



www.Zricks.com

What is it like to wake up 117 floors above the city?

To have the world's best concierge service anticipate your every need?

To be pampered by the world's finest spa?

To reside in a masterpiece designed by the world's greatest legends?

What does it feel like to live in an icon?





Rising majestically above the city and the Arabian Sea, 117 storeys high, World One stands as the tallest residential tower in the world*. Never before has, and perhaps never again will, a structure of such monumental significance emerge, that too in the very heart of Mumbai - India's gateway to the world. But World One's iconic status cannot only be attributed to the sheer scale of its structure. It is a symbol of our times, a reflection of India's stature on the global stage and a tribute to the collective vision of the greatest talent. In an unprecedented move, legends from across the globe - the finest names in design, architecture and lifestyle services, have come together to lend their expertise to the creation of this icon. And more importantly, to create the holistic experience that it provides - of the best that the world has to offer.



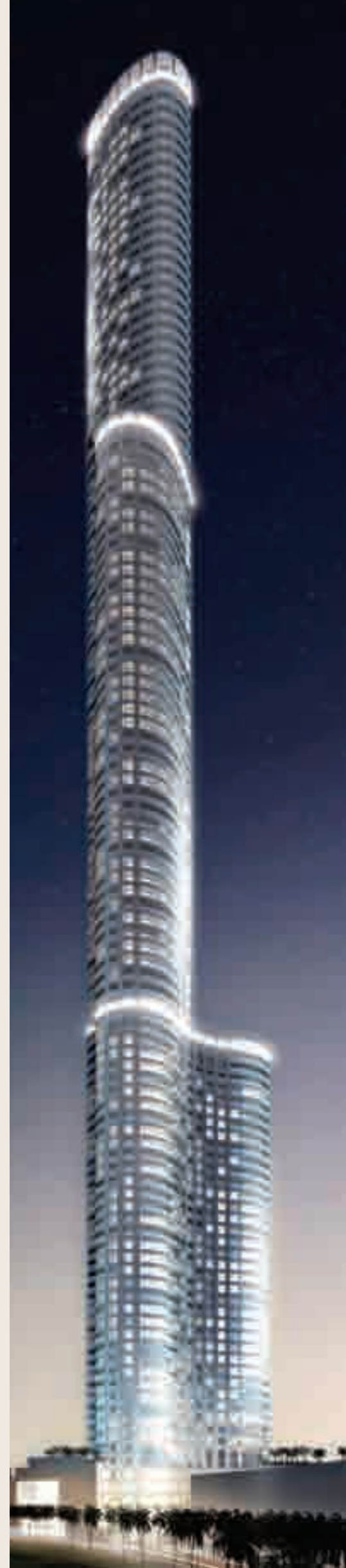
*The current tallest residential building in the world stands at 78 storeys on the Gold Coast, Australia.
World One is estimated to be the tallest residential tower in the world on completion, based on currently available information and market conditions.

www.Zricks.com



"Whether it's New York, Paris, Hong Kong or Mumbai, each global city is defined by an iconic landmark, one that transcends time and trend to embody that which is special and unique about its place and purpose; in so doing, it becomes inextricably linked to one's image and memory of the city"

- Jay L. Berman, Partner, Pei Cobb Freed & Partners



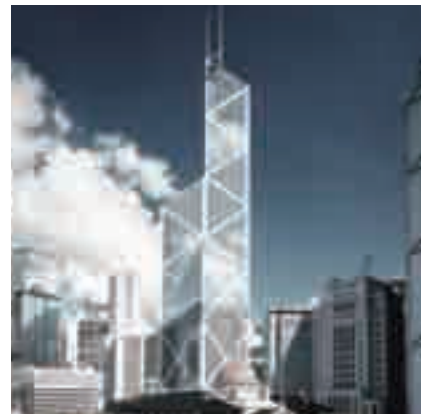
www.Zricks.com

Designing a structure this historic and unique would have been daunting for anyone, barring a firm with credentials that are perhaps as extensive as its list of landmarks. Not many need to be acquainted with the legendary Pei Cobb Freed & Partners, the creators of architectural marvels like the Pyramid at the Grand Louvre, Paris, the John Hancock Tower in Boston, and the Bank of China Tower in Hong Kong. World One is yet another masterpiece to join the ranks of these remarkable structures. It is a destination unto itself, which has set the benchmark for urban planning in the country.

Needless to say, with World One, Pei Cobb Freed & Partners have surpassed themselves yet again. Whether it's the monumental height of the edifice, the unique cloverleaf configuration that provides spectacular and unobstructed views from each residence, or the sheer luxury with which it is imbued, every detail seamlessly comes together, making it unquestionably the city's most coveted address.



The Pyramid at the Grand Louvre, Paris



The Bank of China Tower, Hong Kong



The John Hancock Tower, Boston



Behold a breathtaking sunset or stargaze on a clear night over a selection of fine hors d'oeuvres and aperitifs at the observatory lounge, 1000, which, as the name suggests, is dramatically perched 1000 ft. above the city. With an alfresco deck beautifully landscaped by Ken Smith and a plush lounge, 1000 is the perfect viewing gallery from where you can see up to 60 km. into the distance. The spectacular ambience, unmatched views and unforgettable experiences that unfold at 1000 are reserved exclusively for World One's residents and their personal guests.



