CODENAME BIG BANG

LARGEST GLOBAL PRE-LAUNCH OPPORTUNITY

BEST LOCATION. BEST QUALITY. BEST OPPORTUNITY. IT'S NOW OR NEVER!



OFFER HIGHLIGHTS

Once-in-a-lifetime pre-launch opportunity at Mumbai Metropolitan Region's most thriving & bustling residential destination - Prime Central Thane, brought to you by Lodha Group, India's No. 1 real estate developer

Self-sustained neighbourhood offering astonishing connectivity to all parts of Mumbai while being in the midst of a corporate, retail and buzzing social hub

Smart-sized 1 & 2 bed homes in elegant 25+ storey buildings with superior finishes and fixtures

Grand clubhouse with multiple mini-clubs, mega-sized cricket field, football ground, multiple sports courts & swimming pools, party areas and much more

Mega development with a clear land title, all necessary approvals in place and construction in full swing

Extremely limited application window starts 27th June, 2015

RE-INTRODUCING CASA BY LODHA IN MUMBAI METROPOLITAN REGION, THE SUB-BRAND THAT HAS OFFERED INDIA'S HIGHEST REAL ESTATE APPRECIATION

CASA by Lodha caters to the young middle-income aspirational consumer and has created a stupendous 300% gain in the last 7 years for its owners. With 7 projects sold out in less than 12 months of launch, this brand has offered the maximum appreciation for any real estate asset in Mumbai in this period.

A GRAND OPPORTUNITY IN MUMBAI'S MOST EXCITING MARKET - THANE

Thane has outperformed other real estate micro-markets in the last 7 years and continues to see significant rental and capital appreciation. With 55% population growth in the last decade (one of the highest in India), Mumbai's biggest & best malls, a number of high quality schools, excellent hospitals & wide

roads, CII-JLL has recognised Thane as the No. 1 investment hotspot and expects the residential demand to grow significantly in the next 15 years.

THE PRIME CENTRAL DISTRICT OF THANE

Abutting prime residential developments, premium retail, commercial & corporate zones, prestigious educational and medical facilities on one side and nature's bounty on the other, Codename Big Bang by Lodha offers an unparalleled lifestyle with all that you need within easy reach. Excellent multi-modal connectivity ensuring that all the prime corporate and social hubs in Mumbai are within a 60 minute commuting time. Located on a 4-lane wide Kolshet Road with low traffic, best air quality and just 4 km from Viviana Mall.

MEGA-DEVELOPMENT CREATED BY THE WORLD'S BEST MASTER-PLANNERS

Landscape design firm Sitetectonix, Singapore, master architect Hafeez Contractor and world-class MEP engineering firm BuroHappold, UK have come together to create a masterpiece of pristine living, with large verdant greenscapes in the midst of a natural urban habitat. A landscape with all the amenities you can think of, be it leisure or sports, and over 80% open spaces.

SMART 1 & 2 BED HOMES WITH EFFICIENT SPACE USAGE

Avail elegantly designed air-conditioned 1 & 2 bed homes in 25+ storey buildings by Lodha Group. MMR market has an extremely limited supply of right-sized 1 & 2 bed quality homes by reputed Grade A developers. Of course, real estate is all about quality and one cannot get high quality 1 & 2 bed homes from Tier 2 / Tier 3 developers.

EXTREMELY LIMITED PRE-LAUNCH OPPORTUNITY TO OWN MUMBAI'S MOST DESIRABLE 1 & 2 BED HOMES

Applications are invited, through select channels, for a limited period opportunity to own homes with world-class finishes. Applications can be submitted from 27^{th} June, 2015 onwards.

Apply now for elegant homes at Codename Big Bang: 1 BHK ₹ 55 lac+ | 2 BHK Optima ₹ 68 lac+ | 2 BHK Ultima ₹ 79 lac+. Submit your completed application form along with the application deposit on 27th June, 2015.



THE BEST LOCATION

THE BUZZING CENTRE OF MUMBAI - PRIME CENTRAL THANE

Mumbai has gradually transformed itself into a fast-paced bustling metropolis with numerous seamless flyovers. At its core, Thane has been selected as a 'Model City' by UN-HABITAT, making it the most sought-after realty destination in the country today; this is a location cherry picked for you to be at the centre of it all. Reach every corner of Mumbai within a 60 minute commute by rail or road. Be it your office space or a trip to the theatre; an impromptu shopping spree or a planned health check up, all will be within a hop, skip and jump from Codename Big Bang by Lodha.



