AT MAHINDRA LIFESPACES, WE SEE OURSELVES AS ENABLERS OF AN IMPROVED QUALITY OF LIFE, RATHER THAN JUST PROVIDERS OF QUALITY HOMES AND WORKSPACES; AN APPROACH THAT EMBRACES GREATER RESPONSIBILITY TOWARDS THE ENVIRONMENT AND SENSITIVITY TO THE NEEDS OF LARGER SEGMENTS OF SOCIETY, IN THE PRESENT AND THE FUTURE.
CHAIRMAN’S MESSAGE

Our commitment to make the world a better place and ‘give back more than what we take from our planet or society’ represents the basis of our Sustainability Report 2013. Our voluntary disclosure initiative extends beyond the listing requirements of the Indian capital markets and is probably the first Sustainability Report in India’s real estate sector.

There is a growing relevance for such practices. The last few decades have brought in a convergence of unprecedented developments like climate change and urbanisation, which can potentially transform the way we live and work.

In India, the implication of this development is likely to be more dramatic: population growth to an estimated 1.47 billion by 2030*, increase in India’s urban population to an estimated 40% over the next two decades and a progressive depletion of the country’s natural resources are creating a need for India to invest responsibly in sustainable urbanisation.

Seldom in the last number of decades have companies and businesses been as tested as they have been during the last few years of the economic slowdown. There is a growing need to conserve water, reduce emissions, treat effluents, care for communities, provide better workplaces, enhance performance benchmarks, prune budgets and maximise spending efficiency.

At Mahindra Lifespaces, our mission of sustainable urbanisation is woven around a strategic business plan that aims to bring about a positive change for customers, stakeholders and the community. This approach helped us grow even during the challenging economic environment of the last few years as it harmonised responsible urbanisation, growing profitably, environment protection and community growth. This is also in line with the Mahindra Group philosophy of ‘RISE’, which in turn rests on the three enduring pillars of ‘Accepting No Limits’, ‘Alternative Thinking’ and ‘Driving Positive Change’.

At Mahindra Lifespaces, we have made our residential and integrated business city developments environment-friendly and community-friendly with a lower carbon footprint through prudent master planning, related best practices and trust-based community relationships. The result of this is reflected in our product: green-only construction, a culture of extending beyond mere compliance, process discipline to consume a lower quantity of resources and extension of modern concepts into an integrated lifestyle solution.

In turn, this priority was reflected in our 2012-13 numbers:

- The Company grew revenues 6% and PAT 19%
- The Company reported improvements in the efficiency of material consumption
- The Company employed 5,133 (direct and indirect) individuals
- Created infrastructure utilised by a wide range of companies that together employed more than 36,000 people
- The companies at our business cities generated exports in excess of ₹6,500cr

This win-win approach for the Company’s shareholders, customers, people (employees and communities) and society resulted in a positive triple bottom line achievement.

We are optimistic of our long-term prospects as sustainability is embedded in our DNA and we expect to reinforce our Triple Bottom Line commitment and embrace greater responsibility towards the environment in the present and the future.

Arun Nanda, Chairman

MANAGING DIRECTOR’S REVIEW

When we embarked on the first ever Sustainability Report of Mahindra Lifespaces Developers Limited in 2012, there was an observation about whether the initiative was one-off and whether we would be ready to sustain the initiative. We have selected to make this report an annual exercise for a number of reasons. The report reinforces our sustainability intent, helps inspire our team to achieve higher standards, and will hopefully serve to inspire members of the country’s real estate development fraternity to do the same thereby enhancing disclosure levels and enabling responsible urbanisation.

This report is a reflection of who we are. At our Company, we have detailed our Triple Bottom Line — people, planet, profits — approach with a national priority for more modern homes, workplaces and economic nodes. We feel that this approach is critical in a country where economic growth is relatively faster than most others on the one hand and figures at one of the lowest rankings in the global human development indicators on the other. It is also critical from the perspective that even as the world is modernising at a pace faster than probably any other time in recorded history, it is depleting finite resources faster than ever before. These realities make it imperative to ensure that all urban growth in India from this point onwards balances future development needs with environmental conservation.

At Mahindra Lifespaces, we design products and deliver services, which merge the environmental needs of the present with that of the future. In doing so, we address the diverse needs of our customers as well as those of our employees, the community and country.

