



Regal London living. Brought to you by Lodha.

Whether it's giving India some of its most iconic addresses, or crafting one of the world's most coveted residences in London; adding a glittering icon to Mumbai's skyline or creating designer residences for Mumbai's glitterati; delivering meticulously designed offices for distinguished clientele or conceiving India's No.1 smart city with the highest liveability quotient\*\* – one name is transforming the way we live with landmarks at par with the world's best: Lodha.

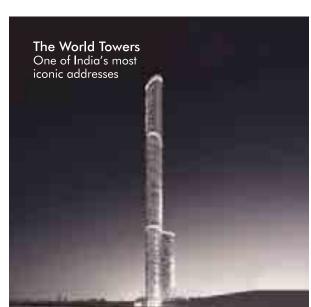
Our passion is to create landmarks that meet global standards, epitomise the values of our family, and are built on a legacy of trust spanning 3 decades. Every one of our developments delivers world-class design and uncompromised quality, and is benchmarked against the highest standards of service.

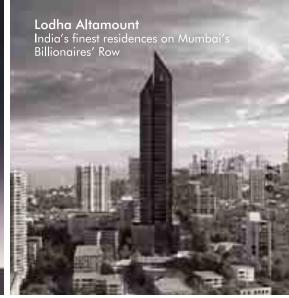
We have grown to become India's No.1 real estate developer by residential sales for FY 17-18, and achieved net sales of over ₹ 8,100 crore in India. We have completed more than 11,000 high-quality homes and offices the same year. Our team of over 3,500 associates (including over 2,000 highly trained technicians) has a passion for delivering the finest homes, offices, and retail spaces. We work relentlessly to create developments of exceptional quality.

Our vision of 'Building a Better Life' extends across geographies, markets, price points and consumer segments. By forging the finest global partnerships, and deploying the best people and processes, we have been able to create landmark developments across residential, retail and office spaces, time and again.

Our world-class design, excellent execution, differentiated branding and marketing, coupled with efficient and enthusiastic on-ground sales staff, work well together to create the best value for our customers. With developments in London, Mumbai and Pune, and offices in New York, Dubai, Singapore and Shanghai, Lodha is now a multinational corporation.

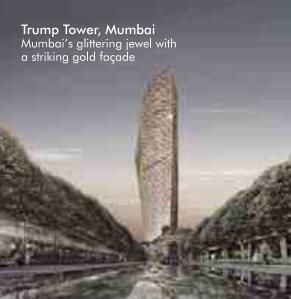
\*\*Based on liveability quotient ranking of JLL

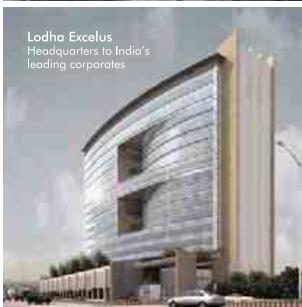






# No.1 Grosvenor Square, London London's most desirable address





## The Lodha Foundation

Our vision – 'Building a Better Life' – extends to our commitment to society. We make significant efforts to improve and uplift the areas we work in, and the communities we work with, by dedicating a portion of our annual profits to social initiatives. The Lodha Foundation was established in 2007, to implement developmental initiatives in Mumbai, Thane and the Kalyan-Dombivli Region. Our Corporate Social Responsibility initiatives include educating children from low income families, vocational training for disadvantaged youth and other community welfare measures.

#### Leaders in Sustainable Development

Guided by the principles of responsible luxury, we ensure every development is conceived and designed with an abiding respect for nature, and a commitment to give back to the environment.

- All developments benchmarked against LEED standards.
- Working with global experts to set new benchmarks in sustainability.
- Use of solar power through solar power farms at various locations.
- Rainwater harvesting and recycling of fresh water at all developments.
- Large-scale landscaping and tree plantation at all developments.
- Recycling of waste materials to ensure conservation of resources.
- Commercial developments with water-efficient landscaping, wastewater treatment reuse mechanisms and increased ventilation.

# Awards and Recognition

#### 2017

- 'Most Respected Real Estate Brand India' by 2017 Grohe Hurun
- Scroll of Honour award for 'Marketing Firm of the Year – India' by CREDAI
- 'Highest Liveability Quotient' for Palava, by JLL's liveability quotient
- 'Best Residential Project under Ultra-Luxury Segment' in the West Zone of India for Lodha Altamount by CNBC Awaaz Real Estate Awards 2017

#### 2016

- 45th Most Respected Company in India, 2016 by BW BusinessWorld magazine
- 'Best Private Township' in the BW BusinessWorld Smart Cities Awards
- Certificate of recognition as the Times Realty Icon 2016, for 'Iconic Upcoming Project – World One Worli' by Optimal Media Solutions

#### 2015

- 'Special Recognition Award' in the ET Best Realty Brands (BRB) Awards
- Ranked as one of 'India's Best Companies to Work For, 2015' by Great Places to Work

#### 2014

- 'The Global Leadership in Real Estate Award' at the NDTV Property Awards
- 'The Most Trusted Real Estate Brand in the Country' by the Brand Trust Report
- Ranked as one of 'India's Best Companies to Work For, 2014' by Great Places to Work



# The Lodha Promise: 9 Commitments for a World-class Home Buying Experience

We believe that the buying experience is as critical as the living experience and so it is our endeavour to make it world-class as well.

#### Timely Delivery

Or else we pay you interest @ SBI MCLR + 2% from expiry of grace period to offer of possession.

#### **OC** First

Possession with Occupation Certificate.

#### No Transfer Fee

Processing charges of only ₹25,000/- per unit or as permitted by authorities.

#### Timely Updates

Ongoing online updates through photographs of construction progress. We also organise physical site visits on at least 2 occasions between commencement of construction and possession.

#### World-class Quality

Homes built with passion and precision, with the knowledge that every home we build carries our name.

#### Home Loan Support

Tie-ups with top banks and institutions to get you home loans at attractive rates, and on time.

#### Renting Support

We will help you find a tenant or lease if you decide to rent your unit any time within 12 months from possession.

