



## **Lavasa ties up with legendary Olympian Sir Steve Redgrave to set up a rowing academy**

**Lavasa, June 14, 2010:** Lavasa Corporation, free India's first planned hill city has signed an MOU with Britain's greatest Olympian and a global sporting icon Sir Steve Redgrave to launch **The Sir Steve Redgrave Rowing Academy**. First of its kind in India, the academy will be located along the impressive 60 km lake frontage at Lavasa in the midst of the serene and majestic Sahayadri mountains.

Sir Steve Redgrave and global sports management firm IMG will look into the key areas of organisation, planning, building and development of the academy structure. The academy will train students not just on the technical aspects of rowing but also mentor them in areas like regatta preparation, mental and physical conditioning in order to breed well rounded athletes. **The Sir Steve Redgrave Rowing Academy** plans to capitalise on the growing popularity of the sport globally and in India.

Commenting on the new development, Mr. Rajgopal Nogja, President, Lavasa Corporation Limited said, "We are delighted to partner a sporting legend like Sir Steve Redgrave to create a world class facility that will add a new dimension to the unique Lavasa brand and also help promote tourism by positioning the brand in the global sporting arena. This partnership is yet another testimony in forging best-in-class global tie-ups at Lavasa."

A delighted Sir Steve Redgrave commenting on the new partnership with Lavasa, said "I am tremendously excited about the creation of my first rowing academy. I also have been extremely impressed with Lavasa's approach to date on the entire development. To help nurture rowing in the area and on a broader basis across the country is a passion of mine and I hope we will be able to play a significant role in the evolution of rowing in the country."

Planned for a permanent population of around 3 lakh residents and a tourist inflow estimated at 20 lakh per annum, Lavasa is envisioned to be a more liveable city of the

future where residents can live, work, learn and play in harmony with nature. Lavasa has already tied up with golfing great Sir Nick Faldo to launch a golf academy and a golf course and with Manchester City Football Club to start a world class football academy. These projects are scheduled to be completed by 2012.

### **About Lavasa Corporation**

Lavasa is free India's first 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 12,500 acres of land, 3 hours' drive from Mumbai and an hours' 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 Sir Steve Redgrave**

Endurance and Perseverance have been the hallmarks of Sir Steve Redgrave's impressive career as an athlete. Sir Steve is one of only 5 athletes in history to have won gold medals in 5 consecutive Olympic Games and the only one to have ever achieved the feat in an endurance event. He is an outstanding nine-time World Champion having won Gold at the Worlds in 1986, 1987, 1991, 1993, 1994, 1995, 1997, 1998 and 1999. In light of his sporting greatness, Sir Steve was awarded a Knighthood in 2001.

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