





THE *EXCLUSIVE* WAVE

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ACROSS THE WORLD,  
*THE CHOSEN FEW* HAVE ALWAYS LIVED  
LIFE  
ON THEIR OWN TERMS

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THEY'RE SEEN AT F1 CIRCUITS





AND AT COCKTAIL CIRCUITS



THEIR PLAYGROUNDS ARE  
THE WORLD'S TOP GOLF COURSES



AND CASINOS





THEY DINE  
AT THE FINEST



AND CRUISE AT THE MOST EXOTIC DESTINATIONS

rmesh Shah



JAY Z & BEYONCE



THEY'RE DRIVEN BY SUCCESS





POWER IS THEIR TONIC



AND HAVE A TASTE FOR THE EXTRAVAGANT





THE PEOPLE FOR WHOM  
THE RED CARPET  
IS ROLLED OUT





THE BEST SEATS,  
RESERVED



AND VIP ACCESS GRANTED.  
WHEREVER THEY GO



THE WORLD'S GLITTERATI  
HAVE ALWAYS CHOSEN  
*A UNIQUE LANDMARK*

TRUMP





DONALD TRUMP  
*THE MAN. THE ICON*



# THE MOST RECOGNIZED BUSINESSMAN IN THE WORLD



Donald J. Trump represents the gold standard around the globe 'the man with the Midas touch'

THE CREATOR OF WORLD'S MOST SUCCESSFUL BRANDED DEVELOPMENTS ACROSS GATEWAY CITIES OF THE WORLD





OWNER OF THE MISS UNIVERSE, MISS USA AND MISS TEEN USA  
BEAUTY PAGEANTS



GABRIELA ISLER  
MISS UNIVERSE 2013



THE *SUBSTANCE* BEHIND  
THE SHOWMANSHIP





# THE WORLD'S MOST RECOGNIZABLE DEVELOPMENTS



CHICAGO



HOME TO HOLLYWOOD CELEBRITIES, GLOBAL CEOs  
AND INTERNATIONAL SPORTSTARS



LAS VEGAS



CREATOR OF WORLD'S MOST SUCCESSFUL BRANDED RESIDENCES



MANHATTAN, NEW YORK



SUPERIOR QUALITY, DETAIL & PERFECTION  
ARE THE MINIMUM STANDARDS



TORONTO



THE WORLD'S MOST SOUGHT AFTER ADDRESSES



TRUMP TOWER NEW YORK



CUTTING EDGE FACADES CREATED BY  
WORLD'S BEST ARCHITECTS



NEW YORK



SUBSTANTIAL PRICING & VELOCITY PREMIUM  
ACROSS ALL LUXURY MARKETS



FLORIDA



COMMANDING A SIZEABLE PREMIUM ON  
LUXURY REAL ESTATE THROUGHOUT THE WORLD



PANAMA



# DEVELOPER OF THE WORLD'S FINEST LUXURY GOLF ESTATE

armesh Shah



BEDMINSTER, NJ



A NAME SYNONYMOUS WITH  
HIGH QUALITY, PRESTIGE AND THE EPITOME OF LUXURY



PUERTO RICO



REMARKABLE ATTENTION TO DETAIL  
THAT DEFINES AN UBER-LUXE LIFESTYLE



WASHINGTON D.C





MUMBAI NOW SOON WILL BE  
HOME TO  
THE TRUMP LIFESTYLE



§

**The creator of the world's most successful branded residences**

collaborates with

**India's no. 1 luxury real estate brand**

to present

**the ultimate indulgence,**

at

**India's most desirable residential enclave**

§





# TRUMP<sup>®</sup> TOWER

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MUMBAI

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STRIKING GOLDEN FAÇADE  
§  
THE MOST SPECTACULAR  
ADDITION TO MUMBAI'S SKYLINE



