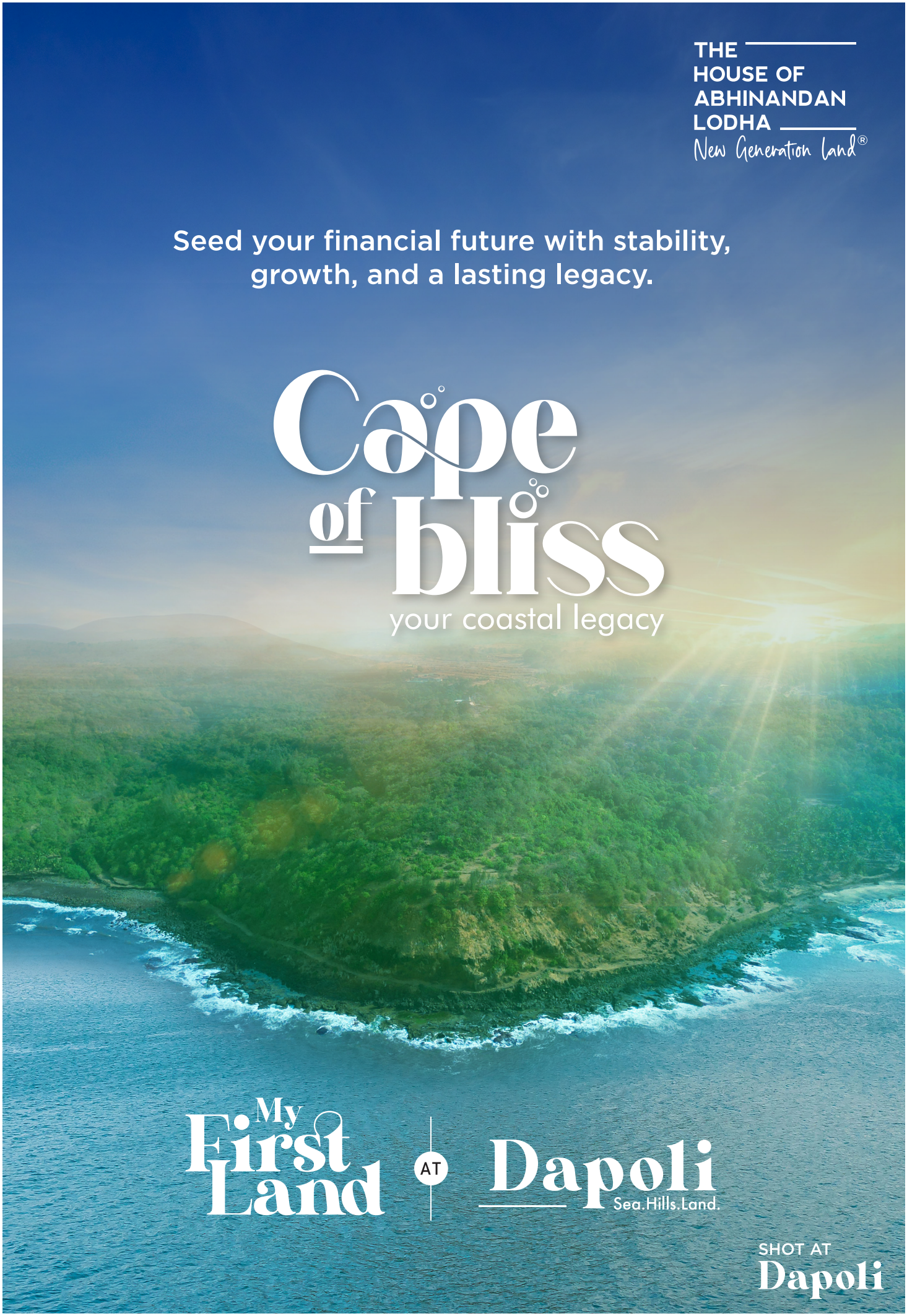
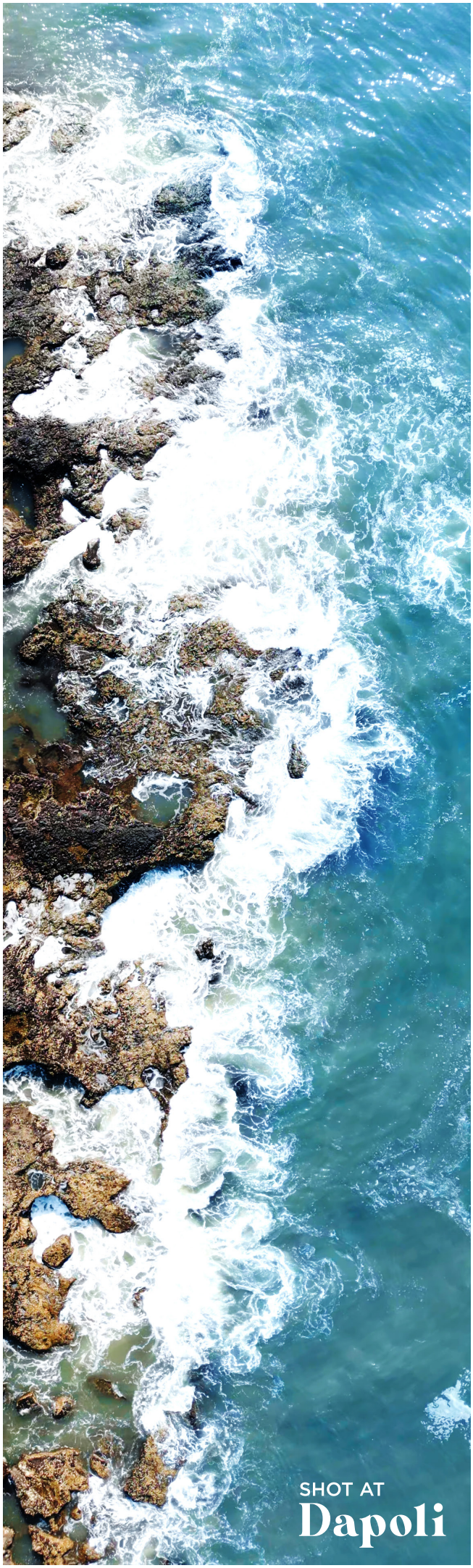

