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 **LODHA**

  
**PALAVA**  
INDIA'S FASTEST GROWING CITY

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YOU'VE HEARD ABOUT  
CITIES THAT ABOUND  
WITH OPPORTUNITIES  
FOR THEIR PEOPLE.

NOW YOU CAN COME  
HOME TO ONE.

After seeing many cities across the world, we've discovered one fundamental truth: great cities are those that offer great opportunities. They encourage business and create desirable jobs to achieve economic prosperity; their citizens enjoy well-rounded and fulfilling lives thanks to their inspiring social and cultural environment. Today, we say with confidence, and no small amount of pride, that Palau promises to be such a place. A place where families lead rich and varied lives, businesses flourish, students dream bigger, and athletes go further than ever before. As Mumbai's sister city, Palau isn't just a new place to live, it's a new way to live. A city that brings out the best in its people.

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## It's time to change the way urban Indians live.

India's population is becoming increasingly urban. Within the next few decades, the percentage of people living in cities will increase to at least 40% from the current 30%\*, with over 50 crore people living in urban areas (that's more than the entire population of the USA). Our cities, however, are ill-equipped to cope with the burgeoning population, holding their people back rather than empowering them.

What India needs, is a city with world-class academic institutions, innumerable career opportunities, well-maintained open spaces, arts and cultural facilities, exciting sports facilities, safe streets, and the opportunity to lead a life that is easier and infinitely more fulfilling in a community of like-minded people.

A city that won't just be a place where people can live, but where they can flourish.

INDIA'S HIGHEST SCORING CITY - Mumbai - is ranked at 115 out of 140 global cities (Economist Intelligence Unit's survey of the world's most livable cities), a reflection of how poorly Indian cities fare.

\*Source: McKinsey Global Institute - World Cities Review, April 2010



Destined to be  
amongst the world's  
top 50 places to live.  
And grow.

Palava isn't just the stuff of wishful thinking; it's the result of intensive urban planning. The city is designed to offer its citizens three major benefits: opportunities to prosper, to participate in the running of the city, and to live a fulfilling lifestyle for generations to come.

These three pillars are fortified by meticulous planning and the desire to match the best. Every aspect of Palava has been benchmarked against global criteria; this includes the business environment,

the excellence of educational facilities, the quality of public spaces, the amount of green spaces, technological solutions, healthcare facilities, safety, connectivity, and so on.

Palava will provide a holistic, urban environment which will set the standard for 21st century living in India, giving its citizens every opportunity to realise their potential, and businesses the environment they need to grow and create high-quality jobs.

This is the nation that gave the world two of its oldest cities - Harappa and Mohenjo-Daro. Now it will give the world one of its finest cities.



**PALAVA COMES FROM THE  
SANSKRIT WORD 'PALAY'  
- A BUDDING FLOWER.  
It is, after all, a city with  
endless possibilities, built to  
help its people flourish.**







## Mumbai's sister city. Located at the epicentre of potential.

### Palaja is perfectly situated to be a major business hub.

At the centre of the economic triangle of Navi Mumbai, Thane, and Kalyan.

Less than an hour from South Mumbai via the Eastern Freeway.

Within 20 minutes of the upcoming international airport at Navi Mumbai.

45 minutes from Mumbai's main port, JNPT.

With 6-lane (or more) roadways on all 4 sides – Kalyan-Shil Road, Talop Bypass Road, Shil-Parvel Road and Dombivli-Balapur Road.

Well-connected by rail. Nearby stations include Dombivli and Dha (Central Rail).

The area is seeing major road upgrades such as the widening of the Kalyan-Shil road and infrastructure upgrade around Mahape.

The city is aligned with the region's development plan, ensuring integration with local transportation patterns.

Strategic location for upcoming regional transportation projects like the Vran-Alibaug multimodal corridor and Anoli-Kalyan Shil road freeway project.



## Palava today: a place thousands call home.



In the mid-90s, the Lodha Group began to acquire land with the vision to create a truly unique city. A city that was planned for over 5 years, with great care, by a team of global experts. It was only after this that the city finally began to take shape in 2010.

Today, the city is home to thousands of families (with over 26,500 residential units sold, a number that will rise to 1,00,000 families by 2025. This city already has everything one could hope for. The cityscape currently includes modern developments such as Casa Bella, Casa Bella Gold, Casa Rio, Casa Rio Gold and Lodha Golflinks. All this in a green city

that already offers its citizens a range of amenities. Two ICSE schools, Lodha World School and Pawar Public School are just a short walk away, as are the preschool, the football field, and convenience retailers.

Citizens have access to sports facilities and training academies at clubhouses, cricket grounds and the golf course. Xperia mall with PVR multiplex provides citizens with exciting shopping, dining and entertainment options.

ONE OF THE WORLD'S  
GREATEST CITIES  
CREATED BY ITS MOST  
GIFTED PLANNERS.

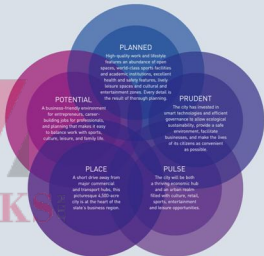
From experts like Sasaki (Boston) and Buro Happold (New York) who initiated and supported the planning process, to Prabhakar Bhagwat Associates (India's leading master planning and landscape firm), Lovell Intra (New York), Tata Consulting Engineers (TCE), IBM and Schneider Electric (smart city experts); and global icons such as GE, Palava's creators features some of the world's best planners, designers and engineers.

General Electric (Wyer) • IBM (Smart City) • Sasaki, Boston • Buro Happold, New York • Prabhakar B. Bhagwat and Associates • Kapadia Associates Pvt. Ltd. Tata Consulting Engineers Ltd. • Mott MacDonald • Schneider Electric Raglan Squire and Partners (RSPI) • SunEdison



## Built on a foundation laid by great cities.

The world's most livable cities have certain characteristics that define them. Features that make the lives of their citizens infinitely better. Singapore's intelligent planning and infrastructure, New York's unbridled economic potential, Paris' cultural and tourist landmarks, Sydney's sprawling green spaces and London's renowned lifestyle. Palawa echoes these cities in quality and spirit.



