



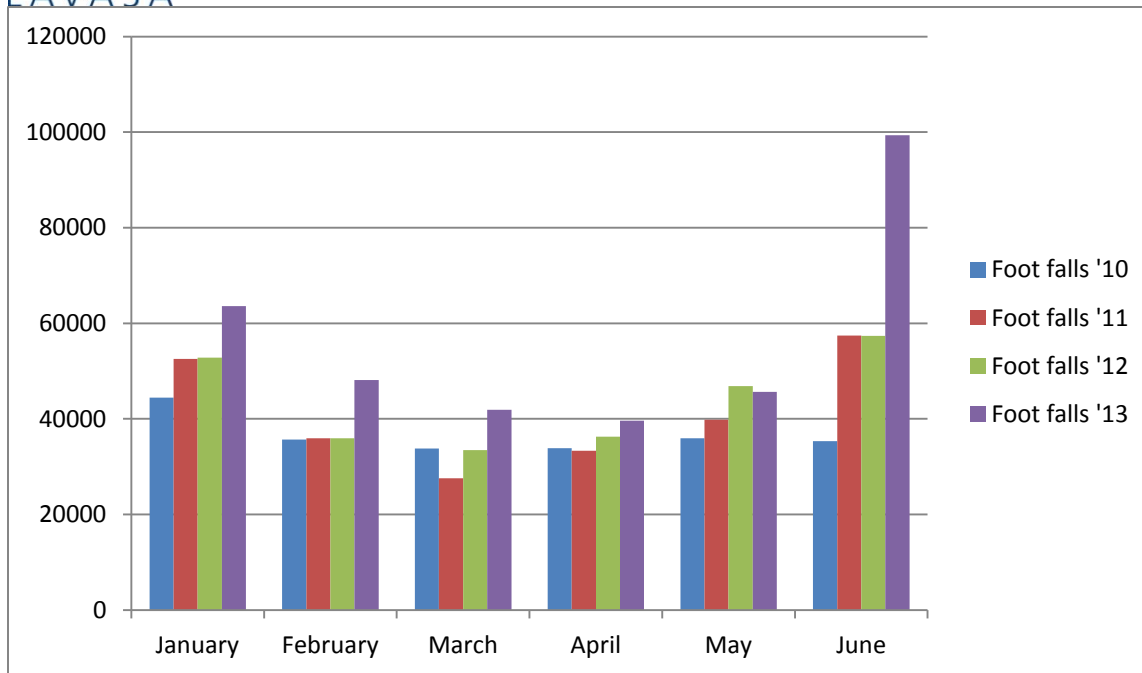
## **Lavasa hosts 1 lakh tourists in June alone**

- **Total footfall during Jan–June 2013 goes up by 29%**

**Lavasa, July 11, 2013:** Lavasa has been witnessing an increasing momentum in tourism activity and has consolidated its position as the top weekend destination in Maharashtra. The tourist traffic went up by 29% cent during the first half of 2013 compared to previous year. June 2013 alone witnessed a record breaking 99,381 tourists, a whopping 73% increase over June 2012 numbers.

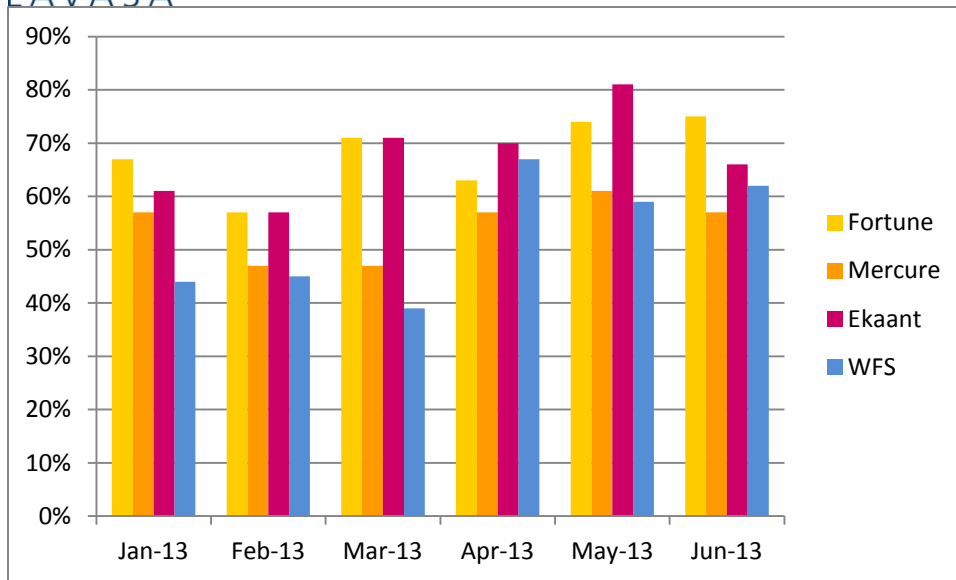
The total number of visitors reached 338,258 tourists between January to June 2013 compared to 262,805 tourists that visited during the first half of previous year

Except for March and April, which is primarily an exam season, the tourist traffic has consistently grown in the first half of the year. A sharp rise was witnessed during June which is the best season to visit Lavasa, together with a refreshing climate and a vibrant lush green landscape with gushing waterfalls



Given the substantial increase in the number of tourists, it is clear that Lavasa has emerged as new age holiday destination than Lonavala, Matheran and Mahabaleshwar -- the once-upon-a-time weekend destinations.

The growing tourist numbers are also reflecting in the brisk business that the hotels in Lavasa are making. Lavasa has four hotels in operations including Ekaant (20 rooms), Fortune (60 rooms), Water Front Shaw apartments (44 rooms) and Mercure (120 rooms). The average annual occupancy in four hotels grew from 54% in 2011 to 60% in 2012. In fact, the occupancy has already crossed 61% mark during the first half of the current year.



Lavasa -- with its planned infrastructure, serene surroundings, and a number of beautiful spots where one can spend candid moments with family and friends, -- has emerged as an inspirational weekend destination amongst youngsters. And its proximity to cities such as Pune and Mumbai give Lavasa an added advantage.

### About Lavasa

Lavasa is India's first planned hill city where people can live, work, learn and play in harmony with nature. Lavasa, an inclusive city being developed by HCC (Hindustan Construction Company) over 23,000 acres, is based on the principles of New Urbanism. It takes three hours from Mumbai and one hour from Pune to reach Lavasa by road. Lavasa will host a multitude of global leaders in hospitality, tourism, education, health care, business research and industry. The hill city provides a combination of contemporary and timeless architectural designs, with multiple options for housing including rental housing, apartments and villas. With state-of-the-art infrastructure and amenities, the city enables people to live life in full.



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