THE
HOUSE OF
ABHINANDAN
LODHA
New Generation Land®
Seed your financial future with stability,
growth, and a lasting legacy.
Cape
of bliss
your coastal legacy
My
First
Land
AT
Dapoli
Sea.Hills.Land.
SHOT AT
Dapoli

WHO SAID FIRSTS DON'T LAST FOREVER? DESIGN YOURS WITH SEA. HILLS. LAND.

Up until now, you had relished firsts that were fleeting. But their memory is what makes your soul surge with delight. Be it your first pay cheque, car or career move.

Now, a whole new world for another memorable first has arrived alongside a string of beaches and a canvas of hills. A hidden gem, where you can **dispel your worries of land ownership and take it easy.**

Because here you have the privilege to soak in the comfort of a quick and simple land-buying process that takes just 5 minutes, a virtual tour and flexible payment plans. Moreover, easy documentation and prompt construction assistance on request allows you to plan your future at these serene shores so that generations ahead of you can **soak in the bliss of hassle-free wealth creation.**



WHAT CAN MATCH THE SUPERIORITY OF A LEGACY?

Land curated by the largest branded land developer, The House of Abhinandan Lodha®, isn't merely another investment. It's an investment that, unlike most assets in the fluctuating volatile markets, is backed by research and sound growth factors that assure great gains. A key asset that opens the door to success not just for a day but for generations.

ASSET	APRIL 2021	JANUARY 2023	% APPRECIATION
New Generation Land®	**₹22,50,000**	**₹49,99,000**	**122%**
Sensex	50,375	61,343	21.8%
Gold	₹4,437	₹5,793	30.6%
Fixed Deposits	₹1,00,000	₹1,09,357	9.4%
Crypto	$59,095	$16,625	-71.9%



EXPLORING THE RELATIONSHIP BETWEEN INFRASTRUCTURE DEVELOPMENT & LAND APPRECIATION.

