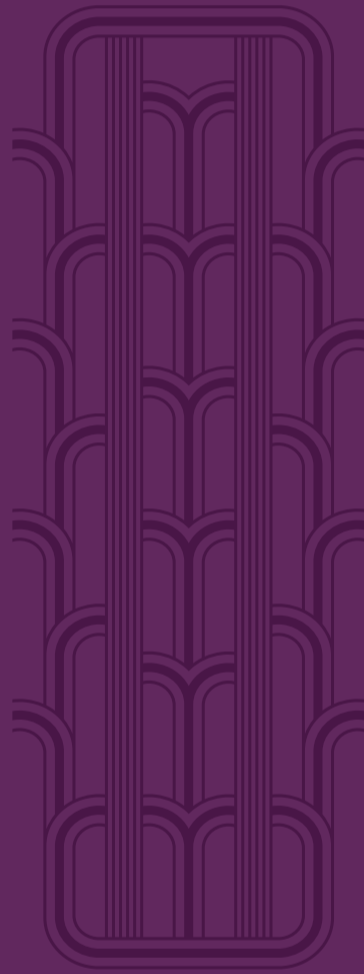
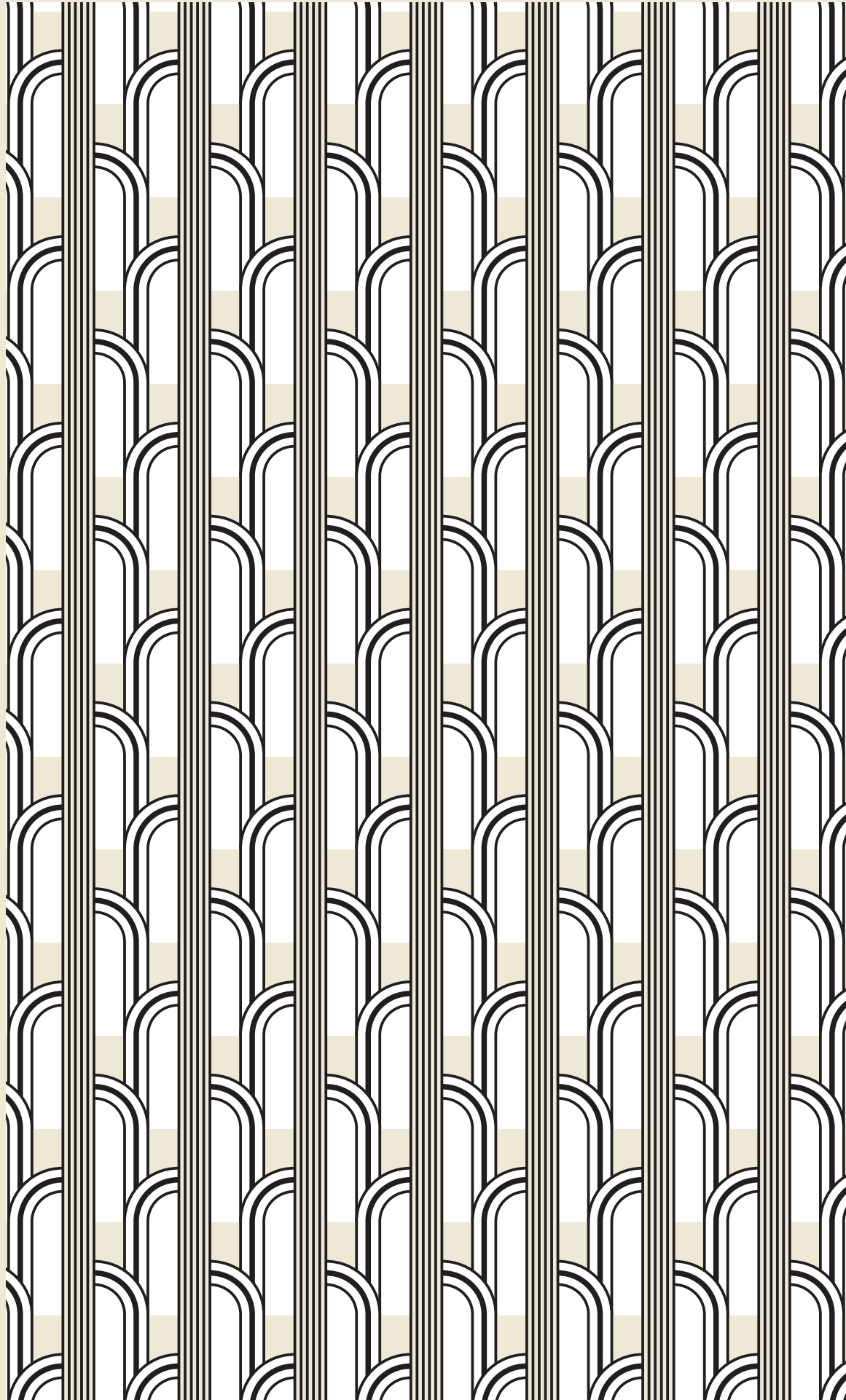


CELEBRITY LIVING





LIVE LIKE A CELEBRITY.