### THE 5P FRAMEWORK FOR PALAWA

The city's many aspects, broadly classified, are called the 5 Ps.

# Benchmarking Palava against the world's most iconic metropolises.

## SAN FRANCISCO

The daily commute to work takes 28 minutes.

**Advantage Palava:** Workplaces in Palava are no more than a 15-minute walk from citizens' homes. By contrast, people in Mumbai spend 47 minutes commuting, on average.

## LOS ANGELES

Athletes from L.A. won 45 medals at the 2012 Olympics.

**Advantage Palava:** The city's highly sophisticated sports facilities are designed to unleash potential.

## BOSTON

Over 100 Nobel laureates have either studied or taught in Boston.

**Advantage Palava:** This city will engage genius with over 20 schools and a world-class university with a focus on research and development.

## PARIS

17 million tourists annually.

**Advantage Palava:** Attractions like the Centre for Arts and Culture designed by one of the world's greatest architects, a children's museum, and picturesque parks and promenades will make Palava a fascinating tourist hub.

## SYDNEY

Over 15% of Sydney's landscape comprises green areas. That's more than any other city in the world.

**Advantage Palava:** While only 2.3% of Mumbai's total area is made up of green spaces, over 25% of Palava has been earmarked for the same.

## BEIJING

Forty Fortune 500 companies are headquartered here.

**Advantage Palava:** The city's ultramodern commercial infrastructure and business district with 3.5 lac job opportunities will make it an ideal location for these corporate entities.

## TOKYO

267 Michelin Star restaurants.

**Advantage Palava:** The city will offer over 1,000 prime commercial spaces. Plenty of room for high-end restaurants and boutiques.

WELCOME TO  
PALAVA



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## Palava: designed to help you flourish.

Every inch of this city is designed to bring out the best in you. Not just help you reach the heights you aspire to, but inspire you to go beyond what you thought possible.



## Built for business. From the ground up.

Some cities create challenges and barriers to business. Palava was planned from its inception to help business flourish. To bring together all the ingredients necessary to make businesses thrive: a world-class talent pool, untapped markets, a modern business district, unrivalled connectivity, a location at the very centre of business, and a streamlined single-window applications system. Truly, a place for businesses on the rise.



## A city geared for success.

While Palava will have millions of square feet of business space, the most ingenious part of the city's business planning is its three-pronged approach towards generating economic activity:

- **Phase I:** Sectors like IT, ITES companies, financial institutions, small and medium enterprises, and trading will have room to grow.

- **Phase II:** Significant business opportunities in the fields of retail, hospitality, entertainment, food service, tourism, education, medical, legal, transport and facility management thanks to the residential and commercial areas.

- **Phase III:** The university's focus on research and development will do more than just attract high-calibre talent, it will result in symbiotic between start-up ventures and larger companies (e.g., technological

and intellectual). This will foster an environment of research and innovation, giving rise to jobs in sectors like media and entertainment, healthcare, biotechnology, design and architecture, and more. By 2025, this plan will result in over 3,50,000 high-potential jobs; 1,30,000 direct job opportunities across the central business district and nearly twice as many indirect jobs. For instance, the schools and university will create high-quality teaching and research opportunities; start-ups will need motivated young talent; and hospitality and entertainment will need dedicated and well-trained professionals.

This exhaustive plan also places emphasis on business-university integration to create a high-calibre talent pool.

According to the city's planners, Palava's annual GDP will grow to ₹60,000 crore by 2025, making it one of the fastest-growing young cities in the world.

THE CITY'S ECONOMY WILL ALSO BE SPURRED BY DEMAND FOR GOODS AND SERVICES.

Palava's population will increase from the 26,000 families who already own a home here to over 1,30,000 families in 2025. These new residents will create a market for businesses like furniture and household electronics amongst others.

The Centre for Arts and Culture, waterfountains, parks, sports facilities like the Olympic sports centre, and other landmarks will attract tourists from around the world, in addition to frequent visitors from Mumbai and New Mumbai. This will do much to boost the city's economy.

The services of hotels and convention centres will be in great demand thanks to the city's commercial spaces.

## Palava business facilitation. It's never been easier to do business.

Palava's dedicated Business Facilitation Office (BFO) makes the task of applying for government permissions a hassle-free experience, with the day-to-day operations being handled by this office on your behalf. This means you can focus your manpower on the core functions of growing your business, lowering costs and management bandwidth. Not only does this underline Palava's commitment to making you successful but, more importantly, it welcomes businesses and entrepreneurs.

#### The Business Facilitation Office:

- Provides talent acquisition services.
- Offers business-to-business facilitation services.
- Facilitates government approvals and regulatory clearances.



## A world-class educational system.

### Why send your children abroad?

Created by a team of experts, the city's education system will be available to every one of its young citizens; helping them to find their place amongst the graduates of the world's greatest universities, and opening up a world of employment opportunities.

Actual photograph of the Lodha World School, Palava.



## Over 20 schools equipped to inspire young minds.

Each of the city's schools – be they ICSE, CBSE, IB, or State Board – will focus on all-round development, balancing scholastic lessons with extracurricular activities such as the performing arts. The schools will offer well-designed classrooms, outdoor areas for physical education, fully-equipped labs, and well-stocked libraries amongst other facilities. The teachers, well-versed in child psychology, will make perfect mentors. Palava's has two renowned schools

that are operational today - Lodha World School and Pawan Public School. The Shri Ram Universal School, an iconic name in the academic circles, is set to open soon.