A Decade-Long Study of Select Micro Markets

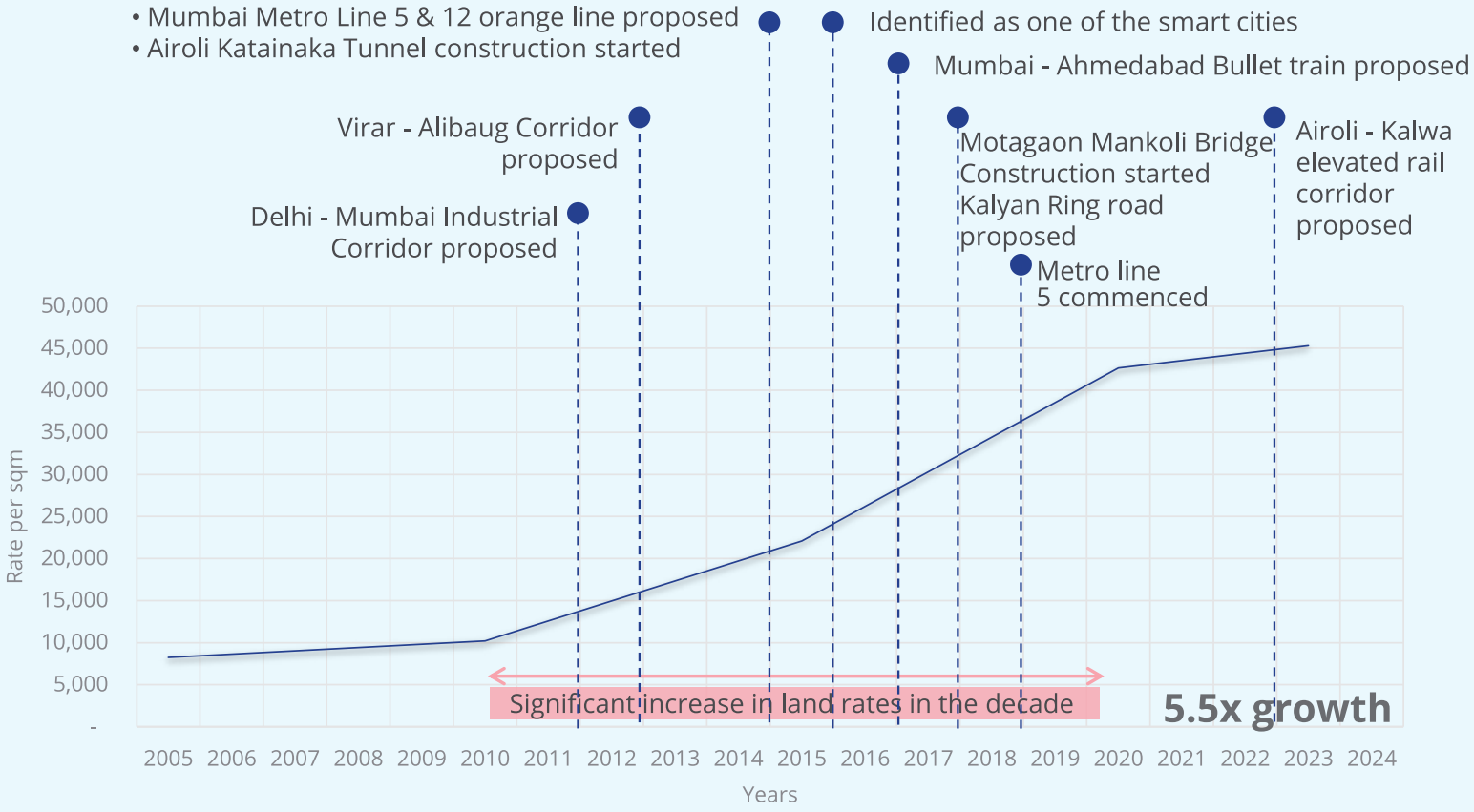


MUMBAI - KALYAN DOMBIVALI

KDMC is witnessing the development of new residential and commercial projects at a very rapid pace. The land market has recently witnessed a boom, primarily due to the increasing prices in Mumbai suburbs and growing demand for affordable housing in Mumbai.

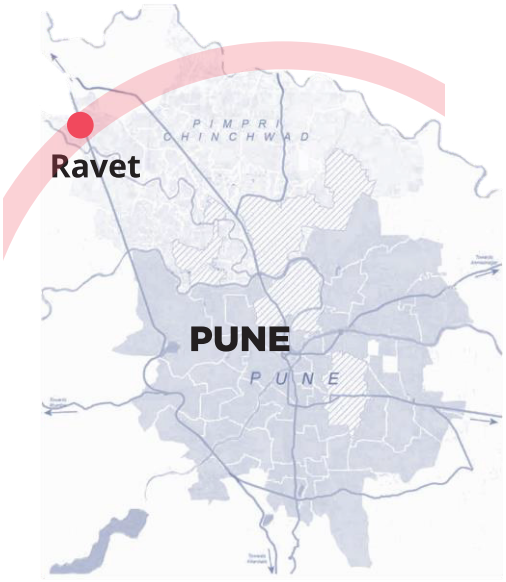
The market had experienced a stagnant bracket before 2010 due to lack of accessibility and low level of infrastructure.