The result is that ‘bottom line’ at Mahindra Lifespaces now also stands for the ability to create ‘green’ buildings, generate large employment opportunities, provide competitiveness-enhancing facilities that increase exports from the country, increase top soil retention, enhance the use of fly ash bricks in construction, reduce electricity consumption and increase the use of recycled water within our facilities; among other interventions.

At Mahindra Lifespaces, we are optimistic of sustaining this initiative due to our enunciated policy, process-driven approach, engagement with likeminded partners, the development of a green supply chain, the passion and commitment of our employees.

It is this holistic approach towards the transformation of urban landscapes that makes our journey exciting and meaningful for the benefit of all our stakeholders.

Anita Arjundas, Managing Director

*Source: India Urbanisation Econometric Model, McKinsey Global Institute analysis
Sustainable urbanisation is an idea whose time has come. This is because the impact of global warming is conclusively in our face. The polar caps are melting, global temperatures are rising, the last decade has been the warmest in centuries, climatic swings are sharper than what we have seen in our lifetimes and the sheer intensity of natural disasters is unprecedented.

Conventional understanding was that the manufacturing industry was responsible for most of the environmental problems. Over the last decade-and-a-half, there has been a substantial understanding of the magnitude of the problem. Over the last decade, an increasing number of companies have based their purchase decisions not as much on the initial cost of acquisition as much as on the total cost in the lifecycle of the building. We need to transform industry practices and engage in active benchmarking; demonstrate distinctive stakeholder benefits and communicate these impacts to a wider audience; inspire a larger number of developers to invest in the Triple Bottom Line approach and work with policy makers to drive rural prosperity, enhance urban lifestyles and increase business efficiency.

As a result, prudent choice of location, thoughtful design and use of materials as well as embracing of low-carbon technologies, solutions and policies can catalyse the transformation of real estate development and the way we use buildings for a low-carbon footprint.

**Sustainability-driven**

At Mahindra Lifespaces, we have voluntarily committed to reduce the carbon footprint of our residential and integrated city developments. Our Mahindra World City properties in Chennai and Jaipur represent an aggregate of 4,600 acres, showcasing that it is not only possible to build large properties but also make them environmentally compatible; that while it may be challenging to invest upfront in environment-friendly design, materials and spaciousness, this can be more than recouped through quicker customer acquisition, higher rentals, brand-enhancing clientele, property stature and higher resale value. This represents the foundation of our sustainability initiatives.

**Customer value**

At Mahindra Lifespaces, we continue to emphasise that for environment-friendliness to remain a potent currency, it must – and does – translate into distinctive customer value. Over the last decade, an increasing number of customers have based their purchase decision not as much on the initial cost of acquisition as much as on the total cost in the lifecycle of the building.

**Practice**

Mahindra Lifespaces is engaged in the practice of sustainable urbanisation, through the creation of modern homes and workplaces, thriving economic nodes and community spaces resulting in future ready holistic ecosystems.

**Portfolio**

The Company is engaged in the development of residential communities and integrated business cities (directly or through subsidiaries). These properties are marked by insightful master-planning, transaction transparency, superior price-value proposition, credible delivery and sustainable development.

**Background**

In 1996, the Mahindra Group entered the business of real estate and infrastructure development. Over the last decade-and-a-half, Mahindra Lifespaces has developed more than 7.70* million sq. ft. of residential and commercial space (pipeline of more than 4.42* million sq. ft. ongoing projects and 5.41* million sq. ft. forthcoming projects).

**Achievements**

We strongly believe in conserving scarce resources and protecting the environment. Over the years, we have taken rapid strides in our journey towards going green, covering new grounds, touching the lives of several people and overcoming challenges along the way.

Through our efforts to foster sustainable urbanisation and constantly challenge our status quo, we will continuously endeavour to raise the bar of excellence.

- Amit Pal
Senior General Manager (Quality, Innovation and Sustainability)

The first Indian real estate company to publish a GRI-compliant sustainability report with A+ rating as per the GRI-G3.1 guidelines, indicating the highest level of transparency and voluntary disclosure.

**Projects**

- Splendour (Mumbai)-MLDL
- Eminent (Mumbai)-MLDL
- Aura (Gurgaon)-MLDL
- Antheia (Pune)-MLDL
- Ashtut (Hyderabad)-MLDL
- Bloomdale (Nagpur)-MBDL
- Aquility (Chennai)-MRDL
- Iris Court (Chennai)-MITL
- Mahindra World City (Chennai)-MWCDL
- Mahindra World City (Jaipur)-MWCJL

**Sustainable urbanisation**

A sustainable urbanisation is an idea whose time has come. This is because the impact of global warming is conclusively in our face. The polar caps are melting, global temperatures are rising, the last decade has been the warmest in centuries, climatic swings are sharper than what we have seen in our lifetimes and the sheer intensity of natural disasters is unprecedented.