*Tell me and I forget, teach me and I may remember, involve me and I learn.*

– BENJAMIN FRANKLIN

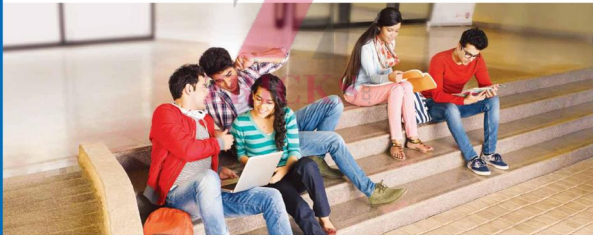


## A university on par with the world's greatest.

Designed to catalyse the region's economic growth, Palava's upcoming university is a testament to the city's foresight. This institution will be affiliated to international academic titans and offer world-class programmes in disciplines such as engineering, management, medicine, humanities and the liberal arts. Palava will also have independent technical colleges that will be affiliated with this university.

To offer a truly immersive learning experience, the university will work with the city's various institutions, such as the Centre for Arts and Culture, the business district, and the hospital. This will result in an environment that is conducive to research and development, and the incubation of next-generation start-up companies.

Over 100 acres have been set aside for Palava's prestigious university.









## Plenty of leisure spaces. And more importantly, leisure time.

Parks to picnic in, waterfront bistros to dine at, shopping areas where you can indulge your family, and an iconic cultural centre where you can revel in the arts (and be trained in them). Palava offers spaces for a range of pursuits spread over a sprawling, scenic landscape. Thanks to intelligent planning, it will take no more than a few minutes to reach these from anywhere in the city.

## The Centre for Arts and Culture: as large as NCPA, as iconic as the Sydney Opera House.

True to its mission of showcasing art, Palava's cultural centre will be the creation of a world-renowned architect. This centre will allow citizens to both showcase their work and admire the creations of others, perform and enjoy performances.

- Multiple indoor auditoriums.
- Two exhibition spaces to display the outpourings of creative minds.
- Studios for training in dance, drama, painting, sculpting and music.

• An amphitheatre with space for 2,500 people.



PALAVA'S MUSE  
The Sydney Opera House

The arts  
lift your spirit and  
your soul.  
- DAVID MILLER

## The waterfronts: twice the size of Girgaum Chowpatty, infinitely more promising.

Much like Singapore's Clarke Quay, the waterfronts promise to be prime leisure and entertainment areas.

- \* The lakefront, with a 2 km periphery and over 50 acres of leisure space, will offer an amphitheatre, boating, a musical water show, a museum for children, promenades, and a jogging track.
- \* Restaurants and cafes will border the riverside promenade.

A place where you can see  
a good view is also a good place  
to sit and dream.

- MEHMET MURAT ILDAN



As enchanting as Paris, as stylish as Milan  
and as lively as New York. There's always  
something new to discover in Palava.



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## Lively shopping and dining areas. Go on, indulge yourself.

Over 1,800 retail and dining areas will dot Palava, pumping new life into the city. As varied as they are abundant, a large number of these establishments will be located in three key zones.

- A central avenue reminiscent of Paris' Champs-Élysées with high-end fashion outlets and dining spaces.
- The waterfronts, both by the lake and the river.
- Several malls, the first of which is a 5-lac-square-foot structure with a 6-screen multiplex.



## All the space you need to lead an active and healthy life.

From open green spaces where you can benefit from the natural surroundings and fresh air, to sophisticated sports facilities with professional coaches; Palava offers everything you need to lead a healthy and fulfilling life.

## Open spaces that comprise more than half of the city.

This city offers a variety of green spaces that not only energise citizens with fresh air, but also provide enough space for them to jog, cycle and indulge in a number of athletic activities.

Over 40% of the total area of Palava is dedicated to open spaces, with over 25% set aside for parks, playing fields and recreation grounds. The ratio is 10 times higher than that of Mumbai.

- Expansive Forest Greens that adorns the landscape and welcomes all kinds of flora and fauna

- Private gardens and playgrounds in each development.

- Neighbourhood gardens.

- A 3.5 km long riverfront with promenades, theatres and cafes.

- 6-acre landscaped park around a natural lake

- Over 10 kms of green pathways formed by interconnected parks.

Over 2 lac trees will be planted across the city to improve the quality of air, 70% of which will be grown in Palava's local nurseries. This city does not limit greenery to parks.




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## Built for future Olympians.

Pilava's sophisticated sports facilities are available to anyone with a dream. This city does not believe in half measures.

- An Olympic sports centre - larger than anything available in Mumbai - with a variety of facilities for sports like Swimming, Cricket, Football, Squash, Tennis, and Badminton.
- Sports academies affiliated to professional academies like Golf Nest at the 9-hole golf course.
- A world-class cricket stadium with a programme to be run by Cricket India Academy, the exclusive master rights partner in India to run Cricket Education Program (CEP) designed by Cricket Australia (CA). With Brent Leo as the brand ambassador of CEP and Mike Hussey along with women cricketers Elyse Perry and Alyssa Healy as role models. Pravin Amre (the ex-Indian cricketer) is the Coach Director of Cricket India Academy. Cricket India Academy (CIA) is the cricket division of Sports Education Development India Limited (SEDI).
- Over 25 neighbourhood clubhouses with facilities ranging from gymnasia and meditation areas to indoor courts and swimming pools.

Sports serve society by providing vivid examples of excellence.

- GEORGE F. WILL









## World-class healthcare to look after you. Body and mind.

While the city's natural surroundings will do much to benefit one's health, Palava's healthcare institutions will be as modern and well-equipped as they are accessible.

- Hospital by a renowned medical chain opening soon.
- A 250-bed multi-specialty hospital is planned in the upcoming development. This institution will be affiliated with the university to encourage research and development, ensuring its place at the forefront of medical technology.
- Pharmacies and clinics within 10 minutes of residential areas.

