



Big buzz at Edinburgh International Science Festival inauguration at Bhartiya City

Bengaluru, August 30, 2013:

Edinburgh International Science Festival (EISF) - the most exciting science festival in the world commenced today at Bhartiya City in Bangalore. At the inauguration of the 10-day long festival, the excitement of the children thronging the science carnival was palpable - as EISF more than lived up to its promise of making Science fun, exciting and engaging for young minds.

The festival, a first for India, was inaugurated at the Discovery Centre of Bhartiya City by Mr. Krishan Byre Gowda, Minister of Agriculture for State of Karnataka and Mr. Rajiv Gowda, Professor -IIM Bangalore and Board Member Reserve Bank of India, in the presence of Mr Ian Felton, Deputy High Commissioner of Britain, Mr. Simon Gage, Director and CEO of the EISF, Mr. Rajiv Bakshi, Vice President - Marketing, South Asia, Discovery Networks Asia Pacific and Mr. Snehdeep Aggarwal, Chairman of Bhartiya Group. As a special gesture 200 children from Catholic Club Orphans Trust were invited for the inauguration, to experience and enjoy the various zones of the Festival, free of cost.

Inaugurating the Festival, Mr. Krishna Byre Gowda, Honourable Minister said "I am really proud that Bengaluru is hosting the most exciting and one of the oldest science shows in the world. Thanks to the efforts of Bhartiya City and the British High Commission, thousands of young children will get an opportunity to experience the wonders of science in an interactive way at the Edinburgh International Science Festival"

Speaking on the occasion, Mr. Rajiv Gowda, said, "India has great history of science and mathematics, and Indians have an innate interest in these subjects, especially when it is brought alive through interesting demonstrations. Festivals of this kind help in kindling children's interest and nurturing their love of the subject in its myriad forms. I am confident that every child who visits the Edinburgh Science Festival will come away highly enthused and enriched."



Also present on the occasion, Mr Ian Felton, said, “The UK is among the world’s top research nations with a track record of excellent research and a vibrant entrepreneurial ecosystem. The UK has won 77 Nobel Prizes in science and technology and is now 3rd in the 2013 Global Innovation Index which recognises innovation as a driver of economic growth and prosperity. India leads the group of Central and Southern Asian countries and Bangalore is a great science and IT hub. So the UK and India are natural partners in science. I congratulate Bhartiya City for pioneering the Edinburgh International Science Festival in India.”

As a proud host **Mr. Snehideep Aggarwal, Chairman Bhartiya Group** added “We are extremely excited to host the Edinburgh International Science Festival, the most exciting science festival in the world that comes to India after 25 years of its founding. The festival shall engage our youth and spark their curiosity in Science and Technology. This festival is a part of our long term plans to develop Bhartiya City as place where science, art and culture get deserved prominence.”

Dr. Simon Gage, Director and CEO of the EISF, said, “We are thrilled to bring the EISF to India for the first time. We are happy to be working in partnership with Bhartiya City, Art Konnect and MyCity4Kids on this brand new initiative. From 30 August to 8 September, Bhartiya City will host some of our best-loved shows and workshops as we transfer the wonder and excitement of Edinburgh’s world famous Science Festival to India. This Festival is a bold first step in our plans to present our works and bring our Science Festival to a nation that is currently making incredible advances in science and technology. British Council and the Scottish Government too have played an important role in bringing the Festival to India”.

Rajiv Bakshi, Vice President- Marketing, South Asia, Discovery Networks Asia Pacific, said, ““Discovery Kids' brand proposition is to ignite children’s imagination and stimulate learning through diverse and high quality content. To reach and engage children, we will continue to invest in events and platforms that demonstrate the brand values in exciting and differentiated manner.”

Also present on the occasion, **Harshad Jain – Business Head, Radio & Entertainment – HT Media** said “It gives us a lot of pleasure to partner with Edinburgh Science Festival. This is the first time something as unique as this is happening in Bangalore and as the leader station we have associated with them. We at Fever believe in offering our listeners with the best that is happening in the city and this association is a step in the same direction”.



The Science Festival is a strategic initiative by Bhartiya City, committed to curating exceptional cultural programs to engage and inspire the country's youth and promoting culture, science and technology. The event is co-presented by Discovery Kids, powered by Horlicks Promind in association with British Council, Art Konnect and mycity4kids.com.