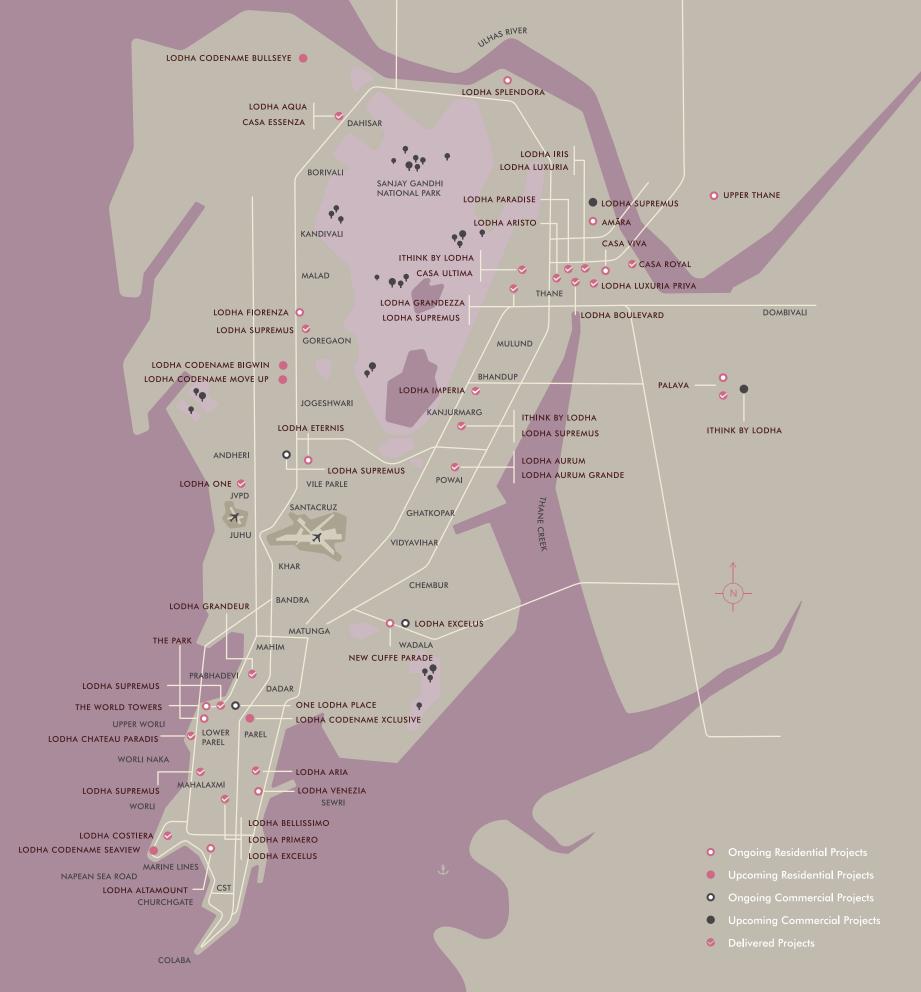
#### Timely Conveyance

Within 18 months of completion of layout.

#### **Top-class Property Management**

We manage your property to ensure that the value of your home continues to appreciate. And we do it for the long-term: a minimum of 5 years.





London: Lincoln Square, No.1 Grosvenor Square | Pune: Lodha Belmondo | Hyderabad: Lodha Bellezza, Lodha Meridian, Casa Paradiso





















The crowning glory:
a super luxurious
country club.
Designed to pamper
the aristocrat in you.

The centre of attraction at Lodha Sterling is a sprawling ~30,000+ sq. ft. clubhouse – The Crown. A classic interpretation of England's finest county clubs, this internationally-acclaimed club house is set in the midst of lush green landscaped lawns, and offers bespoke experiences and amenities, for the exclusive privilege of its residents.

Lodha Sterling boasts 3 swimming pools: a lap pool for serious swimmers, a family pool, and an exclusive indoor heated pool for women and kids.

Keep yourself in perfect shape with a game of basketball or badminton with neighbours and friends on an air-conditioned, mega indoor multipurpose court. Pump those muscles at a world-class gym. Or refresh yourself at the English Tea Lounge. Special occasions demand a special celebration — our party halls, Privilege and Prestige, provide the perfect venue to host a bash in regal style.

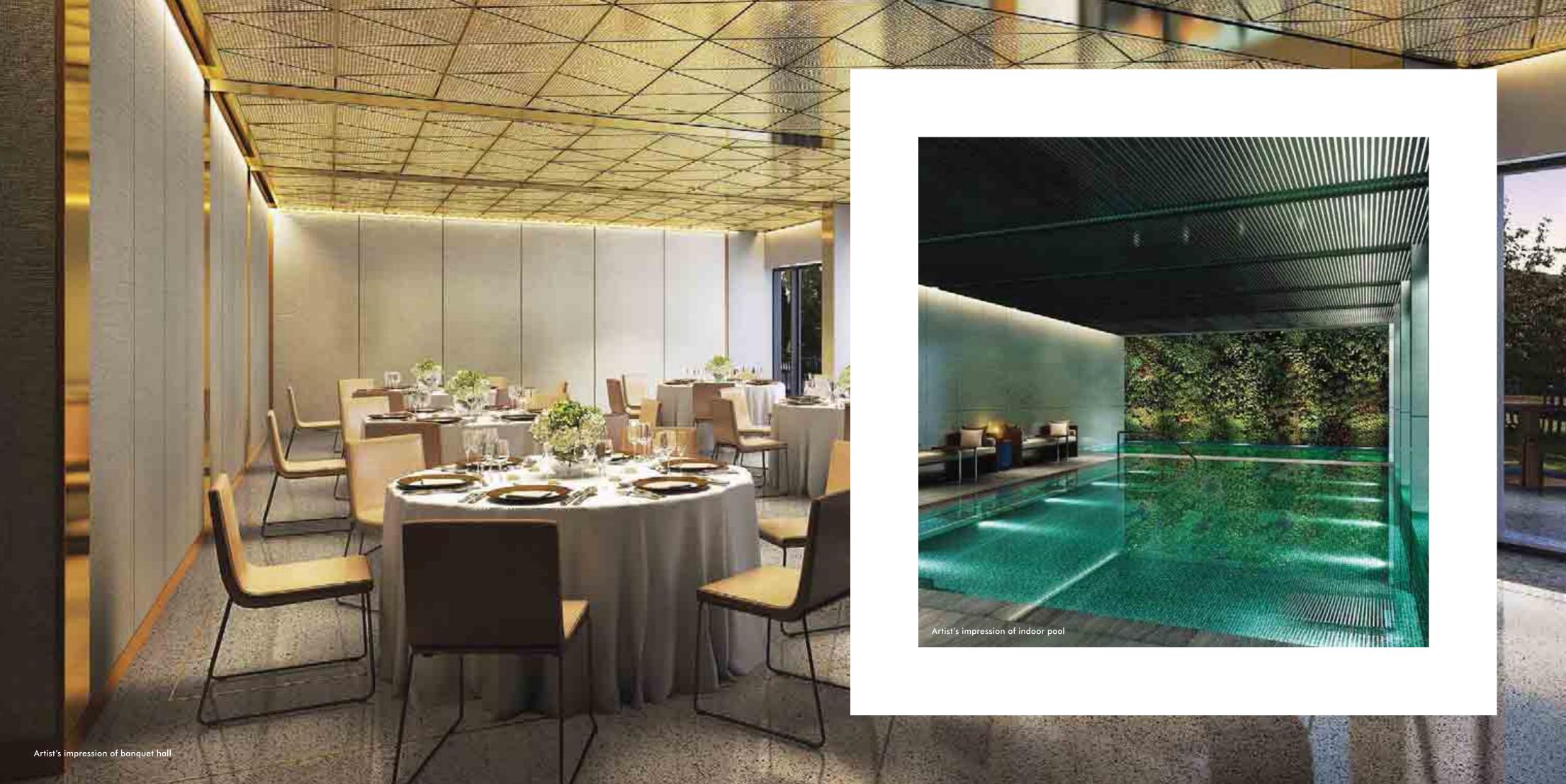
It's no wonder that The Crown is the only residential clubhouse in the world to be featured in the top 20 upcoming leisure & retail spaces 2018. A recognition awarded by the prestigious Architectural Review MIPIM, London.

- 3 swimming pools 25m lap pool with infinity edge, family pool, indoor-heated pool for women & children
- Large indoor multipurpose court with Basketball and Badminton
- World-class gym overlooking the central lawn
- English tea lounge
- Elegant party halls
- Guest rooms
- Private theatre to savor the finest in world cinema
- Activity and learning rooms with renowned service alliances encouraging a holistic well-being
- Steam and massage room
- Kids' indoor play area
- Indoor games Table tennis, pool and, board games like carrom and chess











Purer, fresher, clearer air.
Take a deep breath.

