

THE
HOUSE OF
ABHINANDAN
LODHA



New Generation Land™

AT

THE FOOTHILLS OF
MATHERAN

INVEST IN THE LAP OF NATURE

New Generation Land™ just **2 hours** from Mumbai

187% Investment Growth Potential in the next decade

Major Infrastructure Projects to Drive Appreciation - NMIA & NAINA

Infra Growth corridor between two Protected Eco-tourism hotspots



LEGACY OF LAND BY THE HOUSE OF ABHINANDAN LODHA

Land has shaped the world we have lived in influencing history, civilizations, kingdoms, and our lives as we know it. And yet, in the last few decades, land has lost its lustre. We are here to precisely change that. A promised-land where everything is as it's meant to be - simple, easy, beautiful. Think technology. Think an idyllic future. Think wonder. Think bold new experiences for one and all. With locations that are scouted and hand-picked. Habitats that are curated to exceed expectations. Amenities that surround and create lifestyles people can only dream of. Communities that thrive and regain a lost sense of everyday joyous living.

We're here to make land amazing again.

We are the House of Abhinandan Lodha. We are a consumer tech brand that is disrupting land buying by leveraging technology to make land more accessible, flexible, and secure. We're breaking old traditions and bringing land ownership into the 21ST century, making an age-old asset young again, for now and for generations to come. We want to help our consumers create wealth that lasts generations. We envision you as a part of our family. A family that grows, prospers, and creates a legacy together. We aren't with you just for the long run, we are with you forever.

We are not just reinventing land buying. We are taking every transaction, every experience, and every step of the journey into the new. New Generation Land™ is how we bridge the gap and bring people closer to their dreams. Lay the foundation for your modern-day legacy, in this bold new world. Can you imagine land buying with transparency, standardization, user-friendliness, democratization, credibility, and complete digitalization? No hassles, just swift movement towards owning your very own New Generation Land™.

INCREDIBLE CONNECTIVITY AND AN EMERGING SECOND HOME MICRO-MARKET FOR MMR

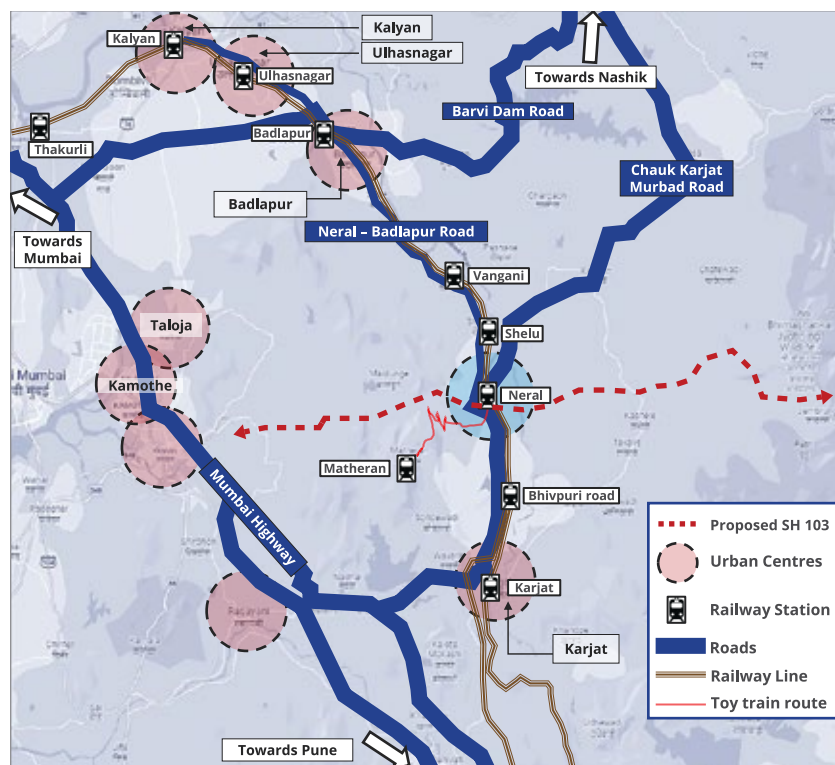
Our location, The Foothills of Matheran is well connected to nearby urban centers as well as nearby cities like Mumbai, Pune and Nashik, through an extensive network of roads and railways.

