



Press Release

India's First Retail University to be set up by NSHM Knowledge Campus at Lavasa

- *India's First Retail University in association with Retailers Association of India and affiliated to leading international universities*
- *University campus spread over a sprawling 20 acres at Lavasa*

Mumbai, August 26, 2008: NSHM – Knowledge Campus, Kolkatta, has signed an agreement with Lavasa Corporation Ltd. to establish India's first Retail, Media & Thinking Management University at Lavasa, Maharashtra. The University will be set up in association with Retail Association of India (RAI). NSHM has emerged as a quality provider of graduate and undergraduate education in management, media, computer applications, hotel management and technology offering a holistic range of courses in association with reputed international universities. Lavasa is free India's first and largest Hill Station being developed by Lavasa Corporation Ltd, a part of HCC Enterprise.

Scheduled to commence operations from the academic year 2010, the NSHM Knowledge Campus will admit about 1600 students (including international students) every year for a wide range of courses that have a high employability value in the Retail, Media & Management space. Spread over 20 acres at Lavasa, the campus will have an academic space of over 1.5 lakh sq ft and residential space of 2 lakh sq ft.

"We are delighted to be associated with India's first retail university to be set up by NSHM and actively look forward to its launch. This initiative will reiterate our commitment towards establishing Lavasa as a centre of education with best-in-class institutes. Lavasa now celebrates crossing more than 10,000 student capacity in the education space after signing this agreement," said **Mr. Rajgopal Nogja, President, Lavasa Corporation Ltd.,**



LAVASA *“NSHM has established itself as a quality provider in management education. We are proud to be involved as a key partner in this association with Lavasa for the retail industry. We aspire to create a modern campus amidst the green and serene environs of Lavasa,”* added **NSHM Chief Mentor, Mr. Cecil Antony.**

Gibson Vedamani, CEO, RAI, also expressed his enthusiasm for this development saying *“Lavasa’s retail plan is very comprehensive and the students will have the unique opportunity of accessing all retail formats for gaining practical experience within the campus itself. We at RAI are excited at this development and look forward to associate with NSHM and Lavasa closely in the years ahead”.*

In the Education space, Lavasa has already signed up with University of Oxford to develop executive education facilities and with Girls’ Day School Trust (GDST), UK, to provide expertise for a residential IB school starting in 2010. Ecole hotelier Lavasa has their first intake planned for 2009. Symbiosis, Pune and Christ University, Bangalore, both deemed universities, will also start their campuses by 2010 in Lavasa.

The range of courses offered by NSHM is in the area of Hotel Management, Business Administration, Management & Technology, Innovation & Thinking Management, Retail, Communication, Media & Design, among others.

The courses at NSHM, Lavasa, are designed to cater to the needs of the retail, media & management industry at undergraduate and post graduate levels and are expected to attract international students as well. These courses would be affiliated to universities like Retailers Association of India, ASTL–USA, APICS of USA, Sheffield Hallam University of UK, University of Teeside of UK, ABODE, AUTODESK. NSHM has also launched the NSHM deBono Centre of Thinking & Innovation Management to bring to India the internationally acclaimed deBono Tools on Lateral Thinking.

The NSHM course in Retail Education will commence in 2010 at Lavasa.

About Lavasa



LAVASA Lavasa is free India's first and largest Hill Station being developed by HCC (Hindustan Construction Company) where people can Live, Work, Learn and Play in harmony with nature. A complete new town, based on principles of New Urbanism, it is fast being developed amidst 12,500 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 Station Town provides contemporary yet timeless architectural designs, multiple options for housing and state of the art infrastructure and amenities, thus enabling people to live life in full. For more information, see www.lavasa.com.

About NSHM

NSHM Knowledge Campus is a Twelve year old Knowledge hub with a 25 acre Campus at Durgapur, a 2.2. acre Campus in the heart of Kolkata, a small campus at Gurgaon and is setting up campuses at Bhubaneswar, Agartala, Bangalore and Neemrana. It operates the NSHM – School of Hotel Management (India's largest AICTE approved Hotel management College), NSHM – Institute of Media & Communication, NshM – Business School, NSHM – College of Management & Technology, NSHM – Centre for Management & Development Studies, NSHM – College of Pharmaceutical Technology & NSHM – Institute of HealthCare Management. With over 5000 students studying at its 2 campuses and more than 250 faculty, it is one of the premier educational destinations.

For further information please contact:

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