With thousands of trees enriching the environment and a vehicle-free landscape keeping pollution out, residents at Lodha Sterling will be living in one of the cleanest environments in the country. Lodha Sterling enjoys an Air Quality Index (AQI) of 63, similar to London and New York, and significantly better than anywhere else in Mumbai. Go on, breathe in good health and well-being.

### The Air Quality Index. (Lower the AQI figure, purer the air).

Location	AQ
London	43
New York	49
Lodha Sterling	63
Navi Mumbai	154
Chennai	180
Mumbai (overall)	203
 Delhi	363

\*Data from Jan - March, 2016 (Source: aqicn.org/map/india)





Inspired by Belgrave Square, London.

Your privately-accessed garden square is inspired by Belgrave Square, one of the grandest and largest 19th-century squares in London. It is the centrepiece of Belgravia, and has been home to royalty, nobility, politicians, and much of London's elite. Its residents have always enjoyed a lifestyle rich in aristocracy and prestige and blessed with Nature's bounty – just like the privileged few who will reside at Belgrave Square, Lodha Sterling.





Low-rise,
low-density buildings
built around
garden squares.
Offering you plenty
of light, air, and
aristocratic charm.

Belgrave Square, the first mansion block of the development, offers you the unique opportunity to enjoy the charm of London living. Surrounded by nature, it boasts a contemporary style with elegant stone and ornamental architecture. Being low-rise, it ensures you enjoy the best light, while a triple-height entrance affords maximum ventilation. And with only a few residents, you get all the privacy and space you need.

Your privately-accessed ~10,000 sq.ft. garden square has a Victorian style symmetrical layout. Manicured hedges, flowering plants, and patterned fences make this space feel quintessentially English. Designed for sharing with an intimate community of like-minded neighbours, or for some quiet me-time with a book, the garden square is the very heart and soul of the building.

- Low-rise mansion blocks with elegant stone façade
- Designer air-conditioned entrance lobby by Studio HBA, Singapore
- Designer lift lobby on each floor
- 3 Passenger elevators (including one service lift) from Otis/Schindler/ThyssenKrupp/Hyundai&
- DG power backup for common area lighting and elevators

Lavish interiors.

Lush green
surroundings.

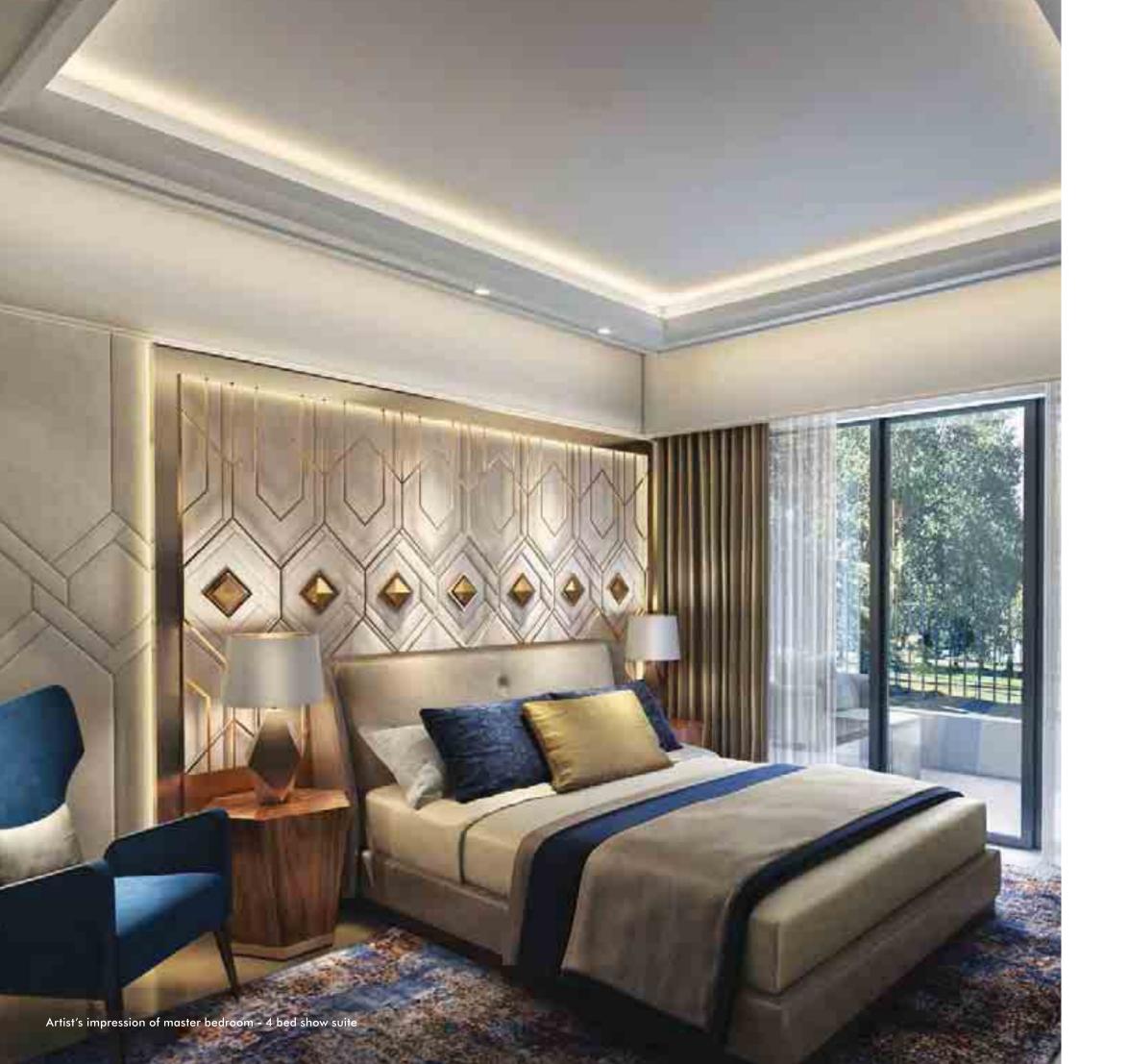
Experience
luxury inside,
and out.

The homes at Belgrave Square are luxuriously sized 2, 3 & 4 bed residences, accessorised with the finest finishes. While the interiors boast marble floors and 4-fixture^ bathrooms, large windows% frame soothing views of the garden square, providing plenty of light and ventilation.

- Large sized 2, 3 & 4 bed residences with supreme finishes
- Interiors designed by world renowned Studio HBA, Singapore
- Fully air—conditioned\* homes with energy-efficient VRV system
- Imported marble flooring in living, dining, passage and puja areas^
- Imported marble<sup>4</sup> flooring in master bedroom and master toilet
- Marbital flooring in other bedrooms
- Wardrobe area in each bedroom
- Finished kitchen with high quality granite countertop, double bowl sink, vitrified flooring and designer ceramic dado tiles
- Granite / Marble vanity counters and designer ceramic tiles in bathrooms
- 4 fixture<sup>^</sup> master bathroom with bathtub and European<sup>&</sup> fixtures

- Separate store^ and utility area
- Servants quarter<sup>4</sup> with toilet
- Spacious sundeck^ in living room and master bedrooms^, with anti-skid flooring
- Elegant tall% windows inviting maximum natural light and ventilation
- Provision for telephone and TV connectivity\$
- Next-generation homes with high speed internet access\$ provided by fibre optic







Limited edition garden residences.
Soon out of season.

