URBANISATION
Trends, Challenges and Opportunities

Nestle Breakfast Discussion
World Economic Forum Annual Meeting
Davos, 2012

Presented by:
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January 27th, 2012
Images: Indus Valley Civilization
YESTERDAY...

KEY MESSAGES...

- Thoughtfulness
- Governance
- Sense of Community
- Trade and Commerce
- Intelligent and Sensitive use of resources
Thank God men cannot fly, and lay waste the sky as well as the earth.
~Henry David Thoreau (slide)
This graph, based on the comparison of atmospheric samples contained in ice cores and more recent direct measurements, provides evidence that atmospheric CO$_2$ has increased since the Industrial Revolution. (Source: NOAA)
By the year 2020, water demand will exceed supply by 470 trillion gallons

Are we Ready?

The Water Lines
Aggregated global gap between existing accessible, reliable supply\(^1\) and 2030 water withdrawals, assuming no efficiency gains

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing withdrawals(^2)</th>
<th>2030 withdrawals(^3)</th>
<th>Basins with deficits</th>
<th>Basins with surplus</th>
<th>Existing accessible, reliable, sustainable supply(^4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal &amp; Domestic</td>
<td>4,500</td>
<td>900</td>
<td>1,500</td>
<td>-100</td>
<td>4,200</td>
</tr>
<tr>
<td>Industry</td>
<td>600</td>
<td>800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>3,100</td>
<td>4,500</td>
<td>2,800</td>
<td>700</td>
<td>3,500</td>
</tr>
</tbody>
</table>

1. Existing supply which can be provided at 90% reliability, based on historical hydrology and infrastructure investments scheduled through 2010; net of environmental requirements
2. Based on 2010 agricultural production analyses from IFPRI
3. Based on GDP, population projections and agricultural production projections from IFPRI; considers no water productivity gains between 2005-2030
4. Relevant supply quantity is much lower than the absolute renewable water availability in nature

SOURCE: Water 2030 Global Water Supply and Demand model; agricultural production based on IFPRI IMPACT-WATER base case
THE POWER of TEN

When will the next change happen?
Talisman - “Recall the face of the poorest and the weakest man whom you may have seen, and ask yourself, if the step you contemplate is going to be of any use to him. Will it lead to swaraj for the hungry and spiritually starving millions? Then you will find your doubts and your self melt away.”
The Consumption Shift

Shares of Global Middle Class Consumption, 2000-2050

Source: OECD Development Centre - 2010
The Consumption Opportunity

BRICs Consumer Could Overtake the US Consumer by 2022

Source: IMF, national sources, GS Global ECS Research
# Urbanisation

## Urbanisation Today…

- 1.5 billion people live in 600 mega cities—22 percent of global population
- $30 trillion of GDP in 2007—more than half of global GDP
- 485 million households with an average per capita GDP of $20,000
- The top 100 cities generated $21 trillion of GDP in 2007-38% of global total

## Urbanisation Tomorrow…

- 2.0 billion people will live in these cities in 2025-25% of global population
- $64 trillion of GDP in 2025, nearly 60% of global total
- 735 million households will live in these cities with average per capita GDP of $32,000
  Of which 235 million households will have income above $20,000 per annum

*600 mega cities are the top 600 cities by contribution to global GDP growth from 2007 to 2025.*
The size of pies is roughly proportional to the total urban population of the world in 1950, 2009 and 2050.

URBANISATION

The India Challenge...2030

Total population of 1.5 bn

560 million living in cities

Power consumption of 760 GW

377 mn vehicles on road

Source: McKinsey Global Institute
I conceive that the land belongs to a vast family of which many are dead, few are living, and countless numbers are still unborn.
The need of the hour... A joint and a strengthened ecosystem
From Gucci Capitalism to Responsible Capitalism

Thoughtful, Flexible and proactive master planning

Inclusive and Heterogeneous Communities

Embedded Technology for networking, transportation, security

Location: Away but not far from the next centre
The Stakeholders’ Concern…

Proactive Governance: Land rules and regulations

Health, safety and security

Service Providers: Develop a social milieu

An Ecosystem: Loving, Living and Lively

Resilience, Patience and Perseverance
Mahindra World City is a business eco-system, carefully linked and integrated to function with efficiency. The City has been planned with its vision rooted in future, and provides a holistic environment to integrate Business and Living.
MWC chose Master Planners who not only came up with a well planned city but have also incorporated the flexibility to house the changing dynamics of the future.
Mahindra World Cities have been developed in a Public Private Partnership with the State Governments. This Partnership with the Government helps in establishing a high level of credibility and trust to investors and eases the approval processes.
URBANISATION...THE MAHINDRA WAY

Holistic Development

- Responsible land acquisition process
- Care for the local community
- Sharing resources
- Sustainable Practices
The colors of the rainbow so pretty in the sky
Are also on the faces of people going by
I see friends shaking hands saying how do you do
They're really saying I love you.

I hear babies crying, I watch them grow
They'll learn much more than I'll never know
And I think to myself what a wonderful world
Yes I think to myself what a wonderful world

(Excerpts from The World Song by Louis Armstrong)