mismanagement of water can result in significant business failure while effective and innovative action can result in sustainable growth.
- We strengthened the sustainability capability of our suppliers by conducting 'Suppliers and Contractors Meet' for 200+ companies in West, North and South regions in order to empower them with knowledge on various sustainability aspects as well as share the globally recognised tools for GHG accounting and water footprinting. The aim is to institutionalise sustainable development in the value chain in line with our 'Sustainability Roadmap Target 2020'.

Mahindra Lifespaces was awarded as the **Regional Sector Leader in Asia**, in its category, by the **Global Real Estate Sustainability Benchmark (GRESB)**.

It also received the **'Commendation for Significant Achievement'** at the **CII-ITC Sustainability Awards 2014** and the **'Order of Merit'** at the **Skoch Renaissance Awards, 2014** for **Sustainability Leadership**.

These recognitions are testimonials of our efforts toward establishing and promoting thought leadership in the area of sustainability.

roadmap 2020 | progress report

BUSINESS RESPONSIBILITY

Targets	Status	Actions Taken
Set and uphold the highest standards of ethics and transparency with all our stakeholders	In Progress 	Enhanced level of disclosures in quarterly investor presentations Code of Conduct upgraded with detailed clauses on anti-corruption and bribery, gifts & entertainment, conflict of interest, protection of assets & information, and behaviour at workplace
Increase shareholder value by significantly enhancing Return on Capital Employed	In Progress 	Unlocked capital through sale of land Efficient capital mix achieved through a combination of JVs and JD agreements
Be recognised among the most trusted brands for customers in the markets we operate through reputable survey(s)	Under Evaluation 	Evaluated brand perception models
Be among industry leaders in the 'Great Places to Work' Survey	In Progress 	Mahindra Lifespaces has been ranked 5th in the 'Great Place To Work' survey 2014 under Real Estate category in India Conducted Focus Group Discussions (FGD) on the feedback received from the GPTW survey Revised various policies based on the action plan derived from the Focus Group Discussions (FGD)s e.g. variable pay policy for Assistant Manager and below level, work-life integration, maternity, paternity & adoption
Improve our gender diversity ratio to 30% women	In Progress 	The diversity ratio is 18% as of FY 2014-15 Introduced new policies facilitating working from home or alternative office, sabbaticals, and adoption leave Enhanced policies towards flexitime, maternity & paternity leave
Build partnerships to drive innovation in the development of sustainable habitats and ecosystems	Under Evaluation 	Partnerships with WRI, WBCSD and IBBI are in place. More partnerships under evaluation

ENVIRONMENT STEWARDSHIP

Targets	Status	Actions Taken
10% reduction in energy intensity and 10% reduction in greenhouse gas intensity	Under Evaluation 	Detailed work underway to establish monitoring methodology
10% improvement in water efficiency and exceeding the minimum wastewater standards	Under Evaluation 	Detailed work underway to establish monitoring methodology



Meeting with investors on Mahindra Lifespaces' sustainability approach



Focus Group Discussion (FGD) on how to make Mahindra Lifespaces a Great Place To Work



Women associates participating in 'Spardha', the internal sporting event



Reducing freshwater requirement through recycling

ENVIRONMENT STEWARDSHIP

Targets	Status	Actions Taken
5% of energy to be met through renewable energy	In Progress 	The ratio is 1% as of FY 2014-15 MoU with WRI on renewable energy procurement for MWC, Chennai
Reduce waste intensity by 20%	Under Evaluation 	Detailed work underway to establish monitoring methodology
50% of total building materials (by cost) to be procured within a distance of 400 km	In Progress 	30% of total building materials (by cost) are procured within a distance of 400 km
Build sustainable supply chain by capacity building and establish monitoring mechanism of carbon and water footprint for top 100 suppliers	In Progress 	Conducted regional supplier meet for 150 suppliers for sensitization and capacity building on carbon and water footprinting guideline, and compliance measures
Zero fatalities and reportable accidents in all sites, and continued reduction in lost work day accident rates	In Progress 	3 Fatalities and 2 Reportable Accidents as of FY 2014-15 Developed a new format for work permit and checklist Introduced SMART (Safe Method and Risk Reduction Techniques) Concept
Develop biodiversity plans for at least two key locations	In Progress 	Two locations to currently focus on biodiversity: Boisar, Mumbai and MWC, Chennai Biodiversity study has been completed for Boisar location and key recommendations have been suggested