ZRICKS.COM

World One will completely transform the skyline of the city with its iconic presence.



www.Zricks.com

Choosing a luxury residence at World One is perhaps as difficult as deciding on the view you'd like to wake up to each morning. With the first residential floor set 75 ft. above the ground, residences in the west wing overlook the shimmering Worli Seaface and Bandra-Worli Sea Link. Those on the east and south wings respectively face the eastern seaboard and Mahalaxmi race course.

The 7th to the 40th levels are reserved for the resplendent 3-bedroom and 4-bedroom World Residences. Abounding with space, these residences have a unique, curved glass living room designed to provide panoramic views of the city, and wide sun decks attached to every room. And with only two residences on each landing, the World Residences are no less than private retreats.





The lavish 4-bedroom World Villas from level 42 onwards, are the epitome of elegance. While the curvature of the villas permits unmatched 270° vistas from the living room, the designer furnishings and fittings lend an air of refinement. Complete with a home theatre lounge, a private pool, 4 and 5-fixture bathrooms, an outdoor jacuzzi, and wide sun decks with every room, each World Villa takes luxury to an altogether different level.



ZRICKS

A relaxed afternoon on your sundeck. A dip in your private pool.
Ah, the joys of living in a World Villa.

www.Zricks.com



Living 117 storeys above the city has its advantages. Your view is unrivalled. Your home, even with the air conditioning turned off, is 5° cooler at this height. The air is crisp, clean and invigorating. And the din of the city is completely muted. But the finest reward is the address itself: World Mansions are reserved for a privileged few.

Set amidst the clouds, at the top most levels of World One, are the World Mansions – spread over two whole floors. These sprawling abodes are completely secluded and come with extraordinary double-height living rooms that offer 360° views of the metropolis.

"One week I need a yacht off the French Riviera, the next I'm craving my favourite kakori kebabs from Lucknow. When requirements are not limited by geographical boundaries, they can only be serviced by a concierge firm that isn't either."

- Member, Quintessentially

ZRICKS.COM





Thanks to Quintessentially, the exclusive 24-hour global concierge service, present at the world's most exclusive locations and now at World One, your every need is anticipated, and your expectations exceeded. With a firm finger on the pulse of every city, Quintessentially can arrange for anything, even the seemingly impossible. Whether it's booking tickets for an event, or finding a chauffeur when yours unexpectedly takes the day off, there isn't a request too big or too small.



"In a city cramped for space, it is rare for a private development to have such generous open green spaces with gardens and amenities for residents to thrive in."

- Ken Smith



Set amidst 17 beautiful acres, World One is juxtaposed against an imaginatively landscaped elevated park- designed by world-renowned landscape designer and public artist, Ken Smith. Best known for the Museum of Modern Art Roof Garden in New York, Ken Smith is all set to transform the landscape of Mumbai's newest destination with his keen eye and vivid imagination. With a sprawling 18,000 sq.mtrs. reserved exclusively for landscaping at World One, Ken Smith will turn his inventive hand to transform World One's vast open spaces into something truly magical.



MoMA Roof Garden, New York



Glowing Topiary Garden, New York

(c) John Back



"Ours is a truly holistic spa experience, one that is tailor-made to rejuvenate and ultimately provide the knowledge, tools and support required for a better quality of life."

- Director, Six Senses Spas





Soaking in the quintessential Six Senses Spas experience that you've enjoyed at some of the world's most exotic destinations, now requires no contemplation. The unique range of therapies, all-natural products, and reassuring service exclusive to the award-winning Six Senses Spas, are being introduced for the first time in India, within the sublime setting of World One.

Whether it is rediscovering yourself amidst soothing interiors, or indulging in any of the countless recreational pastimes at the Six Senses Spa & Club at World One, the skilled professionals of the award-winning Six Senses Spas will provide residents a rejuvenating experience unlike any other - right at their doorstep.





World One is conceived to bring every comfort to your doorstep: you'll never need to move out once you've moved in. You'll find everything from a sports pavilion and a spa, to a convenience store and medical facility, just a few steps away from home.

Perched 175 ft. above the ground and spread over 80,000 sq.ft., is the super-specialized sports pavilion - the first facility of its kind built exclusively for residents of Lodha Place. With a squash court, cricket pitch with a bowling machine, golf simulator and putting green, athletics field, jogging circuit, and floodlit tennis courts, this pavilion is equipped to host an array of sports events.

And to rival the sprawling sports pavilion, is the Six Senses Spa & Club. Spread across three levels and 20,000 sq.ft., the Six Senses Spa & Club at World One comprises 4 zones: Spa, Fitness, Entertainment and Relaxation that, together, provide holistic well-being. No matter which zone residents seek, they will be indulged with the unparalleled hospitality and impeccable service unique to Six Senses Spas. Offering residents the perfect balance of fitness, recreation, rejuvenation and calm, the Six Senses Spa & Club is undoubtedly at par with the world's best. Whether it's a brisk workout at the gym after office hours or spending a languid weekend in the temperature-controlled indoor swimming pool, hosting intimate dinners or watching movies in the mini theatre, residents can do it all right here.

