

LAUNCHING INDIA'S NO.

1

INVESTMENT HOTSPOT

LESS THAN 2 HOURS FROM THE FINANCIAL CAPITAL OF INDIA



FUTURE HEART OF MUMBAI | FOOTHILLS OF MATHERAN

WHY ARE ALL EYES SET ON MUMBAI?

Investing in land offers a treasure trove of benefits, akin to tapping into a future goldmine. Mastering the art of land monetization for enhanced yields is the key to making this investment truly fruitful. In India, burgeoning micro-markets, extending from major metropolitan areas, are now acknowledged as pivotal pathways for land investments. And research shows the 5 prime cities that are crafting a new horizon of growth for their inhabitants.

RANKING OF THE TOP 5 CORRIDORS



5x

MUMBAI
Neral - Matheran

One of the most convincing elements of Neral is its proximity to the city centre. Its connectivity in every mode of transportation, MSRTC, the Neral Railway station, upcoming projects like Navi Mumbai International Airport and the most awaited Trans Harbour Link which will lessen the travel time. More footfall towards the outskirts will happen due to the increase in economic hubs.



3.5x

AHMEDABAD
Sanad - Nal Sarovar

India's first International Financial Services Center is putting its foot forward in real estate which will serve as a manufacturing base for many industries. Blooming as an encapsulating destination, Sarovar Bird Sanctuary has a picturesque natural lake with some migratory birds stopping by.



3.5x

CHENNAI
ECR - Injambakkam- Kovalam

The East Coast Road is a rapidly developing area in the city. A home to numerous heritage sites and a panoramic view of the ocean. Growth in resorts, villas is an ideal asset for investors.



2.5x

KOLKATA
New Town - Rajarhat

Rapidly developing investment hotspots Rajarhat and Joka are new towns in East Kolkata. Being a satellite city, Rajarhat has developed a network of roads that brings you sound connectivity.

THE BIGGEST REGRET OF EVERY INDIAN FAMILY: NOT INVESTING IN THE RIGHT THING AT THE RIGHT TIME.

📍 RIGHT PLACE

The right place isn't just a location; it's the canvas upon which your aspirations can take shape, and your story can unfold. The right place offers access to vibrant markets, a thriving community & essential infrastructure, all of which catalyze growth and potential.

🕒 RIGHT TIME

Timing is the crucial aspect that transforms ordinary investments into extraordinary success stories. Remember, time is the currency of life, and when you invest it wisely, your land becomes not just an asset but a testament to your foresight and determination.

🎯 RIGHT PURPOSE

Investing for a purpose is a journey that blends the emotional tapestry of family aspirations with the practical pursuit of wealth generation. It's about securing a legacy for generations to come. Every investment decision is a step toward fulfilling dreams, creating a stable future for your loved ones, and becoming a responsible steward of your wealth. It's an investment strategy that encompasses both heart and mind.

A FEW RIGHT PLACES:

