

## **Lodha launches South Mumbai's largest private landscape, 'The Park'**

*~India's first true urban oasis, located in the heart of South Mumbai~*

- *"Park on a hill" architecture inspired by the great urban parks of the world like Hyde Park in London, and Central Park in New York*

**August 19th, 2013, Mumbai:** The Lodha Group, the country's largest developer, announced a new masterplan district called 'The Park' in Mumbai today. The Park is located at Worli, on the property purchased last year for Rs. 2727 crores from DLF. The Lodha Group plans to develop a variety of different projects around this park, ranging from high rises, town houses, luxury retail and even a few select bungalows.

Located at the start of the Golden Mile – a confluence of the most premium residential and commercial developments, the finest hotels, luxury retail malls and buzzing entertainment hubs, with magnificent sea views and proximity to key business hubs – The Park combines the beauty of serene yet energetic living, the harmony of tradition and modernity, and the balance of nature and luxury.

A part of the 17 acre property has been exclusively designed as a tribute to nature with 7 acres of world class landscapes set on top of a 70 feet tall 'hill' at Worli, South Mumbai. Inspired by the great urban parks around the world, The Park offers an ideal urban lifestyle, one that is currently not possible in Mumbai. With over 7-acres of space, which is equivalent to 6 football fields put together, or about 1.5 times the size of the world's largest cricket ground - the MCG (Melbourne Cricket Ground), The Park is a tapestry of experiences, pulsating with vibrant life and activity, so rich it would take a lifetime to enjoy all of them.

Unveiling The Park, **Abhishek Lodha, Managing Director, Lodha Group**, said, "We could not be more thrilled to share with you 'The Park' - the latest addition to our gamut of existing world renowned developments. Around the world, the finest living spaces are set alongside great parks that become an intrinsic part of the lifestyle of the residents of these iconic residences. Mumbai, with its current wave of development and rising aspirations of its residents, deserves great quality open spaces which enrich the living standards. Inspired by the great urban parks of the world, 'The Park' is a rich landscape designed

to provide a multitude of experiences and a diverse range of environments for residents to enjoy. We will be offering various different projects around this great neighbourhood, which will offer a truly global luxury living experience for the well-traveled and discerning residents. These residences will deliver a great opportunity to those looking for a secluded, peaceful lifestyle within the bustling city. This is the very first time that a master plan has been prepared for a development in South Mumbai and different world class designers, architects and brands will come together to create a truly unique variety of mixed use development around this wonderful park, much like the development around Central Park in New York. As a company that truly believes that world-class living is something that every Mumbaite should experience, we are extremely pleased to have brought yet another world class proposition to Mumbai and hope that this will inspire several more great developments which uplift the standards of real estate in Mumbai”.

He went on to add, “The Lodha Group will invest thousands of crores in the development of The Park. During the construction phase, we expect to generate more than 5,000 direct jobs, including 1,000 white collar jobs like those of architects, engineers and interior designers. This large development will also support more than 10,000 indirect jobs in allied industries like cement, steel, tiles, cables, etc. Once The Park is completed, it will give rise to over 500 full-time jobs in the areas of facility management, housekeeping, horticulture and retail. The launch of The Park today is a vote of confidence that brings in much needed investment for the Indian economy.”

- ***17.5 acres of the ultimate living experience at Worli, South Mumbai***
  - ***A luxury urban retreat in the heart of the city***
- ***7 acre private park - the largest private landscape in Mumbai***
  - ***Generating over 15000 jobs.***

Speaking on the development, world renowned style icon and actor, Mrs. **Aishwarya Rai Bachchan**, **future resident and brand ambassador for the Park** said, "The Park is an outstanding development, at par with the best internationally. I am delighted to be associated with the Lodha Group on this new and innovative project. I have been on many journeys, but have yet to discover a place like this.....right here. With such captivating natural beauty, breathtaking design, and limitless convenience waiting at home, going back to The Park is surely something to look forward to."

'The Park' by Lodha will be a fully-integrated community with a choice of playgrounds and a tree house for children, a retail plaza, concierge services, a range of gourmet dining options to choose from, a magnificent clubhouse framed with hanging gardens and trees, and India's first Evander Holyfield gym. With 85% of the development consisting of open spaces, including organic gardens, picnic gardens, a wetlands garden and a butterfly island, The Park offers a variety of delightful experiences to explore. Prospective buyers can expect the highest standard of finishing, services and customer care – elements which are at the heart of our promise to deliver experiences which are unmistakable, unforgettable and consequently, unmissable.

'The Park' has been designed by WOHA, Singapore – the world's most recognized architects for Green hi-rises and 'P-Landscape', Thailand – a firm well-known for its world class landscapes, primarily in hospitality projects across Asia.

### **The Lodha Group:**

Established in 1980, the Lodha Group is India's No 1 real estate developer. The Group is currently developing in excess of 35 million sq. ft. of prime real estate, with over 30 projects in and around Mumbai, from Nepean Sea Road to Dombivali. The Group has further extended its promise of luxury living with successful projects in Hyderabad and Pune. The Lodha Group has several landmark developments to its credit, including World One - the world's tallest residential tower, Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, and Palava - India's most livable city, spread over 4,000 acres and located close to the upcoming Navi Mumbai international airport. The Group has made history by achieving the world's first billion dollar pre-launch for a prime South Mumbai project that received IPO style applications exceeding Rs. 5,400 cr.

The Group has also recorded the biggest land deal in India till date, buying a plot for Rs. 4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA), where it is developing New Cuffe Parade, a world-class mixed use development set to become the new city centre of Mumbai. Continuing to set new benchmarks, the Group completed acquisition of a 17-acre prime land parcel in Worli for Rs. 2,725 cr., the largest realty deal in 2012.

Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices to large-scale office campuses to signature boutique offices for growing businesses. The Group's tremendous success has been marked by financial investments from the finest global investors. The Group currently employs over 3200 associates and provides site-based employment to over 25,000 workers. And going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.