Conventional understanding was that the manufacturing industry was responsible for most of the environmental problems. Over the last decade-and-a-half, there has been a substantial understanding of the magnitude of the problem. Over the last decade, an increasing number of companies have based their purchase decisions not as much on the initial cost of acquisition as much as on the total cost in the lifecycle of the building. We need to transform industry practices and engage in active benchmarking; demonstrate distinctive stakeholder benefits and communicate these impacts to a wider audience; inspire a larger number of developers to invest in the Triple Bottom Line approach and work with policy makers to drive rural prosperity, enhance urban lifestyles and increase business efficiency.

As a result, prudent choice of location, thoughtful design and use of materials as well as embracing of low-carbon technologies, solutions and policies can catalyse the transformation of real estate development and the way we use buildings for a low-carbon footprint.

**Sustainability-driven**

At Mahindra Lifespaces, we have voluntarily committed to reduce the carbon footprint of our residential and integrated city developments. Our Mahindra World City properties in Chennai and Jaipur represent an aggregate of 4,600 acres, showcasing that it is not only possible to build large properties but also make them environmentally compatible; that while it may be challenging to invest upfront in environment-friendly design, materials and spaciousness, this can be more than recouped through quicker customer acquisition, higher rentals, brand-enhancing clientele, property stature and higher resale value. This represents the foundation of our sustainability initiatives.

**Customer value**

At Mahindra Lifespaces, we continue to emphasise that for environment-friendliness to remain a potent currency, it must – and does – translate into distinctive customer value. Over the last decade, an increasing number of customers have based their purchase decision not as much on the initial cost of acquisition as much as on the total cost in the lifecycle of the building.

**Practice**

Mahindra Lifespaces is engaged in the practice of sustainable urbanisation, through the creation of modern homes and workplaces, thriving economic nodes and community spaces resulting in future ready holistic ecosystems.

**Portfolio**

The Company is engaged in the development of residential communities and integrated business cities (directly or through subsidiaries). These properties are marked by insightful master-planning, transaction transparency, superior price-value proposition, credible delivery and sustainable development.

**Background**

In 1996, the Mahindra Group entered the business of real estate and infrastructure development. Over the last decade-and-a-half, Mahindra Lifespaces has developed more than 7.70* million sq. ft. of residential and commercial space (pipeline of more than 4.42* million sq. ft. ongoing projects and 5.41* million sq. ft. forthcoming projects).

* as of 31st March, 2013
MWC – Mahindra World Cities
MLIFE – Mahindra Lifespaces

*** Female Headcount is excluding fixed term contract employees as well as third party contract labors
** Male Headcount is excluding fixed term contract employees as well as third party contract labors
^ Data Not Available
# Explanation for the data featuring here can be found in the report at appropriate places

# Our Mission
TRANSFORMING URBAN LANDSCAPES BY CREATING SUSTAINABLE COMMUNITIES.

Aspiration 2017
- To be a major player in the Indian real estate sector with a dominant presence in affordable housing
- To maintain the pioneer/innovator status in the integrated cities/industrial clusters space
- To be the most trusted-brand in the business we operate in and focus on customer centricity through transparency, quality and on-time delivery
- To be a thought leader and establish industry benchmarks in sustainable development

Our Sustainability Agenda

<table>
<thead>
<tr>
<th>Social agenda</th>
<th>Environmental agenda</th>
<th>Economic agenda</th>
<th>Our Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development, engagement, health and safety of human resources</td>
<td>Conservation of resources</td>
<td>Financial performance</td>
<td>We care for our people We build communities We are transparent</td>
</tr>
<tr>
<td>Community development</td>
<td>Pollution reduction</td>
<td>Supply chain management</td>
<td>We conserve energy, water, material</td>
</tr>
<tr>
<td>Business ethics</td>
<td>Carbon footprint</td>
<td>Value for money</td>
<td>We reduce pollution caused by construction activity</td>
</tr>
<tr>
<td>Employees, customers, local community, statutory bodies and local govt. bodies, suppliers, contractors</td>
<td>Local community, vendors, educational/technical institutes/universities</td>
<td>Customers, suppliers, contractors, consultants, shareholders, partners, competitors</td>
<td></td>
</tr>
<tr>
<td>We aspire to be carbon positive</td>
<td></td>
<td></td>
<td>We aspire to be carbon positive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Real Estate Social Sustainability Agenda</th>
<th>Operational Sustainability Agenda</th>
<th>Our Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepting no limits</td>
<td>Alternative Thinking</td>
<td>Driving positive change</td>
</tr>
</tbody>
</table>