COMMUNITY OUTREACH

Targets	Status	Actions Taken
100% of our projects to have community engagement programmes	In Progress 	The ratio is 85% as of FY 2014-15 Implemented community engagement programmes at most of our projects Formation of CSR Committee
Community engagement programmes to reach out/cover >30% of the target group	Under Evaluation 	Initiated capturing information of the target group and number of beneficiaries
Enable employability by driving skill development/upgradation programmes reaching out to cover 10,000 persons	In Progress 	Trained over 3,700 persons as of FY 2014-15 to enhance their skills in various areas



75 Kw Rooftop Solar system installed at MWC, Chennai



Supplier Meet, South for capacity building



Biodiversity study at Happinest, Boisar.



Enhancing employability of Youth through vocational training

A city is a hotbed of economic growth as well as home to social inequity. It has the potential for mass conservation and mass exploitation of resources, at the same time. Urban development does pose many a challenge. But none of these challenges exist due to urbanisation itself, they exist due to unsustainable planning, management, and governance of urbanisation.

responcity

At Mahindra Lifespaces, the design and development of urban infrastructure is directed towards the creation of efficient, inclusive, and responsible cities. Cities which offer residents access to economic opportunities, fight climate change and encourage social cohesion. Through our responsibly planned integrated cities, green residential developments and now with the foray into affordable housing - we are seeding sustainable urbanisation across segments and geographies with the core objective of improving the quality of life of our citizens.

Economic Value Generated
INR 11,476 million

Economic Value Distributed
INR 7,327 million

75% of building materials
(by cost) sourced within a
500-km range of the project site

Infosys campus, MWC Chennai

Lifespaces

Over 15 million sq.ft.
Green Residential Footprint*



The Serenes, Alibaug

Happinest

2,000+ Affordable Homes
Spread Over 25+ Acres



Happinest Avadi, Chennai

Our green buildings are designed to sustain. The approach is to ensure that the lifetime operation of the building is sustainable - right from construction, to use and end-of-life phase. Alongside ensuring natural resource efficiency, this also helps offer a healthy and happy lifestyle for the residents.

In the financial year, we launched 'The Serenes', a green, luxury weekend villa product, with its first project being nestled in Alibaug. While this project will add a whole new dimension to the luxurious living experience, the fundamental commitment of creating sustainable infrastructure remains steadfast.

We are using prefabricated construction technology for complete assembly of structures, including all villas and the club house.

Precast enables preservation of resources, thanks to its increased dependance on recycled content and zero waste processes. This technology is not just fire-resistant, leak-proof and earthquake-resistant, but comes replete with operational advantages like design versatility, speedy construction, all-weather construction ability and low maintenance.

* Certified/ Pre-certified as of FY 14-15

With an objective of making quality housing accessible at affordable prices to a wider cross-section of society, we launched two Happinest projects during the year, one each in Chennai and Mumbai. With over 33% of the customers working in the informal sector, we have also focused on creating an ecosystem for access to finance.

As many of our prospective customers don't have income proofs, Mahindra Lifespaces has tied up with 9 Non Banking Financial Companies (NBFCs) that survey their financial capability and accordingly approve the home loan. Easy payment schemes are being offered where initially the customer has to pay only a 5% booking amount, and 90% is funded by home finance companies, while the remaining 5% amount is to be paid by the customer before possession.

With 650+ homes sold, the cancellation rate is well under 10%, much lower than the category average. Happinest has witnessed an overwhelming response from customers across different spectrums of the social pyramid ranging from teachers, bank employees, government employees, industrial workers, street vendors, and contractual employees.



Preserving the Rich Diversity of Mother Earth Happinest, Boisar

CHALLENGE

Happinest, Boisar is located close to the sub-basins of Western Ghats. This area is rich in floral and faunal biodiversity. Thus it is imperative that we tread lightly and build in harmony with nature.

