



Press Release

Lavasa launches Mugaon – its second town

- **Beautiful & Vivacious 20 finalists of the Femina Miss India pageant launch Bellshore Apartments – the first in series of apartments at Mugaon**
- **Over 2000 residential apartments ranging from Studio Apartment, One & Half BHK, 2 & 3 BHK on offer**
- **Spread over approx. 2400 acres, Mugaon will also host R&D and training centres, IT and biotech parks, art, fashion and animation related businesses**

Lavasa (Dist: Pune): Saturday, March 24, 2012: Lavasa Corporation Limited today announced the launch of Mugaon – the 2nd town to be built at Lavasa. Situated on the banks of the lake amidst beautiful and picturesque setting, Mugaon will be developed on approximately 2400 acre area and is much larger than Dasve, the first town of Lavasa. The launch announcement was made by Mr. Rajgopal Nogja, Group President – HCC in presence of the beautiful and vivacious finalists of Miss India pageant 2012 at a gala event held at the Lavasa international Convention Centre (LICC). At the event the 20 pretty finalists launched Bellshore Apartments – the first in series of apartments on sale at Mugaon.

Mugaon, located close to the first town Dasve is being developed as a residential, educational, business and commercial hub. Major attractions in the new town are the Town Centre with shops, cafes, cultural institutions, spiritual centres, Apollo Medicity, schools and colleges; Sports Academies like Manchester City Football Academy, Nick Faldo Golf Academy etc and a USSRC supported Space theme Park and a Hollywood - Bollywood style theme park.

Over 2000 spacious apartments with a spectacular view will be developed on both sides of the lake at Mugaon over a four year time period. Designed by India's leading architect, Hafeez Contractor the studio apartments, one ½ BHK, two and three BHK apartments will have areas ranging from 550 sqft to 2000 sqft. Apartment prices vary from Rs 3550/- to Rs 3950/- per square feet depending on location and size.

Mugaon will also be soon connected to Lonavala through another approach road and a tunnel is being built by Lavasa Corporation Limited for this purpose. This will help reduce the travel time from Mumbai by an hour.

Speaking about the launch of Mugaon, Mr. Rajgopal Nogja, Group President - HCC, said, "Dasve and Mugaon, the first two towns are part of the planned Phase 1 development which has been cleared by the Ministry of Environment & Forests (MoEF). Dasve, the first town is completely sold and for Mugaon we have a long waiting list. It only goes to prove that people have liked



the concept of Lavasa. We are confident that the picturesque residential apartments on offer in Mugaon will be sold out soon.”

Meanwhile, Lavasa Corporation resumed its development activities post the Environment Clearance given by MoEF and is busy handing out possessions of its residences at Dasve. On the occasion, Mr. Nogja also presented the key to the 100th citizen of Lavasa, Ms. Vrinda Ballal who owns an apartment at Portofino Street, Dasve.

The beautiful and vivacious finalists of Miss India pageant 2012 are spending two days at Lavasa. Post the ramp walk and the launch of Mugaon at Lavasa international Convention Centre (LICC) today they are scheduled to participate in a series of other activities. During their stay at Lavasa the contestants will be visiting Lavasa Experience Centre (LEC) for a briefing and Q&A session on Lavasa, competing and bonding with each other at Lakeshore Water Sports facility and at X Thrill the adventure sports facility. The contestants will also take part in a tree plantation drive and contribute to increasing the green cover at Lavasa.

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.

Visit: www.lavasa.com

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