The business centre at World One too has been thoughtfully designed to offer residents all the comfort and convenience of working efficiently from home – a pre-requisite in today's global business environment that demands working across different locations and time zones.



THE SIX SENSES SPA & CLUB FACILITIES AT A GLANCE

Spa Zone

- Spa lounge
- Yoga studio
- Salon & facial room
- Treatment & consulting rooms
- Steam / sauna / hot tub
- Changing & locker rooms

Fitness Zone

- Juice bar
- Cardio exercise room
- Spinning room
- Weight training room
- Pilates studio
- Changing rooms / bathrooms / locker rooms

Relaxation Zone

- Indoor games room
- Snooker / billiards
- Private movie lounge / screening room
- Children's care facility
- Open to Below (fine dining)
- Cards game room
- Library and reading room
- Kids' pool
- Indoor swimming pool
- Swimming pool changing rooms
- Tot Lot
- Elders' corner
- Ganesh temple
- "The Lawn" / amphitheatre
- Juice bar

Entertainment Zone

- Double-height fine dining area
- Elegant, air-conditioned venue for banquets
- Outdoor lawn for banquets
- Private party lounge (with plunge pool)
- Kitchen



"Drawing the life of the city into the development is as important as letting the energy of the new development spill back into the surrounding neighbourhood."

- Jay L.Berman, Partner, Pei Cobb Freed & Partners



World One is the tallest of three residential towers at Lodha Place - a self-contained destination especially created for its privileged residents, at Upper Worli: the new, urbane epicentre of Mumbai, strategically located between South Mumbai and the suburbs. Spread across 17 acres, Lodha Place is conceived to provide the perfect ecosystem for people to live, work, relax and indulge themselves, all at one convenient address.

Thoughtfully designed and meticulously planned to include every comfort, convenience and luxury, Lodha Place is the perfect representation of what a world city should be.

With residential towers alongside premium corporate workspaces, Lodha Place seamlessly integrates a host of cultural, shopping and recreational spots with large open spaces, to create the perfect urban destination. And a safe and secure environment for your children to thrive and grow. With security at every level - automatic X-ray scanning of visitor vehicles, controlled access to elevators, and biometric locks for every residence - you can rest assured your family is protected at all times.

Lodha Place, although designed to be a truly unique destination for a privileged few, will contribute in its own small way to the city. And offer this bustling metropolis and its citizens two acres of quality public spaces punctuated by lush parks and inviting cafés for everyone to enjoy.



Whether you wish to rejuvenate at the super-specialized sports club, browse through this season's couture lines, or simply indulge your passion for nouvelle cuisine, you can do it all right here. Boutiques, gardens, restaurants and cafes occupy pavilions within the imaginatively landscaped podium park, and line the central avenue.

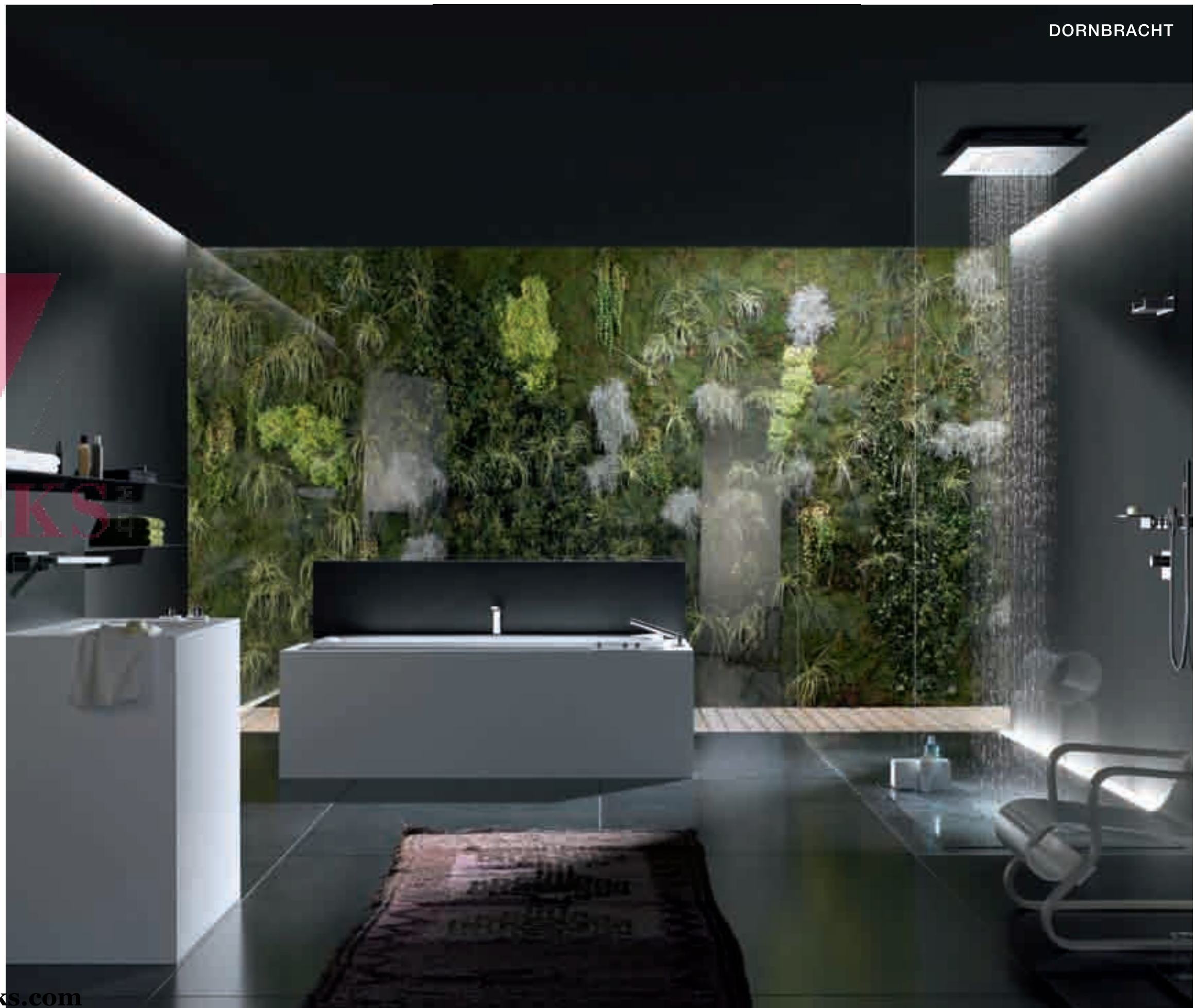
With world-class standards guiding everything that makes World One what it is, can environmental standards be any less?