INTERVENTION

Mahindra Lifespaces has formulated a biodiversity management plan to enhance biodiversity and nurture the local ecosystem. A detailed biodiversity assessment study was undertaken to create an inventory of the flora and fauna, identify endangered and threatened species if any, and study the vegetation profile in a 2km radius from the boundary of the proposed site.

OUTCOMES

Floral Diversity

46 species of trees belonging to 24 different families	16 species of shrubs belonging to 13 families	52 species of herbs belonging to 2 families
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Faunal Diversity

64 species of birds belonging to 35 different families	40 species of butterflies belonging to 3 families	2 species of reptiles belonging to 2 families
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Along with the field study, a socio ecological survey was also initiated in 8 neighbouring villages to understand the wildlife they have encountered in and around project area, sensitise biodiversity aspects to the community and identify possible CSR opportunities. Presence of 2 types of venomous snakes was detected in the area, apart from other non-venomous snakes.

KEY RECOMMENDATIONS

Based on the assessment study, an action plan has been drawn on how we can sustain and enhance the biodiversity in the area include:

Plantation strategy for core area - fruiting, shading & medicinal trees | **Green walls | Butterfly habitat creation | Installation of bird baths & feeders**

World Cities

2,759 acres
Integrated Cities Footprint*

MWC Club, Chennai



Pioneers of the integrated business city concept in India, the Mahindra World Cities are spread over 4,600 acres, house over 125 reputed global companies that employ over 42,000 people, generate exports in excess of USD 1.50 bn and boost the economic and social development of neighbouring towns and villages.

Mahindra World City, Jaipur, has collaborated with Tech Mahindra to design ICT-based smart management solutions for implementation on a pilot basis. The smart blueprint will further enhance the efficiency of street lighting, garbage management, security and surveillance, building energy management, parking, metering infrastructure and water management.

As a first step to execute the above, a small demo command centre has been established at Jaipur, with a unified view to handle different smart city solutions.

Enhancing the Social Quotient of World Cities

Equipped with luxurious amenities and recreational facilities, the MWC Club, inaugurated at MWC, Chennai in March 2015, is spread over 4 acres of verdant landscapes. It has been designed as per green building principles and is currently under assessment by IGBC's LEED 2011 for India NC Certification.#

The facilities include a modern gymnasium, a half-Olympic size swimming pool, two floodlit synthetic tennis courts, two indoor badminton courts, two squash courts and a table tennis zone. For food and entertainment, it has a multi-specialty all-day dining restaurant, a sports bar, nine spacious guest rooms, a 100-seater multi-purpose hall and party lawns. MWC Club also offers recreation facilities like a Thai-themed spa & salon, indoor games room, reading lounge and a kids' play area.

*area developed and maintained as of 31st March, 2015

#IGBC - Indian Green Building Council | NC - New Construction LEED - Leadership in Energy & Environmental Design

Economic Dashboard

Consolidated (MLIFE + MWC)	Unit	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
Residential Footprint*	In Square Feet	569,938	897,049	836,926	1,625,617	1,669,673
Integrated Cities Footprint**	In Acres	2,207	2,415	2,425	2,759	2,759

Consolidated (MLIFE + MWC)	Unit	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
Total Income (Operating + Other Income)	In INR Million	6,270	7,284	7,725	7,562	11,476
Profit Before Tax	In INR Million	1,721	1,881	2,361	1,609	4,210
Profit After Tax	In INR Million	1,082	1,191	1,414	1,006	2,662

MLIFE - Mahindra Lifespaces | MWC - Mahindra World Cities
 * Area constructed in sq.ft. | ** Area developed and maintained



Amphitheatre, MWC Jaipur

Environmental responsibility at Mahindra Lifespaces is about systemic change management. Our conservation efforts begin at the design stage and are followed across the construction, occupancy and end of life stages.

ecosystemic

We are expanding our construction footprint, while shrinking our environment footprint. We are improving our project timelines, while innovating with construction best practices. We are maximising the quality of life while optimising the consumption of every unit of resource - through reduction, reuse and recycling.