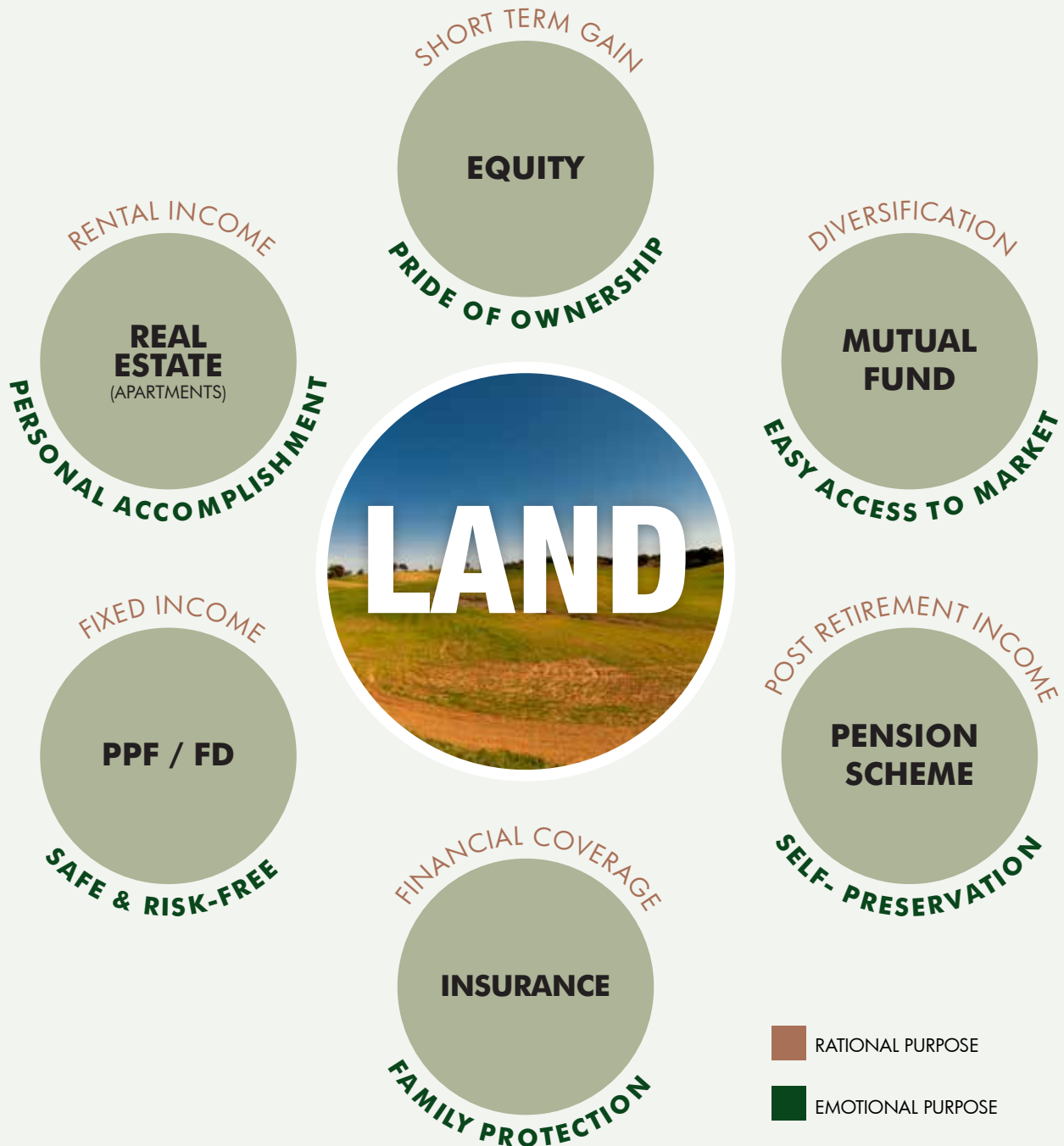
The real estate market along the Dwarka Expressway has driven up fourfold, with the average price now at appx. 12,000/sq.ft.

According to a report by Dolat Capital, Hyderabad has registered the highest increase in land prices of over 200% post pandemic.

Following other Tier 1 cities, land prices in Chennai have also doubled in the past 5 years.

IN THE DYNAMIC WORLD OF INVESTMENTS, TWO DISTINCTIVE MINDSETS HAVE EMERGED.

Successful investing is not a one-size-fits-all endeavor. Investing is not just about numbers; it's about realizing your dreams, securing your future, and creating a legacy. It's about finding the right balance that aligns with your financial goals and your family's welfare.



**LAND CAN FULFIL EVERY RATIONAL &
EMOTIONAL PURPOSE OF AN INVESTMENT**

#LANDISBETTER

LAND: THE EVER APPRECIATING ASSET

Far removed from volatile stock movements. Way ahead as compared to fixed deposits. Notches above the gold investments and way more comprehensible than crypto is Land. An asset that you can own without having to worry about its ability to fetch enormous gains. As land isn't merely a wealth-generating asset, it's also an asset that creates intergenerational wealth. It holds several advantages over