COME HOME TO MUMBAI'S FIRST & ONLY TRUMP TOWER





WHERE EXTRAVAGANCE  
IS A NECESSITY







HOMES THAT CELEBRATE  
YOUR *STATURE*



PALATIAL RESIDENCES





DESIGNER RESIDENCES THAT MATCH YOUR STYLE





# A BLEND OF CLASSIC ELEGANCE AND CONTEMPORARY DESIGN





# 5-FIXTURE MASTER BATHROOM WITH IN-BUILT TV & JACUZZI TUB



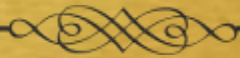
THE CENTRE OF YOUR PARTY







THE TRUMP<sup>®</sup>  
*PRIVILEGES*





A PRIVATE JET AT YOUR SERVICE  
COME FLY THE LUXURY SKIES – AS ROYALS DO



TRADEMARK WHITE-GLOVE SERVICE

24x7 RESIDENT MANAGER





THE MOST STUNNING  
VIEWS EVER SEEN





# GRAND PANORAMA 1: ARABIAN SEA



# GRAND PANORAMA 2: BANDRA-WORLI SEALINK





# GRAND PANORAMA 3: EASTERN HARBOUR





THE ABSOLUTE NEIGHBORHOOD  
A 7-ACRE PRIVATE PARK





