



## **PRESS RELEASE**

**Greater Noida, 25<sup>th</sup> April, 2011**

### **Buddh International Circuit (BIC): Official logo unveiled**

Mr Manoj Gaur, Executive Chairman, Jaiprakash Associates Limited, and Chairman, Jaypee Sports International Limited, today unveiled the official logo of Buddh International Circuit, the first world class motor racing facility in the country, which will host the inaugural Indian Grand Prix on the 30<sup>th</sup> of October this year.

#### **Buddh International Circuit**

The 5.14km long Buddh International Circuit (BIC) has been designed by world-renowned German architect and racetrack designer, Herman Tilke, who has also designed other world-class race circuits in Malaysia, Bahrain, China, Turkey, Indonesia, the UAE, South Africa, South Korea and the US.

BIC has been designed as one of the fastest, most exciting motor racing circuits in the world, is well suited to the requirements of powerful, high-spec racing cars and motorcycles and will host some of the most challenging motorsports events on the planet. The track's combination of 16 corners, high-speed straights and dramatic changes in elevation has been designed to provide ample opportunities for overtaking, which is what makes motor racing exciting. At the same time, in terms of adherence to safety norms and regulations, run-off areas, medical facilities, facilities for the media and overall infrastructure, BIC will be among the best in the world.

#### **BIC: Philosophy behind the name and the logo**

The name 'Buddh International Circuit' has been chosen with reference to the area where the racetrack is situated – Gautam Budh Nagar district (near Greater Noida). Because of its location, naming the circuit 'Buddh International Circuit' was a logical choice for the company.

The BIC logo is a stylized 'B,' the letter that stands for 'Buddh' and for 'Bharat.' The orange, green and white colours used in the logo are representative of the Indian flag, while the curves in the stylized 'B' in the logo represent the lines of a racetrack.

## **Buddh International Circuit: fact sheet**

Length: 5.14km

Turns: 16

Highest point of elevation: 14m

Width of the track: Between 18m – 20m

Top speeds on the circuit: About 320km/h, for an F1 car

Total seating capacity: About 120,000

Approximate cost of building the track: US\$400 million

Distance from New Delhi: 40km approx.

FIA homologation scheduled in: end of July / mid-August 2011

Inaugural F1 race: 30th October 2011

## **About Jaypee Sports International Limited (JPSI)**

Established in October 2007, Jaypee Sports International Ltd., a subsidiary of Jaiprakash Associates Ltd. (JAL), is well on its way to completing the construction of India's premier motorsports destination – Buddh International Circuit (BIC) – which will host India's first ever F1 Grand Prix in October 2011. In addition to F1, the track is also expected to host other top-level international motorsports events from 2012 onwards.

BIC will be a part of Jaypee Sports City, which is spread over 2,500 acres. This facility will include a Cricket stadium that is being developed in two phases and which will have a seating capacity of 100,000 people. There will also be a hockey arena, a sports training academy and infrastructure for other sports.

Jaypee Sports City, the country's first fully integrated megacity built around a sporting lifestyle and featuring premium residential and commercial spaces, has been designed by world-renowned architects and planners, SOM. One of the world's leading design consultants for the hospitality, leisure and entertainment industries, SOM has made a significant contribution to making Jaypee Sports City the best of its kind anywhere in the world.