World One is one of the tallest high-rises in the world, designed to be Gold LEED certified, a US approved rating for energy and environmental design. While rainwater harvesting and 100% water recycling will reduce the residents' overall water consumption by almost half, air-conditioning based on usage patterns, central water heating using solar energy, and motion sensor driven lighting will lower energy consumption. Moreover, with better waste management practices, minimal need for artificial lighting and cooling, and over 500 new trees within the development, World One will achieve its goal of a lower carbon footprint with ease.

Conforming to stringent parameters for environmentally sensitive design, water and energy conservation, ventilation, and fire protection, may bring in accolades, and make World One eligible for lower property tax, and carbon credits. But the greatest satisfaction comes in knowing that we're leaving behind a better world for our children.



No effort has been spared to bring you the finest luxuries and comforts from around the world: top-of-the-line kitchens by Bulthaup, bath fittings by Gessi & Dornbracht, sanitaryware by Antonio Lupi, and the most premium Italian marble to drape your floors. At World One, luxury has no limits.





ZRICKS.COM

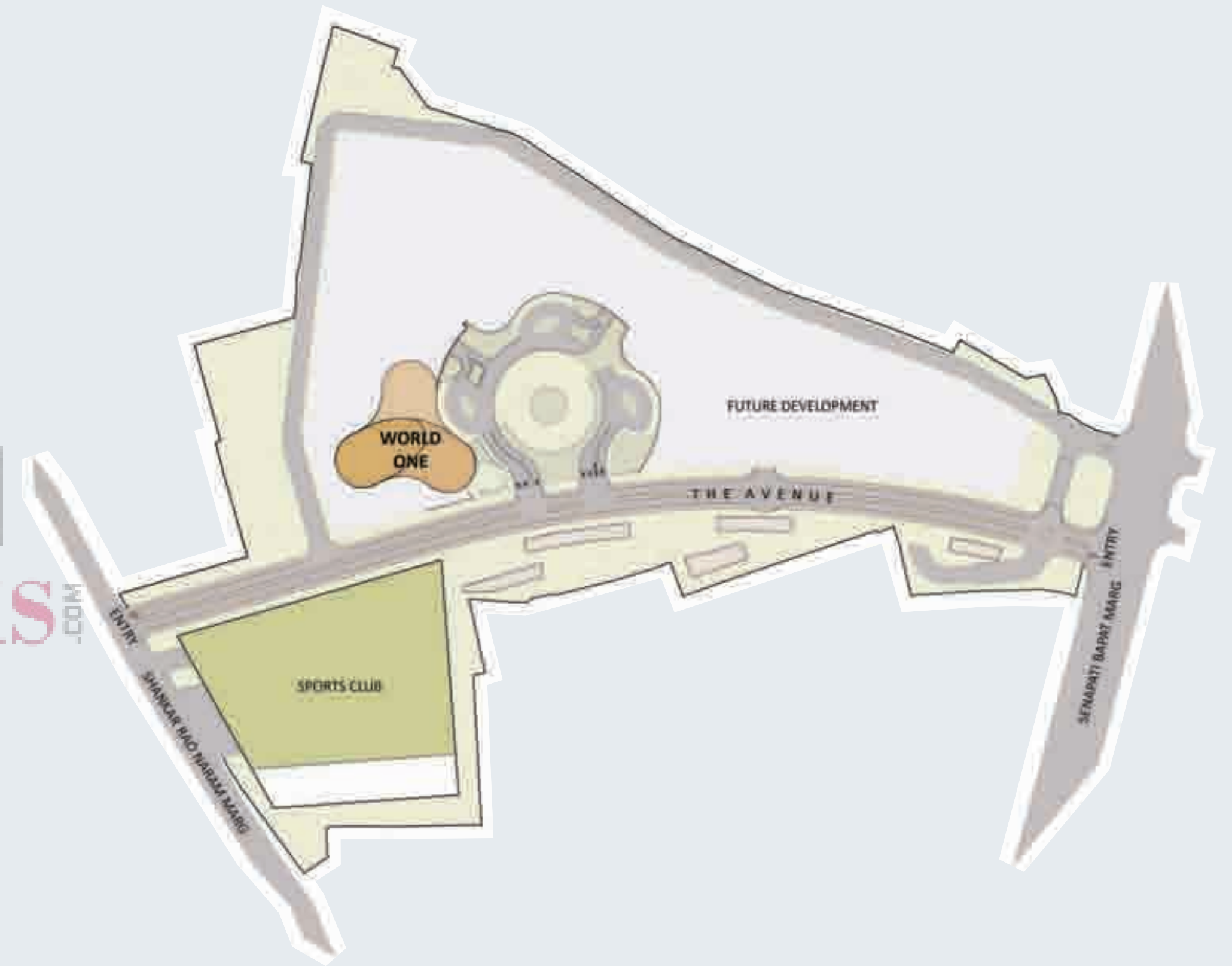
FINISHES FOR WORLD ONE RESIDENCES

| | World Residences | World Villas | World Mansions |
|--|--|----------------------|----------------|
| Fitted kitchen | Bulthaup | | |
| Sanitaryware | Villeroy & Boch, Duravit | Antonio Lupi, Laufen | |
| CP fittings | Villeroy & Boch, Gessi | Gessi, Dornbracht | |