In a cramped city like ours, fresh air, open spaces and lush garden views are the ultimate luxuries. So it comes as no surprise that the finest residences at Lodha Sterling have them in abundance.

Presenting limited-edition private garden residences, where lush garden and landscape views are complemented by the melodious chirping of birds. Experience the soothing touch of grass on the soles of your feet as you step out from your bedroom or living room with your morning cuppa. Your garden also provides the perfect outdoor setting for a hosting a party, or the perfect space for gardening, yoga and meditation. With wrought-iron fencing reminiscent of classic English gates, your private garden provides a safe sanctuary for your kids to enjoy their playtime.

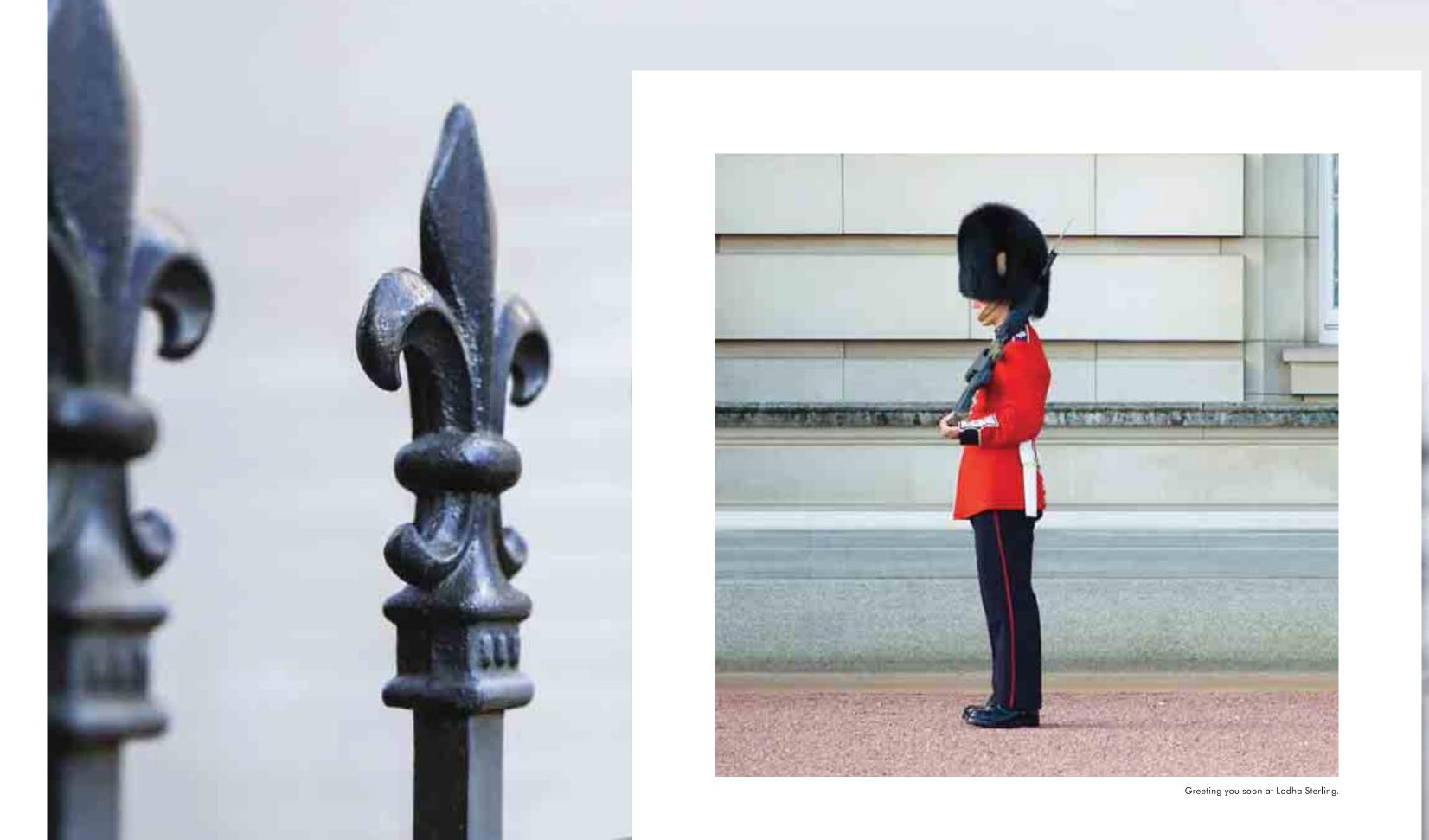


5-tier security system.
To keep a watchful
eye on your little
duke and duchess.

Our advanced security system ensures complete safety for you and your loved ones. With CCTV surveillance, electronically-controlled lobby access, and a video door phone in every apartment, you can rest assured your family is always safe and protected.

Advanced 5 tier security:

- CCTV monitoring of key common areas
- RFID controlled access to parking areas
- Electronically controlled access to lobby
- Visitor registration
- Video door phone in every residence