## A city where you will never have to worry about your family's safety.

Palava offers numerous facilities to ensure its citizens' safety. These range from - police and fire stations to the more high-tech and sophisticated electronic surveillance systems, emergency booths and a dedicated protection force. All this, so that your family can feel safe, day and night.

- Emergency response teams comprising ambulances, fire engines, the police and the protection force, with a maximum response time of 10 minutes.
- 24x7 monitoring by the central command centre for prompt reaction to emergencies.
- Street-level panic alarm systems located at short intervals to help residents immediately alert the command centre in case of an emergency or crime.
- Electronic access control systems in buildings to deter intruders.
- Automatic fire alarms in buildings that will alert the command centre and prompt residents to evacuate in case of fire.
- Video surveillance in public places to deter criminal activity.
- Palava protection force, a highly-trained security unit.





RUNNING  
THE CITY OF  
OPPORTUNITY

Because some feats of greatness  
take place behind the scenes.

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A city that  
runs like clockwork.  
All you'll see are the benefits.

To fulfill its vision of becoming a truly world-class city,  
Palava has matched - and redefined - the gold standards  
of good urban planning and governance.



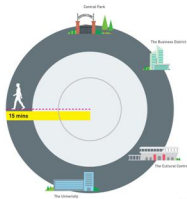
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## Built for the 21st century. And beyond.

Palava is designed to suit the modern lifestyles of today, and those of the future. Meticulous planning and foresight are evident in every aspect of the city, from its fibre-optic network to its intelligent city management systems.

Take the city's 'walk to everything' principle for instance: every home is no more than a short walk away from everything you need to live a fulfilling life. Whether it's the glorious Centre for Arts and Culture, the central avenue that showcases international restaurant and retail brands, or the gleaming business district that brings lacs of job opportunities to you. Even the city's layout, based on New York's 'gridiron' structure, was chosen to facilitate orderly urban growth for generations to come.

Everything you need.  
Just a few minutes' walk away.



As a fish needs to swim, we need to walk,  
not in order to survive, but to be happy.  
- ENRIQUE PEÑALOSA



Palava  
functions like  
a private  
organisation.

After all,  
it's operated by one.

Comprised of city administrators, urban experts and citizens of Palava, the Palava City Management Association (PCMA) is responsible for everything from ensuring near uninterrupted and stable power and water, to the formulation of city policies and providing high-quality, cost-effective services. The presence of citizens in this body will create an inclusive ecosystem of end-users and experts. The result: an organisation that offers the efficiency of the private sector with the commitment of a not-for-profit organisation.



## Smart systems and intelligent security: the pillars of an efficient city.

To ensure the city's place amongst the world's top 50 most livable cities, Palava's planners identified and implemented features that enable smart cities like Singapore and Amsterdam. These features will significantly enhance the lives of its citizens. And, as with everything else, it has been designed by IBM, an expert at the forefront of this field.

**PALAVA E-PORTAL**  
An online portal that gives each citizen a voice.

The Palava e-Portal allow citizens to take care of their day-to-day needs as efficiently as possible. This portal enable citizens to perform a variety of actions.

- Register problems and track responses to them.
- Seek information on cultural, athletic and shopping events.
- Check transport schedules.
- Book sports and clubhouse facilities.
- Check energy usage, get tips on conserving water and energy, and pay utility bills.
- Keep an eye on their children at the playgrounds and check traffic through live camera feed.

**SMART CARD**  
The Palava Smart Card: one card, endless possibilities.

Each citizen is given a Palava Smart Card (PSC). This all-in-one card has two major roles. The first is that of an identification card that lets you access private areas such as your building and clubhouses. The second is that of an e-wallet, making it possible for you to perform cashless transactions while using facilities like the city's clubhouses, retail centres, transport hubs and so on. Besides making life very convenient, this system also minimises the risk of fraud.



## There's one thing most cities have that Palava doesn't: traffic jams.

Efficient transport management is the hallmark of a smart city. Palava has a range of processes in place to ensure that none of its many roads are ever congested.

- **The Fleet Management System** will ensure the safety and efficient operation of bus services, waste disposal trucks and emergency response vehicles. The buses will also have on-board cameras, for security and to facilitate communication between drivers via the command centre during emergencies.
- **The Parking Management System** will ensure that reserved parking slots are not encroached upon. There will be separate parking areas for visitors.
- **System Enablers** will predict traffic and inform road users about alternatives through communication channels and digital signage to prevent congestion.

An aerial photograph of a road with a blue car driving away. A black camera is mounted on a pole, angled towards the road. The Zricks logo is overlaid on the image.

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## Eco-friendly practices: so generations can thrive in Palava.

Palava's planners have taken into consideration the city's growth over the next few decades, and beyond. The city has invested in sustainable and scalable infrastructure which, while expensive, will pay off in the future.

- The city's infrastructure will operate just as efficiently for over 2 million citizens as it did for 5,000.
- A green city, Palava favours renewable resources rather than precious exhaustible ones.
- Investments in technology will reduce the need for manpower and cut operating costs.

#### ENERGY MANAGEMENT

Great cities never stop. Neither does Palava's supply of power.

Palava's power infrastructure ensures near uninterrupted and stable power at lower costs.

- The city has entered into a unique agreement with the Maharashtra State Electricity Distribution Co. Ltd., having invested in a dedicated express feeder. As a franchisee, Palava has been building, operating and maintaining the power infrastructure supported by companies like Schneider Electric. This system has been in place since the city's first projects - Casa Bella and Casa Bella Gold.

- The city will also implement automated meters, allowing residents to monitor their electricity usage, tariff, and get alerts.

- Palava has partnered with SunEdison to ensure that at least 10% of the public spaces will use solar electricity; the roofs of many public buildings will be used to harness this energy. Latha World School already has a solar panel, while most of Palava's streetlights are either solar-powered or LED.