The Smart City Mission gave a boost to the city and the outskirts along with regional infrastructural development.



Based on research by an International Property Consultant

A DECADE'S WORTH OF PRICE TRENDS.



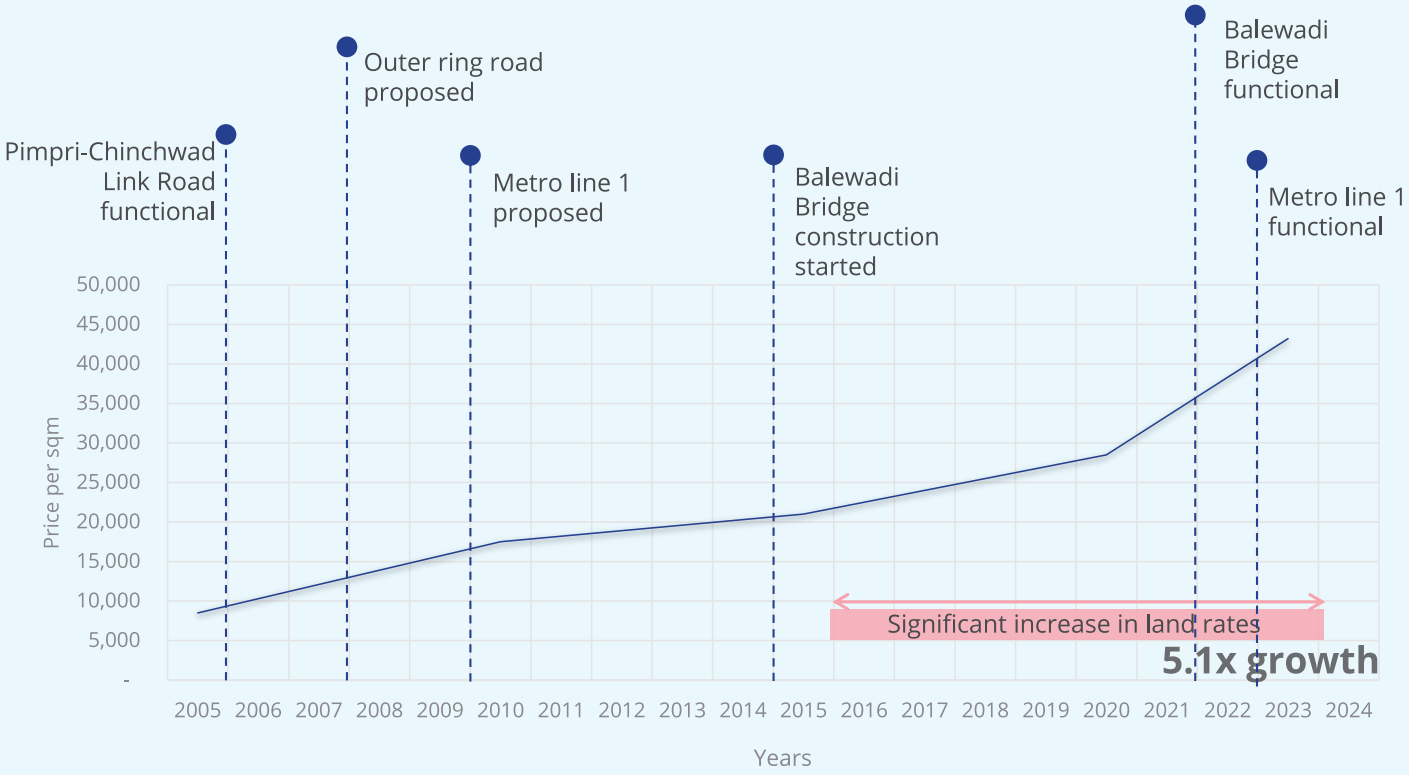
PUNE - RAVET

Ravet is one of the rapidly developing suburban areas of Pune, which is located close to the industrial zones and the IT hubs of Pune. The area has good civic amenities and is very well- connected to the other parts of the greater city.

Ravet has seen a significant growth since 2015, as major infrastructure projects were started, with the metro developed upto Nigdi and Wakad, which are adjacent markets to Ravet.