THE DESTINATION FOR BUSINESS & CORPORATE INDIA

The ongoing shift of corporates to Thane fuels an exponential increase in demand for residential spaces. Thane has over 4 lac establishments generating employment⁸. Blue-chip corporates like TCS, Bayer, Cadbury, Raymond, Voltas, GSK, and Blue Star are already based here and many more are setting up their offices in Thane.



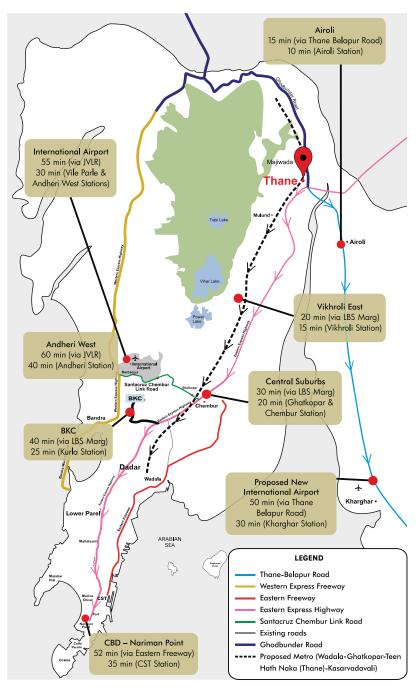
FUTURISTIC CITY OFFERING EXPLOSIVE GROWTH & UNMATCHED APPRECIATION

New proposed Metro Line: Wadala to Ghodbunder Road via Kapurbawdi (3 min away from Codename Big Bang by Lodha)

Monorail connectivity with Thane-Bhiwandi-Kalyan Monorail corridor (3 min away)

High Capacity Mass Transit Route (HCMTR) leading to equitable distribution of road traffic through Thane, bordering Codename Big Bang by Lodha

Large proposed infrastructure development including tourism avenue & water projects in the neighbourhood





ALL THAT YOU NEED AROUND YOU



Corporate Offices

Tata Consultancy Services, Raymond, Cadbury, GlaxoSmithKline, Voltas, Blue Star to name a few



Hospitals & Healthcare

Over 65 hospitals including Jupiter Hospital, Bethany Hospital, Vedant Hospital, etc



Educational Institutions

Over 60 schools like Singhania School, Lodha World School, etc; and 5 professional colleges





Liveability

35 lakes and waterfronts & numerous parks and gardens

THE BEST PRODUCT

AN URBAN OASIS - EVERYTHING YOU DESIRE IN THE MIDST OF BEAUTIFUL GREENERY AND PURE AIR

Your future home is already set amidst a lush and verdant neighbourhood within Thane - a rarity in Mumbai. Now you will live in the midst of a green haven embellished by a multitude of sporting and social facilities. Prepare to be astonished by the landscaping, courtesy multiple award winning landscape design partner - Sitetectonix, Singapore. Welcome to a world where you will always have something to do outside your home.

Grand entrance to neighbourhood

Mega clubhouse spread over 25,000 sq. ft. with world-class gymnasium, indoor multipurpose sports court with basketball, volleyball & badminton, indoor games area with table tennis, carrom, chess & snooker, KidzFun – the grand indoor children's play area & party hall

Grand sports terrace with world-class sports facilities such as international standard football ground, 400m athletics track, tennis courts, basketball courts & cricket pitches

Cricket field

Multiple swimming pools for active swimmers, family and kids



1000s of trees making it one of the most pristine environments in MMR with best air quality

Car free landscape with emergency drop-off & fire fighting permitted

Best-in-class 4-tier security system

Ample covered parking

Almost 25 acres of high quality open space for sports & recreation

Play village - large outdoor kids playground with international standard equipment and slides



THOUGHTFULLY PLANNED APARTMENTS TO LIVE IN

Starting from a home that has it all, Codename Big Bang by Lodha. offers you a lifestyle par none. Every aspect has been designed with you in mind. Choose from delectable 1 & 2 bed apartments

Fully air-conditioned homes*

Imported MarbItal $^{\otimes \#}$ flooring in - living, dining, passage areas & bedrooms

Separate wardrobe niches, separate store room^, puja room^ & utility area

Branded bath fittings from the stables of Roca / Kohler / Jaguar*

Space efficient kitchen

Superior apartment design minimising the number of common walls

Jodi friendly units designed to ensure a larger living space if you need so





PARTNERING WITH THE BEST

Master planners par excellence have all had a hand in this bejewelled creation. Partnering with nature itself, we have the biggest and most renowned names contributing to your dwelling. Discover homes designed to achieve maximum usability per square foot and equipped with dedicated spaces to cater to all your needs. All this placed delectably in a pedestrian friendly development optimized to reduce concrete footprint & maximize natural greens thereby offering the highest quality of living experience for your family



One of India's most successful architects and certainly her most acclaimed, boasting work spanning from Mumbai International Airport's Terminal 1C to the massive Infosys Park in Mysore.