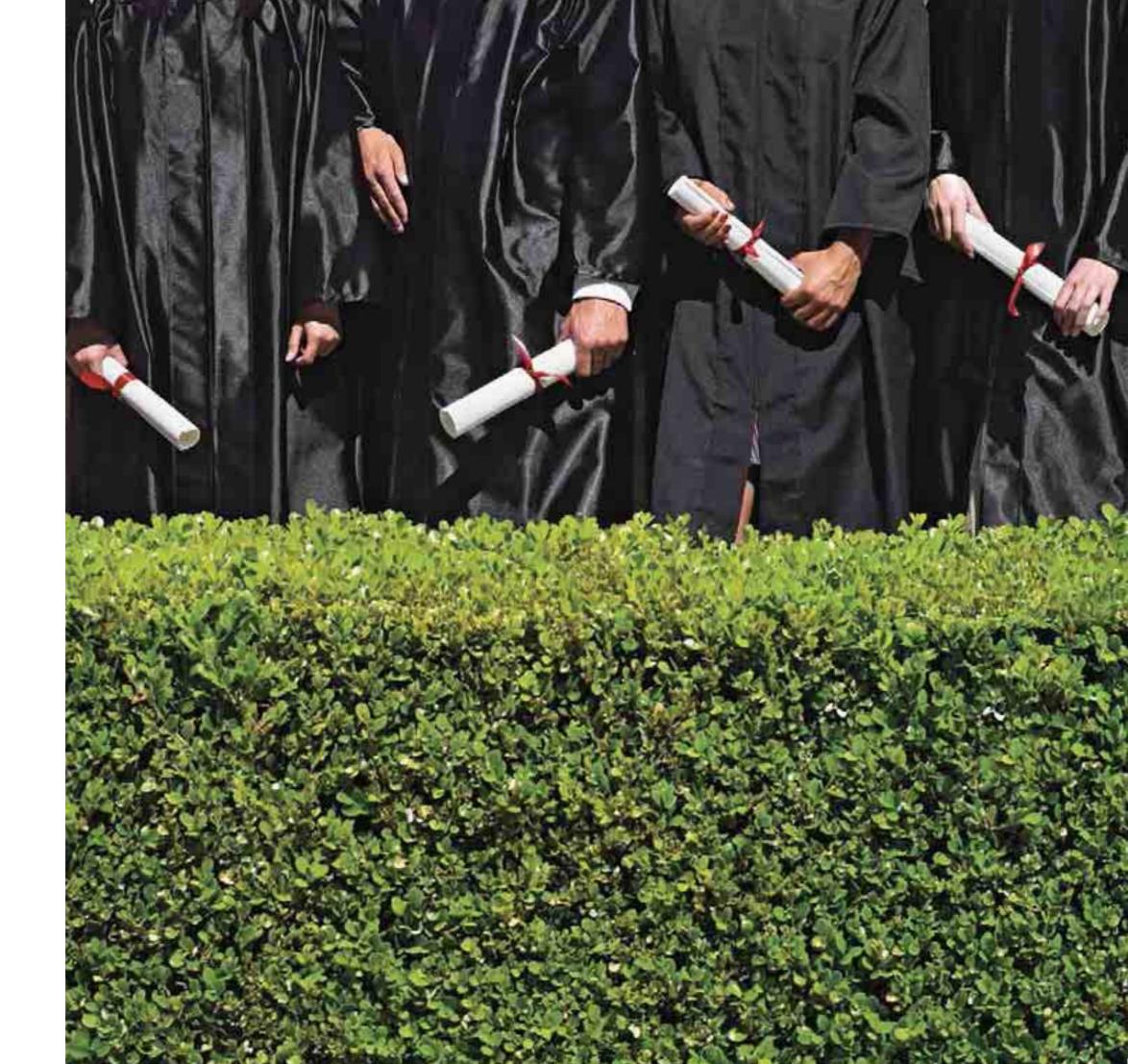


India's finest
music academy,
The True School
of Music.
Perfect to turn your
little angel into
a little maestro.

Music puts a spring in our step and makes our spirits soar. Its magical qualities relax the mind and body and have a soothing effect on our soul. Lodha Sterling brings you the expertise of The True School of Music, India's first music training school which trains potential artistes, producers, sound engineers, composers, and DJs, preparing them for a career in India's burgeoning music arena. Beginners and advanced learners, hobbyists and serious players are all welcome. TSM encourages an eclectic culture, vibrant collaborations, unique creativity, and builds a strong community of music lovers, offering holistic well-being through music. With an international faculty, global-standard curriculum, state-of-the-art facilities, and unrivalled industry connections, TSM has established itself as the vanguard of modern music training in India.

Red Pen Overseas
Education Consultant.
Because education is
the foundation upon
which you build
your future.

The cream of the crop should be able to choose the best among the lvy League or the hallowed institutions of Oxford and Cambridge. And living at Lodha Sterling ensures just that. Red Pen is an independent education consulting firm that guides applicants who seek to study abroad at any level: Red Pen's experienced consultants assist and guide applicants in developing their admissions strategy, and help them navigate the complex admissions process to institutions worldwide.



Raëll Padamsee's
Academy for
Creative Expressions.
Bringing English
Theatre to your home.

Raëll Padamsee's Academy for Creative Expressions, one of the finest schools for theatre and entertainment, is at your disposal to hone your kids' budding talent and turn them into superstars. Associated with theatre stalwarts such as Boman Irani, Alyque Padamsee, Kabir Bedi, Naseeruddin Shah, Shekhar Kapoor, and Shabana Azmi, imagine where it can take your child.



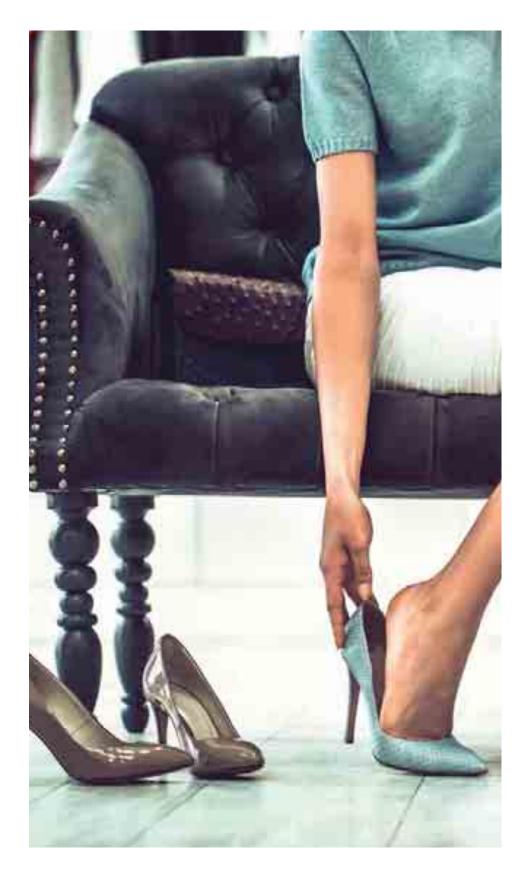


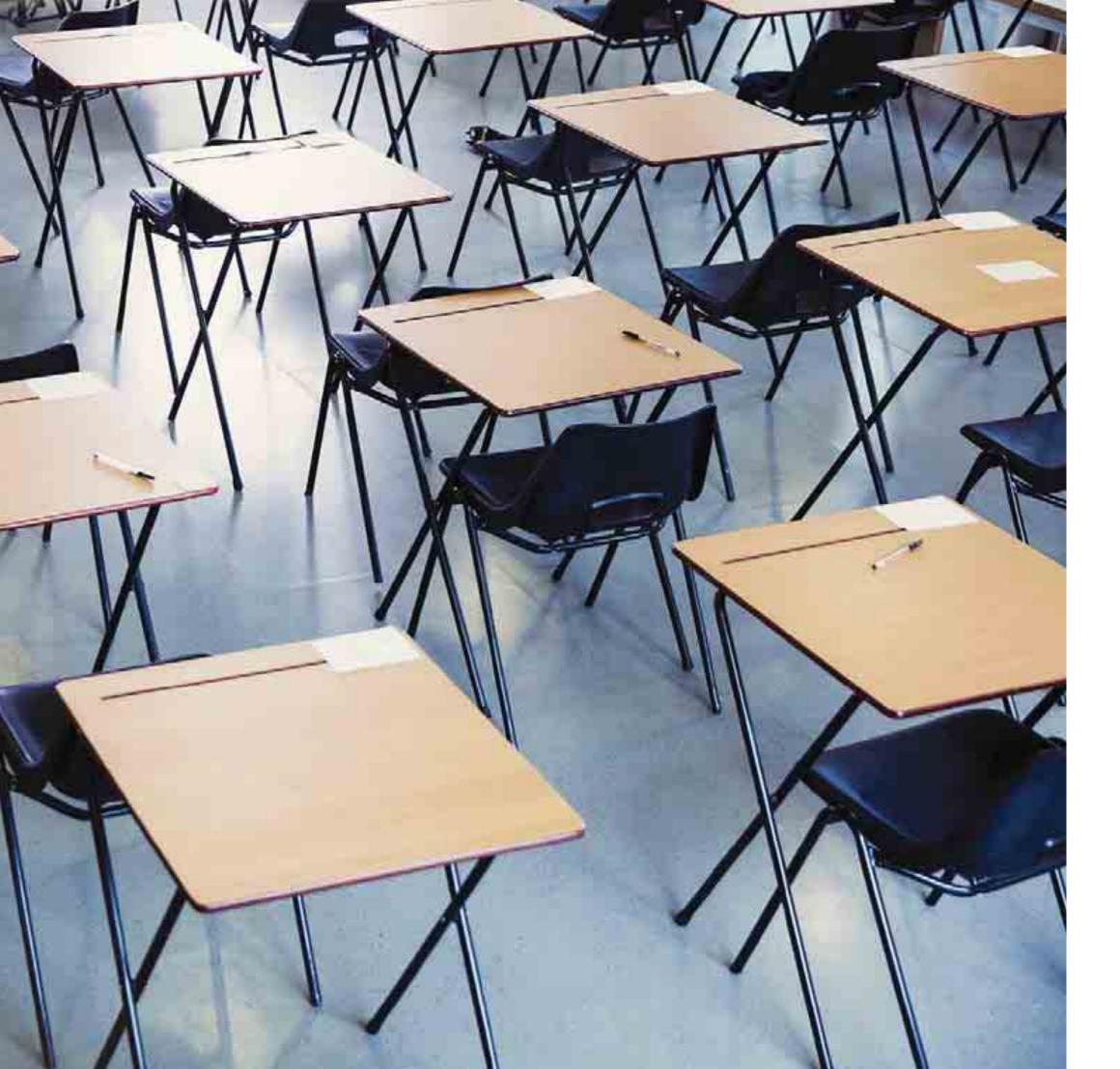


A stone's throw from the centre of town, yet far from the madding crowd.

