Press Release

Lavasa inaugurates “Air Quality Monitoring Mobile Van”

- Mobile van to monitor the quality of air across the city-

Pune, November 02, 2010: Lavasa follows the principle of maintaining the existing natural habitat and further enhancement of it. With this objective, Lavasa Corporation Limited inaugurated the Mobile air quality monitoring van, an initiative to identify the quality of air and monitor the pollution level across the city which will help to take adequate measures for prevention.

This mobile van will act as a measurement tool to monitor the quality of air in different areas of the city and is technically equipped with analyzers and digital display board, placed on the front and rear side of the Van which will display the various levels of the parameters monitored by the vehicle. The vehicle is equipped to measure the quality of air on the various parameters like presence of any oxidant of Sulphur or Nitrogen, suspended or respirable suspended particulate matter in the air as specified by Pollution Control board.

Mr. Krunal Negandhi, Asst. V.P - Projects (Environment), Lavasa Corporation Limited, said, “Environment and its protection are pillars around which life has been envisaged at Lavasa. This initiative is yet another effort towards sustainable growth along with the various other initiatives undertaken like hydro-seeding, mass plantations and beautification of ravines.”

About Lavasa:

Lavasa is a hill city being developed by Lavasa Corporation Limited where people can live, work, learn and play in harmony with nature. Based on the principles of New Urbanism, it is being developed over 9,460 acres of land, 3 hours’ drive from Mumbai and an hours’ drive from Pune. Lavasa will host a complement of industry leaders in hospitality, tourism, education and healthcare. The hill city provides multiple options for housing like rental housing, apartments and villas. It will thus enable people to live life in full.

Disclaimer:

Lavasa Corporation Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a Draft Red Herring Prospectus with the Securities and Exchange Board of India (“SEBI”) which is available on the website of SEBI at http://www.sebi.gov.in and the websites of the Book Running Lead Managers at, http://www.icicisecurities.com; http://www.kmcc.co.in; http://www.morganstanley.com/indiaofferdoduments; and http://www.axisbank.com.

Potential investors should note that investment in equity shares involves a high degree of risk and should refer to the section “Risk Factors” in the Draft Red Herring Prospectus. These materials are not for publication or distribution, directly or indirectly, in or into United States (including its territories and possessions, any state of the United States and the District of Columbia). These materials are not an offer of securities for sale into the United States, Canada or Japan. The securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States, except pursuant to an applicable exemption from registration.
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