Sitetectonix W

Multiple award winning Singapore based professional consulting firm specialising in landscape architecture, urban design, and planning.

BUROHAPPOLD ENGINEERING

Acclaimed experts in city and building planning with impeccable credentials and project experience on all continents.

THE BEST OPPORTUNITY

THE CASA ADVANTAGE, BROUGHT TO YOU BY LODHA

By employing the expertise of the world's best architects and engineers, and improvising with intelligent design and advanced construction techniques, Lodha created CASA: luxury residences beyond the average consumer's expectations, at a price well within reach. As India's foremost brand in luxury real estate, Lodha has understood what consumers seek in their homes - while the budgets may be different, each one desires a superlative living experience, replete with the finest finishes, great design and facilities for the mind, body and soul.

MMR boasts of 7 successful CASA projects, with over 20,000 happy families booking their luxury homes in 8 years. Across the city, it has over-performed the micro-market, making real estate truly the asset class to invest in and CASA by Lodha the only brand to consider.

CASAROYALE

CASAULTIMA MAJIWADA

POKHRAN ROAD 2

312%

331%

GHODBUNDER ROAD

CASAUNIVIS

307%



WHY INVEST EARLY?

TIME IS ON YOUR SIDE: A rupee invested in your twenties generates more income than a rupee invested in your forties

INDIA: BECOMING MORE INVESTOR FRIENDLY: Large emphasis on affordable housing - increase in the home loan rebate from ₹1.5 lacs to ₹2 lacs

BANKS FAVOUR THE YOUNG: If you are a young professional, you can get financing more easily now than 10 years later

The first movers into a well-planned mega development have historically seen the best capital appreciation. The benefits of being a part of a completely master planned development at its inception are endless. From a historic perspective, early buyers into a large planned development have seen incredible appreciation of their assets. An opportunity to be a part of a wellplanned development at pre-launch prices is extremely rare. Prices are expected to grow with the rapid progress of development & infrastructure.

4 STEP APPLICATION PROCESS

Completely fill the application form & specify your preference code from Silver, Gold, Platinum or Diamond slabs for a 1 or 2 BHK apartment

Applications can be submitted from 27th June 2015 at Sales Pavilion, Lodha Supremus, Road No. 22, Wagle Estate, Opp. LBS Marg, Thane or your relationship manager

Submit your application form along with application deposit cheque of ₹ 54,000 favoring "Ishwer Realty & Technologies Pvt. Ltd."

Allocations will be done on first-cum first-serve basis an automated algorithm. You will receive an email intimation regarding the acceptance/ rejection of your application

LODHA GROUP: INDIA'S NO. 1 REAL ESTATE DEVELOPER

Lodha Group is India's No. 1 real estate player with revenues of over 7,800 cr. in FY 2014-15 and over 40 million square feet of prime real estate under development in London, Mumbai, Pune and Hyderabad. Established in 1980, it has been a trailblazer in the real estate sector, raising the bar in terms of design, scope, and quality. The Group is building the world's tallest residential tower - World One - in Mumbai, and recently launched Palava City, which - spread over 4,000 acres - is the largest private development in the world. Alongside Mumbai, its home market, London forms the second main market for Lodha. The Group took its first major step in this market acquiring MacDonald House at 1 Grosvenor Square in London - arguably one of the most desirable addresses in the world. The Group offers homes for every price point and demographic for the evolving consumer base.



Lodha is Thane's No. 1 real estate brand as well. Home to over 3,000 families who currently reside in any of the 5 delivered Lodha townships in Thane including Lodha Luxuria, Lodha Aristo, Lodha Paradise, Casa Univis and Casa Royale as well as the trust shown by those who have chosen their homes with our upcoming developments: Lodha Splendora, Lodha Luxuria Priva and Lodha Grandezza. A clear land title with the necessary approvals in place, this opportunity brings together the Lodha promise with the CASA advantage, in the heart of the most bustling residential destination in the Mumbai Metropolitan Region.

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