Nestled amidst the greens of central Thane, Lodha Sterling feels like a secluded spot removed from the city, yet in the very heart of it. Just minutes from Thane's hotspots, Lodha Sterling provides quick and easy access to Thane's finest restaurants, malls, schools, offices, and entertainment. Its ample green cover ensures great air quality and a tranquil neighbourhood, while its central location ensures you'll always be at the centre of the action.

- Easy access to social and business hotspots
- Grade A offices and world-class restaurants next door
- Near Viviana Mall and Jupiter hospital
- A-grade schools a short ride away







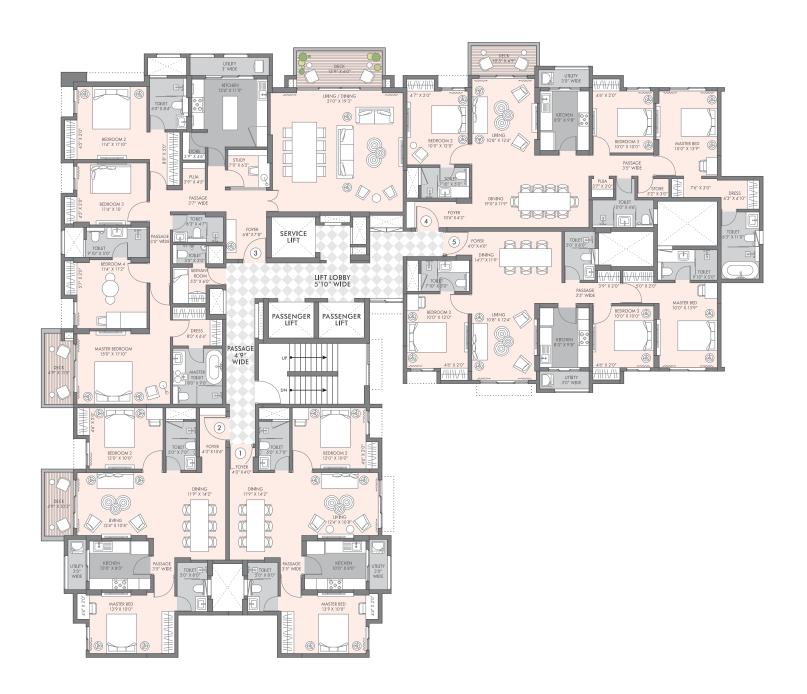


#### Legend

- 1. Belgrave Square
- Lawn
- Seating Area
- Outdoor Toddlers Playroom
- Outdoor Living Room
- 2. Eaton Square
- Lawn
- Seating Area
- Outdoor Toddlers Playroom
- Outdoor Living Room
- 3. Border Garden
- 4. Parterre Garden
- 5. Palm Garden
- 6. Rock Garden
- 7. Clubhouse
- 8. Clubhouse Entrance Plaza
- 9. Clubhouse Roof Terrace
- 10. 25m Lap Pool with Infinity Edge
- 11. Family Pool
- 12. Kids' Pool
- 13. Pool Deck
- 14. Pool Shower
- 15. Entrance Portal
- 16. Central Lawn
- 17. Amphitheatre
- 18. Family Pavilion
- 19. Dining Pavilion with Barbecue Pit
- 20. Tree House with Elevated Deck
- 21. Barbecue Area
- 22. Meditation Deck with Trellis
- 23. Reading Corner
- 24. Gathering Pavilion
- 25. Leisure Corner
- 26. Yoga Deck with Trellis
- 27. Ramp and Steps with Amphitheatre Seats
- 28. Adventure Playground
- 29. Tennis Court
- 30. Temple
- 31. Greenwa**ll**
- 32. Service Entry



