



Press Release

Lavasa City's FREEDOM 2014 Festival a roaring success

~ Over 50,000 visitors flock to Lavasa City during the three-day Festival ~

Lavasa City, August 19, 2014: Lavasa City saw over 50,000 music lovers, food connoisseurs and weekenders attending the FREEDOM 2014 Festival over the last weekend. The festival ran from August 15 to August 17, 2014 where audiences were treated to an eclectic mix of music, dance recitals, global cuisine and shopping.

The live musical programmes spanning from Classical to Hard Rock and Folk to Fusion, the specially curated flea market and culinary experiences contributed towards creating a dynamic multi-sensory experience for the visitors at FREEDOM 2014.

Commenting on the successful FREEDOM 2014, Mr. Nathan Andrews, President and CEO, Lavasa Corporation stated, "We are extremely happy with the overwhelming response of everyone present in Lavasa City for Freedom 2014. The diverse genres of music, dance, art, culinary classes and events enthralled the audience. We look forward to bring to you more such interactive and engaging programmes in future. It has always been our continuous endeavor to make Lavasa City a preferred tourist destination; we hope to offer the residents and the visitors a fresh experience every time".

The festival got off to an energized start on Friday with Rahul Sharma (Santoor), Bhavani Shankar (Pakhaawaj) and Vijay Ghate (Tabla) playing instrumental music and a Kuchipudi dance recital by Mallika Sarabhai.

On the subsequent days Bollywood singer Sonu Kakkar, Nandini Srikar and Suchismita Das took over the stage to keep the audience pepped up. The western music aficionados, caught up with a live rock performance by The 'Rockstars' band, featuring Warren Mendonsa (Guitar), Jai Rao Kavi (Drums), Adi Mistry (Bass), Karan Joseph (Keyboards) and Joe Alvarez and Gary Lawyer (Vocals).

Chef Ajay Chopra and Chef Shailendra Kekade helped the audience to rediscover the magic of Indian food with their innovative twists to classic concepts in "India Specials" master class at Ecole Hoteliere Lavasa.

The revelers not only got a chance to enjoy the mesmerizing monsoon at Lavasa city but also satiated their shopping urges at the flea market selling popular knick knacks.

About Lavasa City

Lavasa is a hill city being developed with the vision to provide opportunities for its residents and visitors to live, work, learn and play in harmony with nature. Lavasa, is being developed by Lavasa Corporation Limited, a subsidiary of HCC (Hindustan Construction Company Limited) and is based on the principles of New Urbanism. Lavasa is located 42 kilometres from Chandni Chowk, an area on the outskirts of Pune and 216 kilometres from Mumbai (via Chandni Chowk). Lavasa provides multiple options for housing including rental housing, apartments and villas.

Lavasa Corporation Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed a draft red herring prospectus, ("DRHP") with the Securities and Exchange Board of India, ("SEBI"). The DRHP is available on



the SEBI website at www.sebi.gov.in as well as the respective websites of the BRLMs at www.axiscapital.co.in, <http://investmentbank.kotak.com>, www.icicisecurities.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section “Risk Factors” on page 19 of the DRHP.

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