



AYODHYA

LEGACY FOR THE CHOSEN FEW

THE SARĀYU®
— AYODHYA —

L
THE LEELA
PALACES HOTELS RESORTS
HOSPITALITY PARTNER

THE
HOUSE OF
ABHINANDAN
LODHA

YOUR ONLY
GATEWAY TO
AYODHYA

'HOUSE OF ABHINANDAN LODHA' HAS BEEN ESTABLISHED IN 2020 AND IS NOT, IN ANY MANNER, ASSOCIATED WITH 'LODHA' OR 'LODHA GROUP'.

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THE HOUSE OF ABHINANDAN LODHA®

TRANSFORMING AYODHYA'S INVESTMENT LANDSCAPE

The House of Abhinandan Lodha® (HoABL), India's largest branded land developer, was among the first to spot and institutionalise Ayodhya's land market. HoABL offers investors a secure and transparent way to participate in this transformation.

Ayodhya's rise as the world's top spiritual destination with ₹1.5 lakh Crore+ investments and a 300–400% rise in land prices is creating a new real estate market projected to grow 12–20X in a decade, yielding 18–24% rental returns.

A spirituality-led, policy-protected, high-growth opportunity; Ayodhya is no longer just a pilgrimage; it is a portfolio essential.

HOME TO A STAR-STUDDED COMMUNITY.

From industrialists, entrepreneurs, CXOs to filmstars, The Sarayu® Ayodhya is the first and only choice today for anyone seeking an exclusive community of like-minded people, backed by a superb product.

60%

INVENTORY
SOLD OUT

6 LAKH+

SQUARE FEET
LAND SOLD

300+

FAMILIES
ONBOARDED

15+

COUNTRIES

60+

CITIES



**MR. AMITABH
BACHCHAN**



**MR. RANBIR
KAPOOR**

BUSINESS LEADERS
MAJORITY OF OUR CUSTOMER BASE

NRI OWNERSHIP
17%

**CXOs FROM TOP
COMPANIES**



AYODHYA'S

LEGACY ON THE RISE



AYODHYA STANDS AT THE INTERSECTION
OF LEGACY AND TRANSFORMATION.

Known as the birthplace of Lord Ram and the heart of the Ramayana, Ayodhya has, for centuries, stood as a symbol of faith, righteousness, and cultural continuity.

As the **birthplace of belief**, it holds a significance few places in the world ever will.

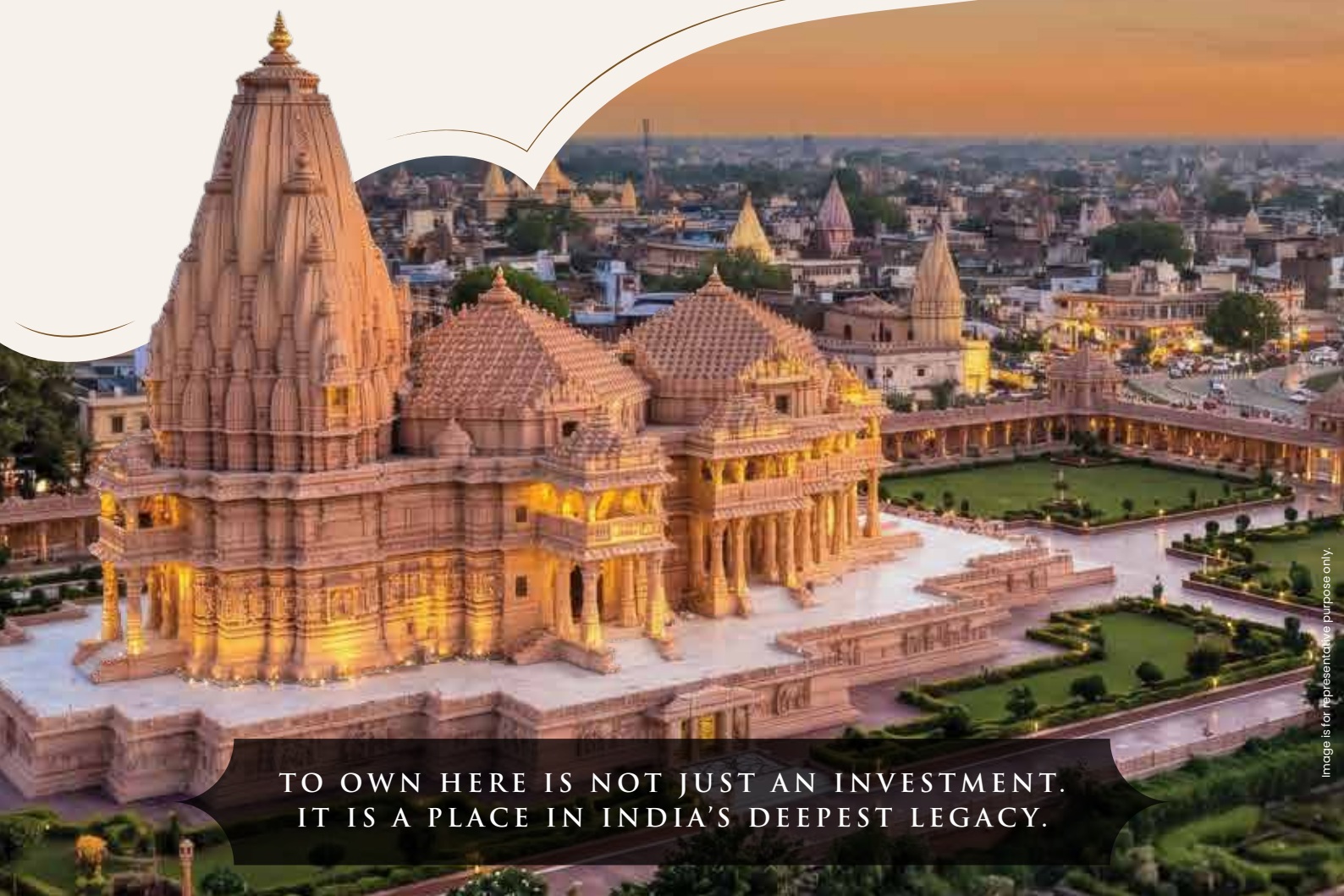
As a **civilizational anchor**, it has endured time yet never lost its meaning.