G2 Planet#
Consolidated (MLIFEº + MWCºº) Unit FY 2008-09 FY 2009-10 FY 2010-11 FY 2011-12 FY 2012-13

| Total Energy Consumption (Direct + Indirect) | GJ | 18,143 | 23,846 | 31,282 | 45,394 | 47,396 |
| GeKG emissions (Absolute) | tCO₂e | 503 | 764 | 660 | 1,209 | 1,219 |
| Scope 1 | tCO₂e | 2,720 | 3,438 | 5,326 | 6,941 | 6,923 |
| Scope 2 | tCO₂e | NA | 600 | 572 | 1,469 | 980 |
| Water Consumption | Meter cube | 995,446 | 1,150,498 | 1,492,647 | 1,602,740 | 1,616,511 |
| Material Consumption | Tonnes | 63,338 | 179,641 | 142,193 | 209,426 | 191,942 |
| Waste Disposed (Non-Hazardous) | Tonnes | 0 | 1,422 |

GHG
We report GHG emissions, both direct and indirect. These can be categorised into three broad scopes:
- Scope 1: All direct GHG emissions from burning of fuel on-site
- Scope 2: Indirect GHG emissions from consumption of purchased electricity
- Scope 3: Other indirect emissions, such as inbound, outbound logistics, air travel, daily commutation, paper consumption and transport-related activities

ENERGY
Direct energy is the energy from fuel we directly consume within our project location where as indirect is energy consumption in GJ from electricity consumption.

Material
We encourage use of most of the building materials (75% by cost) available locally, manufactured within 500 km, minimising the associated environmental impacts resulting from transportation.

Waste
Note: The inconsistent increase or decrease in the absolute waste generation is mainly due to the following reasons:
(a) Waste disposal is scheduled to optimise transportation cost without compromising on legal compliance especially for drums and containers
(b) Useful life of a particular material e.g. batteries, cartridges, oil filters, e-waste, tyres, etc.
(c) Increase or decrease in the business activities e.g. MWC
(d) Utilisation of waste generated in one process into another e.g. MLIFE uses the solid waste for pavements and reclamations

Most of our projects have an in-house Sewage Treatment Plant (STP). This ensures that 100% of waste water generated within the project, is recycled and treated. The treated water is used to meet the requirements of flushing and irrigation for landscaping within the site.

G3 Profit#
Consolidated (MLIFEº + MWCºº) Unit FY 2008-09 FY 2009-10 FY 2010-11 FY 2011-12 FY 2012-13

| Total Income (Operating + Other Income) | In INR million | 3,712 | 4,400 | 6,270 | 7,284 | 7,725 |
| Profit Before Tax | In INR million | 1,021 | 1,189 | 1,721 | 1,881 | 2,361 |
| Profit After Tax | In INR million | 656 | 785 | 1,082 | 1,191 | 1,414 |

G4 The built-up area
Consolidated (MLIFEº + MWCºº) Unit FY 2008-09 FY 2009-10 FY 2010-11 FY 2011-12 FY 2012-13

| Residential Footprint | In square feet | 5,29,482 | 4,88,233 | 5,69,938 | 8,97,049 | 8,36,926 |
| Integrated Cities Footprint | Acres | 2,207 | 2,207 | 2,415 | 2,425 |
IN THE FUTURE, PEOPLE WILL LIVE AND WORK DIFFERENTLY. THIS WILL REQUIRE DEVELOPMENT COMPANIES TO CREATE SCALABLE AND INTEGRATED PROPERTIES. ENRICHING LIFESTYLES, COMMUNITIES AND ECONOMIES.

Economy driver

At Mahindra Lifespaces, we believe we have made a fair beginning in this regard.

Over the years, we have selected to build properties – especially integrated World Cities – that are being increasingly recognised as more than just passive brick and mortar. They are being recognised as economy drivers. The two World Cities that we are developing – Chennai and Jaipur, aggregating 4,600 acres - provide world-class spaces for creating an Indian location. This fusion of scope and scale has combined to create a unique model of futuristic community living in an Indian context.

Economy driver

At Mahindra Lifespaces, we believe we have made a fair beginning in this regard.