INSPIRED BY THE WORLD'S  
GREATEST URBAN PARKS



CENTRAL PARK, NEW YORK



# HYDE PARK, LONDON





## PARK ON A HILL

7-acre private landscape

§

Set 70 feet above the ground

§

Trump Tower Mumbai set at the  
most strategic edge of The Park





NATURE'S BOUNTY TO WALK IN & IMMENSITY TO DREAM IN







A 7-ACRE EXPANSE THAT IS A TAPESTRY OF EXPERIENCES

JACUZZIS, POOLS, WATERFALLS – A WATER-WORLD





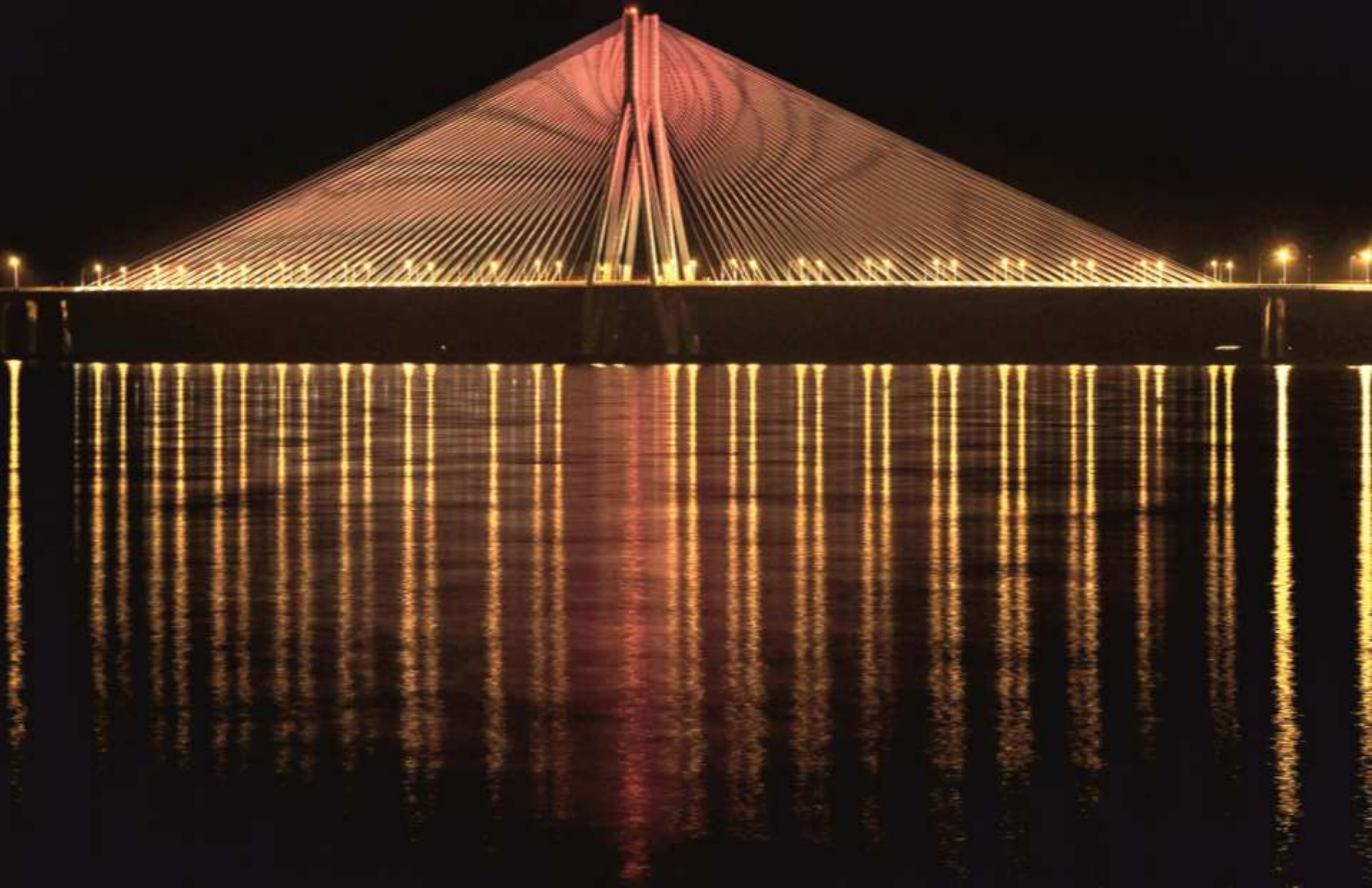


THE *ULTIMATE* LOCATION:  
AN ADDRESS TO MATCH



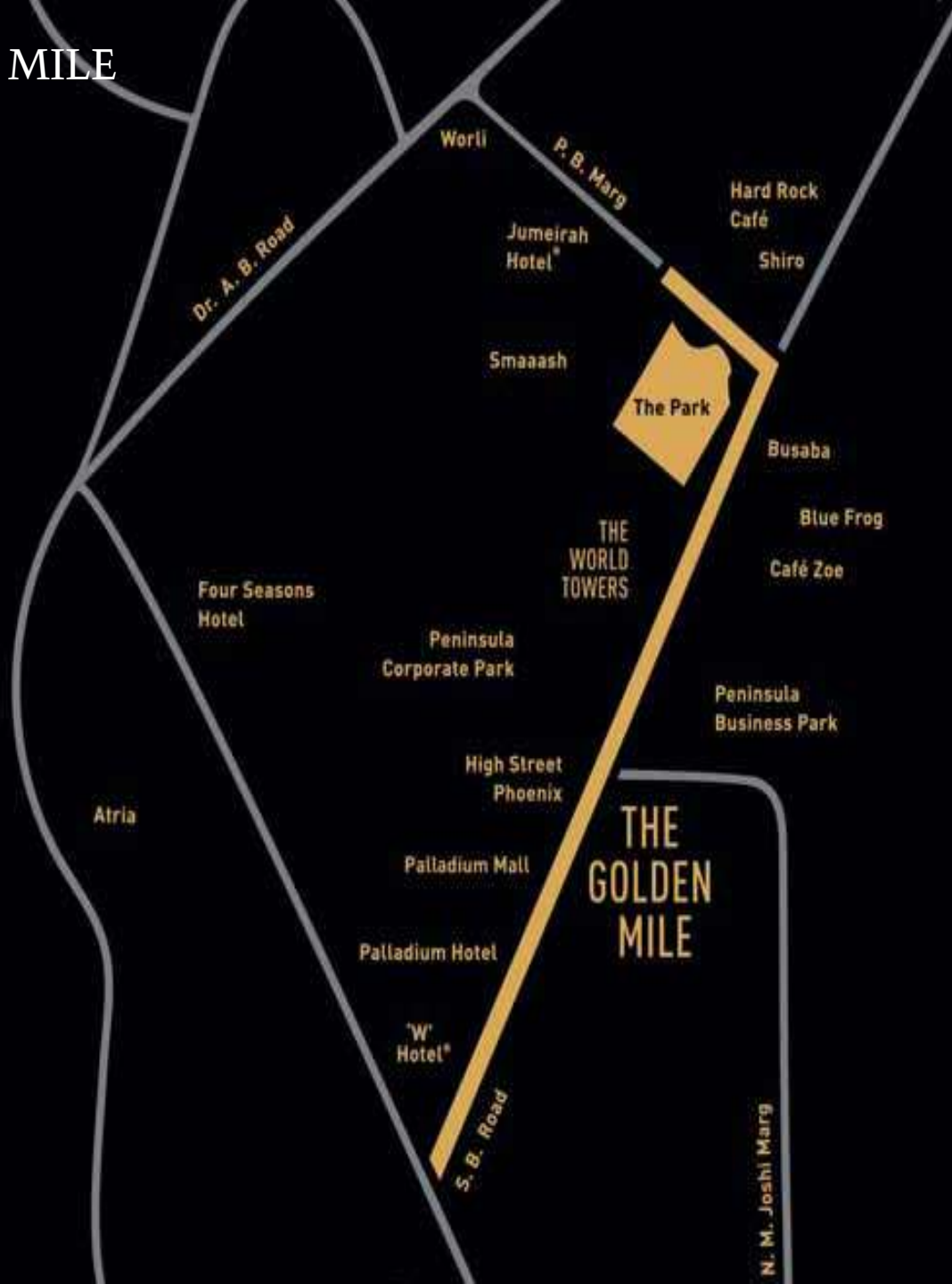
WORLI - PREMIUM RESIDENTIAL HUB

WITH ULTIMATE LIVEABILITY





# GOLDEN MILE



Glittering stretch of landmark residential and commercial masterpieces

§

Finest 5-star hotels, luxury retail malls and premium entertainment hubs along the mile





