



**Press Release**

**For Publication**

## **Yash Birla Group ties up with Lavasa to set up the Birla Global School**

**Lavasa, July 27, 2010:** Lavasa Corporation Ltd. and Yash Birla Group recently signed a Memorandum of Understanding to set up the **Birla Global School** at Lavasa City. The school will be located at Mugaon, the second town to be developed at Lavasa. Spread over 30.5 acres it will be the largest school project in the city.

The Birla Global School is a microcosm of the larger Lavasa community and aims to perpetuate the ethos of Lavasa which is to Live, Work, Learn and Play in sync with nature and strive for excellence in education and research. The school will act as a positive change agent in the community and will house a truly global community which adds to the knowledge base of Lavasa and the world.

The Birla Global School Curriculum is a “Glocal” curriculum where East meets West and the best practices in teaching and learning are brought together to create a unique and robust curriculum for students from Grades 5 to 12. The School is a residential school that will celebrate unity in diversity through its various international departments and will be affiliated to the international boards.

The Birla Global School is a truly international school where more than half of the student and teacher population is international and is committed to nurturing a global community.

Scheduled to commence in 2012 -13, the school will admit students in Grades 5, 6, 7 and 11.

Speaking on the occasion, Mr. RajgopalNogja, President, Lavasa Corporation Ltd said, “This is an important accord for Lavasa and the collaboration with Yash Birla group will further help in the development of Lavasa as a centre of excellence in education and research. The new partnership is based on the common interest to bring world class education to India.”

On this occasion Mr. Yash Birla, Chairman, Yash Birla Group said, “I am extremely proud to announce the tie up between Yash Birla Group and Lavasa to start the Birla Global School where true international education will be imparted. Young people from different continents will be living and learning together and will become our ambassadors spreading the message of unity in diversity which is the need of the hour as the world is becoming increasingly smaller yet more divided.”

Having secured tie-ups with a host of academic institutions across various sectors and disciplines, Lavasa is poised to be the education hub of the future. The intellectual architecture being created at Lavasa is built on the premise of recreating the Boston-Massachusetts model. One that fosters an ecosystem of world class educational institutions and research organizations; wherein Lavasa provides access to state-of-the-art infrastructure and support facilities and the educational institutions bring in global best practices and quality academia.

Some of the tie-ups secured so far include:

- EcoleHoteliere de Lausanne (Hospitality Management, 4-year undergraduate programme)
- Symbiosis University (campus, undergraduate & post-graduate programmes)
- Christ University (campus, undergraduate & post-graduate programmes)
- Christel House International (school for the under-privileged)
- Biomimicry Guild (workshops and programmes on Biomimicry)

Lavasa has also partnered with the United States Space Research Centre (USSRC) for a 50 acre NASA-theme park which introduces visitors to the latest in space technology. This unique edutainment venture is a first of its kind in this part of the world.

On this occasion, Mr. Srikrishna, CEO Birla Edutech Ltd. had this to say, “This is part of the Yash Birla Group’s foray into education where we have taken upon ourselves to be change agents in the Indian education system across all verticals. Our aim is to prepare individuals who are highly skilled and innovative and who are sensitive to their environment, economy and

society. Ours is an end-to-end approach where we meet the educational needs of individuals right from the preschool years, through K-12 and all the way to higher education and continuous education. Here in Lavasa we have the opportunity to bring world class educators from across the planet to create a global school that becomes a beacon of hope in these troubled times and an exemplar of world class schooling.”

**About Lavasa Corporation:**

**Lavasa** is free India’s first planned hill city being developed by HCC (Hindustan Construction Company) where people can Live, Work, Learn and Play in harmony with nature. An inclusive city, based on the principles of New Urbanism, it is fast being developed over 23,000 acres of land, 3 hours’ drive from Mumbai and 1 hour from Pune. Lavasa will host a complement of global leaders in hospitality, tourism, education, healthcare, business research and industry. The hill city provides contemporary yet timeless architectural designs, multiple options for housing like rental housing, starter homes, apartments and villas. With state of the art infrastructure and amenities it will thus enable people to live life in full. For more information, visit [www.lavasa.com](http://www.lavasa.com)

**About Yash Birla Group- Education Ventures:**

**Birla Edutech Limited** has embarked on a journey to revolutionize education in India. Its vision is to bring back creativity and the joy of learning to schools & nurture sensitivity towards the Society, Economy & Environment. Birla Edutech Limited has already successfully entered the pre-school category with “Globetot’ers”. Globetot’ers is currently operational in three locations in Mumbai and Hyderabad. Over the next few years Birla Edutech Limited is also setting up over 100 progressive K-12 Schools under the banner of “Open Minds”, 20 Teacher Training/Resource Centers, Super Specialty Colleges and undertaking whole/ partial school transformation projects across the country.

**Birla Shloka Edutech Ltd.** offers diversified educational solutions in the e-education space. It currently serves more than 35,000 learners & 550 educators across the nation through its interactive multimedia product (XL@school), ICT, Govt. & PPP projects. Headquartered in Mumbai, Birla Shloka Edutech Ltd. is a publicly listed company on the Bombay Stock Exchange, India.

The R & D team at these organizations comprises of highly qualified teachers, teacher educators, subject experts, content and curriculum developers, ex-heads of schools, university faculty, e-learning experts, computer programmers, animators, infrastructure design experts, project managers and engineers.

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