| Flooring in the living room, dining area and passage | Beige Italian marble | White Italian marble | |
| Flooring in the bedrooms and bathrooms | Italian marble | | |
| Deck flooring | Weather-resistant engineered wood / Italian marble | | |
| Kitchen flooring | Stain-free imported flooring | | |
| Integrated home automation | Fully automated homes by Lutron / Crestron / Honeywell Lighting control • AC control with temperature set • Motion sensor lighting in toilets and passage • Curtain controls in each room | | |



| | World Residences | World Villas | World Mansions |
|-----------------------------|---|--------------|----------------|
| Air-conditioners | Completely air-conditioned residences by Daikin / Mitsubishi / Carrier • VRV system • Temperature control in each room. | | |
| Fitted doors | High-performance imported doors, manufactured with European engineering | | |
| Opening and sliding windows | High-precision imported windows with ability to withstand wind pressures, manufactured with German / Israeli engineering. | | |
| Safety devices | • Fire alarm in each room • Panic alarm in master bedroom and living room | | |
| Security | • Proximity card reader access to parking areas, with boom barrier control • Automated X-ray vehicle scanning for all visitor vehicles • Swipe card access to entrance lobby and lifts • Controlled access for visitors with photo ID • CCTV monitoring of every floor lobby and all common areas • Biometric front door lock • Video door monitoring for the front door and entrance lobby to monitor visitors | | |
| Elevators | Mitsubishi / Otis / Schindler | | |

