



Press Release

Winners of India's largest women's car rally 'Lavasa Women's Drive' felicitated at a glittering awards ceremony in Mumbai

'Women with a Drive' awards also conferred on Sindhutai Sakpal, Dr. Anagha Amte, Kanan Dhru, Hina Shah, Sabbah Haji and Sakshi Kumar - women who are driving change in the society

Mumbai, March 8, 2013: On Women's Day, 2000 + women were at their glorious best, all gathered to honour the best among them who fought against all odds and emerged victorious. Glory shone on each of the award winners at the Lavasa Women's Drive Awards ceremony held in Mumbai.

Lavasa Women's Drive, the annual women's car rally that celebrates the spirit of a woman, saw over 2000 women compete to emerge winners and also support a social cause. Spirited women from Mumbai and Pune drove down to Lavasa, India's planned hill city on February 24, 2013 in cars displaying imaginative themes and messages supporting various causes like cancer prevention, saving a girl child and many more.

The growing popularity of the rally among women and the support it receives for various social causes led to the institution of 'Lavasa Women's Drive – Women in Driving Seat Awards' last year. The awards honour contribution of 'women in driving seat', who excel in whatever they do.

A galaxy of cine stars presented the awards this year. Awards were presented to the first ten winning teams from Mumbai and the first five winning teams from Pune who completed the race conducted in the Time-Distance-Speed format (TDS). Other awards like the best message, best dressed, most popular team and the most spirited team were also presented to the winning contestants.

This year the 'Lavasa Women's Drive – Women with a drive awards' were presented to Dr. Anagha Amte (health care), Kanan Dhru (governance), Hina Shah (women welfare), Sabbah Haji (education) and Sakshi Kumar (women's empowerment). Social worker and activist, Sindhutai Sapkal was felicitated with a special recognition award for her exemplary work. A detailed profile of each of the winners and their work is in the annexure enclosed.

Speaking on the occasion, Anuradha Paraskar, Senior Vice President - Marketing and Sales, Lavasa Corporation Limited said that the 5th edition of the Lavasa Women's Drive was a special one. "We are very happy that an initiative born five years ago, primarily to create awareness



about the pioneering hill city, Lavasa has also emerged as a pioneering platform for women's empowerment.

Lavasa Women's Drive has also helped us extend support to the local community in the region. Free cancer detection camps were conducted for women from the villages in the Lavasa region in addition to the camps for participants from Mumbai and Pune. In the last 5 years the all women's car rally has truly empowered women to stand up for various women's related causes and make their presence felt in the society."

Devieka Bhojwani, Vice-President, Women's Cancer Initiative -Tata Memorial Hospital, "We are delighted to partner with The Times of India Lavasa Women's Drive for the 5th year running. We are rapidly and surely reaching our goal of spreading the importance of regular breast examinations to women of all ages and walks of life. We are confident that the women we award for their contribution to the betterment of society and social causes at Lavasa Women's Drive - Women with a drive awards ceremony, will continue to inspire other women to aspire to great heights in their respective professions. We applaud the passion and fun the over 2000 participants have at LWD and I sincerely hope that every single one of them take advantage of the free cancer detection tests Women's Cancer Initiative has sponsored at Tata Memorial Hospital for them."

INTERESTING FACTS ABOUT LAVASA WOMEN'S DRIVE

- ☑ Lavasa Women's Drive has emerged as one of the most eagerly awaited events as it has been able to capture the spirit of women empowerment and translate into concrete action.
- ☑ Some interesting highlights of LWD as it is all set to enter its 5th year of celebrations
- ❖ 15 lakh votes received to nominate the participants in 2013- the highest in five years
- ❖ Highest number of individual votes received by a participant in 2013: 1.25 lakh
- ❖ Online reach of around 4.7 million in 2013
- ❖ Facebook has reached out to more than 7, 00,000 people for Lavasa Women's Drive
- ❖ Thrice acknowledged by Limca Book of Records as "**Largest Women's car Rally**" in India
- ❖ Participants range from **home makers to navy officials; cancer survivors to corporates**
- ❖ **Notable participants** include **Nausheed Cyrusi, Gul Panag, Roopa Ganguly, RJ Tarana**
- ❖ More than **50 celebrities** have graced the event in the last four years



- ❖ More than 5000 participants in LWD in the last four years
- ❖ Total no of cars drove to Lavasa in the last four years – 1528
- ❖ Supported by more than 2.6 million votes in the last four years
- ❖ More than 2200 women drivers have registered for the drive in last four years
- ❖ Votes poured in from 85 countries: US, UK, Australia, Canada, Singapore, UAE & Germany
- ❖ LWD supports the cause of Cancer Prevention through Early Detection
- ❖ More than Rs 40 Lakh was generated for the cause for over last four years
- ❖ Many themes spreading awareness are a part of the vehicles driving to Lavasa
- ❖ Extending beyond Drive Day:
 - ✓ free cancer screening camp for economically disadvantaged women
- ❖ A high-energy anthem, by Shibani Kashyap, especially created for Lavasa Women's Drive
 - ✓ The anthem talks about women's empowerment.

About Lavasa

Lavasa is India's 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. It is a three-hour drive from Mumbai and one-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, apartments and villas. With state of the art infrastructure and amenities, it will enable people to live life in full.

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