#### WATER MANAGEMENT

Pure and over-flowing, just as water should be.

- The city has partnered with companies like General Electric (GE) to reuse water for landscaping, cooling, and in lavatories. The city also implements rainwater harvesting to maintain the water table.

#### WASTE MANAGEMENT

Nothing goes to waste. Not even the waste.

To reduce the amount of waste dumped in landfills, Palava will reuse at least 80% of all household and city waste.

- The city encourages segregation of solid waste, assigning separate bins for recyclable and non-recyclable waste.
- A dedicated large-scale solid waste transfer station and processing plant is being developed to treat waste. A combination of in-vessel composting and biomethanation technologies will be deployed for converting all organic waste into usable manure or biogas for electricity generation.

**We do not inherit  
the earth  
from our ancestors,  
we borrow it  
from our children.**

- NATIVE AMERICAN  
PROVERB

## BENEFITS FOR HOME-OWNERS



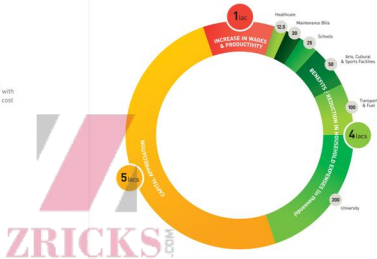
# The lifestyle of a top-50 city.

## At a fraction of the cost.

The benefits of living in Palava are numerous. The ones listed here, however, are those that can be quantified. Living here pays for itself with total gains of almost ₹10 lacs per annum, far more than the annual cost of owning a home in the city.

### How living in Palava pays off.

- Access to exemplary schools and a world-class university at affordable costs.
- Lower maintenance bills due to investments in technology and a sustainable infrastructure.
- Lower healthcare costs due to a better environment, work-life balance and high-quality, but affordable, health facilities.
- Access to world-class sports, arts and culture facilities at a nominal cost.
- Everything is a short walk away, making travelling by car an option rather than a necessity.



Total economic value to homeowners = 5 lacs + 1 lac + 4 lacs = ₹10 lacs per annum per household

#### CAPITAL APPRECIATION

Real estate prices in Palava have increased threefold since 2009, making it one of the most profitable investments in the MMR region. Given the significant need for high-quality housing, citizens will see a growth of at least 15% per annum, that is, over ₹5,00,000 per annum (calculated on the basis of a 1-BHK apartment).

#### INCREASE IN WAGES AND PRODUCTIVITY

Most citizens will be able to walk to work, reducing their commute time and increasing their productivity. This could lead to an 8-10% increase in wages, amounting to about ₹80,000-1,00,000 per annum.

#### REDUCTION IN ANNUAL EXPENSES

Homeowners can expect to save about ₹4,00,000 per annum on a range of expenses by living in Palava.

BENEFITS  
FOR JOB-CREATORS  
AND BUSINESSES





Estimated consumption by category in 2025 (in crores)

## Tap into a high-growth market.

Palwa is a city on the brink of exponential growth with an annual GDP of ₹60,000 crores by 2025. One of the drivers of the city's economy will be consumption (of goods and services) within the city that will grow from ₹3,500 crores in 2015 to ₹12,000 crores by 2020, and to ₹25,000 crores by 2025. This consumption will be spurred by three major groups:

**CITIZENS**

Palwa is an entrepreneur's dream come true. As a growing city with 26,500 residences already sold (a number that will increase to 1,00,000 by 2025), there will be a high demand for a range of goods and services. Furniture and consumer electronic stores, for instance, will thrive because of the thousands of families that will be setting up new homes. It also helps that these households will have an average annual income of over ₹10 lacs, and are likely to spend between ₹2-6 lacs on smartphones, entertainment, professional services, financial investments and so on.

**ENTREPRENEURS AND BUSINESSMEN**

With over 3.5 lac job openings by 2025, the city will attract millions of job seekers, entrepreneurs, and high-ranking executives. These groups will contribute greatly to the city's economy. Business hotels, for example, will be in demand, as will office stationary and electronic stores.

**TOURISTS**

With waterfronts, expansive green areas, a Centre for Arts and Culture designed by one of the world's greatest architects, and many other spectacular landmarks, Palwa will attract tourists from around the world in addition to frequent visitors from Mumbai and Navi Mumbai. This will do much to boost the city's economy.

The total economy of Palwa will be over ₹60,000 crore by 2025.

Total annual  
cost reduction  
£115.20 per sq. ft.



Annual cost reduction by category (per square foot)

## Why Palava makes good business sense.

Palava offers companies the incredible opportunity to set-up and grow as economically as possible. The affordable operating costs and real estate will help businesses save more, and thus grow more.

### 1. HIGH TALENT AVAILABILITY

Lower recruitment, wage and retention costs.

Cost reduction: £2.00 - 2.90 per square foot, per month.

### 2. FIBRE-OPTIC COMMUNICATION INFRASTRUCTURE

A fibre-optic network, so your company won't need to invest in one.

Cost reduction: £3.00 per square foot, per month.

### 3. REDUCTION IN ANNUAL OPERATIONAL EXPENSES

High-quality cpg infrastructure, eliminating the need for investing in power back-up, security etc.

It will also result in significantly lower operating costs:

- Having employees living a short walk away will reduce transportation and fuel costs.

- The business facilitation centre will save money and time.

- Business facilities like training centres and hotels are excellent and inexpensive.

Cost Reduction: £5.30 - £7.20 per square foot, per month





A CITY DESIGNED TO  
GIVE EACH AND EVERY  
CITIZEN THE OPPORTUNITY  
TO PROSPER.

COME DISCOVER PALAVA.

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# India's most liveable city.

## From its most respected real estate developer.

Established in 1980, privately held Lodha Group is India's leading real estate developer and amongst the world's select multinational real estate developers with presence in India and the United Kingdom. The company is the largest in India by sales for four consecutive years, having clocked over INR 4,400 Cr of net new sales for FY 15-16, making it one of the most profitable companies in the real estate sector.