# MUMBAI'S LUXURY BOULEVARD

Luxury retail options like Palladium,  
High Street Phoenix and Lodha Place

§

Luxury hotels such as Four Seasons , W & Jumeira

§

PVR Cinemas, Hard Rock Café, Blue Frog, Café Zoe,  
Smaash located on the avenue





# PLANS & VIEWS





# THE MASTER-PLANNED NEIGHBORHOOD



# WING PLAN – WING A

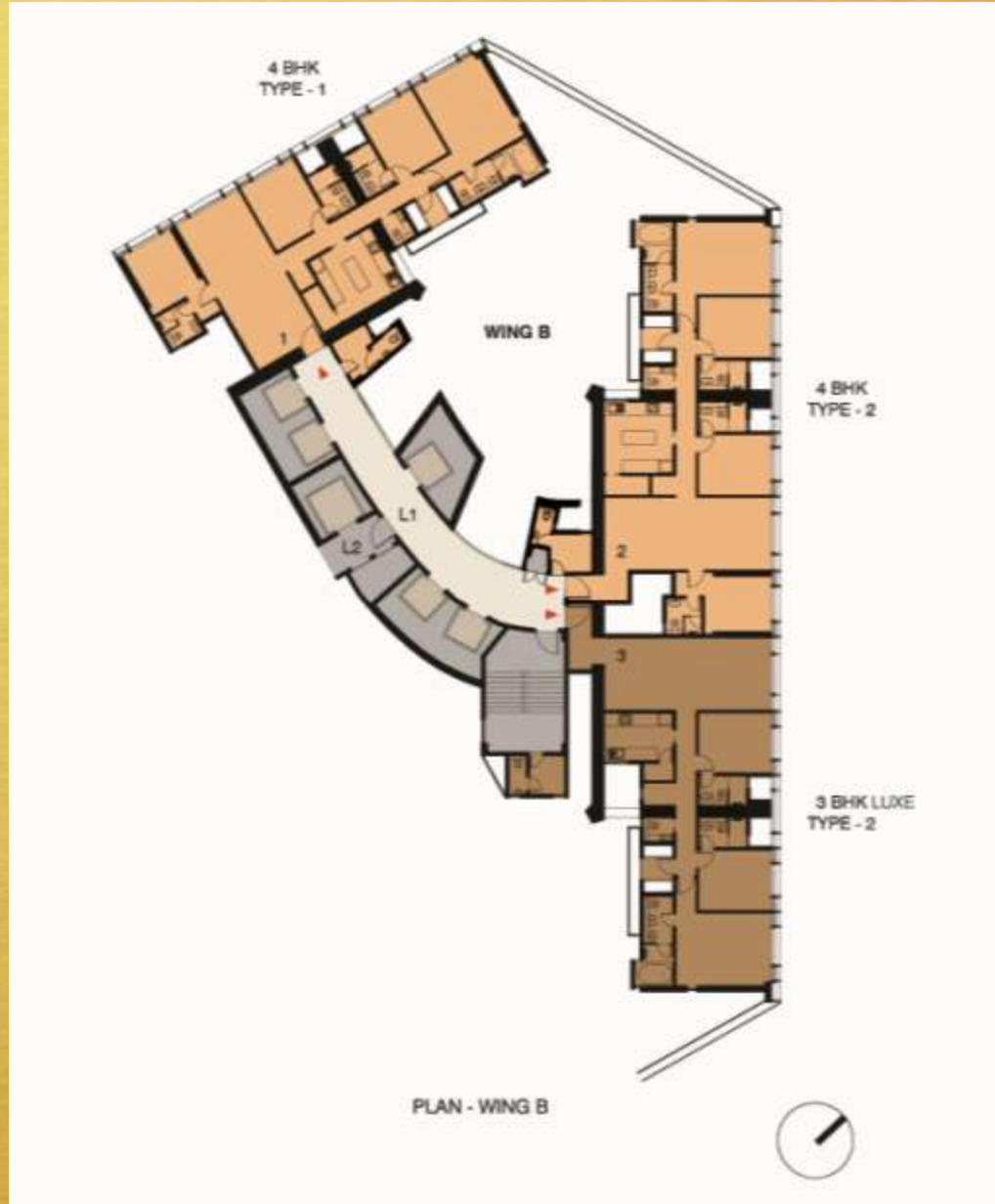


PLAN - WING A





# WING PLAN – WING B



# UNIT PLAN – 3 BHK LUXE TYPE 1



## LEGEND

|                   |               |
|-------------------|---------------|
| 1 DINING AREA     | 11'8" X 12'0" |
| 2 LIVING AREA     | 15'8" X 12'0" |
| 3 KITCHEN         | 7'10" X 11'4" |
| 4 STORE           | 2'11" X 5'0"  |
| 5 PUJA            | 3'9" X 5'3"   |
| 6 BEDROOM 1 & 2   | 10'0" X 12'0" |
| 7 BATHROOM        | 4'11" X 7'10" |
| 8 MASTER BEDROOM  | 12'0" X 15'8" |
| 9 MASTER BATHROOM | 4'11" X 14'8" |
| 10 POWDER ROOM    | 4'11" X 3'11" |
| 11 UTILITY        | 3'7" X 5'3"   |
| 12 MAID'S ROOM    | 6'5" X 7'5"   |
| 13 MAID'S TOILET  | 2'11" X 5'8"  |
| 14 PASSAGE        | 3'5" X 27'1"  |