It lies central to Mumbai and Pune, just a short 2 hours away from both Metropolises. The State Highway 79 connects you to Karjat – Neral road and Mumbai, to the NH 4 and Pune, the Karjat Murbad Road and Neral Badlapur Road.

The nearest railway station – Neral Junction, lies just 15 mins away and is a major junction for trains from Mumbai and Pune and is thus rightfully known as the railroad junction. Shelu Railway station on the central suburban line is also just 20 minutes away.

Neral has been declared an Industrial Free Zone as it lies at the foothills of Matheran and close to Bhimashankar Hills.

This micro market is an emerging second home destination for MMR.



EXPERIENCE THE BEST OF NATURE

Green Infra Growth Corridor

Lying between the Eco-sensitive zone of Matheran and the Bhimashakara Wildlife Sanctuary, our project is located in a green infra growth corridor which is surrounded by a treasure trove of Natural wealth and beauty.

UNESCO World Heritage

This entire region is part of the Western Ghats – a UNESCO world heritage site and one of the 36 bio-diversity hotspots* of the world. (*areas which overall constitute only 2.5% of land area, but which support over 50% of the world's plant species and 43% of bird, mammal, reptilian, and amphibian species as endemics). These are some of the richest and most important ecosystems in the world and are heavily protected by the government to ensure conservation of our global biodiversity.

Natural Bounty

The foothills lie in the perfect niche in-between this natural corridor, surrounded on all sides by this incredible natural bounty which will remain protected for generations.



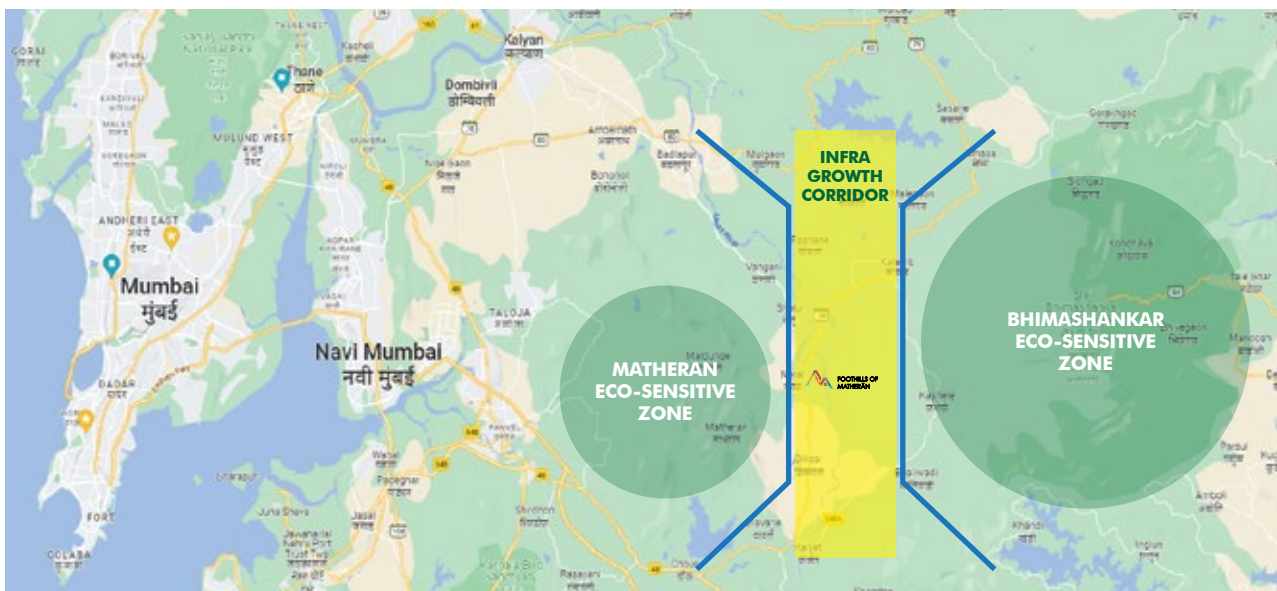
NATURE IN THE BACKYARD OF MUMBAI

Matheran Eco-Sensitive Zone

On one side you have Matheran which literally means forest on the top of the mountains.

