

Lavasa announces the launch of its online 'Capture Lavasa' photography contest

By TBM Staff | Mumbai

The picturesque locales and the scenic beauty of Lavasa hill city make it a photographer's paradise. From the colourful lakeside promenade, to the mountains lining the Lake, the opportunities for stunning pictures are endless. The five categories- Landscape, Architecture, Flora & Fauna, People @ Lavasa and Colours of Lavasa challenge photographers of all skill levels to use their creativity and imagination and get a chance to showcase their photography skills.

Open to all photography enthusiasts the contest kicked off on November 22, 2013 and will accept submissions until January 2, 2014. Contestants may submit photographs online at www.lavasa.com/capturelavasa under the category that they choose to participate in. Two outstanding experts in photography will be judging this contest, giving it another unique twist.

Commenting on the launch of this contest Anuradha Paraskar, Sr. Vice President Marketing and Sales, Lavasa Corporation Limited, said, "The scenic Lavasa hill city provides a dramatic blend of people, natural beauty and architecture as a perfect backdrop for photography. While the advent of smart phones has given a new dimension to the popularity of 'mobile clicks', this contest is aimed at all photo enthusiasts with a creative eye. We invite you to come and capture the moments at Lavasa and share your experience with us. This contest is a unique opportunity for you to showcase your talent and win exciting prizes."