WITH INDIA'S NO.1
REAL ESTATE DEVELOPER*.

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

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

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

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

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



THE WORLD TOWERS
One of India's most iconic addresses



NO.1 GROSVENOR SQUARE, LONDON
London's most desirable address



PALAVA
India's No.1 smart city**
based on livability quotient



TRUMP TOWERS, MUMBAI
Mumbai's glittering jewel with
a striking gold façade



LODHA ALTAMOUNT
India's finest residences on Mumbai's
Billionaires' Row



LODHA EXCELUS
Head office to India's leading corporates

THE LODHA FOUNDATION

Our vision - 'Building a Better Life' - extends to our commitment to society. We make significant efforts to improve and uplift the areas we work in, and the communities we work with, by dedicating a portion of our annual profits to social initiatives.

The Lodha Foundation was established in 2007, to implement developmental initiatives in Mumbai, Thane and the Kalyan-Dombivli Region. Our Corporate Social Responsibility initiatives include educating children from low income families, vocational training for disadvantaged youth and other community welfare measures.

LEADERS IN SUSTAINABLE DEVELOPMENT

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

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

AWARDS AND RECOGNITION

2017

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

2016

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

2015

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

2014

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

THE LODHA PROMISE:

9 COMMITMENTS FOR A WORLD-CLASS HOME BUYING EXPERIENCE

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

TIMELY DELIVERY

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

OC FIRST

Possession with Occupation Certificate.

NO TRANSFER FEE

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

TIMELY UPDATES

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

WORLD-CLASS QUALITY

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

HOME LOAN SUPPORT

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

RENTING SUPPORT

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

TIMELY CONVEYANCE

Within 18 months of completion of layout.

TOP-CLASS PROPERTY MANAGEMENT

We manage your property to ensure that the value of your home continues to appreciate.

And we do it for the long-term: a minimum of 5 years.