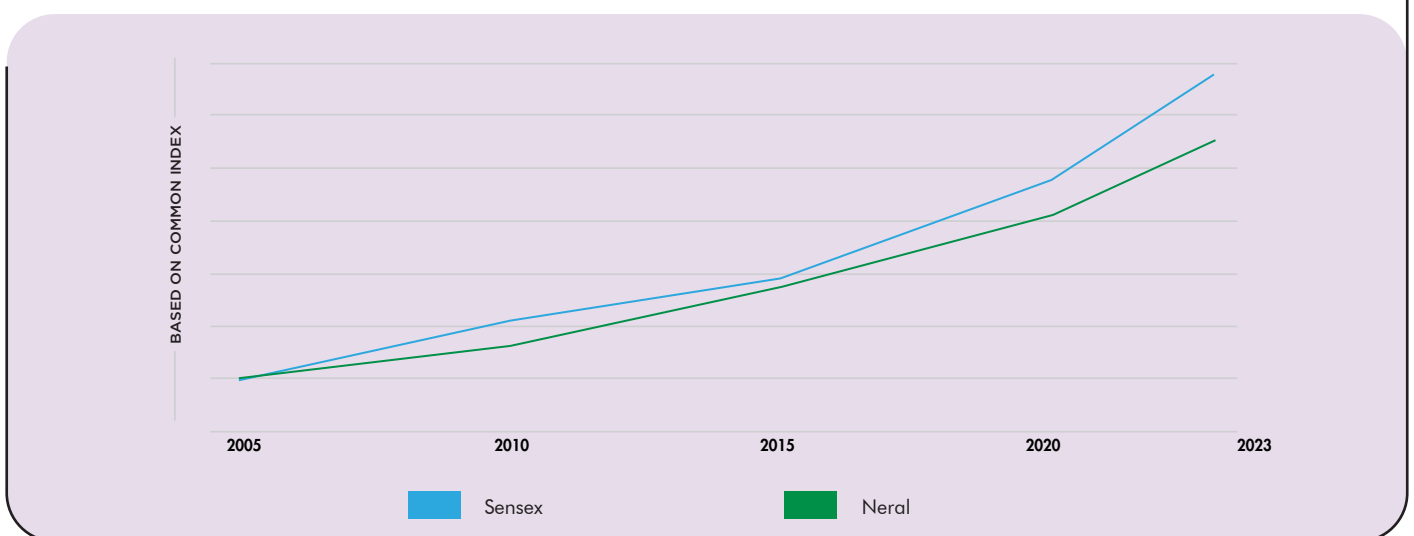
apartments and other asset classes, making it an appealing choice for modern investors. Moreover, land appreciates in value over time, offering a great long-term investment opportunity. It's an asset that gives you the wings of freedom to secure your future. It wears an unfading label of legacy. And with India's Largest Branded Land Developer, The House of Abhinandan Lodha®, land is more than just a piece of earth, it's your second identity.