The company is currently developing around 4.1 crore sq. ft. of prime residential real estate globally with the largest land reserves in the Mumbai Metropolitan Region and has 21 ongoing projects across London, Mumbai Metropolitan Region, Pune and Hyderabad. In FY 2015-16, Lodha Group delivered 6,800 units across projects.

Lodha's vision of 'Building a Better Life' extends across markets with several landmark developments to its credit including World One - the world's tallest residential tower, and Palava City - the first Greenfield smart city in the country. The group has brought some of the top global names including Armani/Casa, Trump, Philippe Starck, Jade Jagger, Kelly Hoppen, Greg Norman and Rei Cobb Fried to India. The

Group has recorded the biggest land deal in India till date, buying a plot for INR 4,253 Cr from the Mumbai Metropolitan Region Development Authority [MMRDA] in 2012, when it is developing New Cuffe Parade, a world-class mixed use development set to become the new city centre of Mumbai. The group has acquired other notable land parcels in Mumbai such as the 89-acre land parcel in the Thane region, the 17 acres Mumbai Textile Mills parcel for ~INR 2,727 Cr from DLF, and the famous Washington House property on Altamont Road from the American government.

In November 2013, the Group extended its international footprint with the acquisition of the landmark MacDonald House at 1 Grosvenor Square in Prime Central London from the Canadian Government for a consideration of over GBP 200 million (INR 3,100 Cr). It was selected as the preferred bidder in the face of serious competition from sovereign wealth funds and leading developers from across the globe. With this acquisition, the Group has set up business in the UK with a planned investment of GBP 3 billion (~INR 30,000 Cr) over the next 5 years and entered India by its move towards creating an Indian multinational. The Group

acquired another premium site in Prime Central London, 'New Court' at 48 Canary Street, taking the combined investment to GBP ~400 million. The group is in target to deliver over 1,000 homes each year from 2017 and is planning a further £3 billion worth of investment in the UK by 2018. With offices in London, Dubai and Shanghai and planned openings in the USA and Singapore, the Group is on the road to substantial international presence.

Lodha Group is one of the largest corporate entities in Mumbai and one of the largest employers in the MMRDA, with over 3,800 direct associates and over 25,000 workmen at its sites. It has the largest technical manpower in real estate (13,000+ engineers, 800+ management professionals, 150 designers and architects) supporting an 1,800 strong construction management team. The company also comprises of over 150 marketing and sales professionals, supported by 300 customer care representatives. The group is also the largest premier B-school recruiter, having employed over 300 fresh graduates.

Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes

within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices and large-scale office campuses to signature boutique offices for growing businesses.

Lodha's clean title Land, world-class design, excellent execution, differentiated branding and marketing together with energetic on-ground sales have

worked well to create the best value for customers. The Group's tremendous success has been marked by financial investments from the finest global long-only investors, including JP Morgan, Deutsche Bank, HFCI Ventures and ICICI Ventures. Going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.

The group is committed to investing two per cent of its profits towards corporate social responsibility, focused primarily on education as a transformative tool. With offices in London, Dubai and Shanghai and planned openings in the USA and Singapore, Lodha Group is on the road to substantial international presence.

### OTHER ACCOMPLISHMENTS / AWARDS AND RECOGNITION

At Lodha, our endless endeavours of leadership through innovation has time and again set new benchmarks which has won us prestigious awards and garnered us both the recognition and confidence of others over the years.

- Times Real Estate Icon 2014
- ENR Businessworld Smart Cities Awards 2014 in the Best Private Township
- CIA World Construction Awards 2014 for Best Commercial Project
- Winner of ET Best Realty Brands (BRRE) Awards 2015
- Winner of the 'Global Leadership in Real Estate Award' at the NDTV Profit Property Awards 2014.
- Winner of the National Safety Council Award 2014 in the Construction category for Lodha Flanagan.
- The most trusted real estate brand in the country, Brand Trust Report 2014
- Ranked as one of India's 'Best Companies to Work For 2014, by Great Places to Work' - for the fourth consecutive year
- Winner of 'India's Most Admired Builders' Award at the 9th Construction World Architect & Builder (CWAB) Awards 2014
- Winner of 'Best of the Year' at the REIS Awards 2014 in London for acquisition of the Canadian High Commission
- Winner of 'Most Upcoming Real Estate Brand' at CNBC Awaaz Real Estate Awards 2013
- Winner of Emerging Business of the Year - HELLO! Magazine Hall of Fame Awards 2013
- Winner of Popular Choice Award 'Most Admired Loyalty Program in RE Sector', ABP News Real Estate Awards 2013

- Lodha Belvasa, Hyderabad recognized as the best 'Ultra Luxury Segment - 50% Complete Residential' project by CNBC Awaaz Real Estate Awards 2013
- Winner of Indian Digital Media Awards 2013
  - o Lodha Belmondos, Silver Award for 'Best Product / Services (website)
  - o New Cuffe Parade, Bronze Award for 'Best Integrated Media Campaign - Corporate' (Daddy Daries campaign)
- Mumbai's most preferred Real Estate Brand - Morgan Stanley Report, 2012
- Winner of Green Good Design Award 2012 for World One
- Winner of Good Practice Urban Habitat Business Award for Integrated Planning for Casa Bella, an integrated township at Palava
- Winner of International Property Awards 2012 in association with Bloomberg
  - o Lodha Florencia, Mumbai for 'Best high-rise development'
  - o Lodha Belvasa, Hyderabad for 'Best high-mile architecture'
  - o Lodha Safflons, Palava for 'Best residential golf development'
- Most preferred real estate brand in Mumbai - Morgan Stanley Research, Nov 2012
- India's No 1 'unlisted real estate developer and the No 1 real estate developer in Mumbai (based on residential sales in FY 2009) - PropEquity Research, Jan 2010
- Most desirable real estate brand in Mumbai - Lakmat BDI Survey, Jan 2010



Lodha Park



Lodha Belrose



Lodha Develupa

#### LODHA FOUNDATION

Lodha Group's vision of 'Building a Better Life' extends to its commitment to society. The Group makes significant efforts for the improvement and upliftment of the areas and communities that it works in, with over 2% of the group's annual profits dedicated to social programs.