TYPICAL 3 BHK LUXE TYPE 1 UNIT PLAN



# UNIT PLAN – 3 BHK LUXE TYPE 2

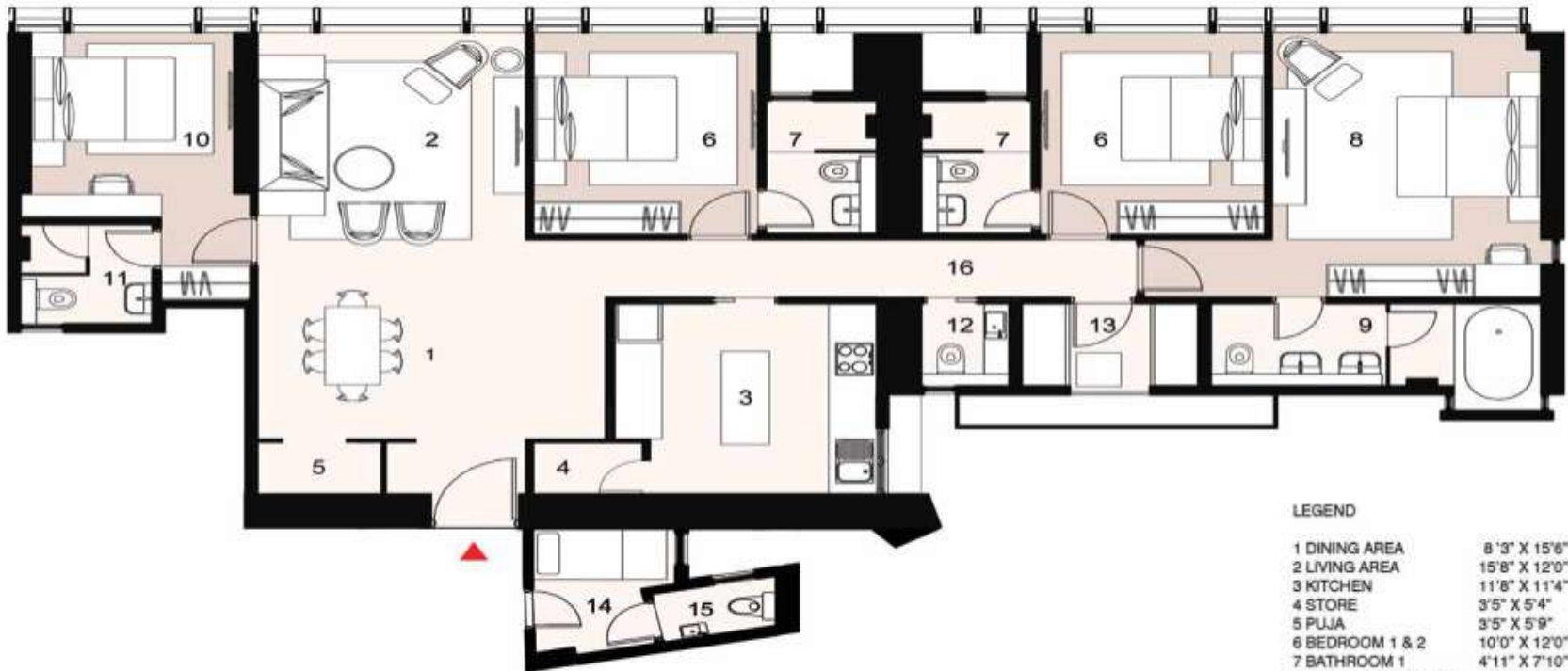


## LEGEND

|    |                 |               |
|----|-----------------|---------------|
| 1  | ENTRANCE LOBBY  | 3'11" X 11'0" |
| 2  | DINING AREA     | 11'8" X 12'0" |
| 3  | LIVING AREA     | 15'8" X 12'0" |
| 4  | KITCHEN         | 7'10" X 11'4" |
| 5  | STORE           | 2'11" X 5'0"  |
| 6  | PUJA            | 3'9" X 5'3"   |
| 7  | BEDROOM 1 & 2   | 10'0" X 12'0" |
| 8  | BATHROOM        | 4'11" X 7'10" |
| 9  | MASTER BEDROOM  | 12'0" X 15'8" |
| 10 | MASTER BATHROOM | 4'11" X 14'8" |
| 11 | POWDER ROOM     | 4'11" X 3'11" |
| 12 | UTILITY         | 3'7" X 5'3"   |
| 13 | PASSAGE         | 3'5" X 27'1"  |
| 14 | MAID'S ROOM     | 6'5" X 5'11"  |
| 15 | MAID'S TOILET   | 2'11" X 6'5"  |

TYPICAL 3 BHK LUXE TYPE 2 UNIT PLAN

# UNIT PLAN - 4 BHK LUXE TYPE 1



## LEGEND

|                   |               |
|-------------------|---------------|
| 1 DINING AREA     | 8'3" X 15'6"  |
| 2 LIVING AREA     | 15'8" X 12'0" |
| 3 KITCHEN         | 11'8" X 11'4" |
| 4 STORE           | 3'5" X 5'4"   |
| 5 PUJA            | 3'5" X 5'9"   |
| 6 BEDROOM 1 & 2   | 10'0" X 12'0" |
| 7 BATHROOM 1      | 4'11" X 7'10" |
| 8 MASTER BEDROOM  | 12'0" X 15'8" |
| 9 MASTER BATHROOM | 4'11" X 14'8" |
| 10 BEDROOM 3      | 9'0" X 11'0"  |
| 11 BATHROOM 2     | 5'11" X 5'11" |
| 12 POWDER ROOM    | 4'11" X 3'11" |
| 13 UTILITY        | 3'7" X 5'3"   |
| 14 MAID'S ROOM    | 6'5" X 7'5"   |
| 15 MAID'S TOILET  | 2'11" X 5'8"  |
| 16 PASSAGE        | 3'5" X 27'1"  |



# UNIT PLAN – 4 BHK LUXE TYPE 2



## LEGEND

|    |                 |               |
|----|-----------------|---------------|
| 1  | ENTRANCE LOBBY  | 9'10" X 4'3"  |
| 2  | DINING AREA     | 8'3" X 15'6"  |
| 3  | LIVING AREA     | 15'8" X 12'0" |
| 4  | KITCHEN         | 11'8" X 11'4" |
| 5  | STORE           | 3'5" X 5'4"   |
| 6  | PUJA            | 3'5" X 5'9"   |
| 7  | BEDROOM 1 & 2   | 10'0" X 12'0" |
| 8  | BATHROOM 1      | 4'11" X 7'10" |
| 9  | MASTER BEDROOM  | 12'0" X 15'8" |
| 10 | MASTER BATHROOM | 4'11" X 14'8" |
| 11 | BEDROOM 3       | 9'0" X 11'0"  |
| 12 | BATHROOM 2      | 5'11" X 5'11" |
| 13 | POWDER ROOM     | 4'11" X 3'11" |
| 14 | UTILITY         | 3'7" X 5'3"   |
| 15 | MAID'S ROOM     | 6'5" X 6'11"  |
| 16 | MAID'S TOILET   | 2'11" X 6'8"  |
| 17 | PASSAGE         | 3'5" X 27'1"  |
| 18 | FOYER           | 3'5" X 6'10"  |

# TRUMP TOWER MUMBAI

§

Branded residences from TRUMP, the creator of world's most successful branded residences

§

India's most unique skyscraper with a striking golden façade and interiors by HBA

§

Stunning vistas of the Arabian sea, the Worli-Bandra sea link and the soothing greens of The Park

§

The most revered Trump lifestyle with exclusive services and privileges envied across the world