As a **spiritual identity**, it belongs to every Indian across generations.

Today, as Ayodhya enters a new era of growth, its legacy is no longer just to be witnessed but to be a part of.



A LEGACY THAT HAS SHAPED OUR HISTORY
IS NOW SHAPING OUR FUTURE.



TO OWN HERE IS NOT JUST AN INVESTMENT.
IT IS A PLACE IN INDIA'S DEEPEST LEGACY.



IS WHAT OUTLIVES US.



AYODHYA IS NOT JUST A CITY-IT IS
A LIVING CONTINUUM.

THIS IS WHERE FAITH WAS BORN AND CONTINUES
TO SHAPE MILLIONS OF LIVES.



And as humans, we've always sought ways to outlast time itself – not through
words, but through what we build, own, and leave behind.

The most enduring legacies aren't fleeting. They are tangible. Rooted. Meant to be
held, passed on, and grown over generations.

It is what generations come back to – not out of habit but belonging.



IT QUIETLY SHAPES WHO WE ARE, AND
WHAT WE CHOOSE TO CARRY FORWARD



AYODHYA: A CITY OF FAITH, FOOTFALL, & FUTURE GROWTH

WHERE BELIEF LEADS, GROWTH FOLLOWS.

Ayodhya has always been a destination of faith. Today, it is also a destination of scale.

With a sharp and sustained rise in footfall, the city is witnessing a new phase of momentum - one that reflects not just devotion, but growing relevance.



~50 CRORE | FOOTFALL IN 2025

500X GROWTH IN TOURISTS



THE RISE

OF A SPIRITUAL CAPITAL THAT NEVER PAUSES

Ayodhya is evolving into a spiritual capital where devotion is no longer tied to moments, but sustained through the year. With infrastructure, connectivity, and faith coming together, footfall is set to reflect Kumbh-scale magnitude consistently, year after year.



66+ CRORE | MAHA KUMBH VISITORS



₹4 LAKH CRORE | UP TOURISM BY 2030



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A LEGACY FUELING INDIA'S FASTEST GROWTH STORY

\$1 TRILLION ECONOMY BY 2029-30

Ayodhya's transformation is being steered by a PMO-chaired **Ayodhya Monitoring Committee (AMC)**, **UP RERA**, and the **Ayodhya Development Authority (ADA)**, ensuring regulatory discipline and investor confidence. Ayodhya is now synonymous with business, branding, and rapid economic expansion. UP aims to transform into India's largest state economy by 2030 through investment, industrial growth and infrastructure development. **Ayodhya plays a pivotal role in the state's trillion-dollar roadmap.** This isn't just economic growth – it's legacy translating into momentum.



WHEN FAITH

CREATES DEMAND: AYODHYA BRIDGES THE SUPPLY GAP



126+ TOURISM PROJECTS | 50+ MOUs SIGNED

Infrastructure is catching up to a legacy that has always been ahead of its time. The hospitality infrastructure is racing to catch up with Ayodhya's unprecedented demand. As of early 2024, the city had an estimated ~1200 operational rooms. Leading national and international brands are entering aggressively—**The Leela, ITC, Marriott, Radisson, and IHCL**, among others, have either announced ventures or signed MoUs with the Uttar Pradesh government. What is following now is a natural next step – a wave of development that is shaping the city into a destination equipped for its scale.



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THE COMMITMENT BEHIND A SACRED SMART CITY

More than ₹1.5 lakh Crore has been committed to transforming Ayodhya into a modern "sacred smart city." The Master Plan 2031 alone accounts for ₹85,000 Crore, while a ₹75,000 Crore Defence Manufacturing Hub, backed by investors such as Trafalgar Square Capital, is taking shape nearby. Adding to this transformation is the ₹2,000 Crore Sarayu Riverfront Beautification Project, designed to redevelop Ayodhya's iconic ghats into a global spiritual promenade. The city also has strong solar ambitions, with large-scale renewable energy projects integrated into its smart infrastructure to ensure sustainable growth.