Aquality, MWC Chennai

Owing to the nature of operations, our green measures focus on 3 parameters, which are key to upholding environmental sustainability.

Reduction of Pollution



Pollution at construction sites is one of the key challenges faced by the industry as it can cause significant impact on the ecology of the area as well as public health. Mahindra Lifespaces ensures compliance with all statutory emission norms laid by the Government and relevant agencies.

Conservation of Resources



Preservation of natural capital is one of our core focus areas. Conservation of energy, water and material is carried out at different stages of the projects. Some of the measures undertaken this year are:

- Signed an MOU with WRI to procure green power for Mahindra World City, Chennai and are in the process of chalking out a win-win system whereby clean power can be procured and the occupants can have access to stable supply at competitive prices.
- Chalked out a Natural Capital Action Plan (NCAP) for the integrated cities, based on the IBBI Baseline assessment.
- Carried out a biodiversity assessment at Happinest, Boisar and MWC, Chennai. This will be followed by preparation of a comprehensive biodiversity management plan.
- Set up a portable Sewage Treatment Plant (STP) at Aura in Gurgaon, treating 50,000-55,000 litre wastewater per day which is fully compliant with I.S 456 requirements and fit for construction use.

Reduction of Carbon Footprint



Cities are a key contributor to climate change. But they are also places which have the power to change this anomaly. Our participation in the Climate Positive Development Programme (C40), which is pushing the Climate+ve urbanisation agenda, is in line with this approach.

Mahindra World City, Jaipur is a model urban project, which is implementing climate change mitigation strategies for a large scale development project. An innovative avoid-shift-improve approach has been developed for transport impact reduction and an ambitious energy impact reduction target has been set.

30% savings from buildings
20% savings from utilities

MWCJ is one of the 17 founding C40 projects which have spearheaded meaningful, measurable and sustainable actions on climate change.

Environmental Dashboard

Consolidated MLIFE + MWC

Parameters	Unit	2010-11	2011-12	2012-13	2013-14	2014-15
Total Energy Consumption	GJ	31,282	45,394	47,396	75,273	78,478
GHG emissions (Absolute)						
Scope 1	tCO ₂ e	660	1,209	1,219	2,830	2,582
Scope 2	tCO ₂ e	5,326	6,941	6,923	8,516	9,934
Scope 3	tCO ₂ e	572	1,469	980	2,441	1,416
Water Consumption	m ³	1,492,647	1,602,740	1,616,511	2,196,195	2,764,027
Material Consumption	Tonnes	142,193	209,426	191,942	605,146	515,504
Non-Hazardous Waste	Tonnes	436	886	1,422	2,518	4,497

MLIFE - Mahindra Lifespaces | MWC - Mahindra World Cities

case study



Space for Innovation L'artista

L'artista is one of Mahindra Lifespaces' premium luxury residential projects in Pune. But the location of the project in the middle of a residential zone and the limited construction space posed major constraints. True to its DNA, the team rose to the occasion and converted the challenges to innovation opportunities.

CONCRETE STEPS TOWARDS MOBILITY

In traditional Ready Mix Concrete (RMC) batching, cement and aggregates are mixed at one location and discharged into transit mixers. Water is then added to the mix in the truck and mixed during transport to the job site. Although widely used, Ready Mix Concrete (RMC) has some limitations:

- It is difficult to ensure quality of finished concrete as the mixing is done at an off-site location
- Sudden requirements of concrete are difficult to fulfil as transportation happens in batches and takes time
- Transportation through transit mixers can be a problem in urban areas where on-road traffic is more

To overcome this, a mobile concrete batching plant was installed at the L'artista project site. The plant brought the dependence on RMC to zero and allowed complete control over the quantity and quality of concrete.

THE BARRIER OF BAR

Usually, steel bars used for reinforcement are brought to the building site and then cut and bent as per requirement. But this methodology takes up, both time and space.