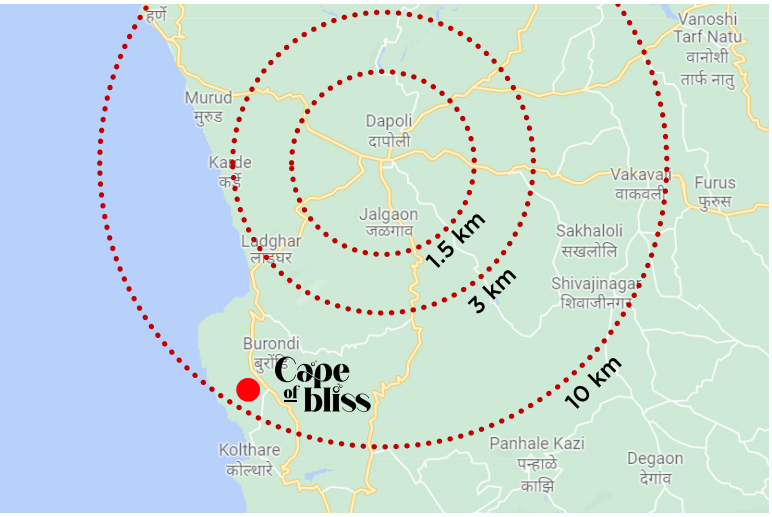
Also, it being on the Mumbai - Pune highway acts as an entry point to the city, with significant residential developments.

The region acts as an affordable alternative to the rising prices in the city.

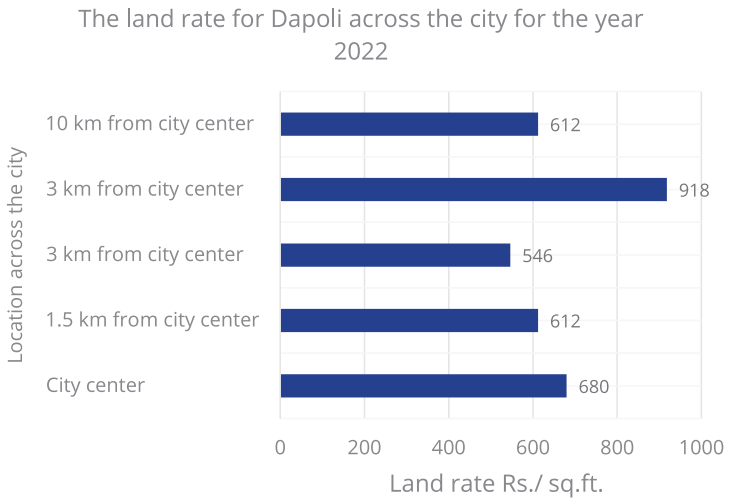


Based on research by an International Property Consultant

DAPOLI



Dapoli is a town in Ratnagiri district, Maharashtra is also a coastal hill station. It lies south of the state capital of Mumbai.