₹1.5 LAKH+ CRORE
TOTAL INVESTMENT

₹85,000 CRORE
MASTER PLAN 2031

₹75,000 CRORE
DEFENCE HUB

₹7,900 CRORE
INFRASTRUCTURE REVAMP



AIRPORTS, BULLET TRAINS, AND HIGH-SPEED ROADS

A CITY WELCOMING MILLIONS
NOW DEMANDS STRONGER CONNECTIVITY.

Ayodhya's Maharishi Valmiki International Airport is already seeing 3,500+ daily passengers, with expansion phases in progress. Rail corridors and national highway upgrades are simultaneously underway, creating a multi-layered access network. The **Delhi-Varanasi high speed rail corridor will cut travel time from Delhi to under two hours.**

6 MILLION
FUTURE AIRPORT CAPACITY

<2 HOURS
DELHI-AYODHYA TRAVEL TIME

₹12,000 CRORE
NHAI INVESTMENT



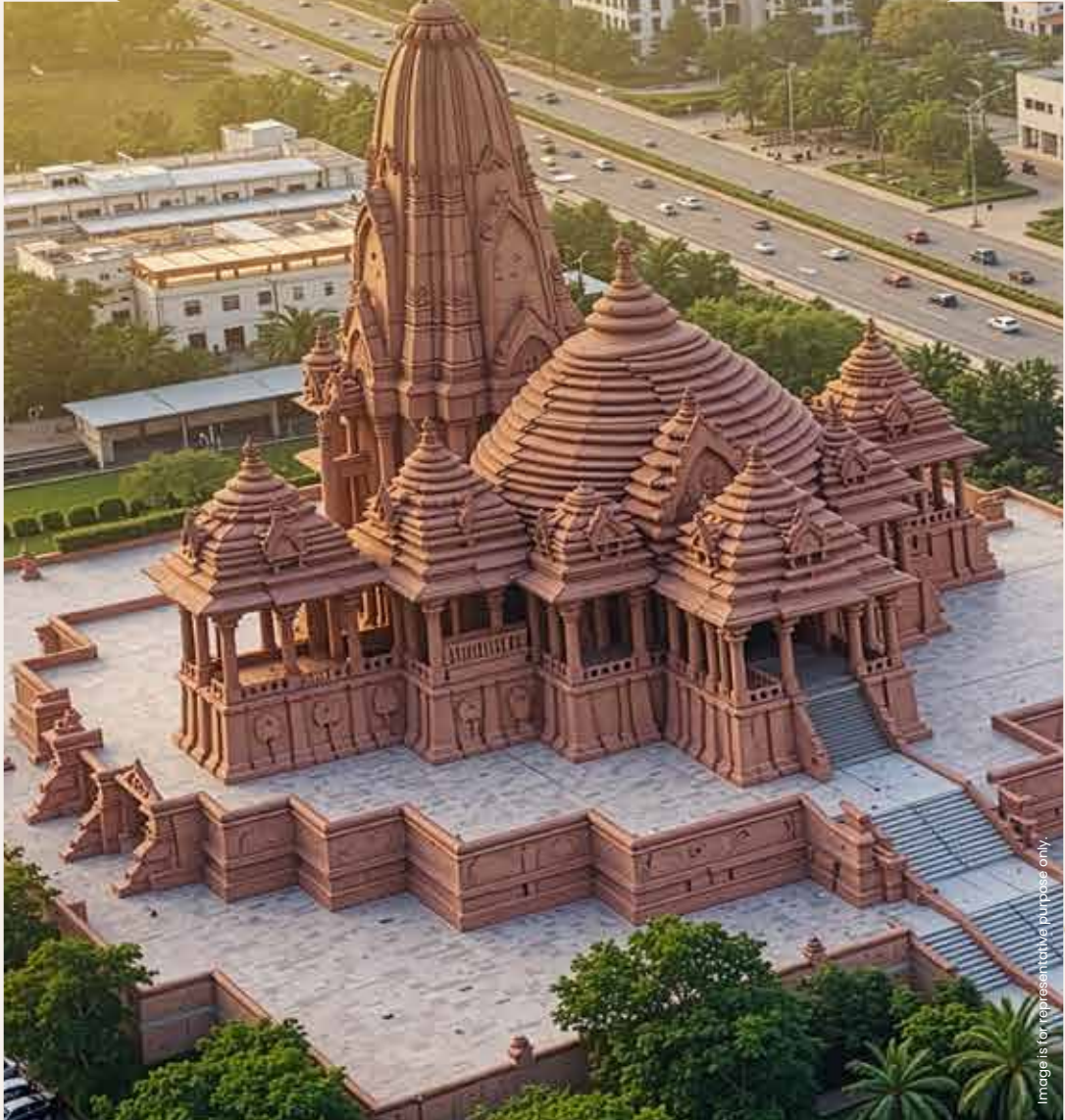


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MONUMENTS

DESIGNED FOR GLOBAL AUDIENCES

Ayodhya's new monuments are unapologetically ambitious. The **₹2,500 Crore, 251-metre Ram Statue** will be the tallest of its kind—towering over New York's Statue of Liberty (93 metres) and Rio de Janeiro's Christ the Redeemer (38 metres). A **₹750 crore Temple Museum, developed with Tata Sons**, and a **Ramayana Theme Park** will deepen Ayodhya's cultural appeal. Complementing these is the **Sarayu Cruise experience**, offering pilgrims and tourists a curated river journey showcasing Ayodhya's ghats, temples, and illuminated skyline.