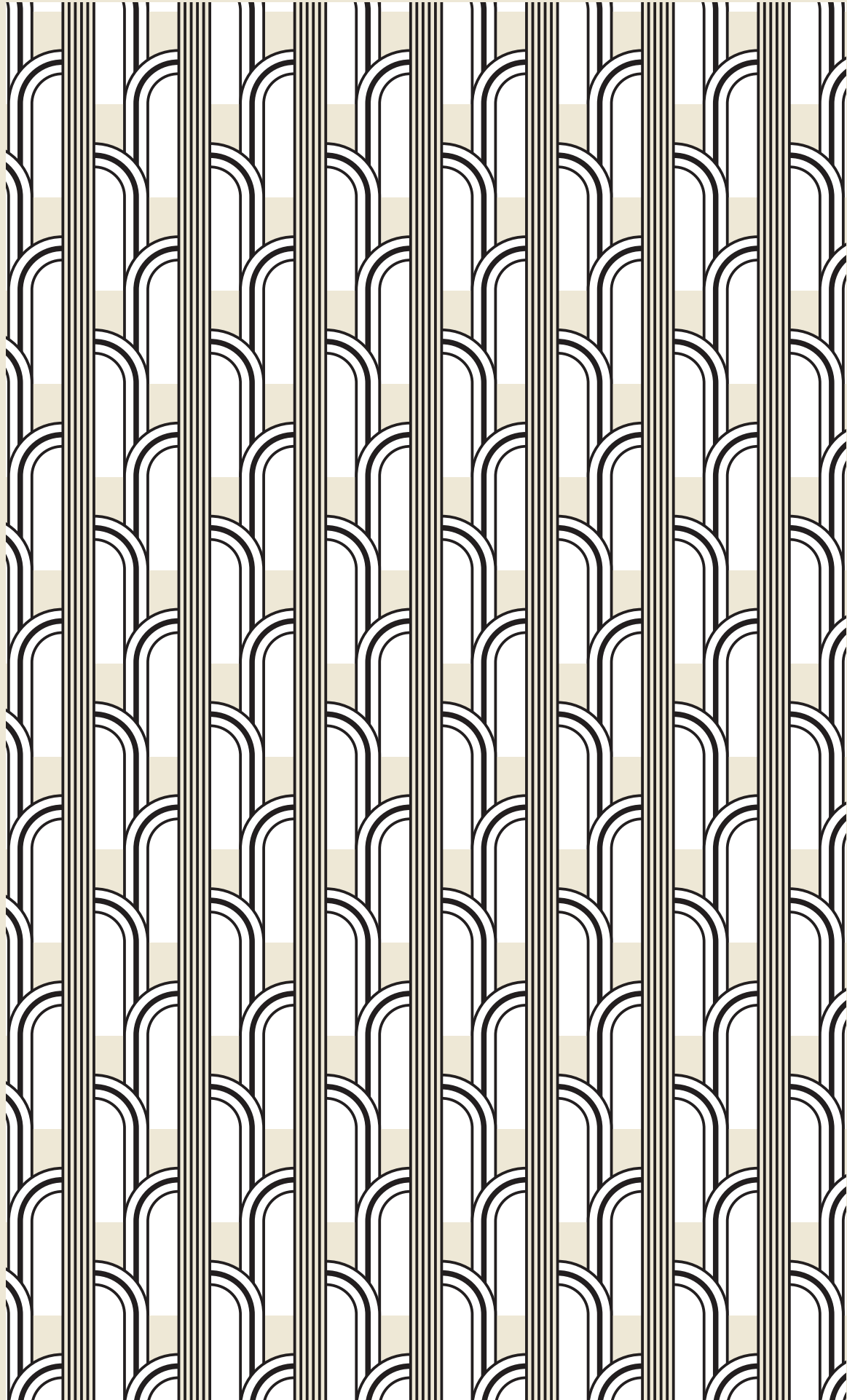






YOU DON'T NEED
TO BE A CELEBRITY
TO LIVE LIKE ONE.

A RESIDENTIAL EXPERIENCE
INSPIRED BY
CELEBRITY LIFESTYLES.



At the best connected location in the Western Suburbs, comes a residential experience inspired by celebrity lifestyles - with graciously designed homes, large green spaces, Art Deco architecture and an assurance of star-like pampering.

Located in the quiet and secure Patel Estate, a short drive from the airport, Film City, BKC, and just off the Western Express Highway, near 24 Karat Multiplex, this oasis is a low density development (no SRA, no public parking) with every detail designed to help you live the amazing life that celebrities enjoy.

Adding a sense of glamour to the ambience is a dream team comprising one of Bollywood's favourite designers Ashiesh Shah, Singapore-based wonder landscapers Sitetectonix, and Padma Bhushan recipient architect Hafeez Contractor. Together, they bring to life a space that delivers celebrity style living for the first time in Mumbai's Western Suburbs.



CELEBRITY
LIVING
COMES WITH
ITS PERKS.

LIKE AN ENTIRE ESTATE,
FOR INSTANCE.



The sleek towers, designed by Hafeez Contractor, draw inspiration from the charming buildings along Marine Drive and the Oval Maidan, as well as famous landmarks like Eros Cinema and The Cricket Club of India – geometric screen patterns, rounded balconies, facades with eye-catching architectural details, and a grand drop-off that elegantly paves the way for the stylish homes.

The signature Art-Deco luxury of the six towers are magnified by Ashiesh Shah's dramatic interpretation of the six elements – Akash, Vayu, Jal, Prithvi, Jeeva and Agni – one element for each tower. Public spaces have been kitted out with statement furniture pieces, and materials such as aluminium, glass and marble to tie in with the Art Deco-inspired theme. Pristine walls, splashes of warmth and an updated vintage feel are revealed when entering the towers, immediately immersing residents in privacy and contentment.

Long known for surroundings that sit in harmony with design, Sitetectonix brings flora and fauna alive within this estate. Natural sunlight permeates the venue through densely-packed trees, re-enacting a fantastical forest scene for a show rich in both drama and colour.

THE RESULT IS A DELIGHTFUL SURPRISE OF SPACE,
GREENERY AND CLASSIC STYLE IN A PRIVATE DESIGNER ESTATE
THAT SHOWCASES CELEBRITY LIVING AT ITS FINEST.



The Art Deco inspired tower facade with eye-catching architectural details.
Artist's impression.



