

Integrated residential township gaining ground

Mahindra World City plans project in Maraimalainagar

MAHINDRA WORLD City Developers Limited (MWCDL) is setting up an integrated residential township within the Mahindra World City (MWC) at Maraimalainagar, a special economic zone.

The integrated residential township will be developed by Mahindra Integrated Township Ltd (MITL), a special purpose vehicle (SPV) formed by Mahindra Gesco Developers Ltd (MGDL), and Mahindra World City Developers Ltd (MWCDL). The SPV will have a capital base of Rs. 100 crore.

The U.S.-based HOK International is the master planner for the township, according to Anita Arjundas, Chief Operating Officer of MWCDL.

Ms. Arjundas told *The Hindu* that the township would come up on 230 acres of land within the SEZ. The total area under MWC is 1,400 acres. Out of the 230 acres earmarked for developing the township, residential complex would come up on 200 acres. The balance land

would house a mall, a school, a hospital and a hotel.

The total cost of the project was estimated at around Rs. 2,000 crore, Ms. Arjundas said. It would be funded partly by debt and partly by equity. The proposed project would have a gestation period of five-to-seven years. She said about Rs. 100 crore would be the year-on-year investment on the project,

which would roughly mean 20 to 25 per cent upfront investment by the company. The balance would be generated as the bookings began, she added. The township would be developed in four phases. Each phase would be self-contained and supported by recreational facilities, such as clubhouses, sporting facilities and daily needs' outlets, she said.

"The first phase development of around 50 acres will offer around 1,000 homes and will be launched a few months hence. Since the land comes under SEZ, the undivided land cannot be sold. To get over this issue, the SPV has come out with an innovative solution. The undivided share of the land will be leased out for 99 years to the individual buyers," she said.

Though the leasing concept was in vogue in Delhi and Mumbai, it would be introduced, for the first time, in Chennai by Mahindra, she added.

Living options

The township will offer a diverse mixture of living options ranging from picturesque independent villas, multi-family homes and spacious apartments.

The Chief Operating Officer said MWC would house 35 industries. Eight were already operational with a workforce of 5,000. It was estimated that the workforce inside the SEZ would go up to 20,000 by the end of 2008. Consequently, the company thought it necessary to develop an integrated township within the city.

Ms. Arjundas said the township would also house Mahindra World School. It would be set up on a five-acre campus and would cater primarily to residents of Mahindra World City. The company had already developed 200 residential houses on 50 acres.



A NEW ERA: Six-lane road at Mahindra World City near Chennai.