Hence L'artista became the first project to use cut and bend steel that was produced at a separate location and brought to the site in a ready-to-use condition. This helped avoid the cutting & bending yard and saved a lot of time. Pre-fabrication also meant almost zero wastage of steel and enabled the team to maintain enough inventory of reinforcement bars for at least one slab at the site.

Such innovations and best practices, when cascaded to the future projects, will not only enhance the environmental performance and reduce the project timelines; they will also make the company more economically competitive.

Housing for all, livelihood opportunities, a booming local economy, responsible future citizens - inclusive growth is the cornerstone of a sustainable future. Our CSR activities have traditionally focussed on education, skill development, health, environment and promoting sustainable practices.

happitat

We consider associates and neighbouring communities as our partners in progress and strive to spread happiness among them through consistent nurturing and providing them a platform to achieve a higher purpose in life. Our inclusive approach is geared to satiate the aspirations of a young and dynamic nation, help it perform at peak potential and stimulate the local economy so that migration is an alternative and not an imperative.



Associates



In order to build happy lifespaces, we need to nurture a happy workspace. It is a well-known fact that enthused associates, who are provided an enabling work environment and enriching opportunities, are more productive. At Mahindra Lifespaces, 'being an employer of choice' is a sustainability target. A host of people-friendly policies and processes have been put in practice to recruit, retain, develop, and reward talent.

Mahindra Lifespaces has been ranked 5th in the 'Great Place To Work' survey 2014 under Real Estate category in India.

**15,289 person-hours
Cumulative Training Provided**

During the year, four new policies were introduced to encourage gender diversity, facilitate work-life balance and promote health and wellbeing. Additionally, multiple developmental and wellness platforms were provided.

Wellness Programmes

During the year, the Safety Week was celebrated based on our new safety concept 'Mahindra Lifespaces - Rise for Safety' and various safety programmes were launched focussing on fitness assessment, safety training & retraining, revalidation of safety SOPs, guidelines and checklists, safe method and risk reduction techniques, constitution of a safety committee for every site, awareness camps and movie screenings.

Developmental Platforms

A change management initiative was launched to drive customer centricity. The cross-functional teams deployed various crowdsourcing methodologies to articulate perspectives and four project charters were rolled out through several activities. The end objective of these activities was to encourage employees to place the customer at the core of any intent, initiative, and outcome.

Talent Dashboard

Consolidated MLIFE + MWC

Parameters	Unit	2011-12	2012-13	2013-14	2014-15
Total Workforce	Numbers	3,242	5,133	6,867	7,635
Attrition Rate #	%	12%	17%	16.43%	15%
Male Headcount	Numbers	3,096	4,360	6,480	7,485
Female Headcount	Numbers	146	773	387	150
Training	Person-Hours	11,915	16,894	11,330	15,289

DNA - Data Not Available | MLIFE - Mahindra Lifespaces | MWC - Mahindra World Cities

Attrition rate is only for permanent employees (male + female head count)
For the workforce breakup, refer the detailed Sustainability Report



Communities

INR 26.63 million

Total CSR Spend



Mahindra Lifespaces' guiding principle is to build a win-win relationship with stakeholders and the community at large, and contribute towards their long-term growth and welfare. Key developments during the year are as below:

Through 'Cubs of Cubbon' and 'The Green Army' we interacted with over 5,500 children encouraging them to connect with nature and inculcate sustainable living habits. Scores of students and their family members took part in these programmes nurturing their love for art, nature and beauty. The goal is to create 1 million caring citizens who will be the torchbearers of sustainable living.

We planted 25,150 trees as part of 'Mahindra Hariyali'.

We continued our 'Gyandeep' initiative - an informal school to provide basic education and a safe environment for children in neighbourhoods around our project sites.

We contributed to 'Nanhi Kali' - the flagship programme of the Mahindra Group for education of the girl child.

Skill development programmes were carried out for women around project sites in Chennai and Pune. We also carried out awareness programmes and supported education related needs of the disadvantaged.

As part of the focus on health, we continued to conduct periodic cleanliness drives, vaccination camps, blood donation drives, general health and eye-check camps as well as HIV awareness programmes for communities around our construction sites.