Arrive in style at the glamorous drop-off.
Artist's impression.

- ~ 5-acre private estate with 6 independent towers
- Art Deco architecture, reflecting gracious South Mumbai living
- Designed by world-renowned master architect, Hafeez Contractor
- Grand drop-off for each set of 2 towers
- Grand entrance lobby with the finest finishes
- Designer lift lobby on each floor
- 3 hi-speed elevators (including one stretcher elevator)
from Otis/Schindler/Kone##, with customized finishing
- Best-in-class firefighting system
- DG power backup for common area lighting, elevators and water supply system
- 4-tier security system with:
 - Intercom for each residence
 - Controlled access to entrance lobby
 - Electronically controlled RFID access for cars
 - 24X7 CCTV monitoring of key areas

PRIVATE GARDENS.

FRUIT TREES.

LAGOON POOLS.

YOU HAVE VIP ACCESS TO IT ALL.



Living in this private designer estate certainly has its advantages – open spaces with dense foliage, flowering shrubs and hundreds of trees. Conceptualised by Singapore-based Sitetectonix, a globally acclaimed firm with a marked expertise in landscape architecture, urban design and planning, the landscape is created to naturally engage and stimulate the human senses. A diverse, rich landscape of lagoon pools, pockets of planting, lawn and paved surfaces integrate with areas of play, rest and recreation including a unique treetop walk to provide a complete lifestyle experience. Think fresh air, the sound of nature and children playing carefree. After all, it's not just a residence, it's an estate.

- Landscape spread over 100,000 sq.ft. – one of the largest in the Western Suburbs with 100s of trees making it one of the most pristine environments in MMR with great air quality
- Car-free landscape^ designed by world-renowned Sitetectonix, Singapore
- Forest zone of dense plantation so you can truly experience nature
- Mumbai's first private treetop walkway





The estate with a lagoon-style pool.
Artist's impression.

CELEBRITY HOMES
TO BRING OUT
THE STAR IN YOU.

EXCLUSIVE
2 AND 3 BED RESIDENCES
BY ONE OF BOLLYWOOD'S
FAVOURITE DESIGNERS.





There's a new address in B-Town where stars shine bright. Residing in spanking new Art Deco styled towers designed by the legendary Hafeez Contractor with swanky interiors by one of Bollywood's favourite designers Ashiesh Shah, Lodha Bel Air presents two and three bed residences with everything you need to live like a celebrity.

Each home is intelligently designed to maximise room space, and minimise wastage. The floor layout makes the most of every inch, to give you a large living room and bedroom. Full-length floor-to-ceiling windows* let in ample light and offer you great views. Fully air-conditioned#, your home comes with imported marble flooring in the living, dining, and passage spaces. European style sanitary ware and vitrified tiles in the master bathroom give it an international look and feel. You also have a separate utility area for storage, and a kitchen with granite platforms and premium vitrified flooring.

These top-of-the-line fittings and features, along with world-class amenities, make Lodha Bel Air one of the most desirable private estates in the market.

Bedrooms with Marbltal® tiled flooring

- Designer 2 and 3 bed residences
- Interiors by celebrity designer, Ashiesh Shah
- Breathtaking views including 100s of trees in central landscape
- Full height windows[%] in living room and bedrooms to maximize enjoyment of views and ventilation
- Fully air-conditioned homes with split unit AC[#]
- Imported marble flooring for living, dining and passage areas
- Bedrooms with Marbltal® tiled flooring
- Toilets finished with European style sanitary ware from Kohler/Duravit and CP fittings from Kohler/Isenberg^{##}
- Kitchen with high quality granite platform, double stainless steel sink and premium vitrified tile flooring
- Separate multi-purpose (Store/Prayer) room in select units
- Grand decks in select units
- Separate utility area in each apartment
- Select residences with garden views
- Separate cupboard area in each bedroom for best space utilization
- Select Gardenia apartments with private gardens
- Piped Gas^{%%}
- Fiber-optic connectivity providing hi-speed internet access[^]
- Direct-to-home TV connectivity by select service providers[^]





LIKE A CELEBRITY,
YOU TOO
HAVE IT ALL.

EVERY AVENUE
FOR SPORT, LEISURE
AND RECREATION
AT YOUR DISPOSAL.