LAND = MORE RETURNS THE ROAD TO STABLE INVESTMENTS



Source: International Property Consultant

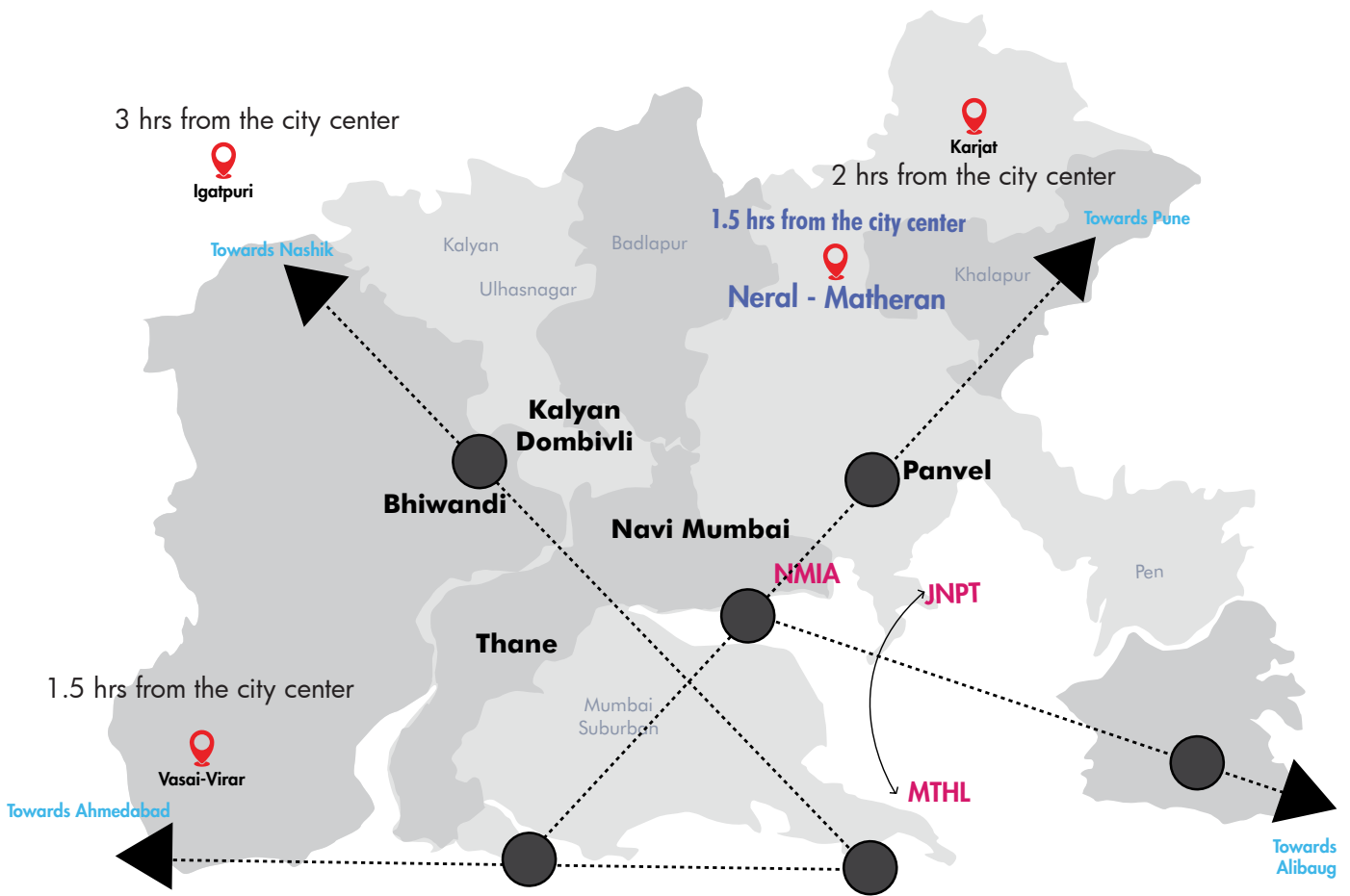
SENSEX AND LAND SHOW A STRONG CORRELATION AND EXHIBIT AN UPWARD GROWING TREND



Source: International Property Consultant & Bombay Stock Exchange

SENSEX VS LAND PRICES ACROSS DIFFERENT MARKETS NEAR MUMBAI

The remarkable truth is that both land and stock market indices like the Sensex have demonstrated unwavering, inspiring growth over the years. Land, a finite resource, appreciates in value as the world's population continues to expand, making it an enduring and tangible investment. Meanwhile, the Sensex and similar indices faithfully reflect the steady rise of a nation's economy, fueled by innovation and technological progress. History stands as a testament to their increasing trends over the decades.



INTRODUCING THE FUTURE HEART OF MUMBAI AT INDIA'S NO.1 INVESTMENT HOTSPOT.

