

## Palava leads the way with a sporting summer

- *PCMA organizes April-June sports camp*
- *Focus on making sports accessible to all with quality infrastructure and quality, structured training*
- *Over 250 children participating in the camp*
- *Sports include Football, Swimming, Tennis et al, partnership with Arsenal Soccer School*

**May 15<sup>th</sup>, 2014, Mumbai:** Palava, the City of Opportunity witnessed a remarkable Sports Camp from April to June this summer. More than 250 children participated in the Camp which included Football, Swimming, Tennis and Aerobics. Conceived and organized by Palava City Management Association (PCMA), the aim was to cultivate a culture of sports, fitness and healthy living. This is in keeping with Palava's commitment towards a better quality lifestyle and the vision for a broad spectrum of sports to be accessible to all, not only through high quality infrastructure but also high quality, structured training, enabling people to maximise their potential.

Experienced professionals undertook the training to ensure that the young players aged 5 to 17 years would be nurtured to reach their full potential. With the Football World Cup 2014 fever slowly heating up, football enthusiasts had a very unique opportunity - the chance to learn from the big league professionals. The open-to-all football training camp was conducted by Arsenal Soccer Schools, a world-class football training academy set up by Arsenal FC, one of the most successful English Premier League soccer teams.

Led by Garry Guyan, a UEFA certified coach, every coach at the camp had an Arsenal and UEFA certification. Speaking on the success of the camp, **Garry Guyan** said: "Kids in Mumbai have tremendous enthusiasm for football and now at Palava, they also have a truly world-class football facility where they can hone their skills and achieve excellence".

**Shaishav Dharia, Development Director, Palava** said, "These opportunities which include not just access to a wide range of sports facilities but also high quality training are truly exceptional as they are very hard to come by in Mumbai".

Through personalized training, football coaching at Palava city will help develop young players' technical skills and passion for the game to ensure they become the best players they possibly can. With this initiative, PCMA facilitated yet another way of making great opportunities available to Palava's citizens for a rich and varied life.

**About Palava:** In keeping with its aim to provide opportunities across the spectrum, Palava already has operational world class facilities such as the Lodha World School and a preschool, sports facilities and training academies in clubhouses, a cricket ground, a FIFA standard football field and a 9-hole golf course, and convenience retailers. A 500,000 sq. ft. mall, 6-screen multiplex and 2nd school will become operational in the next 12 months.

Palava aims to be amongst the top 50 most livable cities in the world by 2025. As a part of this plan, the key highlights include:

- **Walk-to-everywhere:** All key facilities including schools, retail, places of worship, playgrounds, gardens, hospital, workplaces and even University will be within a 5 to 15 minute walk from each residence. With wide footpaths and tree lined avenues, the emphasis is on enhancing livability, health and reducing commuting time and costs.
- **Business and Careers:** The Central Business District (CBD) will offer millions of square feet of world-class offices at competitive rates and with world-class infrastructure. Palava's vision is to create 3.5 lac jobs by 2025 across the CBD and other high-quality jobs across retail, education and more. This will truly make the objective of 'walk to work' for Palava citizens a reality.
- **Education and Sports:** Palava will be home to over 20 schools, a world-class multi-disciplinary university and an Olympic sports complex with professional sports academies.
- **Leisure:** The Centre for Arts and Culture, lakefront and river-front plazas, a 5 lac sq. ft. mall with a multiplex, high-street retail and a 100-acre central park are just some of the numerous spaces in Palava that enable people to indulge in a range of pursuits and lead a fulfilling life.
- **Healthcare:** A multi-specialty hospital affiliated to the university to encourage research and development, and pharmacies and clinics within a 10-minute walk from home will ensure world-class healthcare at Palava.
- **Security:** 24x7 monitoring and emergency response teams, video surveillance, a highly trained security force, street level panic alarm systems, and electronic access control and automatic fire alarm systems in buildings will ensure safety, day and night.
- **Transportation:** The already operational Eco-drive buses provide service within the city and a state-of-the-art transport hub will connect with external transport facilities. The fleet management system will ensure efficient operation of public vehicles while system enablers which predict traffic will help prevent congestion.

#### **About Lodha Group:**

Lodha Group is India's leading real estate player with revenues of over Rs 8,700 cr in FY2012-13, and over 35 million square feet of prime real estate under development in Hyderabad, London, Mumbai and Pune. The Group has grown to be one of the largest employers in Mumbai – India's commercial capital – with over 3,500 direct associates and employing over 25,000 personnel across sites.

Established in 1980, the Lodha Group has been a trailblazer in the real estate sector, raising the bar in terms of design, scope and quality. The Group is building the world's tallest residential tower – World One – in Mumbai, and recently launched Palava City, which – spread over 4,000 acres – is the largest private development in the world. The Group has led the way in offering premium residences in India, bringing in renowned international designers and brands, including Armani/Casa, Jade Jagger, Pei Freed Cobb, Phillip Starck, Trump, and other leading names, to offer truly world class lifestyle options in Mumbai. Taken together, the Group offers homes for every price point and demographic for the evolving consumer base.

Alongside Mumbai, its home market, London forms the second main market for Lodha. The Group took its first major step in this market acquiring MacDonald House at 1, Grosvenor Square in London – arguably among the most desirable address in the



world; followed by 'New Court' – both in the Prime Central London. With planned investments of up to GBP 3 bn by 2018, the Group aims to provide world-class products across all key market segments in the London market.

---

*For more information on the Group and its projects, please visit our website – [LodhaGroup.com](http://LodhaGroup.com)*

*The Lodha Group is committed to investing two per cent of its profits towards corporate social responsibility, focused primarily on education as a transformative tool. Learn more about the Lodha Foundation and its work here – [Lodha-Foundation.org](http://Lodha-Foundation.org)*

*For media queries, please reach out to [corp.comm@lodhagroup.com](mailto:corp.comm@lodhagroup.com), or +91. 99303.39238.*