251 METRES
RAM STATUE HEIGHT



₹750 CRORE
TEMPLE MUSEUM



₹2,500 CRORE
RAM STATUE INVESTMENT

Ram Statue: >6x taller

Ram Statue: >2x taller

Designed by Ram V Sutar

Lord Ram Statue
Ayodhya

Christ the Redeemer
Rio, Brazil

Statue of Liberty New
York

Statue of Unity
Gujarat

38 m

93 m

240 m

251 m

PRICE APPRECIATION BACKED BY REAL MOMENTUM

From ₹2,000/sqft in 2021 to ~₹15,000/sqft in 2026, the market has seen a sharp and sustained rise, with projections indicating continued upsides.

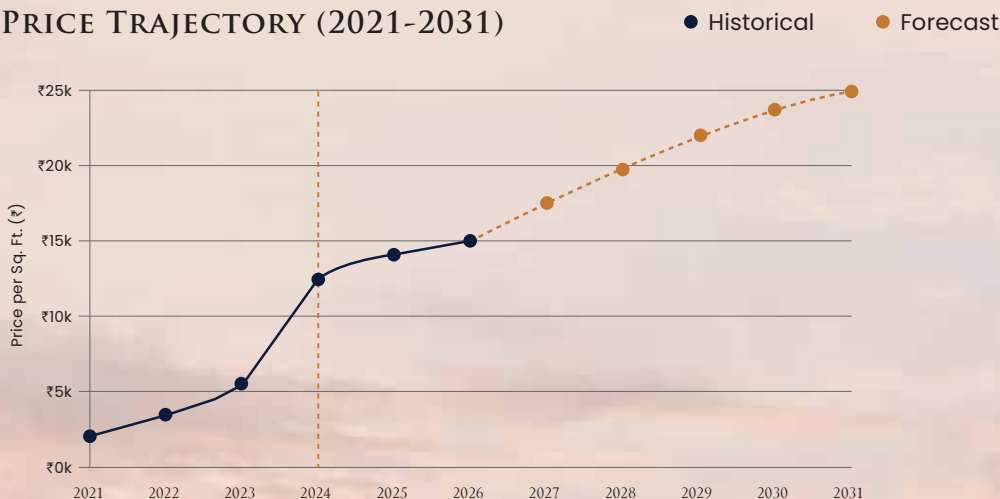
WHAT IS DRIVING THIS ACCELERATION?

The price trajectory reflects more than just increased interest; it signals a structural shift in the market. The sharp rise post-2024 marks a transition point, where demand began to scale rapidly while supply remained limited. Top international real estate consultants also estimate an **18-24% rental yield** for luxury villas in Ayodhya, reinforcing its appeal as both a lifestyle and investment destination.

6.5X
APPRECIATION (2026 VS 2021)*

SUSTAINED UPWARD TREND
2024 ONWARDS*

PRICE TRAJECTORY (2021-2031)



Source: Market Research Reports (Liases Foras, JLL), Local Registration Data

TWO FORCES DRIVING PRICE ACCELERATION

Price growth in Ayodhya is driven by clear locational advantages. Proximity to the Mandir and access to the Sarayu are emerging as the strongest value drivers, creating distinct micro-markets with significant price differentiation. **The Mandir Multiplier sees prices halve every 15 minutes' distance from the Mandir, while the Sarayu Surge drives riverfront plots to command 2-4X premiums.**