Over the years, we have selected to build properties – especially integrated World Cities – that are being increasingly recognised as more than just passive brick and mortar. They are being recognised as economy drivers. The two World Cities that we are developing – Chennai and Jaipur, aggregating 4,600 acres - provide world-class spaces for creating an Indian location. This fusion of scope and scale has combined to create a unique model of futuristic community living in an Indian context.

Material difference

The most critical test of any responsible real estate development company is whether its business model is built to consume or to conserve.

At Mahindra Lifespaces, our business model is addressing the need for reduction in the consumption of finite raw materials without compromising quality.

Conservation

- The Company’s energy consumption grew its slowest (5%) in a decade, the cumulative export growth from Mahindra World Cities was an appreciable 38%, and the aggregate employment provided by our MWC properties grew 18.8%.

Consumption

- The increase in fly ash consumption liberated the use of 6,512.623 tonnes of cement; this cement quantity would have resulted in the release of 3,662.704 tonnes of carbon dioxide.

Inclusive

In meeting the interests of its customers, it is equally important that a responsible developer also addresses the needs of construction workers and the larger community around its developments.

At Mahindra Lifespaces, we have implemented decisive initiatives in this regard.

Workers

EDUCATION
- The Company commissioned two schools (Gyandeep) focused on the education of the children of on-site construction workers.

This initiative has provided education to 35-40 students in 2012-13, which started during this year.

- These schools provide organised English-based education within suitable and adequate infrastructure.

- Gyandeep will now be part of every largescale project that Mahindra Lifespaces embarks upon.

Community

The World Cities provide vocational training to village youth around these projects so as to enhance employability. Over 3,000 youth have been educated and a significant number of them placed in jobs through this initiative. Additionally, over 50 women self-help groups (SHGs) have been formed in the neighbouring villages at Jaipur which encourage savings and employability of its members. At Chennai, Jwala spreads the importance of savings, health and hygiene amongst the village children.

Material difference

The most critical test of any responsible real estate development company is whether its business model is built to consume or to conserve.

At Mahindra Lifespaces, our business model is addressing the need for reduction in the consumption of finite raw materials without compromising quality.

Conservation

- The Company’s energy consumption growth of 1,975 GJ and water consumption growth of 13,771 cum in 2012-13 were the lowest quantum increases in any year of the previous four years.

- Material consumption declined (in tonnes) for the first time in four years in 2012-13.

- Built up area under construction increased faster (7%) than energy (4.4%) and water consumption (0.85%) growth, indicating that the Company’s load intensity is declining.

Some of Mahindra World City Customers

B BRAUN
BMW
DEUTSCHE BANK
DYNAMIC CABLES
EXL
FUJITEC
GIRRARF SOFT
GRAVITA INDIA
ICICI BANK
INFOSYS
INGERSOLL RAND
JCB
KNIT PRO
LEAR CORPORATION
MAHINDRA & MAHINDRA
METLIFE
NAGARRO SOFTWARE
NTN CORPORATION
NUCLEUS SOFTWARE
POLY MEDICURE
QH TALBROS
RATAN TEXTILES
STATE BANK OF INDIA
TESA TAPES
TIMKEN
TRUWORTH
TTK HEALTHCARE
TVS GROUP
WIPRO
AMONG OTHERS.
At Mahindra Lifespaces, we believe that an enduring commitment to sustainability is inevitably derived from who we are. In turn, this intrinsic self influences what we do. And what we do over and over again becomes sustainable over time.

We recognise that there are a number of organisational imperatives that stand unmistakably for who we are.

Core purpose: At Mahindra Lifespaces, we have inherited a rich legacy of pioneership and trustworthiness from our parent organisation. Enabling people to rise through alternative thinking, accepting no limits and driving positive change has a strong connect to a triple bottom line approach to doing business.

Intent: We will not be a mere participant in the India urbanisation story, but will play a defining role to ensure a healthy and enriched future for our cities and our people. The result is that we seek growth not just for the sake of growth alone but as a means to achieve our mission.

Mission: Transforming urban landscapes by creating sustainable communities.

Sustainability: We have focused on the long-term sustainability of our business derived from a progressive investment in processes, practices and people initiatives.

We have an enunciated vision and values framework in which environment consciousness plays an integral role. Therefore, our environment commitment is not in response to a flavour of the day; it represents a core tenet for us in the way we will do our business.

Governance: Our values and philosophies respond to an international benchmark of governance standards, reflected in a credible Board of Directors, responsibilities allocation, checks and balances, risk assessment frameworks among other priorities.

