

Lodha to host Palava Tarang, an arts and cultural extravaganza

~ Padma Bhushan Hari Prasad Chaurasia, Padma Shri Ustad Rashid Khan and 13 other Indian classical musicians to perform at the festival

~ Spread over four weekends, the festival begins from November 21 at the newly built riverside amphitheater in Palava

Mumbai, November 09, 2015: Celebrating tradition and our vibrant culture, Lodha Group is hosting Palava Tarang – an Arts and Culture festival in Palava starting November 21. The festival brings together some of the most renowned names from the field of dance, music and theatre from folk and classical traditions over a period of four weeks.

The line up at the Tarang festival includes renowned artists such as Buddhaditya Mukherjee (sitar player), Padma Shri Ustad Rashid Khan (Indian classical musician), Padma Vibushan Hariprasad Chaurasia (Indian classical vocalist), Padma Shri Pandit Satish Vyas (santoor maestro), Anindo Chatterjee (tabla player) along with 11 other distinguished personalities in the field of Indian classical music. The festival will end on December 13, 2015.

For over a year, Palava has hosted various arts and culture events that have seen enthusiastic participation from its citizens. The city also has actively running community clubs, promoting various arts activities within its limits and supporting its citizens in their interests. The ongoing Palava arts and culture initiative engages with diverse artists, art institutions, cultural organizers, researchers and academicians to bring arts to the Palava community.

Speaking about the festival, **Abhishek Lodha, Managing Director at Lodha Group** said, *“Our focus is to create a vibrant urban environment and enhance the liveability quotient at Palava, which would allow its citizens to flourish by integrating arts as a cornerstone of everyday life. Palava is the first city in India which has undertaken a task of developing a city’s cultural assets not only through physical infrastructure but also by promoting its citizens to engage with cultural activities through learning and exposure. We are extremely pleased to host a festival of such calibre for the region at Palava.”*

Commenting on the arts and culture initiatives at Palava, **Shaishav Dharia, CEO Palava** said, *“We all know the inherent value of culture in building some of the most liveable cities of the world. And as city-makers, we at the Lodha Group recognise that great art and culture should be accessible to everyone. This is a step towards realizing our vision of promoting various arts and cultural initiatives that will offer diverse opportunities for citizens of Palava as well as others in the region to illuminate their lives and enrich their emotional worlds.”*

Adding his thoughts on the organizing of this event, renowned curator of traditional performing arts of India, Shashi Vyas, who is also the curator for Palava Tarang said, *“Kudos to the team of Palava City to understand the importance of a cultural upbringing in particular ‘the traditional’ for the citizens. The*

ambitious project of Palava City needs such cultural activity at periodic intervals to not only create awareness but also to motivate the residents.”

Padma Bhushan Hari Prasad Chaurasia in his own words expressed delight about playing at Tarang by saying, *“We are happy to collaborate with Palava city to perform in front of an audience that is growing rapidly. The word ‘Palava’ is derived from Sanskrit word ‘Pallav’ which means budding flower. And just like a budding flower, we hope that this destination becomes well-known for its art and cultural programs which serve as an inspiration to people in the region. We are highly impressed. Just like pure Indian classical Sangeet takes inspiration from five elements, Palava is a city that is being built to let its citizens do many things, like learn freely, pursue their passions, enjoy life with good health and flourish.”*

Palava City Management Association (PCMA), the city’s privately-managed governing body, is working towards creating meaningful partnerships, unique programming and leadership that activates community spaces, enables and heightens the art practice and public experience of arts within Palava. Monthly events are conducted across the field of performing arts – theatre, music and dance - with eminent artist to provide Palava’s growing 4,500+ resident families’ an opportunity to engage with the vast heritage of our country and expose them to eminent artists.

About Lodha Developers:

Established in 1980, privately held Lodha Developers is India’s largest real estate developer and amongst the world’s select multinational real estate brands with presence in India and the United Kingdom. The company is one of the most profitable players in India and the largest by sales for three consecutive years. It achieved net sales of INR 7,790 Cr for FY 14-15 and INR 7,520 Cr for FY 13-14.

The group is currently developing over 45 million square feet of prime real estate across Hyderabad, Mumbai and Pune, and over 0.3 million square feet* in London (*net internal area). It currently has total land holdings of over 6,000 acres with an estimated saleable area of ~490 million sq ft. Of this, 27 ongoing and 21 planned projects, spread over 1,284 acres of land, comprise 100 million sq ft of saleable area. In addition their land reserves of 4,750 acres – the largest in the Mumbai Metropolitan Region – have an estimated saleable area of 388 million sq ft. The group has executed and delivered projects to the tune of 26 million square feet across Mumbai, Pune and Hyderabad. In FY 14-15 alone the company delivered 5.7 million square feet and 5,500 units across projects. The group plans to deliver more than 11 million sq ft in FY 15-16.

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