| 15 MINUTES

| DISTANCE HALVES PRICES

| 4X

| RIVERFRONT PRICE PREMIUM

DEMAND THAT SUSTAINS GROWTH

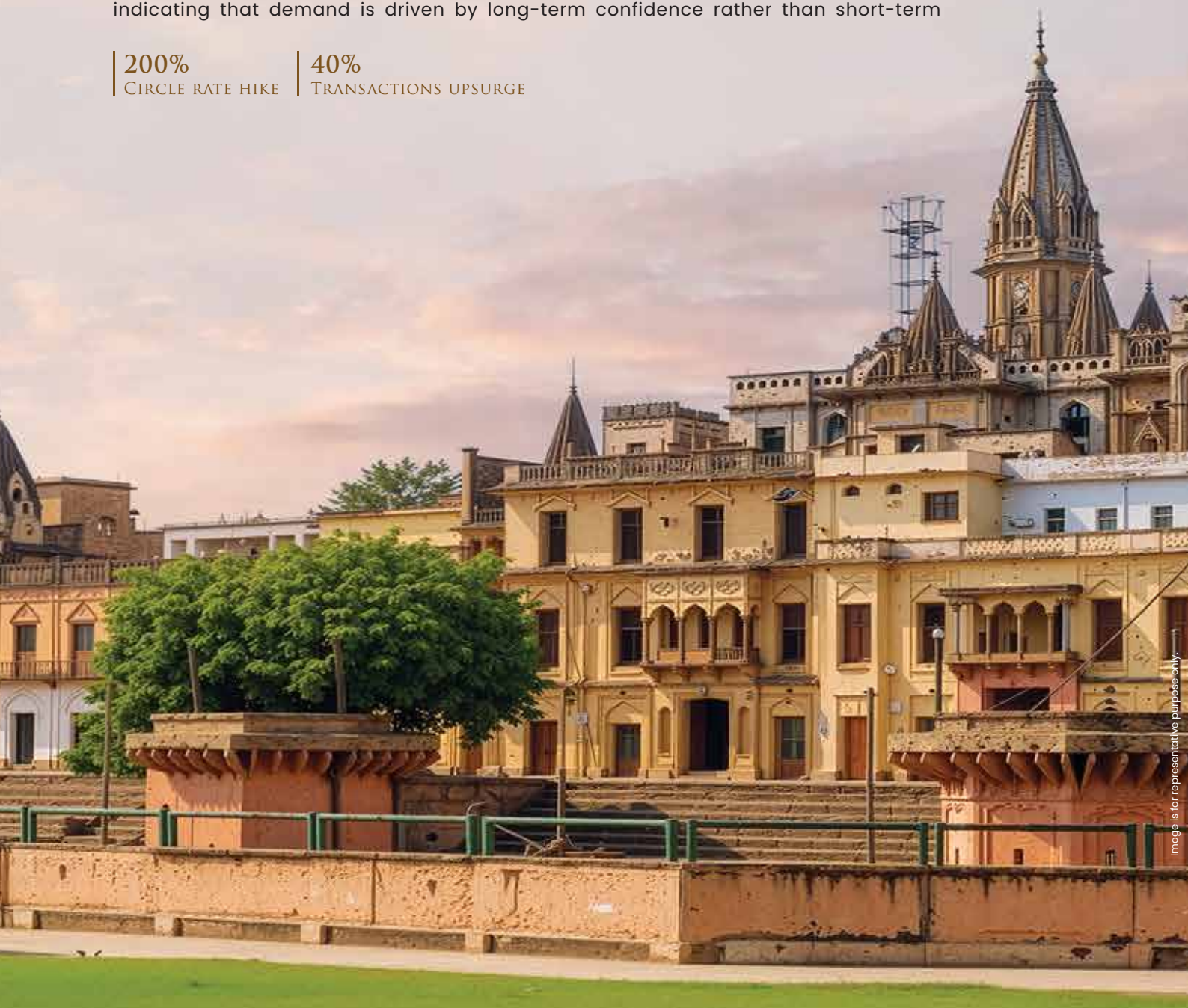
Circle rates in Ayodhya rose by **30-200%**, yet **transactions increased by 40%**, indicating that demand is driven by long-term confidence rather than short-term

| 200%

| CIRCLE RATE HIKE

| 40%

| TRANSACTIONS UPSURGE



YOUR LAND INVESTMENT, POWERED BY



The Leela brings a legacy of refined hospitality; one built on timeless design, intuitive service, and world-class experiences.

In Ayodhya, this translates into something even more meaningful.

This is a hospitality experience the city has not seen before. It complements the city's spiritual depth- elevating not just how people stay, but how they experience this spiritual destination.

The Leela Lifestyle offers a world-class experience with luxurious accommodations, featuring a range of keys and exclusive suites designed for comfort and sophistication. From intimate suites to the grand Presidential Suite, each space is crafted to provide unmatched elegance and service.



102 KEYS



12 SUITES



THE LEELA PRESIDENTIAL SUITE





AYODHYA'S LAND, YOUR LEGACY

Ayodhya is more than a destination—it is a spiritual axis that draws millions in search of meaning, faith, and belonging. Ayodhya's growing spiritual footfall demands hospitality at a global standard. Partnering with The Leela, we combine spiritual legacy with refined luxury to create hospitality-led developments that elevate the spiritual living experience.

Today, Ayodhya steps into a new era, offering something the world has never seen before:



Ayodhya's first and only **7-Star land development**, The Sarayu®, is a riverfront enclave just **15 minutes from the Ram Mandir**. It is **30 minutes from the Maharishi Valmiki International Airport**, **20 minutes from the Ayodhyadham Railway Station**, and conveniently located off National Highway 27, which connects East India to West India. Prominent spiritual landmarks such as Hanuman Garhi, Kanak Bhavan, Dashrath Mahal, and Raja Dashrath Samadhi are all within 15 minutes. Demand has been validated by high-profile buyers. **Amitabh Bachchan purchased a 25,000 sq.ft. plot, as widely reported.**



RIVERFRONT | ON THE BANKS OF THE SARAYU



15 MINUTES | RAM MANDIR



30 MINUTES | NEW INTERNATIONAL AIRPORT



WHERE SERENITY MEETS SOPHISTICATION

One of Uttar Pradesh's largest clubhouses with **30,000+ sq. ft.**, and over **40 world-class amenities** complement this offering. Buyers include senior executives from Google, Meta, Sony, Shell, J.P. Morgan, Deloitte, PwC, Accenture, Motilal Oswal, Pernod Ricard, Mercedes-Benz, Tata Group, Glenmark, Paytm, and more.



