



## **“Lavasa Women’s Drive” set to drive into Guinness World Records**

***India’s biggest all-women car drive will attempt to create a world record on February 22, 2014***

**Mumbai, February 5, 2014:** Lavasa Women's Drive, the biggest all-women car drive in the country, today announced that it will attempt to set a Guinness world record for the largest participation of females in a motor sports event.

More than 2,000 women will participate in Lavasa Women’s Drive, which will cover a distance of 240 Kms from Mumbai to scenic Lavasa, India’s first planned hill city near Pune. The drive will be simultaneously flagged off from Mumbai and Pune and will culminate at Lavasa.

The annual event, in its 6<sup>th</sup> edition is already certified by the Limca Book of Records, 3 years in a row. The drive is instrumental in spreading awareness about cancer as well as diverse social causes. Lavasa Women’s Drive, a joint property of The Times of India and Lavasa Corporation Limited 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.

Talking about the quest to set a Guinness World Record, Rajgopal Nogja, Group COO & Whole-time Director, HCC said, *"Lavasa Women’s Drive is the biggest women centric initiative in the country today. The drive has always captured multiple aspects - the fun, adventure and spirit of the Indian woman combined with her passion for social causes. Taking the drive and the cause onto a global platform makes us feel proud. We are all geared to set a Guinness world record with the 6<sup>th</sup> edition of Lavasa Women’s Drive."*

The past five editions of the drive have seen over 7000 women collectively generate more than 27 lakh votes for themselves from friends and acquaintances’ from over 93 countries. This year LWD has witnessed unprecedented 20 lakh votes from the participants in just 15 days. It has also seen participation from the elite bollywood celebrities and many NGOs who support the causes like Save Water, Green India, Save the Tiger, Women’s issues, Organ donation and other social issues etc. Registrations and voting for LWD 2014 are open on [www.lavasawomensdrive.com](http://www.lavasawomensdrive.com) .

### **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.

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