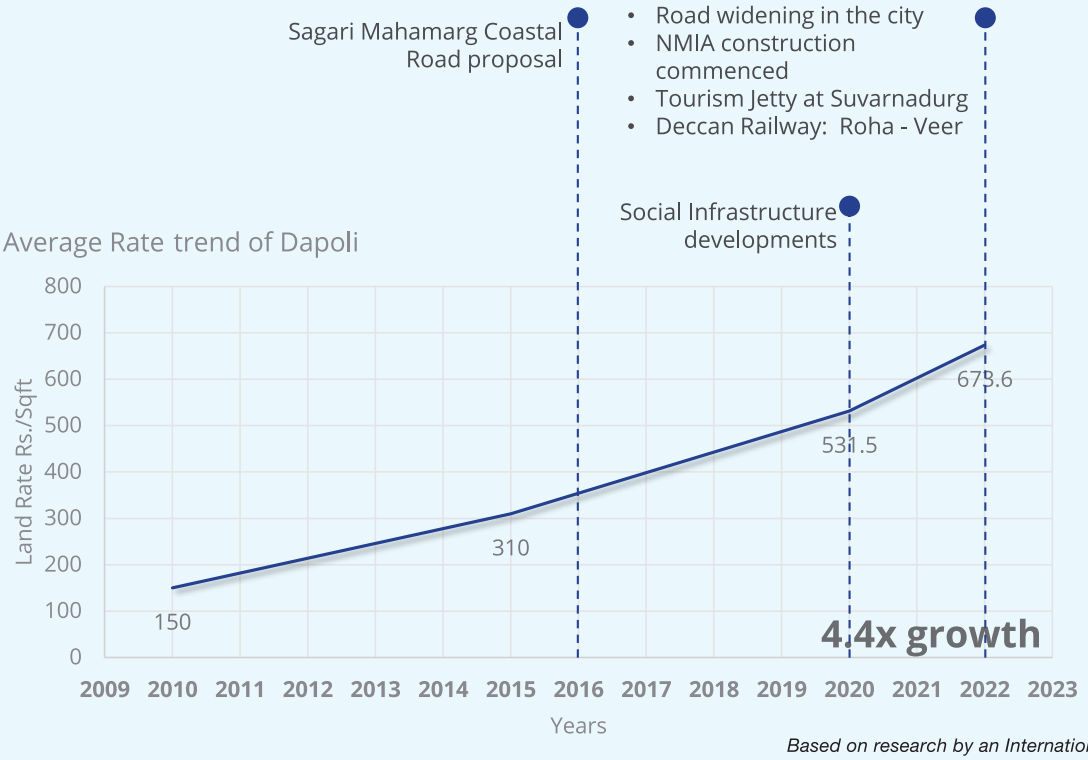


Across the city, the center has seen appreciation, due to the connectivity and the core city infrastructure.

While the highest land appreciation is seen towards developable areas in the direction of the coast and at a close connect to the city center.

At 10km from the city is the coastal belt, which is developing as hospitality for tourist attractions.

Dapoli has started being recognised as a tourist destination, dominantly in the outskirts of the city towards the coast.



Based on research by an International Property Consultant

DO NOT MISS OUT ON DAPOLI, THE ALIBAUG OF TOMORROW.

	ALIBAUG	DAPOLI
OVERVIEW	A favourite weekend destination for Mumbaikars looking to get away from city life. It is popular for its beautiful beaches, sea forts authentic local cuisine and seafood	An upcoming tourist destination and India's first coastal hill-station with unspoilt virgin white sand beaches, historical forts and caves, authentic local cuisine and seafood
HOW TO GET THERE	Well connected by road, sea routes and rail from Mumbai and Pune	Well connected by road and rail from Mumbai and Pune
NEAREST RAILWAY	Roha Station - 1 hr 45 mins	Khed Station - 1 hr
POPULATION - NO OF HOUSEHOLDS	4,985*	3,650*
KEY ATTRACTIONS	Alibaug beach, Kihim beach, Murud Janjira fort, Kolaba fort, Khanderi fort, Vikram Vinayak Temple	Karde beach, Kolthare beach, Kelshi beach, Suvarnadurga Fort, Panhalekaji Caves, Siddhi Vinayak Ganapati Temple
NUMBER OF TOURISTS	5.4 lacs per annum*	0.4 lacs per annum*
CURRENT TYPE OF INVESTMENT IN LAND	**END USE**	**INVESTMENT HOTSPOT**

- The investment window for Alibaug started around 2006-2007 when property prices were around INR 300/sq. ft. and people who invested then reaped the benefits.
- Today, buying land in Alibaug is expensive and is mainly for an end-use perspective and may not yield the appreciation it has seen in the past.
- New investment avenues such as Dapoli have come up where the time to invest is NOW!



*Sources: Population – based on 2011 census; No of annual tourists – AC Nielsen report: Land prices – International property consultant



DAPOLI - A PLACE WHERE THE SEA SINGS, HILLS WHISPER AND LAND SMILES

In proximity to the Western Ghats - a UNESCO world heritage site, lies a kingdom of unblemished beaches for you to savour every moment of life. Perched like a sapphire on Konkan's verdant land, is a sparkling sea story written by Kelshi, Padale, Sawane, Anjarle, Palande, Murud, Karde, Ladhghar, & Kolthare. And lacing it are the magnificent hills with enchanting flora and fauna that leave you breathless as you take this picturesque drive from Mumbai. For, at India's only coastal hill station, you can choose adventures in the lap of hills or in the depths of sea. Seize the success of the upcoming infra or choose to immerse yourself in the beauty of one of the world's eight "Hottest hotspots" of biodiversity.

CLOSE TO NATURE AND CLOSE TO THE CITY

Mumbai – 215 Kms. via NH 66

Pune – 200 Kms. via Lavasa and NH 66

Closest Railway Station - Khed Station

NOT JUST A COASTAL DELIGHT. AN UPCOMING INFRASTRUCTURE NEXUS. DAPOLI.

COASTAL ROAD

At a cost of ₹70,000 Cr., the future Konkan Coastal Road would build one of the nation's most scenic driving routes.

NH-66 MUMBAI GOA HIGHWAY WIDENING

The Mumbai-Goa NH-66 highway widening project will improve connectivity in the area and will reduce travel time by 1 hour

NAVI MUMBAI INTERNATIONAL AIRPORT

Travel to the Konkan will be more accessible thanks to the soon-to-be-built cutting-edge international airport.