THE LEELA | HOSPITALITY PARTNER



30,000 SQ.FT+ | UP'S LARGEST CLUBHOUSE



35+ | WORLD-CLASS AMENITIES





Artist's Impression

ब्रह्म द्वाड़

GRAND
ENTRANCE

Where every arrival feels like
a divine homecoming.



Artist's Impression

शग स्थल

AMPHITHEATRE
ARENA

A stage where stories echo
under the open skies.





अनंत

CLUBHOUSE
PAVILION

The heart of community, pulsing
with shared joy and quiet grandeur.



चित्र विधी

OPEN-AIR
GALLERY

A promenade of thought, beauty,
and timeless narratives.



Artist's Impression

विवाह भूमि

WEDDING
LAWN

A canvas for timeless unions
beneath the eternal sky.



Artist's Impression

सूर्य कंड

OUTDOOR
POOL

A shimmering escape beneath
the sun's golden gaze.

Artist's Impression



Artist's Impression

बाल उद्यान

KIDS' PLAY
AREA

A joyful realm where childhood
dances in full bloom.



Artist's Impression

क्रीडा मंडल

PICKLEBALL
COURT

A vibrant pickleball court
where energy, laughter, and
spirited play converge.

Artist's Impression



विहार मंच

OPEN-AIR
THEATRE

An arena of enchantment,
where the night sings its stories.

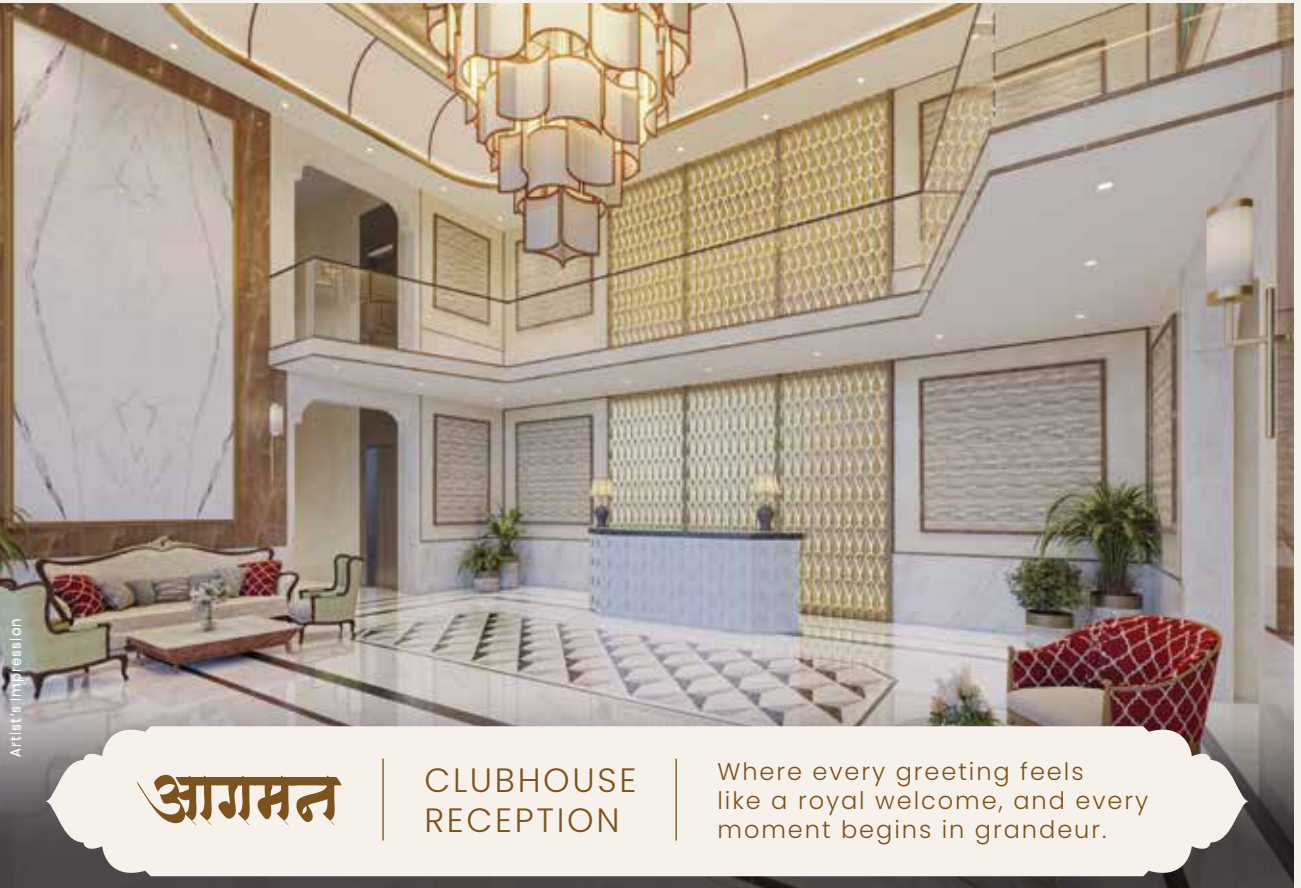
Artist's Impression



हर्ष केंद्र

INDOOR
GAMES ROOM

Moments of play, laughter,
and quiet bonding within.