Block Plan

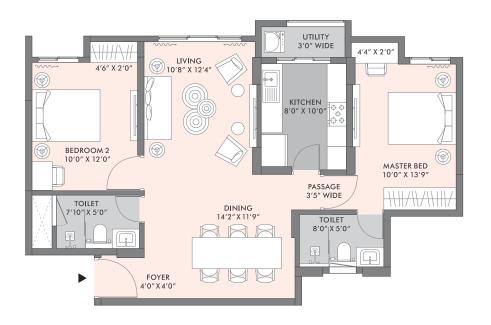


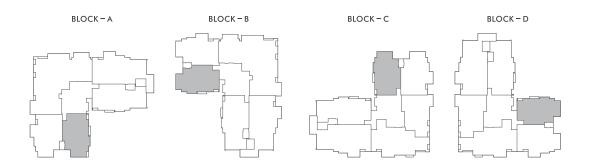


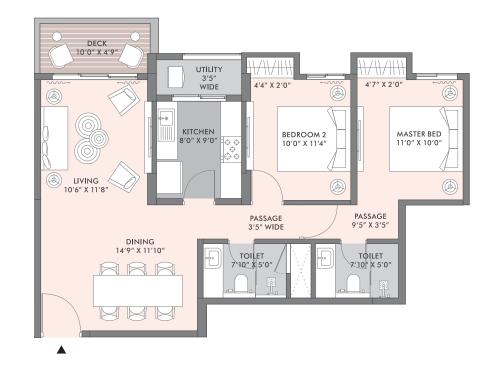


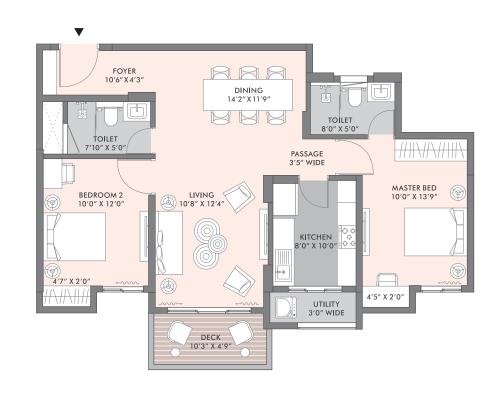


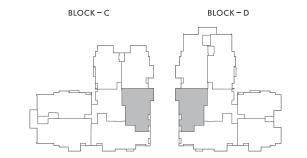


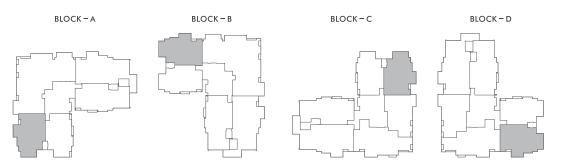


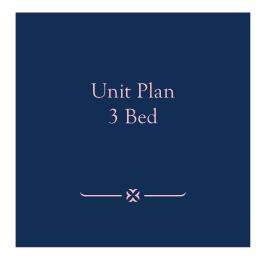


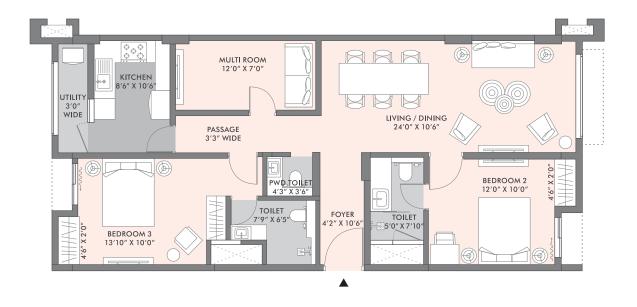




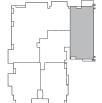


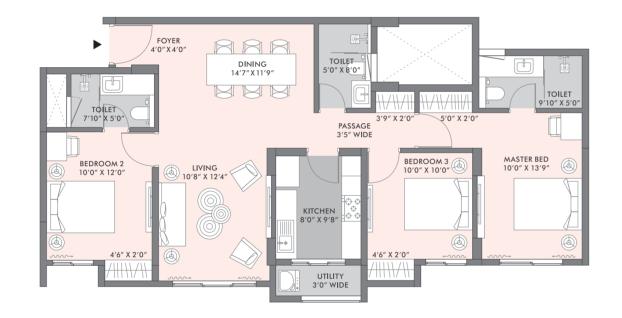


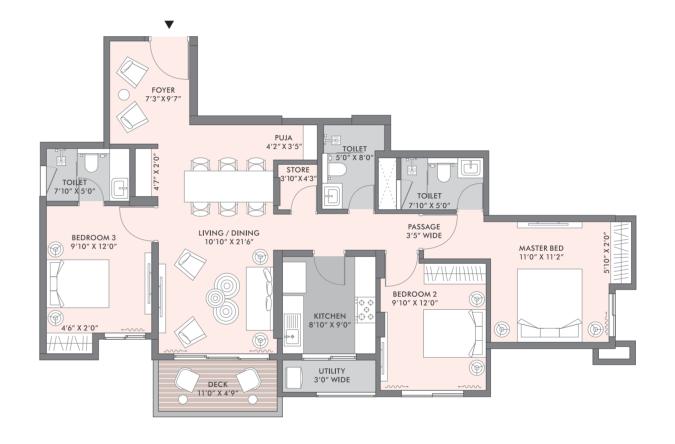




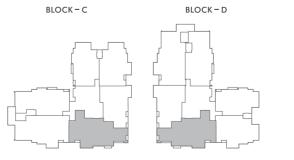
BLOCK - A

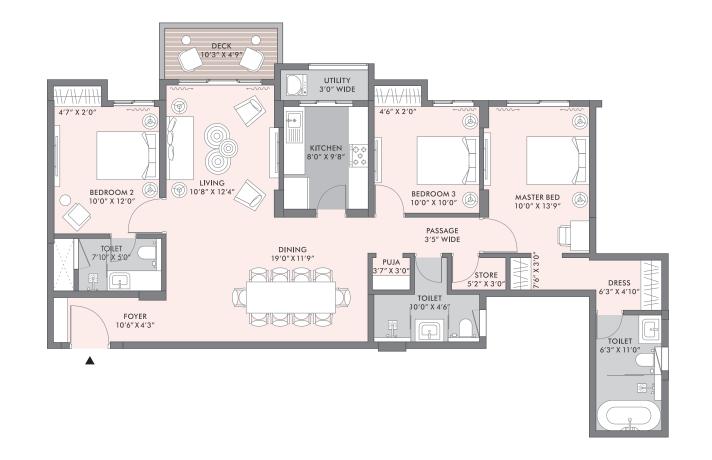


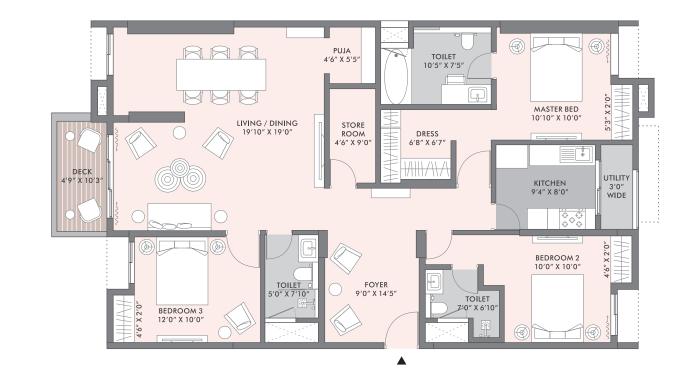






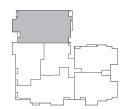






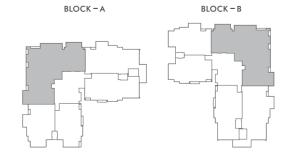


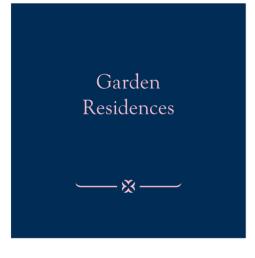




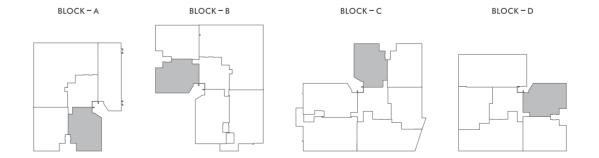




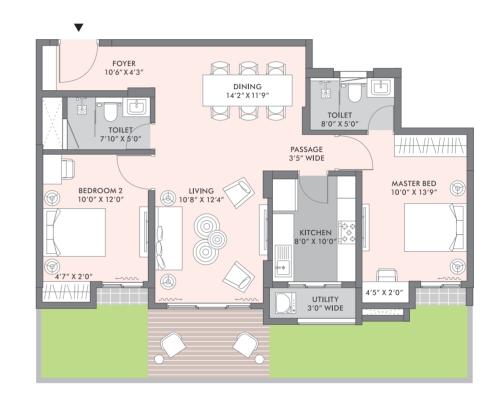


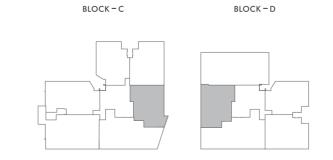


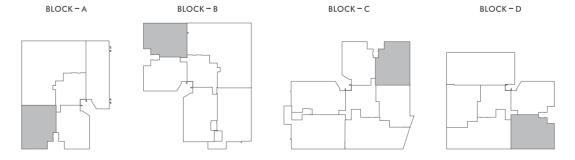


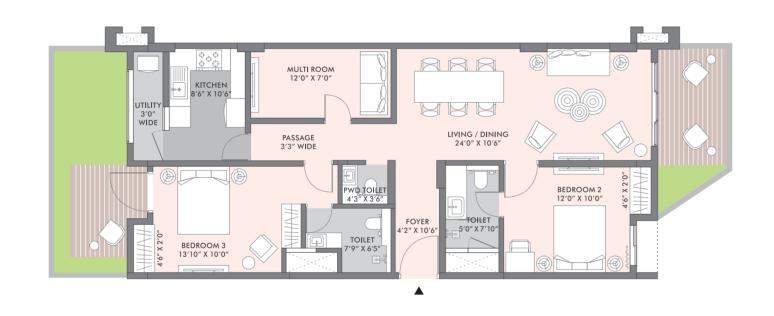




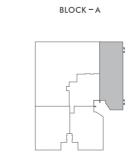




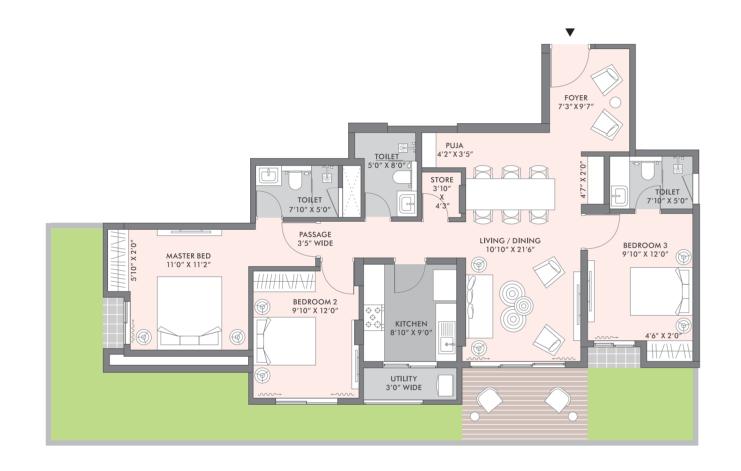




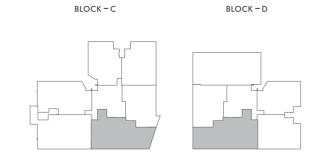




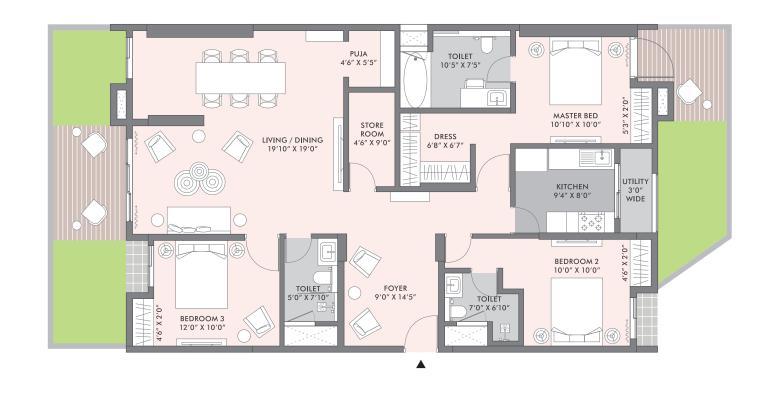




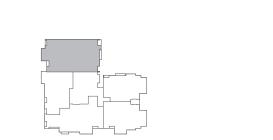




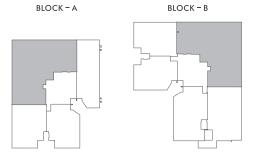








BELGRAVE SQUARE BLOCK - D



3 Bed Premia Type B with Garden

### Master Planning and Architecture Hafeez Contractor

Hafeez Contractor needs very little introduction to India's architectural fraternity. In 2016, he was awarded one of India's highest civilian honours – the Padma Bhushan - for his contribution to architecture in India. In recent times, he has also become a household name throughout the country. As one of India's leading architects, he has changed the face of the nation's urban landscape forever. His long list of prestigious architectural projects includes luxury hotels like the ITC Grand Central and the ITC Grand Maratha Sheraton; the Infosys Global Education Centre, Mysore; D. Y. Patil Stadium in Nerul, Navi Mumbai and the redesigning of Mumbai Airport.

## Landscape Sitetectonix Singapore

Established in 1995 in Singapore, Sitetectonix is globally acclaimed for its contribution to landscape architecture, urban design and planning. The firm boasts an impressive and wide-ranging portfolio, and several awards for design excellence. Sitetectonix is known for innovative, cost-effective designs that are executed with uncompromising quality and dependability. They take into account the environmental, social, cultural, historic and economic circumstances of each project. Sitetectonix's high-profile projects include the Anglo-Chinese School, Singapore; Far East Square, Singapore; the first ITE regional campus, Singapore; Kanuhura Beach & Spa Resort, Maldives and the much-awarded Hotel Sofitel Central, Hua Hin.

## Building and Residence Interiors HBA Singapore

HBA - Hirsch Bedner Associates Studio, world-renowned as the 'No.1 Hospitality Design Firm' and honoured in 2013 by the Gold Key Awards, Hospitality Design, Perspective Awards, the Boutique Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates Studio has designed some of the world's most sought-after hotels, resorts, and spas. Leading the hotel design industry since 1965, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveller. The company's international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA's ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator. HBA creates the signature looks of today's luxury brands, independent contemporary boutiques, urban resort spas, world-class residences, restaurants, casinos, and cruise ships. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With over 1,200 designers around the globe in 16 offices and a recent expansion in several locations in Asia, HBA is a true global company with more than 75% of its employees now outside the United States.