§

An ultimate neighborhood, The Park – Worli





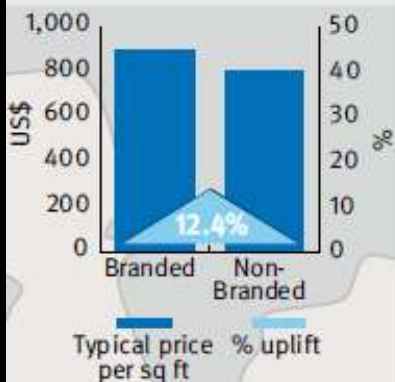
THE TRUMP VALUE  
*PRICELESS*



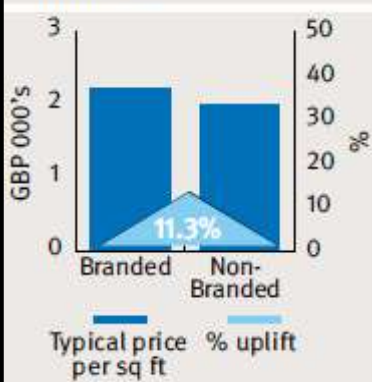
# GLOBALLY, BRANDED RESIDENCES COMMAND A VERY HIGH PREMIUM

Branded residences represent the finest associations to provide better services and facilities to the residents.

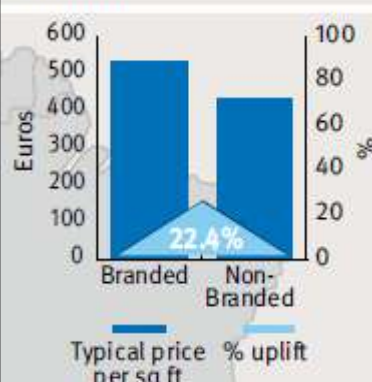
## NEW YORK



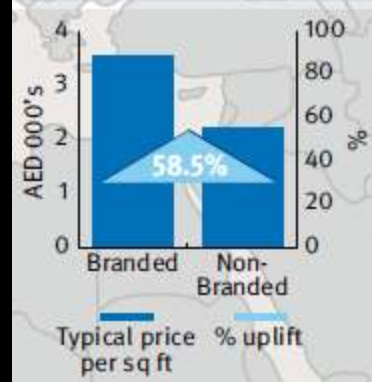
## LONDON



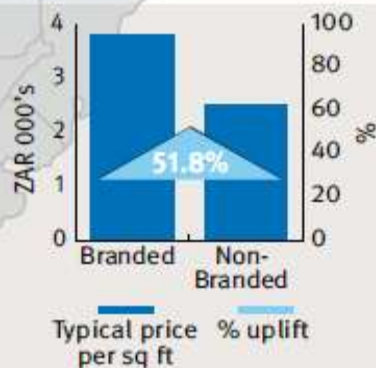
## MADRID



## DUBAI



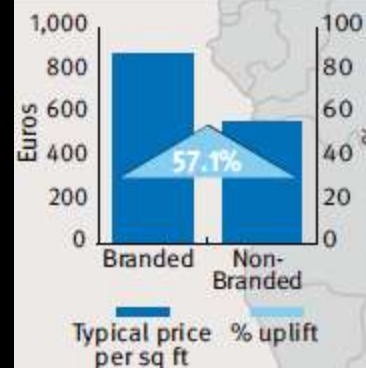
## CAPE TOWN



**“Branded residences command an average uplift of 31% compared to equivalent non-branded schemes”**

– Knight Frank Report

## BERLIN





# GLOBAL LOCATIONS - A PERSPECTIVE

## DUBAI



Armani residences at Burj Khalifa are priced around 5000 AED psf. Ordinary apartments sell at 3000 AED psf (an uplift of roughly 50%)

Palazzo Versace command a premium of 120% over D1 apartments, both located on the Dubai Creek.

## MOSCOW



Barkli Park and Barkli Virgin, both designed by yoo, have average asking price of RUR 60, 000 psf. Non-branded developments like Granatny 6 and Impersky Dom average RUR 48,000 psf . This represents a premium of 23% for the branded developments.

## TRUMP COMMANDS HIGHER PREMIUM OVER OTHER BRANDED RESIDENCES



Trump Ocean Club International Hotel and Tower, Panama is priced at approx. \$430 psf, almost double the competition average of \$240 psf.