Lodha Bel Air has a sense of exclusivity and elegance with the ability to deliver a lifestyle that few projects in the Western Suburbs have offered. Residents will be sure to find amusement in one of the developments' many amenities, which include landscaped gardens and orchard, a community hall, lagoon-style pool and an indoor heated pool, and turn every day into an exciting new day. Adding to the star ambience - a private clubhouse spread across 15,000 sq. ft. with a fully equipped gym, café and library lounge, and cinema-cum-auditorium. Kids have ample entertainment too, from a playground and cricket pitch to exciting sports and activities, both indoors and outdoors.







Delightful view of the rich landscape and the treetop walkway from the balcony.
Artist's impression.

- ~15,000 sq. ft. grand clubhouse with:
 - World-class gymnasium
 - Heated indoor swimming pool (for ladies and kids)
 - Indoor games area with table tennis, carom and chess
 - KidzFun – the grand indoor children’s play area
 - Private cinema-cum-auditorium
 - Health club with steam and changing rooms
 - Café and library lounge
 - Party hall
- Lagoon style swimming pool
- Kids’ pools
- Children’s water play plaza
- Outdoor sports and recreation areas
- Large outdoor kids play area with international standard equipment and slides
- Picnic areas with hammocks and outdoor seating
- Barbeque gardens
- Amphitheatre
- Multipurpose lawn
- Ample covered parking with facilities like driver’s waiting area and car wash provision
- Yoga pavilion
- Convenience store provision and ATM provision
- Community hall



Private cinema. Artist's impression.





A café/library lounge designed by Ashiesh Shah.
Artist's impression.

WHERE
YOU LIVE
DEFINES HOW
YOU LIVE.

WELCOME TO B-TOWN'S HOTTEST
NEW ADDRESS.



COLLEGES / SCHOOLS

- SP Jain College
- NMIMS University
- Vibgyor High School
- Oberoi International School
- Ryan International School
- Jankidevi Public School

HOSPITALS

- Kokilaben Dhirubhai - Ambani Hospital
- Criti Care
- City Hospital

OFFICES / WORKPLACES

- Nirlon
- Knowledge Park
- NESCO
- Film City
- Mindspace
- Solitaire Park
- SEEPZ
- BKC

MALLS

- Infinity Mall
- Oberoi Mall
- Infinity Mall - Malad

BRANDED RETAIL STORES

- Big Bazaar - Infinity
- Star Bazaar

CINEMA HALLS

- PVR - Citi mall
- Inox - Inorbit Mall

HOTELS

- Radisson
- J.W.Marriott
- The Westin

Lodha Bel Air is located in Jogeshwari, just off the Western Express Highway. Only minutes away from schools, offices, hospitals and social hubs. So no more wasting hours of your life stuck in endless traffic. Connectivity to major metro lines, railway stations and the international airport make travelling smooth and easy. Upcoming infrastructure will ensure even greater connectivity with the rest of Mumbai. High quality schools in the vicinity include Oberoi International and Ryan International among many others. Nearby malls, restaurants and cinema halls provide great entertainment and shopping options. There are several hospitals in approximately 5 km radius around Lodha Bel Air.

UPCOMING INFRASTRUCTURE: TO IMPACT THE RESIDENTS OF LODHA BEL AIR.

Metro⁵

The Swami Samarth Nagar-Jogeshwari-Vikhroli Metro-6 corridor is part of the metro system for the city of Mumbai. With 13 stations on the route, this 14.5 km long corridor is planned to connect Lokhandwala (Andheri West) in the Western Suburbs to Vikhroli and Kanjurmarg in the Eastern Suburbs by 2021.

JVLR East-West Flyover^{\$\$} (~15 mins)

The Hindu Hridayasamarat Balasaheb Thackeray Flyover, which connects Jogeshwari West to East, will further be extended from the junction of JVLR and WEH to Mahakali Caves.

Mrinal-Tai Gore Flyover - Already functional (~10 mins)

The city's second double decker flyover which connects Goregaon East to West, will soon be extended to Andheri Lokhandwala.





MH-03-NT-4242

A grand drop-off for each set of two towers.
Artist's impression.

PLANS AND LAYOUTS.