This is a demarcated Eco-sensitive zone(ESZ) comprising an area of 214 sq.km. All types of industrial, developmental, and vehicular activities are restricted in this zone, making Matheran unique amongst hill-stations of Asia. It experiences a cooler climate throughout the year (23.2°C mean annual temperature) and experiences heavy rainfall during the monsoon (4073 mm mean annual rainfall).

The landscapes of Matheran are filled with forested plateaus, evergreen hillslopes, dense valley forests, non-perennial streams, manmade lakes, clearings near forest paths and limited human habitation. The hills also boast one of the largest collections of medicinal plants and herbs in the country.



Bhimashankar Wildlife Sanctuary

On the other side lies the Bhimashankar wildlife sanctuary, spread over an area of 131 sq. km, and also recently declared as an eco-sensitive zone. It is home to the highly endangered Indian Giant Squirrel, locally known as Shekru and which is the state animal of Maharashtra. This region is part of the Sahayadri range of the Western Ghats and stretches from Neral to Pune.

A NEW AIRPORT

THE MEGA SEED OF INFRASTRUCTURE GROWTH AND DEVELOPMENT

Around the world, new airports have been the catalysts of both Economic and Development growth. The aviation Industry supports \$3.5 Trillion in world Economic Activity (4.1% of the Worlds GDP) both directly, indirectly, and through induced activities such as Tourism.

The Navi Mumbai International Airport is being built at a cost of ₹16,000 crore to provide much needed support to Mumbai's Chhatrapati Shivaji International Airport and will have an initial capacity of 10 million passengers each year to start off, rising up to 60 million passengers a year by 2032.

This development has already led to property prices appreciating in surrounding regions by an annual 11-12% per annum*.

Other examples of incredible appreciation of property prices in the surrounding regions of the launch of new Greenfield airports show a similar strong growth Story.

*Data by International Property Consultant



The region around the Noida International Airport at Jewar has witnessed **12-14%** growth* per annum

The region around the MOPA International Airport at Goa has witnessed **8-10%** growth* per annum



NAINA

NAVI MUMBAI AIRPORT INFLUENCE NOTIFIED AREA

To prevent the haphazard development in the surrounding areas of Navi Mumbai International Airport, CIDCO has proposed the NAINA project, that will be developed over 474 sq.km of land surrounding the Navi Mumbai International Airport and cover 224 villages of Raigad.

NAINA and its surrounding region is expected to see incredible growth and its strategic location and planned development as a modern city is expected to lead to incredible economic growth and development of infrastructure.

NAINA enjoys proximity of Navi Mumbai and has influence of Navi Mumbai International Airport (NMIA), JNPT (Jawaharlal Nehru Port Trust), and proposed transport corridors viz. Multi-Modal Corridor, Mumbai Trans Harbor Link (MTHL), Dedicated Freight Corridor (DFC), JNPT SPUR, etc.



NAINA

PROPOSED INFRASTRUCTURE

CIDCO has planned to build an incredible network of Social Infrastructure to ensure a Global standard of urban living for its citizens.



