



Lavasa announces the winners of 'Capture Lavasa'- An online photography contest

Lavasa, February 6, 2014: Lavasa announces the winners of its online 'Capture Lavasa-2013' photography contest. Photographer Abhijeet Kalamkar from Pune has won the grand prize for Capture Lavasa photo contest and will be crowned as the "Official Photographer of Lavasa", with a photography contract worth Rs.200,000.

Besides this category winners and runner ups will be awarded with gift vouchers worth Rs. 25,000 and Rs. 10,000 respectively. 100 early bird entries will also receive a special prize.

Commenting on success of this contest Anuradha Paraskar, Sr. Vice President Marketing & Sales, Lavasa Corporation Limited said, "We are extremely happy with the overwhelming response generated by Capture Lavasa Contest. The caliber of entries in the contest continues to impress every year. We were thrilled to see a community of picture lovers connect at one platform. The wide ranges of entries are inspiring and aptly portray the diverse nuances of Lavasa city."

Open to all photography enthusiasts the contest ran for five weeks and accepted online image submission. This annual photo contest attracted 2198 images from 383 participants. Contestants submitted photographs in five categories: Landscape, Architecture, Flora & Fauna, People @ Lavasa & Colors of Lavasa. Judging consisted of multiple rounds of evaluation based on creativity, photography quality and imagination.

The category winners, winning photographs along with other entries can be viewed at <http://www.lavasa.com/capturelavasa/>

About Lavasa

Lavasa is India's first 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 10,000 hectares, 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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