§



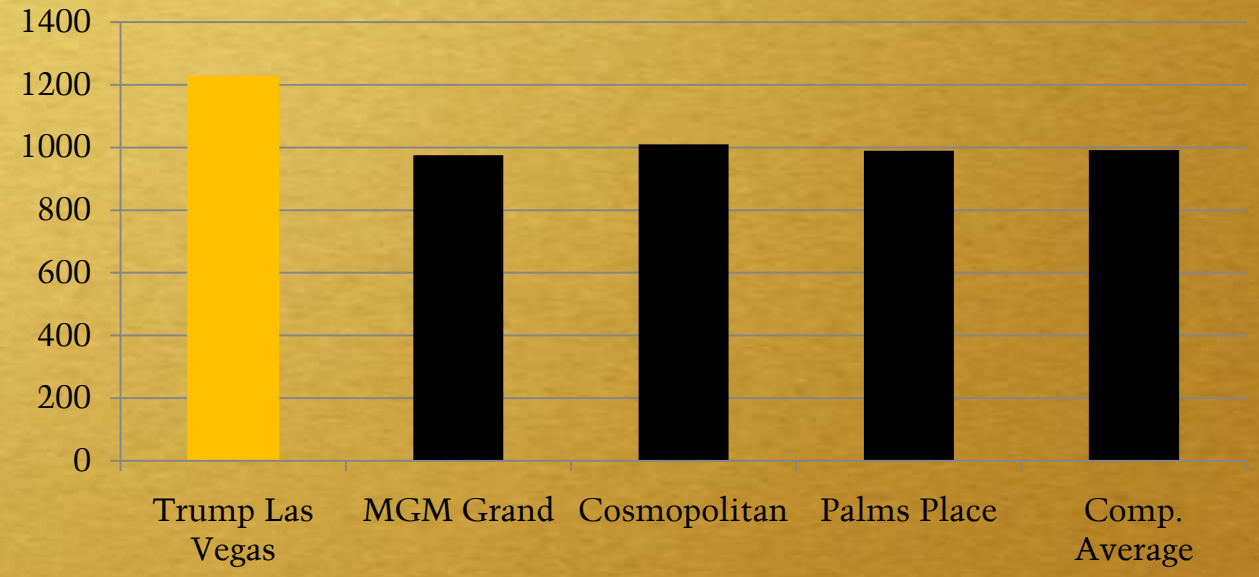
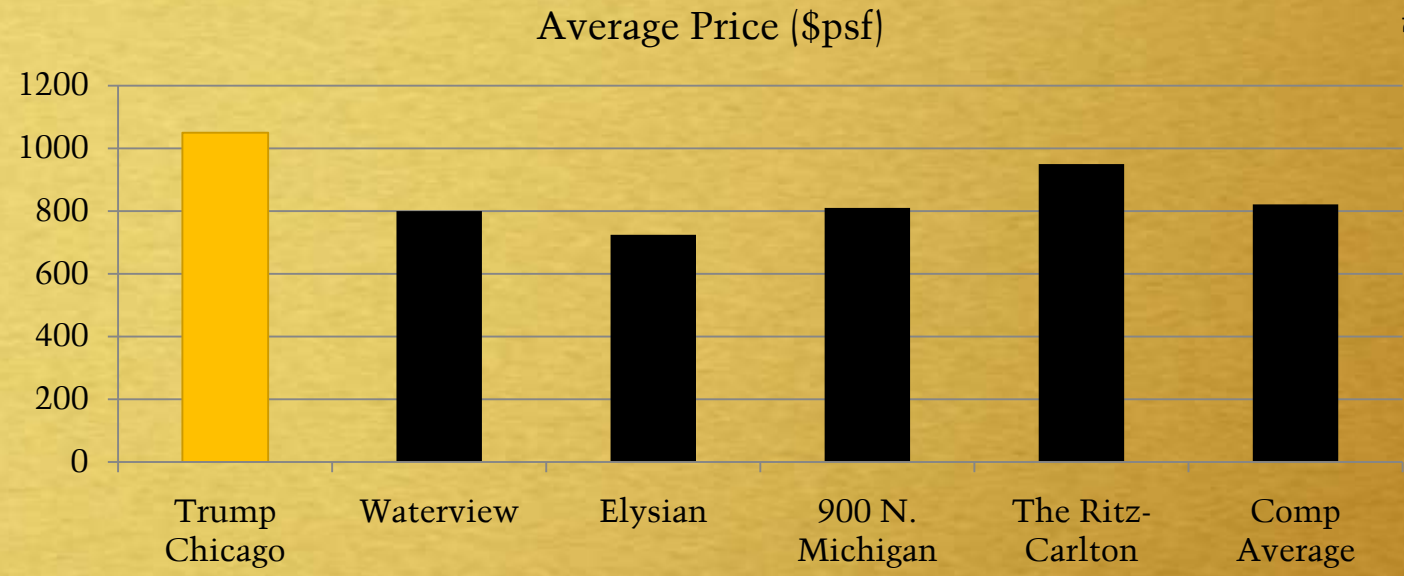
Trump International Hotel & Tower, Waikiki commands approx. \$1575 psf, \$525 more than the competition average, \$1050 psf, a 50% premium

§



Trump Park Avenue New York commands a price of approx. \$1825 psf, \$200 more than the competition average





Source: The Trump Organization Value-Add Market Study, Linneman Associates, June 2012



# RECOGNISED AS THE MOST DESIRED BRANDED RESIDENCES BY HNIs IN INDIA

Market Research conducted on Luxury  
Real Estate Players in India 2014

*Creators of the most defining and distinctive towers*

§

*Partners with international designers and world renowned architects to create residences*