Artist's impression

आगमन

CLUBHOUSE
RECEPTION

Where every greeting feels
like a royal welcome, and every
moment begins in grandeur.

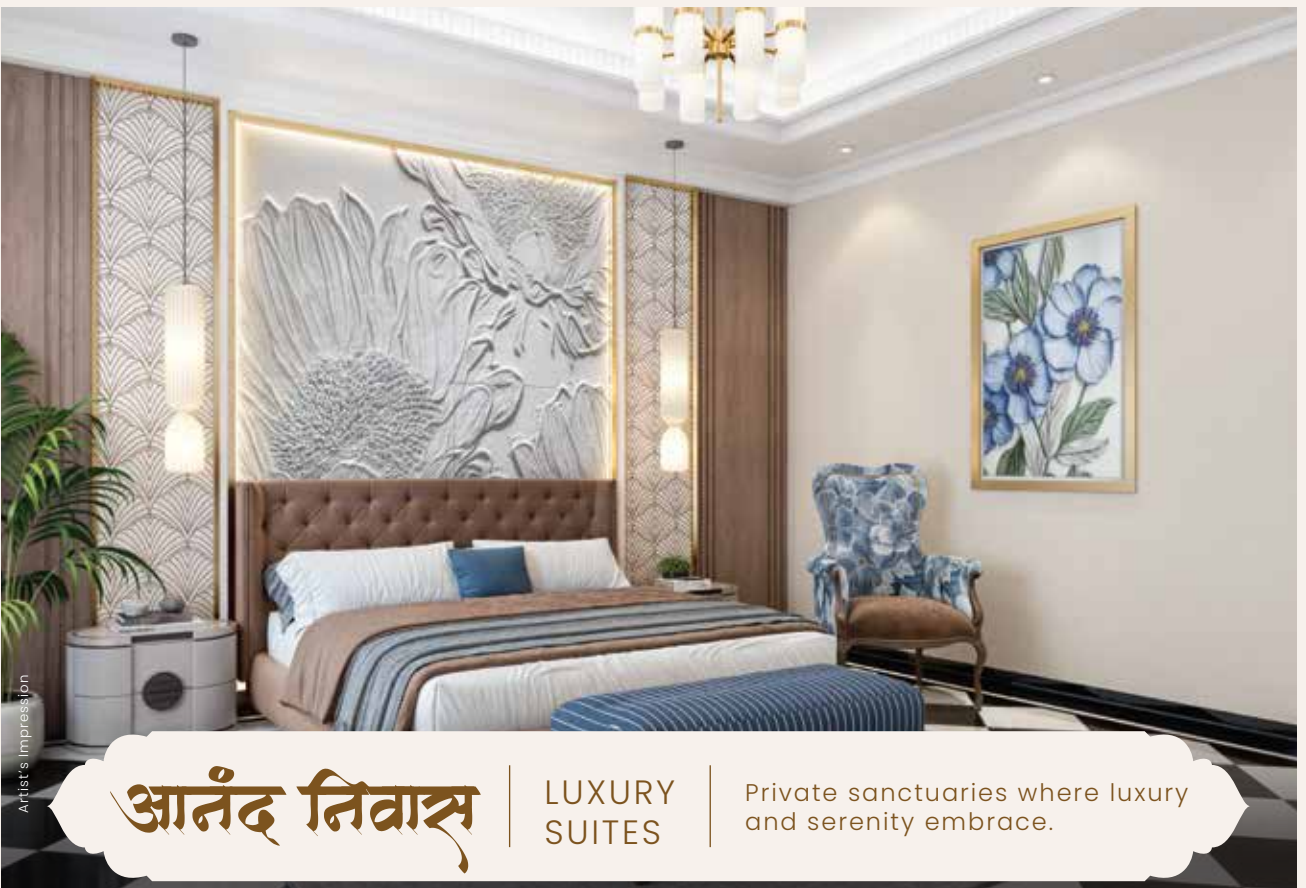


Artist's impression

शस्त्र

FINE DINING
RESTAURANT

Flavours crafted in devotion,
served with soulful grace.





Artist's Impression

शौर्य स्थाल

FITNESS
GYMNASIUM

Where strength is sculpted
in silence and discipline.

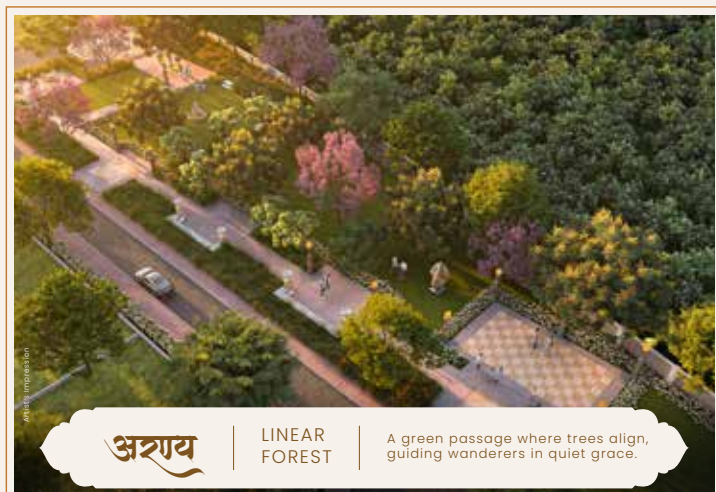


Artist's Impression

स्पर्श

LUXURY
SPA

A haven of stillness, where the body
is honoured and the soul unwinds.



