

Picturesque Lavasa invites photography enthusiasts

Announces the launch of 'Capture Lavasa' - An online photography contest

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

The picturesque locales and the scenic beauty of Lavasa hill city make it a photographer's paradise. From the colorful lakeside promenade, to the mountains lining the Lake, the opportunities for stunning pictures are endless.

The 5 categories- **Landscape, Architecture, Flora & Fauna, People @ Lavasa & 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 22 November, 2013 and will accept submissions until 2 January, 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 & 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." So, get set to come and 'Capture Lavasa' through your lens and get crowned as the **Official Photographer of Lavasa**.

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.