Contributing towards a Cleaner India | MWC, Chennai

The social impact assessment conducted at MWC, Chennai last year, identified public infrastructure as one of the three core areas that needed enhancement. This year, in line with this finding, MWC, Chennai partnered with the Appasaheb Apte Smruti Pratishthan, and mobilised specially-designed portable toilets in its neighbouring villages of Veerapuram and Paranur. The toilets, with cleaning, waste management and maintenance services, have benefitted over 5,000 villagers, drivers and migrant workers.

case study



From Parda to Prosperity MWC, Jaipur

CHALLENGE

Women constitute approximately half of this country's population. At Mahindra Lifespaces, we believe that for India to maintain its growth trajectory, it is imperative that women have access to education, training programmes and support systems. So that they can come out of the veil (parda) and walk the road to prosperity. Unfortunately, this access is not that easily available, especially in rural areas.

INTERVENTION

In 2009, MWC, Jaipur conducted a need assessment study with its implementation partner NGO, Technology Business Incubator (TBI). Based on the findings, the Esops* team spearheaded three main programmes to empower women - from Parda to Prosperity.

Training

Landscape Training for O&M staff of MWCJ | Tailoring Training for women working with Campus Clients in Handicraft Zone | Primary Education | Computer Training

Education

Health Education for Girls in Schools and Colleges

Yoga & Meditation | Motivational Workshops

Self-Employment

Self Help Group Training

Tailoring & Beautician Training Programmes

IMPACT

In the first year of operation, FY 2010-11, we had formed 26 SHGs comprising 292 members across 9 villages. In the reporting year, the number increased to 75 SHGs with 800 members.

As of March 31, 2015, 12 SHGs with financing capacity of above INR 50,000 have been established. This enhances the purchasing power of these women and enables them to buy products like sewing machines and beauty products that are essential for their chosen area of trade.

* Employee Social Options (Esops) is a volunteering framework of the Mahindra Group.

awards & accolades

While recognition motivates us, it also increases our responsibility to sustain the momentum and push the envelope further. Government as well as other national and international organisations have reposed their faith in us year-on-year and their appreciation has propelled us to scale greater heights.

Below are some of the key recognitions received during the reporting period:

Individual Awards

- Mr. Arun Nanda received the Lifetime Achievement Award at the CNBC Awaaz Real Estate Awards, 2014
- Ms. Anita Arjundas ranked among 'Fortune India's 50 Most Powerful Women in Business' for the fourth successive year in 2014
- Mr. Jayantt Manmadkar received CFO100 Roll of Honor 2015 under the category 'strategy and growth'



Corporate Awards

- Recognised as the 'Regional Sector Leader' in the 2014 Global Real Estate Sustainability Benchmarking (GRESB) Survey for Asia / Diversified / Small Cap companies
- Received a Commendation Certificate for significant achievement at the CII-ITC Sustainability Awards 2014
- Received the Golden Peacock Environment Management Award, 2014 under Special Commendation category
- Recognised as one of India's Top Inno-Visionary Builders at the Construction World Architect and Builder (CWAB) Awards, 2014
- Selected as one of the 20 winners of the prestigious 'Silver EDGE' award from Information Week



Project Awards



- MWC Jaipur received the 'Order of Merit' at the Skoch Renaissance Awards, 2014 for its CSR activities



- Bloomdale awarded CIDC's Vishwakarma Award - 2nd year in a row, for its HSE activities.



- Project Splendour won the Premium Apartment Project of the Year - West, at the NDTV Property Awards, 2014

Mahindra LIFESPACES

We are part of the Mahindra Group, and have been at the forefront of transforming urban landscapes by creating sustainable communities.

With sustainability deeply engrained in our culture, green design and healthy living form the foundations of all our projects.

One of the first companies in India to launch the green homes movement, we are also pioneers in voluntarily reporting on our performance metrics with respect to the triple bottom-line.

We are actively furthering the cause of sustainable urbanisation, through the development of green communities in large urban centers, the creation of new economic centers of Life-Living-Livelihood and by enabling access to quality housing at affordable prices to a larger section of people.

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