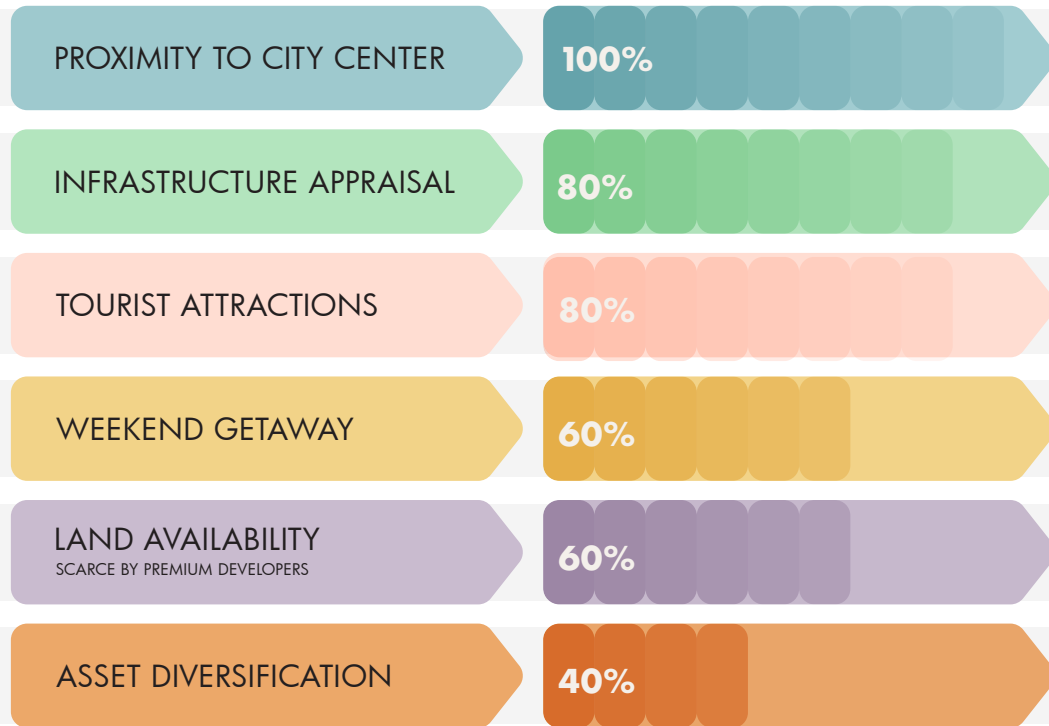
YOUR CHANCE TO BE AT THE RIGHT PLACE AT THE RIGHT TIME

Neral, nestled amidst the scenic beauty of the Western Ghats, isn't just a location. Like a heart that pumps life into the body, Neral pulsates with the promise of a vibrant future for Mumbai, breathing fresh air into the bustling lives of Mumbaikars, offering tranquil spaces and a respite from the urban chaos. Just as the heart embodies love, Neral embodies a profound appreciation of life's essential elements, inspiring a brighter

future. Neral's strategic connectivity to Mumbai and Pune, along with its growth potential, makes it the core of Mumbai's expanding economic ecosystem. It's where smart investments multiply, turning dreams into reality. Neral ensures Mumbai's prosperity and the dreams of every investor, making it undeniably the future heart of this dynamic city. Neral, at the foothills of Matheran, has strong transport connectivity to nearby

urban cities. Owing to well-developed network of roads and railways, Neral serves as a central hub to be located less than 2 hours from South Mumbai. State Highway 79 acts as a lifeline for Neral, connecting the Karjat-Neral road towards Mumbai and the NH 4 route leading to Pune. Additionally, the Karjat-Murbad Road and Neral-Badlapur Road provide alternate routes for seamless transportation.

WHY IS THIS A PREFERRED INVESTMENT LOCATION?



ANNUAL RENTAL YIELD FOR HOLIDAY HOME

15%

AVERAGE YOY ROI ON TIME SHARING BASIS
FOR HOLIDAY HOME FOR OVER 10 YEARS

28%

5X EXPECTED RETURNS OVER THE
NEXT 10 YEARS IN LAND INVESTMENTS.



INFRASTRUCTURE THAT BRINGS THE WORLD TO THE FUTURE HEART OF MUMBAI

NAVI MUMBAI INTERNATIONAL AIRPORT

New airports around the globe have proven to be catalysts for economic and developmental growth. The Navi Mumbai International Airport, currently under construction at a cost of ₹716,000 crore, is set to provide crucial support to Mumbai's Chhatrapati Shivaji International Airport. This significant development has already had a profound impact on the surrounding region, with property prices experiencing an impressive annual appreciation of 11-12%*.