The Festival expects around 50,000 visitors that include school children and their parents. It has something for every age group, children and grown-ups alike. Few examples,

- During ER Surgery students gain first-hand experience in the workings of an operating theatre and what it's like to be a doctor. Each student helps to treat a deep leg wound and performs keyhole surgery using real surgical equipment. They gain experience with a minor surgical procedure to remove a cyst and learn how and why blood samples are taken.
- During Splatastic students explore the properties of different polymers. They play with different polymers before making some of their own. Students make their own colourful goeey snakes, observe a liquid-to-solid chemical reaction, produce their own designer slime and test the slime on the Splatometer.
- In Adventure Robots, participants build and control Lego Mindstorm Robots by learning to use basic computer programming software.
- In Math Masters students learn tips and tricks for super fast mental math calculations and solve puzzles to develop lateral thinking.

Latest information about the festival, including program guide and ticketing can be found at www.sciencefestival.in To give visitors the opportunity to attend and plan ahead, the festival will implement a ticket system at a nominal rate. Families can plan their visits and buy their tickets online by visiting www.mycity4kids.com or www.bhartiyacity.com/eisf Tickets will also be available at the festival entry for those who are unable to plan their visits in advance.



Festival Timings:

Weekdays: Monday to Friday
For Schools: 10:00 am – 2:00 pm
For Public: 4:00 pm – 8:00 pm

Weekends: Saturday and Sunday:
Public: 11:00 am – 7:00 pm

About Bhartiya City:

Bhartiya City is an integrated city spanning 125-acres, under development near Hebbal in Bangalore. With residential, commercial, IT SEZ, hotels/convention and retail districts, it is envisioned as the largest development of its kind within any metro limits in India. The result of collaboration between master-planners, architects, engineers and interior designers from around the world, the City brings a characteristic architectural flavor that makes the best of global urban design uniquely Indian. With a large hospital, 6-acre Central Park, schools and easy access to the airport and other parts of Bangalore City, Bhartiya City is intended to become a residential, entertainment, cultural and commercial hub. Residences in a wide variety of formats and price points to suit many types of Indian families are available under the Nikoo Homes brand.

Bhartiya City is being developed by Bhartiya City Developers Pvt Ltd. Bhartiya International Ltd, an associate company, is a 25 year old firm listed on NSE and BSE, and marks the entry of India's largest player in the leather fashion industry into real-estate development.

www.bhartiyacity.com

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About Edinburgh International Science Festival

Edinburgh International Science Festival, founded in 1989, is an educational charity that encourages people of all ages and backgrounds to discover the wonder of the world around them. Best known for organising **Edinburgh's annual Science Festival** – the world's first celebration of science and technology, is still one of the greatest. The event places emphasis on giving audiences amazing experiences that are inspiring and confidence-building. Festival is also committed to communicating the excitement and benefits of science in innovative and engaging ways throughout the year through large scale international partnerships with overseas Science Festivals and an education programme that tours nationwide.



With 25 years experience in creating high quality and engaging science events, Edinburgh International Science Festival is a world leader in its field. EISF's flagship program of events for children and families is internationally renowned and features highlight events like ER Surgery, where children get to operate real surgical tools, Splat-tastic which teaches children about chemistry while designing their own slime and The Coldest Show on Earth – a high impact show which subjects everyday items to extreme temperatures, with shattering results!

About MyCity4Kids.com

Mycity4kids.com helps parents unearth the best their city has to offer kids in and around the neighborhood - from playschools and schools, hobby and sports classes to fun events, summer camps and workshops. It is an online marketplace where parents can search for information related to kids services, look for recommendations and make a booking by either paying online or in cash.

About Art Konnect

Art Konnect is a specialized entertainment marketing firm with focus on creating IPR based live events specifically designed for the market and audience. The IP's that Art Konnect develop are based on in-depth market knowledge and are target audience specific spread across key market segments helping brands and partners realize their business objectives.

SPONSORS

Presented by: **Bhartiya City**

Co-Sponsor: **Discovery Kids**

Powered by: **Horlicks PROMIND**

Produced by: **Art Konnect**

ASSOCIATE SPONSOR:

Associate Partner: **British Council and Scottish Government**

INDIA SCIENCE PARTNER: Science Adda, Funlab, modelshop.in, Science Utsav, Crazy Science

Financial Partner : **PnB Metlife**

Healthcare Partner: **Columbia Asia**

Hospitality Partner: **Movenpick**



Education Partner: **mylearnbuddy.com**
School Partner : NIE
PR Partner: **Lexicon**
Radio Partner: **Fever 104**
Airline Partner: **Indigo**
Corporate Partner: **Les Concierge.**
Innovation Partner: **Lenovo**

TICKETING PARTNER:
mycity4kids.com
ticketgenie.in

For more information about the festival and/or how you can buy tickets, visit

www.sciencefestival.in

For further media information, please contact:

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