# Club Architects Dar & Wagh (Award-winning firm)

Dar & Wagh, a partnership led by Ranjit Wagh and Amber Dar, was established in Pune in 2015 with registered offices and collaborators in India and Singapore. Dar & Wagh combines a young and intense architectural practice with wide international exposure. Both founders have design experience in Hospitality in South-east Asia. Their work done with practices in Singapore has been widely published, awarded and recognized in design, hospitality and travel forums worldwide.

### MEP Engineers - Buro Happold, India

Buro Happold, New York, is one of the world's leading MEP engineers. Known for having designed the Louvre at Abu Dhabi, and the iconic World Towers in Mumbai, the Buro Happold team brings a holistic approach to every project, by focussing simultaneously on design, concepts, details, execution, value for money and efficiency. The team is dedicated to creating a world-class internal environment, deploying advanced energy-efficient systems and technology to ensure the highest level of safety, comfort and environmental responsibility.

#### Disclaimer

The plans, specifications, images and other details herein are only indicative and the Developer / Owner reserves the right to change any or all of these in the interest of the development. This printed material does not constitute an offer and / or contract of any type between the Developer / Owner and the recipient. Any purchaser / lessee of this development shall be governed by the terms and conditions of the Agreement for Sale / Lease entered into between the parties, and no details mentioned in this printed material shall in any way govern such transactions. Tolerance of  $\pm$  3% is possible in the unit areas on account of design and construction variances. All brands stated above are subject to change with equivalent or better brands, at sole discretion of the Developer / Project Designers. For any brands offering services, the tenure and terms shall be governed by the agreement with the said brand. The plans contained herein are typical unit / floor plans please verify exact plan and orientation of your unit before purchase. The garden units are entitled to exclusively use the area earmarked for private garden but ownership of the same shall be with the Ultimate Organization. No. of buildings/blocks may increase or decrease and land area may also proportionately (approx) change.

^Select apartments. \*Excluding kitchen, bathrooms and any service areas. \*Or equivalent. \*starting from ~150 mm above finished floor level. 4 only for 4 bed residences. \*Subject to agreement and supply from third party provider

The project has been registered via
MahaRERA registration number: P51700015040
available at website:
http://maharera.mahaonline.gov.in
Date of Printing: 04/20

Corporate Office: Lodha Excelus, N. M. Joshi Marg, Mahalaxmi, Mumbai - 400 011.

99

Sales Gallery: Lodha Sterling, Kolshet Road, Thane West - 400 607.

98