§

*Offers exclusive range of lifestyle amenities and services*



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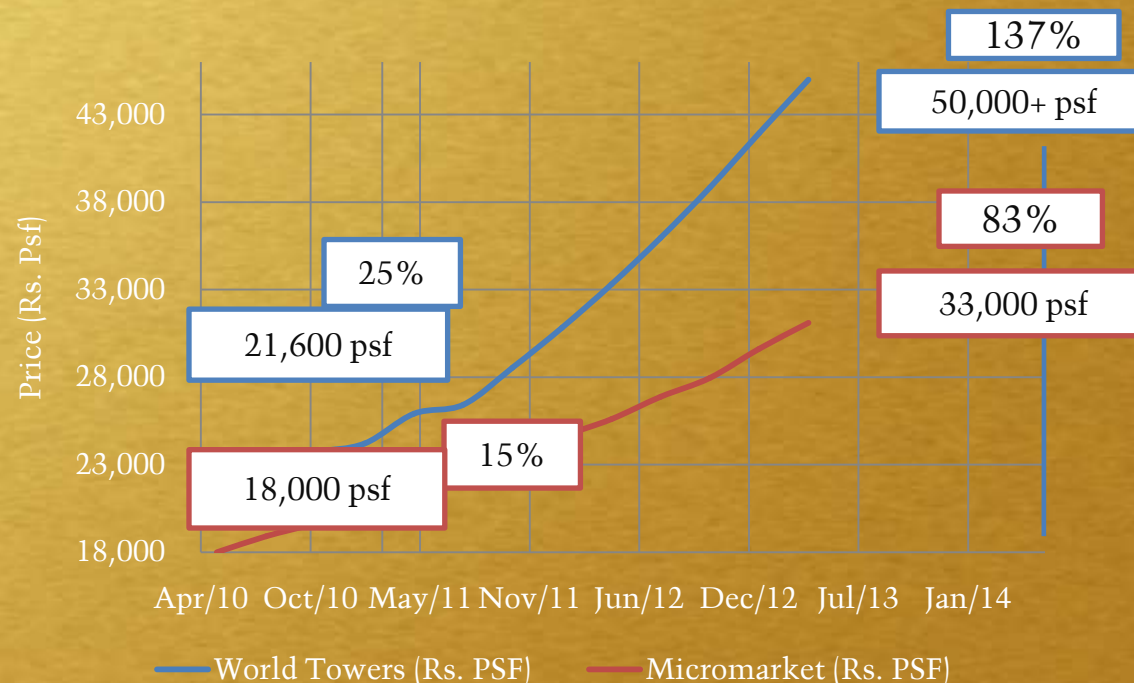
BEST TIME TO OWN A LODHA PROPERTY  
IS DURING A *NEW LAUNCH*

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# THE WORLD TOWERS. INDIA'S MOST *ICONIC* RESIDENCES.

- Launched in June 2010, at INR 21,600 psf
- Has appreciated by 137% in just 3 yrs
- Outperforming market by 50% over 2.5 year horizon – highest appreciation in Mumbai
- Signet residences at top floors of tier 1 of world one have transacted upwards of INR 50,000 psf

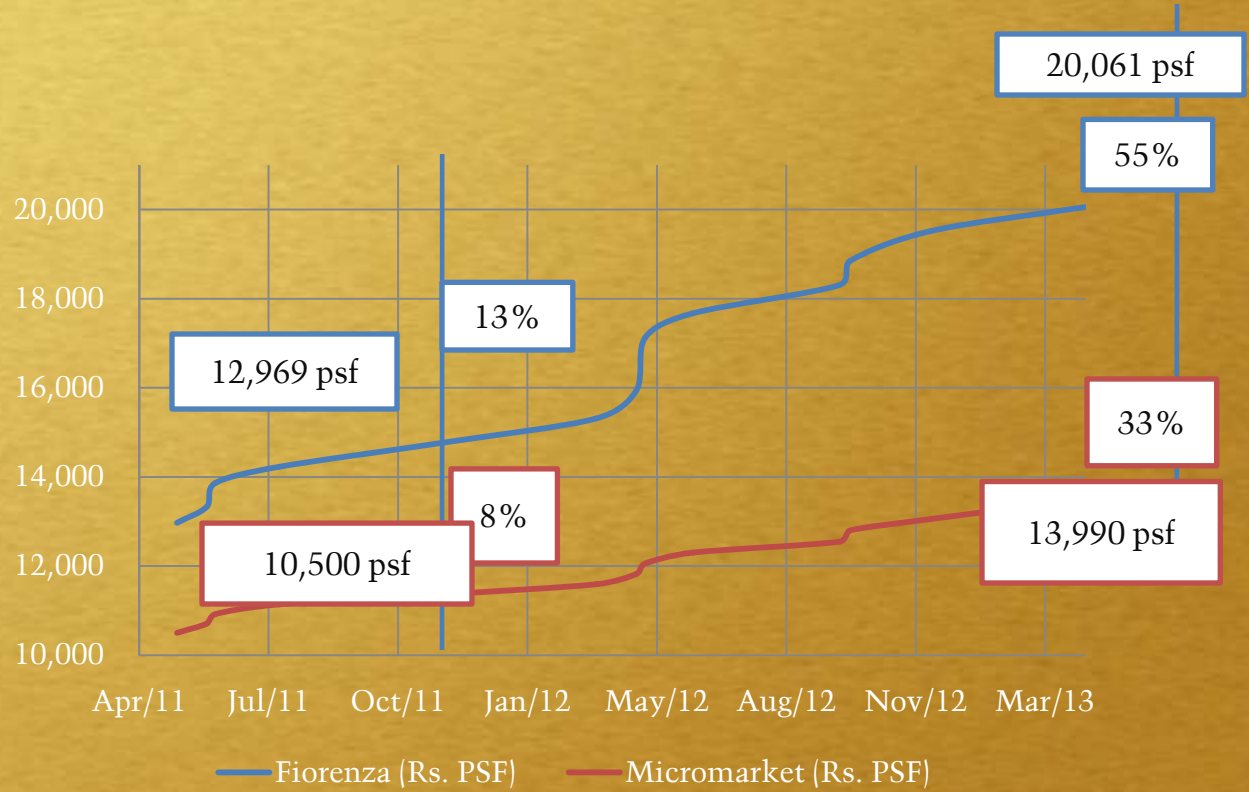




# LODHA FIORENZA. WESTERN SUBURB'S MOST *DESIRABLE* ADDRESS.



- Introduced Designer residences to Western Suburbs
- Launched in April 2011 at Rs. 12,969 psf has appreciated by 55% in just 2.5 years
- Outperforming market by 60% over 2 year horizon –highest appreciation in Western Suburbs





*THANK YOU*