MAHAD RAILWAY STATION

Mahad has been added to the proposed extension of the CST-Roha Local Railway Line.

GREENFIELD KONKAN EXPRESSWAY

The 450 km Konkan Expressway by MSRDC is predicted to cut the existing 6-7 hour travel time between Mumbai and Ratnagiri to just 3 hours.

ANGRE PORT

The Ratnagiri district is home to a cutting-edge port that serves as the focal point for all significant exports.

AN AVERAGE OF 4X GROWTH IN 18 YEARS

CITY	SUB - MARKETS	RATE APPRECIATION FROM 2005-2023
Mumbai	Vasai Virar	4.5x
	Kalyan Dombivali	5.5x
	Bhiwandi	3.7x
	Panvel	4.0x
	Karjat	3.7x
Pune	Ravet	5.1x
	Bhugaon	2.6x
	Uruli Devachi	2.6x
	Wagholi	4.6x
	Dhanori	4.1x
Dapoli	City & Outskirts	4.4x

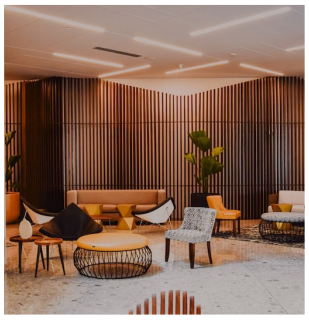
Based on research by an International Property Consultant

SMELL THE SEA AND FEEL THE SKY. LET YOUR SOUL & SPIRIT FLY.

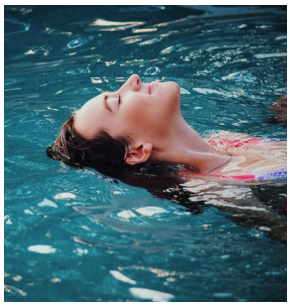
-Van Morrison

At this quiet town of Dapoli, awaits your cerulean heaven with a well-designed coastal lifestyle plots that have been primed with plush amenities so that not only do you get to enjoy the perks of your investment but experience the sheer delight of a great lifestyle at the Cape of Bliss.

You didn't come here for the regular.
You came here for the extraordinary.







LEISURE & FITNESS

- Clubhouse & Guest rooms
- Gym
- Swimming pool
- Outdoor jacuzzi
- Hammocks

ADRENALINE GALORE BY THE SHORES

- Mud biking
- Zorbing
- Flying fox
- Paintball













INDOOR GAMES

- Tennis table
- Foosball
- Dartboard
- Pool table

MEET THE REINVENTORS OF LAND.

Freeing land from the claws of risks, red tape, dicey and lengthy processes, the foremost curators of estates, The House of Abhinandan Lodha® ushered in an epic era of branded land.

Using the tools of technology and research, they made land mobile and transformed it into a democratized asset that brings its owners high returns and gives them security for generations to come.

THE PEACE OF OUR PROMISES THAT LETS YOU GROW.

THE PROMISE OF SECURITY

Owning New Generation Land® is now a safe and secure investment.

THE PROMISE OF LIQUIDITY

You can now access the ease of acquisition as well as liquidation with New Generation Land®.

