

## **Lodha's 'Park' Project Gets Unprecedented Response**

Amidst all the gloom about the Indian economy, the Lodha Group's recently launched master planned neighbourhood in Worli The Park, has witnessed unprecedented interest with over 450 bookings worth over Rs. 2500 crores being received on the first day of the applications being accepted. Abhishek Lodha had launched The Park with actor Aishwarya Rai Bachchan as the brand ambassador at a widely publicized press event last fortnight. This was followed by a global launch in 7 cities – Mumbai, Dubai, Delhi, Kolkata, Pune, Ahmedabad and Surat. Applications to purchase units have been received from across the country, along with strong interest from NRI's in the UAE and USA, a company press release has stated.