Registered as Lodha Charitable Trust, Lodha Foundation was established in 2007 and implements developmental initiatives in Mumbai, Thane and Kalyan/Dombivli Region. The foundation focuses on assisting families to be self-sufficient by ensuring that at least one member of the family is employable. In order to achieve this goal, the foundation has a special focus on education and vocational training.

#### EDUCATION

- Chandresh Lodha Memorial School - Over 1,300 students from low-income families receive high quality, subsidised education through the two branches of the Chandresh Lodha Memorial School in Dombivli and Malabar. Highest quality education is provided at a fee of less than Rs. 500 per month, ensuring that every child has access to a brighter future regardless of the financial standing of its family.
- Lodha Foundation Scholarships - Each year, the Foundation offers scholarships to over 1,000 students from economically disadvantaged backgrounds. The scholarships provide up to 75% of the school fees and other education related costs for students who exhibit good academic performance.

- Lodha Foundation International Study Scholarships - These are awarded to three students of outstanding academic merit and financial need each year to enable them to pursue higher education outside India, with a goal of getting them to come back and contribute to Indian society.
- Career Guidance Camps - These are regularly organised to provide useful information on career planning. Various activities like Aptitude and Interest Test, workshops for students and their parents on different subject like Career Guidance, Board Exam preparations, the role of parents in developing child's career etc are undertaken. In collaboration with schools and colleges, a total of 15 programs are organised each month. In addition, the foundation organises English-speaking courses for housewives and youth our designated area.
- Mobile Clinics - Day care centres are established in conjunction with Mumbai Mobile Clinics to offer crèche, education and nutrition support for children up to 14 years of age at various Lodha construction sites, thereby providing a safe and conducive environment for the children of construction workers.
- Mentorship - Lodha Foundation provides the opportunity for associates to become a mentor to a child who the foundation supports.

#### VOCATIONAL TRAINING

The Foundation conducts vocational training in a variety of fields like computer programming, vehicle repair,

mobile repair, mehendi application and more. The courses benefit over 2,000 individuals each year, empowering them with life skills to ensure long-term employment.

#### HEALTH

- Mobile Health Clinics: Lodha Foundation runs three medical vans, which organize free medical camps for three hours every morning and evening for communities in slums and low-income housing societies. We have four such units which are used to provide for a range of health services to the slum and chawls which include, General check-up, blood glucose measurement, BMR, ECG scan, CBC count, Bone density scan for osteoporosis etc. The mobile health clinics have been benefitting about 40,000 patients annually.
- School Health Camps: Regular health check-ups are organized for children studying at Primary and Secondary level in 35 government aided and private schools. Students avail facilities like general check-up, dental check-up, ENT check-up and gynecology check-up for girls, eyesight check-up etc. Each student is provided both medicine and a health card with the results of the check-up, plus a copy of the health card for the schools.
- Nirvagi Mahila Abhyas: 'Mansingh Campaign for Disease Free Females', this free medical check-up camp has been developed specifically for women and adolescent girls living in Mumbai slums. The camps have been providing services to about 50,000 females every year.

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- **Lodha Foundation's Hearse Service:** Lodha provides free of cost, 24/7 hearse services for citizens in Mumbai, having attended over 750 calls last year.

#### WOMEN'S EMPOWERMENT & SUPPORT TO DESTITUTE WOMEN:

##### WOMEN:

- **SHS:** Lodha Foundation has mobilized over 300 women through Self-Help Groups (SHG). These groups undertake regular savings and are involved in various social initiatives. In the last three years, the groups have also undertaken a range of business and social activities.
- **Grain support:** Lodha Foundation has identified over 300 women with no family support or source of income, and who are supplied a monthly ration comprising of good grains, pulses, oil, spices etc.
- **Training & placement:** The foundation has partnered with various training and placement agencies to achieve the dual objective of training and assisting in employment. As part of the initiative, women get placed in housekeeping agencies and provide services as housemaids, cooks etc. while being a part of the organized/formal workforce.

#### CIVIC SUPPORT:

Lodha Foundation has undertaken a massive cleanliness drive at places, which even the BMC hasn't taken up - house gutters. Till date the foundation has cleaned up over 500 house gutters, free of cost. In addition to the house cleaning, insecticide is sprayed using a fogging machine to ensure that citizens live in a hygienic atmosphere.

#### SENIOR CITIZENS:

- **Computer and Smartphone Training for Senior Citizens** - In keeping with the objective of providing need-based learning to different age groups, this program was launched to help senior citizens use technology to better communicate and educate themselves. Trainings are free of cost to men above 50 years and women over 45 years of age. The initiative has trained 1,500 senior citizens and aims to reach out to 10,000 people.
- **Joy of Living:** Close to 50 senior citizens are aided each day for a daily pilgrimage. This is a hugely popular program and we have benefitted over 10,000 people till date.
- **Senior Citizen Groups:** The foundation has helped in development of senior citizens groups, enabling them to come together for a cause and for personal growth. We have formed over eight senior citizen groups in Mumbai comprising over 200 senior citizens. They have been assisted with weekly trainings on subjects like Will Making, volunteering, celebration of birthdays of group members in addition to regular health camps and more.

#### RELIGIOUS ACTIVITIES:

- **Lodha Dham, Thane (Shri Sai Dham)** - Located on the Mumbai-Nasik highway, near Thane, the Dham caters to devotees who walk on foot from Mumbai to Shirdi and is a resting place for all devotees of Shirdi Sai Baba.
- **Lodha Dham, Vasai** - This caters to Jain saints who travel on foot from Mumbai to

the rest of India. It includes a temple, library, food facilities and gathering place for devotees.