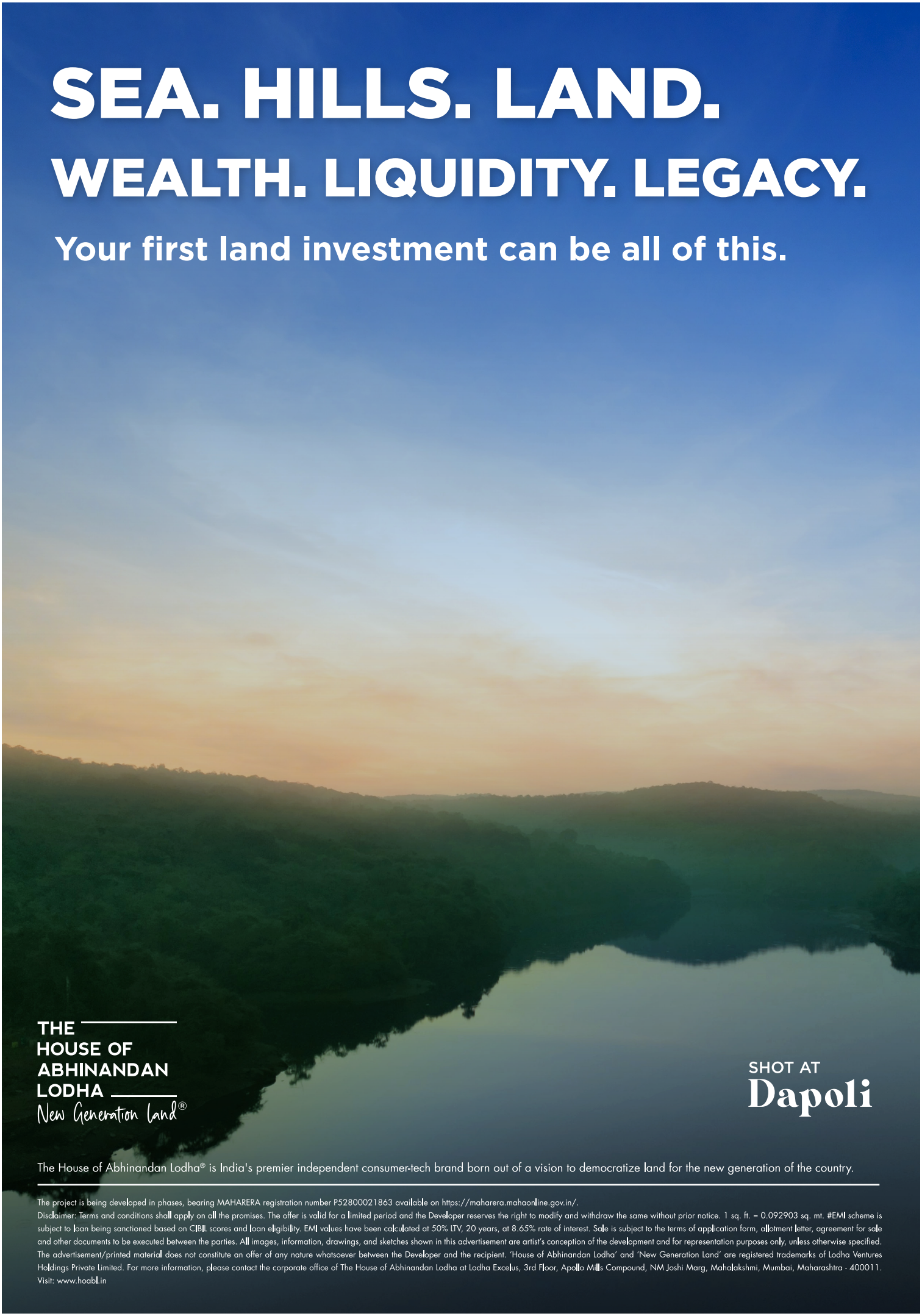
THE PROMISE OF TRANSPARENCY

Dedicated to delivering quality and protecting your New Generation Land® through transparent processes, we want to create a bond of trust forever.

THE PROMISE OF WEALTH

Creating intergenerational wealth has never been this convenient. And now the surety of New Generation Land® keeps the generations ahead of you safeguarded.




SEA. HILLS. LAND.
WEALTH. LIQUIDITY. LEGACY.
Your first land investment can be all of this.
THE HOUSE OF ABHINANDAN LODHA
New Generation Land®
SHOT AT
Dapoli
The House of Abhinandan Lodha® is India's premier independent consumer-tech brand born out of a vision to democratize land for the new generation of the country.
The project is being developed in phases, bearing MAHARERA registration number P52800021863 available on https://maharera.mahaonline.gov.in/.
Disclaimer: Terms and conditions shall apply on all the promises. The offer is valid for a limited period and the Developer reserves the right to modify and withdraw the same without prior notice. 1 sq. ft. = 0.092903 sq. mt. #EMI scheme is subject to loan being sanctioned based on CIBIL scores and loan eligibility. EMI values have been calculated at 50% LTV, 20 years, at 8.65% rate of interest. Sale is subject to the terms of application form, allotment letter, agreement for sale and other documents to be executed between the parties. All images, information, drawings, and sketches shown in this advertisement are artist's conception of the development and for representation purposes only, unless otherwise specified. The advertisement/printed material does not constitute an offer of any nature whatsoever between the Developer and the recipient. 'House of Abhinandan Lodha' and 'New Generation Land' are registered trademarks of Lodha Ventures Holdings Private Limited. For more information, please contact the corporate office of The House of Abhinandan Lodha at Lodha Excelus, 3rd Floor, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra - 400011.
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