



Stars Galore for Lavasa Women's Drive

- 2000 women drive to Lavasa to raise awareness about issues affecting women

Mumbai, February 24, 2013: The 5th edition of Lavasa Women's Drive, India's largest women's car rally (certified by Limca Book of Records) saw 2000 women drive to Lavasa from Mumbai and Pune with great zeal in a show of women's empowerment. The high octane event saw women displaying their concern, commitment and caring attitude on many issues impacting women.

In Mumbai, the flag off event was a star-studded affair with Bollywood celebrities like John Abraham, Prachi Desai, Dia Mirza, Purab Kohli and Aditi Govitrikar among others being present on the occasion.

As many as 350 cars participated in the Mumbai flag off of the Lavasa Women's Drive. Nearly 1400 participants were the part of the show from Mumbai. Women dressed up in exclusively designed T shirts were seen driving a range of cars, each depicting unique social messages.

Lavasa Corporation Limited along with Women's Cancer Initiative– Tata Memorial Hospital has been organizing the event for last five years. The rally has helped in creating awareness about cancer affecting women.

Flagging off the well-organized rally, Bollywood star **John Abraham**, said "It is really a special moment for me to be a part of the Lavasa Women's Drive. For me, women are always in the driver's seat. Now at Lavasa Women's drive I can actually see so many confident and raring to go. I wish all the lovely ladies all the very best."

Women participants entered Lavasa to a rousing reception as they were welcomed with flowers and a special theme song beautifully rendered by well known singer Shibani Kashyap.

Extending a warm welcome to the participants, Ms. Anuradha Paraskar, Senior Vice President, Marketing & Sales, Lavasa Corporation Limited, said, "Lavasa Women's Drive provides the biggest platform in the country for women to express their views on issues affecting women. Lavasa salutes their spirit in the 5th year aptly with a 'High 5'.



To celebrate 5 glorious years of our signature event, Lavasa Women's Drive, we are pleased to announce the launch of limited edition premium apartments overlooking the lake", Ms Paraskar added. "The apartments located in Dasve and Mugaon will sport all the finest amenities. Premium apartments christened, **Delfino** are WI-FI enabled and all amenities have been neatly planned to suit your lifestyle. With a fabulous response to Dasve, the first town in the hill city of Lavasa, this new building block sets a new benchmark to lakeside living, Ms Paraskar said.

"We at Lavasa now offer apartments at all price points and the limited editions offer would close on March 8, the International Women's Day", Ms Paraskar added.

Today people from 85 countries across the globe are aware about Lavasa Women's Drive and also Lavasa, India's planned hill city. This was made possible by the participants who canvassed for getting maximum online votes from their acquaintances for participating in the rally, Ms Paraskar added

Devieka Bhojwani-Vice President of Women's Cancer Initiative-Tata Memorial Hospital said, "It is heartening to see that the contest is becoming more and more popular every year. It is definitely a great boost to our efforts to spread awareness about the dreaded disease of cancer. I am sure the ladies while having a lot of fun during the drive are becoming our ambassadors to spread this message."

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 free 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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