#### OTHER SOCIAL ACTIVITIES:

- **National day celebrations:** 15th August and 26th January are celebrated in more than 1,000 societies and localities in Mumbai, Thane and Dombivli region via flag hoisting and refreshments.
- **Malabar Hill Mahotasa:** This month-long Ekapush event involves 42 different events like football, volleyball, swimming, ranga, drawing, etc with over one lakh participants from schools and public. The aim of the program is to help identify and hone the unique talents of our citizens and school children.
- **Lodha Foundation's Mumbai Ganesh Festival** - Celebrating the 10-day festival of the Elephant God, the Foundation sets up a Ganesh pandal with all vigour each year. Voted by Times of India as the 'Best Ganesh Mandal' (not runner-up) in 2013.
- **'Shreeka Shree Om' - Aa Mere Vitam Mai Legen** - Celebrating 50 years of this nationalistic song, the function honoured over 100 winners of various valour awards such as Mahair Chakra and Paramvir Chakra. Held on January 2014, it was attended by over 1,00,000 patriots in the presence of singer and Bharat Ratna award winner Late Mangeshkar and Prime Minister Shri Narendra Modi.
- **Drought Relief Work for Setara District** - Relief work commenced from June-September 2013, the

approach being two pronged: to provide immediate relief by supplying tanker water for household use, and long term solutions through water harvesting. The Foundation supplied tanker water in 22 villages, delivering an average, 3 lakh litres of water on a daily basis to 16,000 villagers. Lodha Foundation also de-silted 19 existing check dams.

- **Fire Relief** - In November 2013, a fire in Ardebkar Nagar slum situated in Cuffe Parade resulted in more than 500 homes being burned down affecting about 2,500 persons. Lodha Foundation

planned an intervention by supplying food provisions to a total of 521 affected families.

#### ENVIRONMENTAL STEWARDSHIP:

- Lodha is committed to ensuring that development is done with the greatest respect and reverence for nature and in line with the ideals of our ancient scriptures. Some of the initiatives by Lodha include:
- One of Mumbai's first completed Gold LEED rated office building
  - Mumbai's first multi-tenant Platinum LEED office building (under construction)
  - Use of solar power through

solar power farms at various locations

- Rainwater harvesting at all developments
- Recycling of fresh water at all developments
- Large amount of landscaping and tree plantation at all developments
- Usage of local materials for construction to minimize pollution
- Recycling of waste materials to ensure conservation of resources



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## One of the world's great cities. Created by its most gifted planners.

**SASAKI**

Founded 40 years ago, Sasaki pioneered interdisciplinary planning and design. Today, their services include architecture, interior design, planning, urban design, landscape architecture, strategic planning, civil engineering, and graphic design.

**Buro Happold**

This professional services firm is respected for its expertise in the fields of engineering consultancy, design, planning, project management, and infrastructure amongst others. While most of its early projects were based in the Middle East, the firm now operates across the globe, with offices in seven different countries.

**KAPRIA ASSOCIATES**  
architecture + urban design

KAPRIA is an architectural design firm with work ranging from architecture and interior designing, to creating retail identities. This firm has worked with the Lodha Group on a number of projects, including Ashoka Towers (Mumbai), Lodha Bellissimo (Mumbai) and Kewville Golf Living (Mumbai).

**Mott MacDonald**

This employee-owned multidisciplinary organization is engaged in public and private sector developments across a wide range of markets, including buildings, communications, and education. Some of its historical projects include Kuala Lumpur Bridge, Malaysia; Hong Kong; and the UK.

**RSP**

RSP boasts extensive knowledge with experience in almost all types of residential and commercial properties. One of the most famous properties developed is the Pinnacle at Duxton, Singapore, in association with Arc Studio Architecture + Urbanism, Singapore.

**TATA**  
TATA CONSULTING ENGINEERS LIMITED

An Indian engineering consulting firm, TCE offers a wide range of multidisciplinary services in project engineering across several sectors. The firm has completed more than 5,000 assignments.

PARAGALAY & BHARGAVA



Arguably the most influential landscape design firm in India, this firm has been designing some of the nation's most remarkable landscapes for over 8 decades. It has defined and established several design typologies. The firm's work has been showcased in several national and international publications; it has also been the recipient of several international awards.

GE's Water & Process technologies aligns the best people globally with the most advanced technology, products and services to solve the toughest water, wastewater and process treatment challenges of customers. With more than 450 installations globally in wastewater treatment and reuse, ranging from compact packaged systems, to 50+ MLD industrial effluent reuse facilities, to 100+ MLD large municipal installations, GE has demonstrated global leadership in reuse technologies.

**Schneider Electric**

As a global specialist in energy management with operations in more than 120 countries, Schneider Electric offers integrated solutions across multiple market segments: including leadership positions in utilities and infrastructure, industries and machine manufacturers, non-residential buildings, data centres and networks, and residential structures. Focused on making energy safe, reliable, efficient, productive and green, the Group's 1,40,000 plus employees achieved sales of 24 billion euros in 2012, through an active commitment to help individuals and organisations make the most of their energy.

**SunEdison**

A global solar energy services provider, this company's services include renewable power, monitoring, renewable portfolio standards and solar tariff services. Its global experience, coupled with fast-growing presence in the Indian market has positioned it as the leader in solar energy.

**IBM**

Headquartered in Armonk, New York (USA), the International Business Machines Corporation (IBM) is an American multinational technology and consulting corporation. IBM manufactures computer hardware and software, and offers infrastructure, hosting and consulting services. From the inception of its Smarter Cities program in 2009, IBM has led the way and is a leading provider of smart city solutions worldwide.