SITE MAP



WORLD RESIDENCES
WEST WING

FLOOR PLANS



WORLD RESIDENCES
NORTH WING

WORLD RESIDENCES
EAST WING

4 Bedroom World Residence

4 Bedroom World Residence

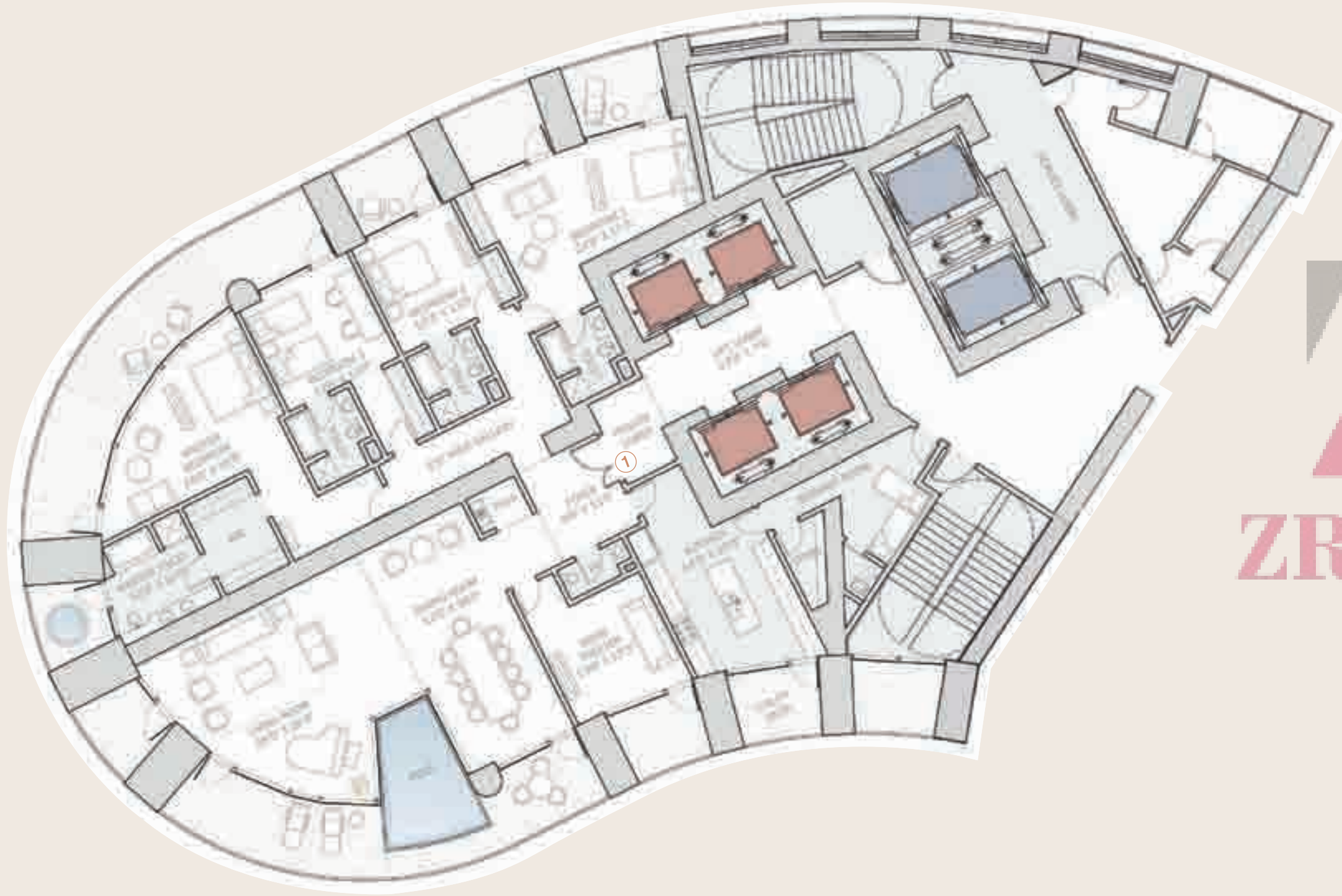
3 Bedroom World Residence

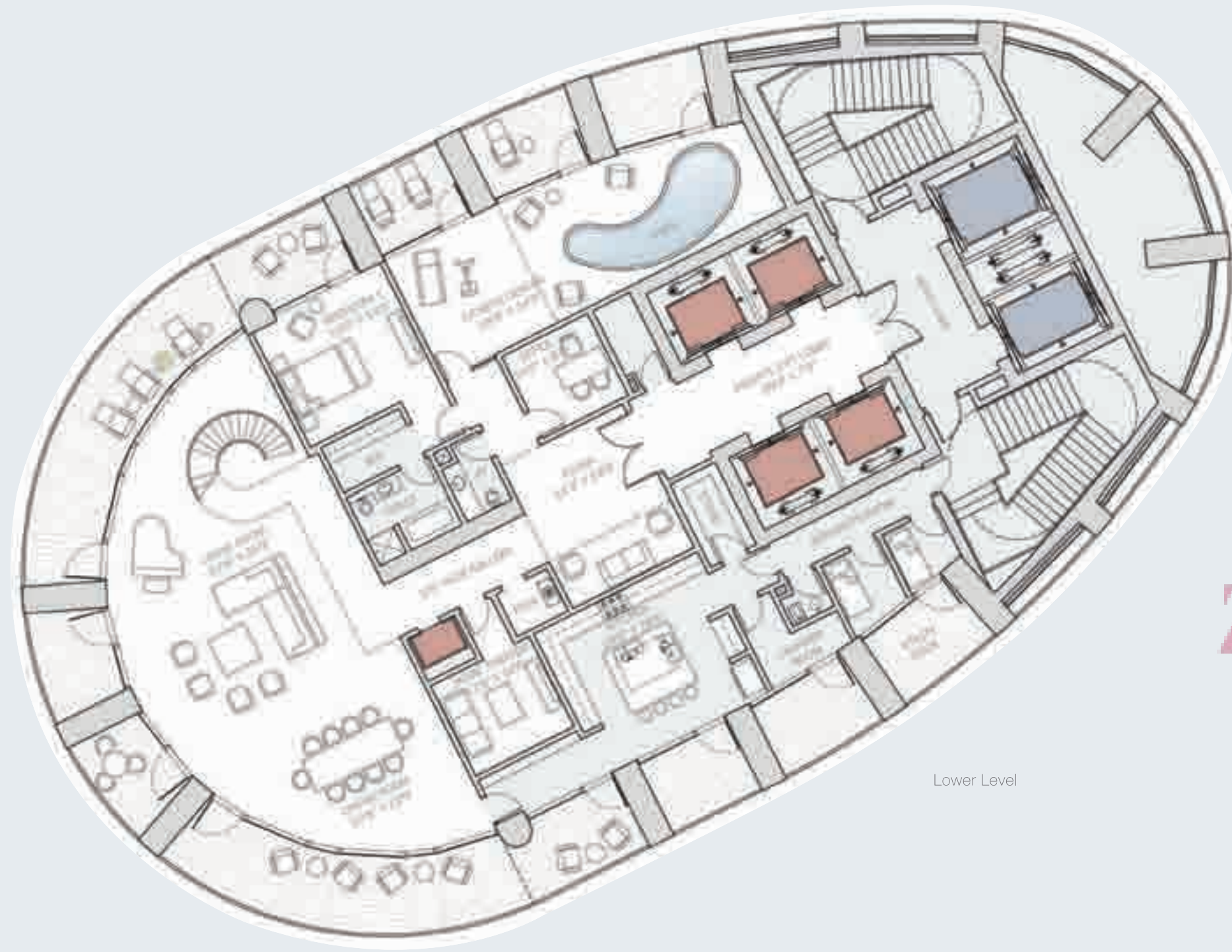
4 Bedroom World Residence



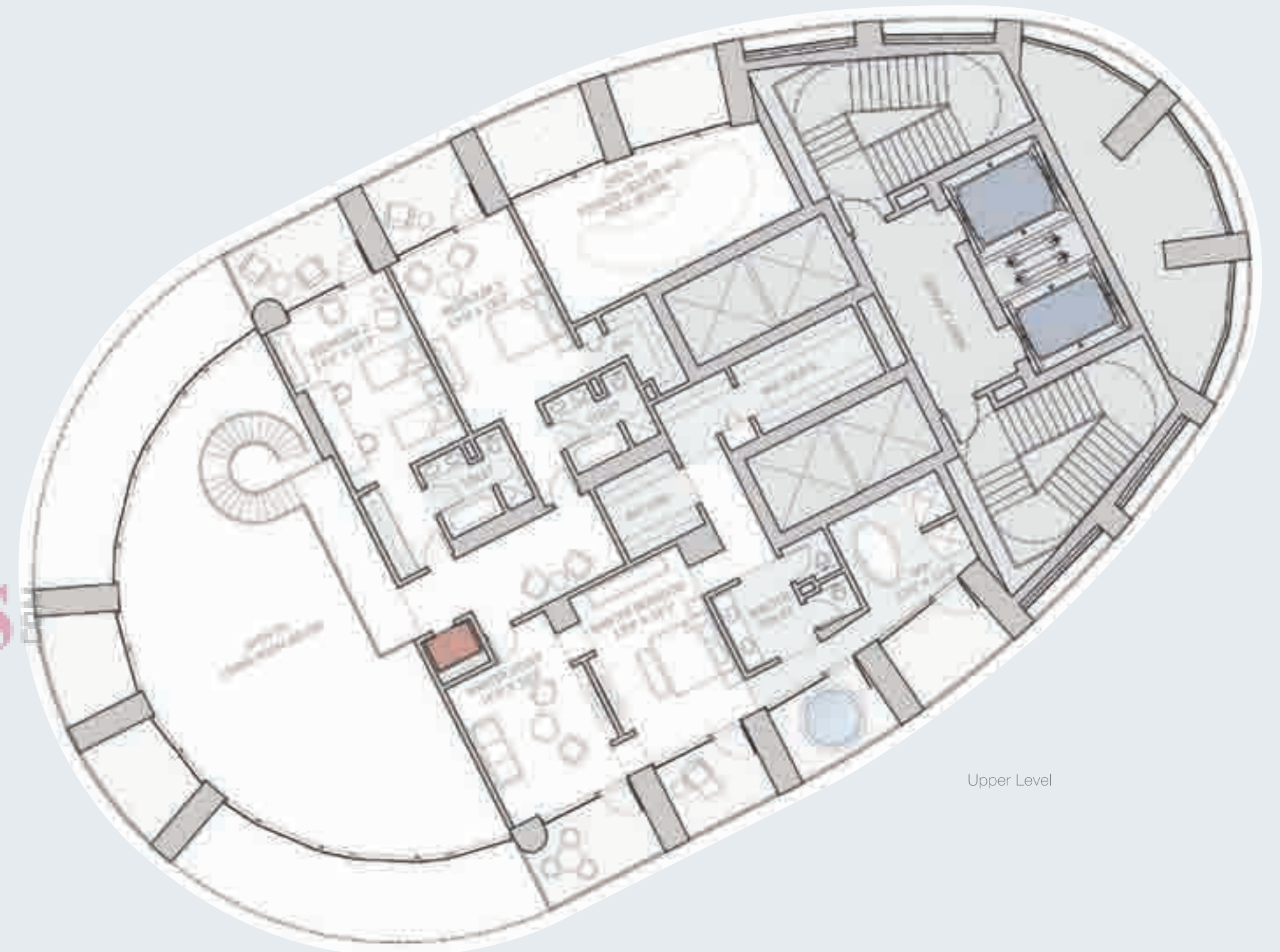
WORLD VILLA
WEST WING

WORLD VILLA
EAST WING





Lower Level



Upper Level



THE DEVELOPERS

The Lodha Group

Established in 1980, the Lodha Group is India's premier real estate developer headquartered in Mumbai. With over 1600 of India's best and brightest professionals, the Group is currently developing in excess of 29 million sq.ft. of prime real estate over 38 projects in and around Mumbai, from Napean Sea Road to Dombivali, making it the largest developer in Mumbai and one of the largest in the country.

In 2009, the company emerged as the No.1 unlisted developer in the country, the No.1 developer in Mumbai and the No.1 real estate brand in the city[^]. The group has several innovative firsts to its credit; be it Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, Lodha GolfLinks – Mumbai's first Golf development or Palava – 21st century India's foremost planned city, spread over 5000 acres.

The Group was also one of the first in India to introduce the concept of branded office spaces through its unique offerings: Lodha Excelus - signature offices catering to front office requirements of large corporations, iThink by Lodha - the ultimate office campus for large-scale office operations, and Lodha Supremus - signature boutique offices targeted specifically at mid-sized businesses.

According to the JP Morgan Property Report 2008, the Lodha Group was ranked second in the list of companies most sought after for PE investment in the realty sector. It was also selected as one of India's top 10 builders by Construction World.