JIO UNIVERSITY, KARJAT

Proposed on an expansive 800-acre land parcel in Karjat, Jio University stands as the flagship initiative of the Reliance group. The establishment of Jio University holds the potential to significantly augment real estate development in the surrounding area, ushering in a transformative shift in the entire real estate landscape. This ambitious project promises to bring about a substantial change, revitalizing the region and reshaping its dynamics, there by opening up new opportunities for growth and progress.



INFRA GROWTH CORRIDOR

MATHERAN ECO-SENSITIVE ZONE

BHIMASHANKAR ECO-SENSITIVE ZONE

MATHERAN ECO-SENSITIVE ZONE

On one side you have Matheran which literally means forest on the top of the mountains. As per International Property Consultants, this is a demarcated 214 sq.km. Eco-sensitive zone (ESZ). All types of industrial, developmental & vehicular activities are restricted here, making it unique amongst hill-stations of Asia. It experiences a cooler climate throughout the year (23.2°C mean annual temp.) and experiences heavy rainfall (4073 mm mean annual rainfall). The landscapes of Matheran are filled with forested plateaus, hillslopes, valley forests, non-perennial streams, manmade lakes and limited human habitation.

BHIMASHANKAR WILDLIFE SANCTUARY

On the other side lies the Bhimashankar wildlife sanctuary, spread over an area of 131 sq. km, and also recently declared as an eco-sensitive zone. It is home to the highly endangered Indian Giant Squirrel, locally known as Shekru and which is the state animal of Maharashtra. This region is part of the Sahayadri range of the Western Ghats and stretches from Neral to Pune.

LAND : THE LEGACY OF PROSPERITY. INVEST FOR MORE. INVEST FOR BETTER.

Crafting a legacy of prosperity that endures through generations is a journey of both heart and financial acumen. It's the art of balancing the emotional aspiration to secure your family's future with the practical need to grow and protect your wealth. With every strategic investment, you're not merely accumulating assets; you're sowing the seeds of stability and opportunity for your loved ones. It's a mission that transcends the present, where your pursuit of returns is a means to create lasting emotional bonds, safeguarding your family's comfort and aspirations. Building this legacy is a testament to your commitment, not only as a wealth creator but as a guardian of cherished family dreams, ensuring they flourish and thrive for years to come.

HOW DO YOU USUALLY SPEND ₹ **10,000**?



ONLINE SHOPPING



NIGHT OUT
WITH FRIENDS



BINGE EATING



WEEKEND
ROADTRIP



BIRTHDAYS
& ANNIVERSARIES



PREMIUM SALON
VISIT

ALL OF THIS BRINGS US MOMENTARY HAPPINESS.

BUT INVESTING ONLY ₹ **10,000/-** IN INDIA'S NO.1 HOTSPOT
SHALL PROVIDE YOU A LIFETIME OF HAPPINESS & MORE.

UNLOCKING MILLIONAIRE DREAMS

Becoming a millionaire isn't just a dream; it's a tangible reality with the power of smart investments in land at Neral. Here, where your investment multiplies by a remarkable 5x, you're not just securing your financial future, you're fast-tracking your journey to millionaire status. It's an opportunity to turn your earnings into a wealth-generating asset. Neral's strategic location, poised for exponential growth, transforms every rupee invested into a step closer to financial abundance. It's not just an investment; it's a roadmap to achieving your millionaire aspirations, one smart decision at a time, one small investment at a time.

AS WE GROW, THERE IS A
DESIRE FOR MORE.

BECAUSE, MORE IS BETTER.
LAND IS BETTER.

— AT —



FUTURE HEART OF MUMBAI | Foothills of
MATHERAN

LESS THAN 2 HOURS FROM SOUTH MUMBAI



LIVE MORE,
LOVE MORE,
CELEBRATE MORE,
GROW MORE,
EARN MORE,
SAVE MORE,
INVEST MORE.

THE
HOUSE OF
ABHINANDAN
LODHA

New Generation Land®

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