Social Amenities

27 Community Centres
27 Shopping Complexes



Educational Facilities

27 School Playgrounds | 26 Schools | 3 Colleges



Public Utilities

4 Fire-stations | 7 Police Stations | 5 Burial/Cremation Grounds



Parks & Playgrounds

39 Parks | 39 Playgrounds | 1 City-level park

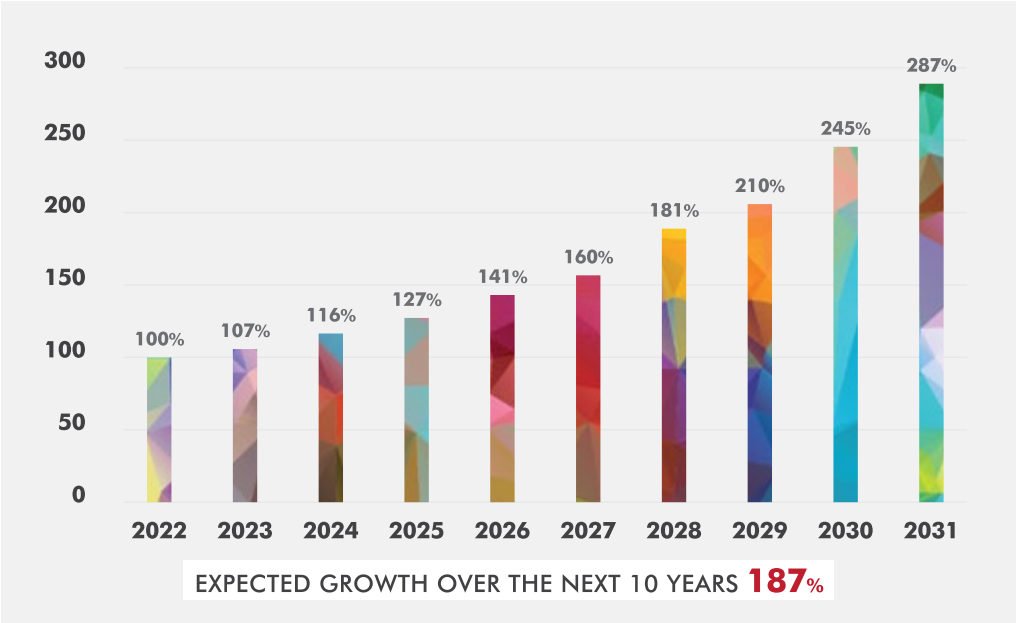


Healthcare Facilities

20 Primary Health Centres
7 General Hospitals

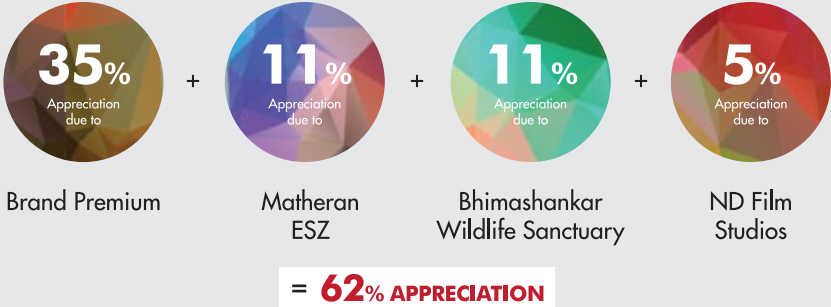
WHAT MAKES THE **FOOTHILLS OF MATHERAN** THE INVESTMENT DESTINATION OF THE YEAR?

Expected Percentage Appreciation of Plotted Land in the Foothills of Matheran

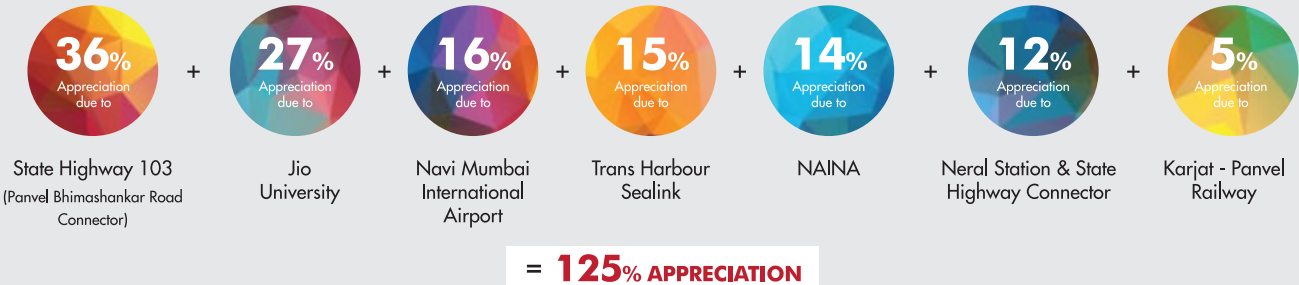


THE BELOW DRIVERS ADD TOGETHER TO CONTRIBUTE TO AN EXPECTED 187% GROWTH OVER THE NEXT DECADE FOR LAND IN THE FOOTHILLS OF MATHERAN

EXISTING DRIVERS OF GROWTH:



UPCOMING DRIVERS OF GROWTH:



Disclaimer: Based on research by an International property consultant

Please turn over to see how these drivers affect the appreciation story for plotted land in the region



Brand Premium

The presence of branded developers will fetch a premium and ensure that the value of the project keeps increasing.



Matheran ESZ

Matheran and its surrounding areas in Maharashtra have been declared an eco-sensitive zone, putting a cap on industrial and other development in this region and will keep this region pristine for future generations to enjoy. This will be a future tourism hotspot.



ND Film Studios

A film studio, Bollywood theme park and the site where many films and reality shows have been shot – Jodha Akbar, Bigg Boss and more.



