



## **Pune women gear up for the 6<sup>th</sup> edition of Lavasa Women's Drive!**

**Bollywood Actor, Gulshan Devaiah says HAT's OFF to the women and their spirit at the pre drive briefing session**

**Pune, February 13, 2014:** Glitz and Glamour marked the countdown to the biggest all-women car drive in the country, Lavasa Women's Drive. Bollywood Actor, Gulshan Devaiah of 'Goliyon ki Raasleela - Ram Leela' fame cheered up the 300 women participants who attended the pre drive briefing session held at Pune today. The 6<sup>th</sup> edition of Lavasa Women's Drive will be flagged off from Pune and Mumbai on Saturday, February 22, 2014.

The 6<sup>th</sup> edition of the Lavasa Women's Drive saw intense competition among participants to be selected for the drive. The requirement of garnering maximum online votes for being selected for the drive saw women participants reaching out to friends and acquaintances from across the globe.

Bollywood star, Gulshan Devaiah saluted the women for participating in the drive and helping spread awareness about cancer. He also launched the HAT's OFF Contest, specially designed for the participants of the Lavasa Women's Drive 2014.

**Speaking on the occasion, Anuradha Paraskar, Senior Vice President-Marketing & Sales, Lavasa Corporation Limited said,** *"Response to Lavasa Women's Drive has been phenomenal. This year 7000 women collectively garnered more than 32 lakh votes from friends and acquaintances' from over 100 countries to enable their selection. Lavasa Women's Drive has already been recognized as the biggest all women's car drive in the country. With the 6<sup>th</sup> edition of the drive we are gearing up to make a mark on the world stage. We are attempting to set a new Guinness World Record for the largest number of women participants in a motor sports event."*

The 300 women participants from Pune were briefed on rules and regulations of the drive by the Indian Automotive Racing Club (IARC). IARC members made them aware of the fact that LWD runs on Time, Distance & Speed format and the focus is on safety and security. They were also taught how to read the directional Tulip Chart. The drive will be flagged off from Hotel VITS, Baner in Pune at 9.00 am.

Lavasa Women's Drive has actively supported the cause of Women's Cancer prevention through early detection since 2009. A large part of money collected through registration, is donated to Women's Cancer Initiative - Tata Memorial Hospital.

**Speaking about association with Lavasa Women's Drive, Deveika Bhojwani, Vice- President, Women's Cancer Initiative -Tata Memorial Hospital,** *"Lavasa Women's Drive has led to more women*



*today being aware about cancers affecting women. Due to the initiative, Tata Memorial Hospital has been able to spread cancer awareness across Maharashtra benefitting many women from remote villages.”*

### **About Lavasa Women's Drive**

Lavasa Women's Drive is the largest women centric initiative in India. It has been acknowledged in the Limca Book of Records as the Largest All Women Rally. This is the 6th year of this initiative & the drive will be held on February 22, 2014 from Mumbai & Pune simultaneously. Lavasa Women's Drive stands for the true spirit of women today that represents confident, independent, enterprising with a penchant for social causes. Instrumental in spreading awareness about prevention of women cancers, Lavasa Women's Drive has now become one of the most eagerly awaited initiatives in the calendar.

### **About Lavasa**

Lavasa is India's first hill city where people can live, work, learn and play in harmony with nature. Lavasa, an inclusive city being developed by HCC (Hindustan Construction Company) over 10,000 hectares, is based on the principles of New Urbanism. It takes three hours from Mumbai and one hour from Pune to reach Lavasa by road. Lavasa will host a multitude of global leaders in hospitality, tourism, education, health care, business research and industry. The hill city provides a combination of contemporary and timeless architectural designs, with multiple options for housing including rental housing, apartments and villas. With state-of-the-art infrastructure and amenities, the city enables people to live life in full.