Targets: Our environmental achievement is not just a loose operating plan; it is driven by an unambiguous commitment to projected targets.

Responsibilities: Our environmental objectives are dovetailed with corresponding responsibilities vested within individuals across the organisation with a clear line of reporting that extends to the highest levels in the organisation.

Our focus has always been on Sustainable Urbanisation by adopting business strategies that meet the needs of our organisation and stakeholders. Through Green Homes from Mahindra Lifespaces, we intend to sustain and enhance green-only construction, consuming lower quantity of resources and extending modern concepts into an integrated lifestyle solution.

During the year, the Company received certification for one of its completed projects and pre-certification for three of its new projects. With these, the Company now has a total of 2 certified projects and 9 pre-certified projects. Chloris in Faridabad, is a Platinum Certified Green Building, under the CII - IGBC Green Home Rating System and is India’s second completed residential development to achieve this highest rating in the multi-dwelling units category.

The Company’s ‘Green’ homes, pan-India presence and the development of India’s first integrated business city have all contributed to the Company being recognised as a developer with a pioneering spirit.
Energy – Retrofitment
At Mahindra World City, Chennai, we replaced all sodium and mercury lamps in the street lighting system with the LED/induction lamps resulting in energy savings of 65,166 KWh in 2012-13, 13.71% lower than the base line year consumption.

Use of 250 watt induction lamps
At Mahindra World City, Jaipur we made a progressive transition from the use of conventional metal-halide lamps with electrode less lamps (induction lights) and LED lights. The advantages of the induction lamp: longer lifespan (25,000 to 100,000 hours), high energy conversion efficiency (62 to 90 lumens/watt), high power factor, minimal lumen depreciation with age, instant-on and hot re-strike and lower energy consumption (35% to 55%). The advantages of the LED lamp: long service life, high energy efficiency, mechanically robust, compact, flexible spatial distribution of illumination and greater light output control with no efficiency loss.

Water - Waste water treatments
At Mahindra World City, Chennai, we invested in a 2 MGD (Million Gallons per Day) in-house sewage treatment plant and 1 MGD tertiary treatment plant to completely treat sewage (with inbuilt redundancy).

Solar - Rooftop solar power plant
At Mahindra World City, Chennai, a 75 kW Rooftop Solar System is expected to generate approximately 1,16,000 units (kWh) of clean electrical energy at peak annual capacity resulting in a significant 8% savings in the electricity bills and diesel consumption. This will offset nearly 60 tonnes of CO₂ annually by decreasing diesel usage at the site - without any air or noise pollution. The total power generated during 2012-13 was 97,982 units.

Material used – Responsible use of top soil
The topsoil (usually up to 8 inches below the earth’s surface) contains mineral particles, water, nutrients, organic matter, air and living organisms. At Mahindra Lifespaces, one of our forward-looking initiatives comprised the conservation of this top soil through its planned retention within the project area with the objective of onward use. This captive retention has translated into a number of benefits: the saving of hydrocarbons that would have been expended in the transportation, the transportation cost and the engagement of manual labour to transfer the material. From a more positive perspective, the captive use of top soil has translated into rich vegetative growth following its use. As a responsible Company, we preserved a cumulative 21,949 cum of top soil during in FY13 was preserved during in FY13 was 13,694 cum.

Innovative spray gypsum process
At Mahindra Lifespaces, our research team experimented with the use of the spraying method, convinced that this would translate into superior finish in quicker time. The process comprised the following: the addition of water to gypsum powder in a mixing bucket to make gypsum plaster paste, the addition of retarder, transfer to a hopper, spraying and manual finishing. The result: quicker completion, superior quality and safety, cost saving and the pride of innovation.

Community development
Our Corporate Social Responsibility initiatives embody the RISE culture. We drive positive change in the lives of our on-site workers and their families through health and education initiatives as well as environment initiatives (tree plantation and worker health). As a long-term strategy, we aim to integrate our stakeholders (vendors, contractors, customers etc.) to provide a secure, healthy and enriching world for underprivileged children related to the construction sector. We will explore the possibility of widening this circle of influence by sensitising other industry players on issues related to workers’ children. At Mahindra Lifespaces, we also engaged in visits to differently-abled homes, Children’s Day celebration, blood donation camps, Women’s Day celebrations at an orphanage and safety awareness for drivers. The ‘Gyandeep’ school for the children of construction workers is functioning in Nagpur and Delhi.