Bhimashankar Wildlife Sanctuary

Also declared as an Eco-sensitive zone, this is home to a large number of endemic species such as the Indian Giant Squirrel, Leopard Panthera pardus, Golden Jackal, Sambar, Barking deer, Rhesus Macaque and more and will be a future tourism hotspot.



State Highway 103 (Panvel Bhimashankar Road Connector)

24 m wide SH-103 has been proposed connecting Panvel to SH-54 at Bhimashankar, which further connects to the Pune–Nashik Highway and will reduce the travel time to 45 min from Neral to Panvel. 50% completed and expected to be operational by 2023.



Trans Harbour Sealink

Mumbai Trans-harbour sealink to be ready in 2022 and will improve connectivity from South Mumbai to Central and Southern parts of Maharashtra by reducing travel time by atleast 30-60 minutes.



Jio University

A multidisciplinary institute with world-class facilities to be set up on an 800-acre land parcel in Karjat with a ₹1500 Cr investment from the Reliance group and will create both jobs and development in the region.



Navi Mumbai International Airport

Navi Mumbai International Airport is a greenfield international airport being built by the CIDCO in the city of Navi Mumbai, India. It will serve in parallel with the existing Chhatrapati Shivaji Maharaj International Airport (CSMIA) as India's first urban multi-airport system.



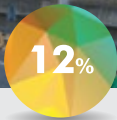
NAINA

A planned development for the region surrounding the NMA airport to ensure that there is no haphazard growth. This region is expected to become a full functional smart city by 2035.



Karjat - Panvel Railway

A 56 km railway line is under construction between Karjat and Panvel, It is expected to be completed by 2024 and will greatly improve connectivity to Karjat and surrounding regions.



Neral Station & State Highway Connector

An internal road has been proposed in Neral connecting Neral Railway Station – Peshwai road – Karjat Murbad Road – proposed SH-103. The road is under construction and is expected to be completed by 2024. This will enhance the connectivity of various areas in the region.

EXISTING INFRASTRUCTURE AND THINGS TO DO



Major Rail Junction at Neral



2 hours by road from both Mumbai and Pune



Tourism Infrastructure – A location with infinite possibilities



15 kms from Matheran toy train to relive your childhood summer memories.



A trek to Bahiri & Kondane caves to satiate the explorer in you.



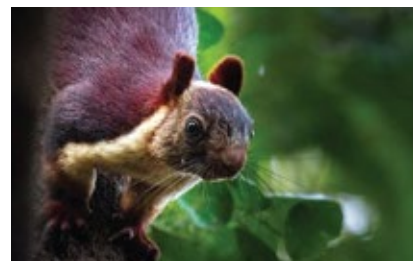
For the Bollywood buff, explore ND studios – the birth site of many a blockbuster hit



Walk amidst the mesmerizing fireflies while hiking at Rajmachi.



Sondai Fort, Irshalgad Fort, Kothaligad fort – A new fort for a new history lesson every weekend.



A chance to catch a glimpse of wildlife at the Shri Bhimashankar Jyotirlinga Wildlife Reserve.



Make a pitstop at the Karnala Bird Sanctuary on your way.



Delicious meals with the most scenic views - Saltt Restaurant and Resort, Namak Restaurant, Visawa Restaurant-Karjat & more



A CHANCE TO REMINISCE CHILDHOOD DREAMS.


For those who spent their childhood in Mumbai and Pune, long before the development of Lonavala and Alibaug, weekend trips, school picnics, often meant a movie, or a waterpark – but what these kids’ looked forward to the most, was that special occasion – a trip to the hills of Matheran.

A unique experience like no other. A town where the noise and bustle of the city disappeared. The harsh blare of honking cars was replaced by the sound of the birds and the sounds of hooves. The pollution replaced by the clean crisp air of the forests.

Along with the heat and chaos of the city you left behind, you also left behind all your worries and problems and immersed yourself into an experience that was part of almost everyone’s core childhood memories.

A journey on the British-era toy train, long and bouncy horseback rides, beautiful vistas with incredible sunrises and sunsets, and most importantly – memories that lasted a lifetime.

Here’s a chance to live a life like this again and give your children a chance to build their own core childhood memories.



THE HOUSE OF ABHINANDAN LODHA

New Generation Land™

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The House of Abhinandan Lodha



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