In 2010, the Group completed the construction of towers that, at 225 meters, are amongst the tallest structures not only in Mumbai but also in India.

Other accomplishments include:

- Awarded 'Luxury Project of the Year' for Lodha's Chateau Paradis at Realty Plus Excellence Awards 2010
- Best Developer involved in High-end Residential Properties across India, by constructionsourceindia.com
- 'Leaders of Indian Infrastructure & Construction' Award by The Economic Times ACETECH
- Good practice UN Habitat Business Award for Integrated planning, for Casa Bella, an integrated township at Dombivali

The Group has consistently delivered luxury lifestyles through innovative solutions, not just by building structures but by building better lives.

[^] PropEquity Research, Jan 2010 & Lokmat BDI Survey, Jan 2010.

STRUCTURAL DESIGN CONSULTANTS

Leslie E. Robertson Associates, R.L.L.P. (LERA)

Celebrated for ground-breaking structural designs and complex high-rise projects, including the Shanghai World Financial Centre and the Bank of China Tower in Hong Kong, Leslie E. Robertson Associates, R.L.L.P. (LERA) has been responsible for the construction of some of the world's tallest buildings. Many of the firm's designs have become standard practices, like the shaft wall system that is now almost universally used for fire-resistive walls in high-rise buildings.

LERA brings its unwavering focus and wealth of experience and expertise to World One: making it India's first 'Mega-structure' with a unique structural design system to ensure maximum structural safety and performance in testing conditions. Reflecting a no-compromise approach to safety, World One has been designed to withstand strong winds and seismic movements. Moreover, fully automated fire detection and sprinkling systems on every floor, along with pressurized fire staircases and high-speed fire lifts, ensure the highest levels of fire safety.

MEP (SERVICES) ENGINEERING CONSULTANTS

Buro Happold