THE MASTERS OF LEGACY-LED LAND DEVELOPMENT

The House of Abhinandan Lodha® (HoABL), India's largest branded land developer, pioneered and institutionalised Ayodhya's land market. With 6,500 customers across 27 countries and 23 Indian states, HoABL has sold 12 million sq ft and is developing 30 million sq ft more across the nation.

Our flagship projects signify not just our astonishing journey over the past three years, they reflect immense consumer confidence and our pride of delivering ever appreciating customer value.

OUR FLAGSHIP PROJECTS.



Goa's first-and-only carbon neutral, 5-star branded land development at Bicholim, Goa, featuring a luxury hotel, multi-tiered club, branded gym, and a man-made sea and beach.

📍 Bicholim, Goa

Goa's first and best Goan shoreline address ensconced in a 23 acre development featuring 2 clubhouses and 20+ world class amenities. Truly the crown jewel of prime central Goa.

📍 Vasco, Goa

5 mins from Basilica of Bom Jesus, a select collection of villa estates in an 18 acre development. Nestled within is a luxurious boutique hotel with multiple lifestyle amenities. A match designed to enthrall.

📍 Bainguinim, Goa

The grandest land celebration in the country 2 x subscriptions A sell-out launch.

📍 Neral, Maharashtra

Our first and fastest delivered project in 2021. Here, luxury blends with functionality to offer the perfect spot for you and your family to create an everlasting legacy.

📍 Dapoli, Maharashtra

Spread out across a sprawling estate of 100 acres, purpose-made for millennials, it offers the perfect blend of adventure and recreation.

📍 Anjarle, Maharashtra

Located in India's fastest-appreciating Spiritual Economic Zone, Codename S.E.Z. Vrindavan is the world's first sensorial branded land development featuring the city's largest clubhouse, the sacred Anant Krishna Mandir and world-class amenities.

📍 Vrindavan, Uttar Pradesh

India's first signature land development in the Hamptons of Mumbai has garnered interest from over the globe.

📍 Alibaug, Maharashtra

A 50-acre world-class land development designed by the world renowned Sanjay Puri Architects featuring a 30,000 sq. ft. hilltop boutique resort, 50+ luxurious amenities and verdant views of the Sahyadris.

📍 Khopoli, Maharashtra

India's first luxury waterfront land development, inspired by iconic global marinas. Spread across 78 acres with a man-made beach and 40+ world-class amenities in Nagpur's fastest-growing investment corridor.

📍 Nagpur, Maharashtra



THE ™ HOUSE OF ABHINANDAN LODHA

 3rd Floor, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra 400011.

 www.hoabl.com

 The House Of Abhinandan Lodha

 [thehouseofabhinandanlodha](https://www.instagram.com/thehouseofabhinandanlodha)

The project 'The Sarayu' is registered with UPRERA under registration no. 'The Sarayu-2': UPRERAPRJ774489/07/2024, Collection A/c No. 157205002124 (Start/Launch Date: 01-04-2024) available at <https://www.up-rera.in/>. The Project is being developed by HOABL Realtech Private Limited ("Promoter"). Sale is subject to the terms of application form, agreement for sale and other documents to be executed between the parties. All images, information, drawings and sketches are for representation purposes only unless otherwise stated. #The infrastructure projects referred to are proposed by government authorities or agencies and are subject to their approval, timelines, and implementation. Promoter does not guarantee their development, completion, or specifications. Recipients are advised to apprise themselves of the necessary and relevant information of the project/offer prior to making any purchase decisions. Clubhouse, common areas and amenities of the Project are common and to be used by all the plot purchasers of the Project, third party members, along with the purchasers of all other projects and phases, present and future, of the larger layout. The Projects The Sarayu and The Sarayu-2 are mortgaged with STCI Finance Limited. The offer is valid for limited period and the Promoter reserves the right to modify or cancel the same without prior notice. The House of Abhinandan Lodha' is a registered trademark of Tomorrow Capital Enterprises Private Limited. The Sarayu' is the registered trademark of House of Abhinandan Lodha Estate Holdings Private Limited. Computer generated images, walkthroughs and render images used in this brochure are the artist's impression and are only indicative of the actual designs. *The information provided is for general reference only. HOABL Realtech Private Limited does not validate the accuracy of this data and is not responsible for any decisions made based on it. Prospective buyers are encouraged to conduct their own verification. ^Distance and timelines are indicative and may vary subject to weather, transport and infrastructure facilities to be provided by third parties. T&C apply. For more information, please contact corporate office at The House of Abhinandan Lodha', Lodha Excelus, 3rd floor, Apollo Mills Compound, N M Joshi Marg, Mahalakshmi, Mumbai, Maharashtra - 400011, visit www.hoabl.com