Buro Happold, New York, is one of the world's leading MEP engineers. Known for having designed the Louvre at Abu Dhabi, Buro Happold and the design team bring a holistic approach to World One by focussing simultaneously on design, concepts, details, execution, value for money, and efficiency. The team is not only dedicated to making World One as safe as any other super high-rise in the world, but also to creating a world-class internal environment. Each residence will be provided with the latest variable refrigerant volume (VRV) air conditioning systems, and the public spaces within the building will be cooled and dehumidified with energy-efficient central ventilation systems. Furthermore, the most cutting-edge filtration technology will ensure that World One is as self sufficient and water efficient as possible.

CO-ORDINATING ARCHITECTS:

Somaya and Kalappa

Somaya and Kalappa is a full service architectural firm noted for its imaginative design, expertise, and intense involvement. They strive to produce work that is innovative, and practical, while keeping in mind the social, economic, environmental and aesthetic issues relevant to each project. Over decades, they have gained extensive international experience working with reputed global architecture firms.





SITE OFFICE

World One, Lodha Place,
Senapati Bapat Marg,
Upper Worli,
Mumbai-400 013
T: +91-22 6112 9999
F: +91-22 6112 9900
www.world-one.in

CORPORATE OFFICE

Lodha Excelus, Level L2,
Apollo Mills Compound,
N.M Joshi Marg, Mahalaxmi,
Mumbai-400 011
T: +91-22 2302 4400
F: +91-22 2300 0693
www.lodhagroup.com

Disclaimer: The plans, specifications, images, brands and other details herein are only indicative and the Developer / Owner / Architect 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 a 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 +/- 2% is possible in the unit areas on account of design and construction variances.

www.Zricks.com