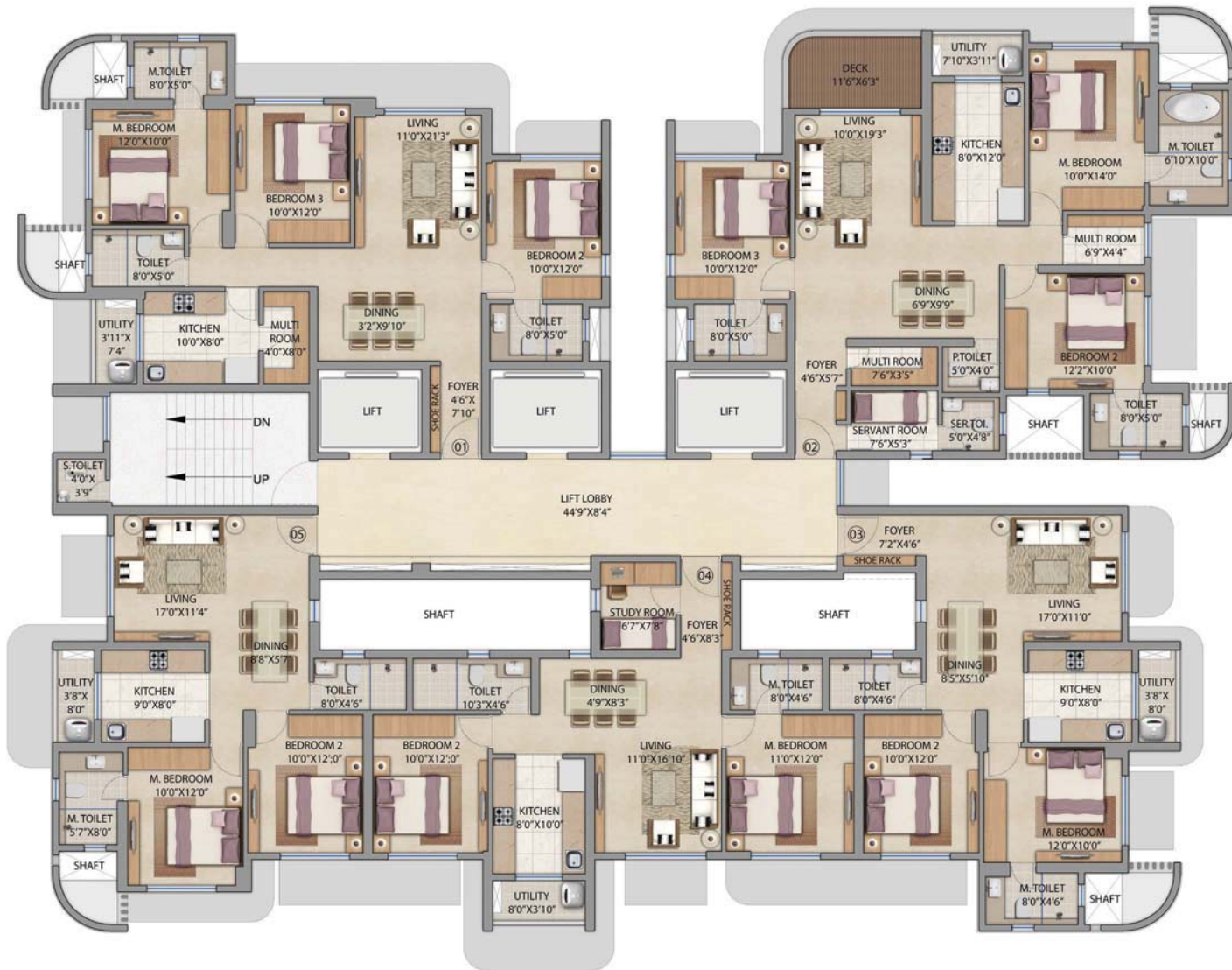


Facilities & Features Legend

1. Party Lawn
2. Multipurpose Court On Terrace
3. Side Entrance
4. Club House
5. Club Deck
6. Bubble Jet Play
7. Kids' Pool
8. Fountain Deck
9. Resting Pavillion
10. Play Mound
11. Pool Deck
12. Alcove Seating
13. Lap Pool
14. Aqua Lounge
15. Jacuzzi Pool
16. Lawn Terrace
17. Hammock Garden
18. Treetop Walkway
19. Sand Bunk with Slide
20. Fun Village
21. Exercise Lawn
22. Tree House
23. Cricket Pitch
24. Quiet Scent Garden
25. Yoga Deck
26. Look-Out Deck
27. Multi-Purpose Pavilion
28. Multi-Purpose Lawn
29. Senior Citizen Corner
30. Foot Reflexology Garden
31. Chess Garden
32. Orchard Walk
33. Lounge Deck
34. Edible Garden
35. Barbeque Pavilion
36. Seating Corner
37. Drop-Off
38. Community Hall
39. Kids' Play Area
40. Indoor Games
41. Retail
42. Service

TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower A



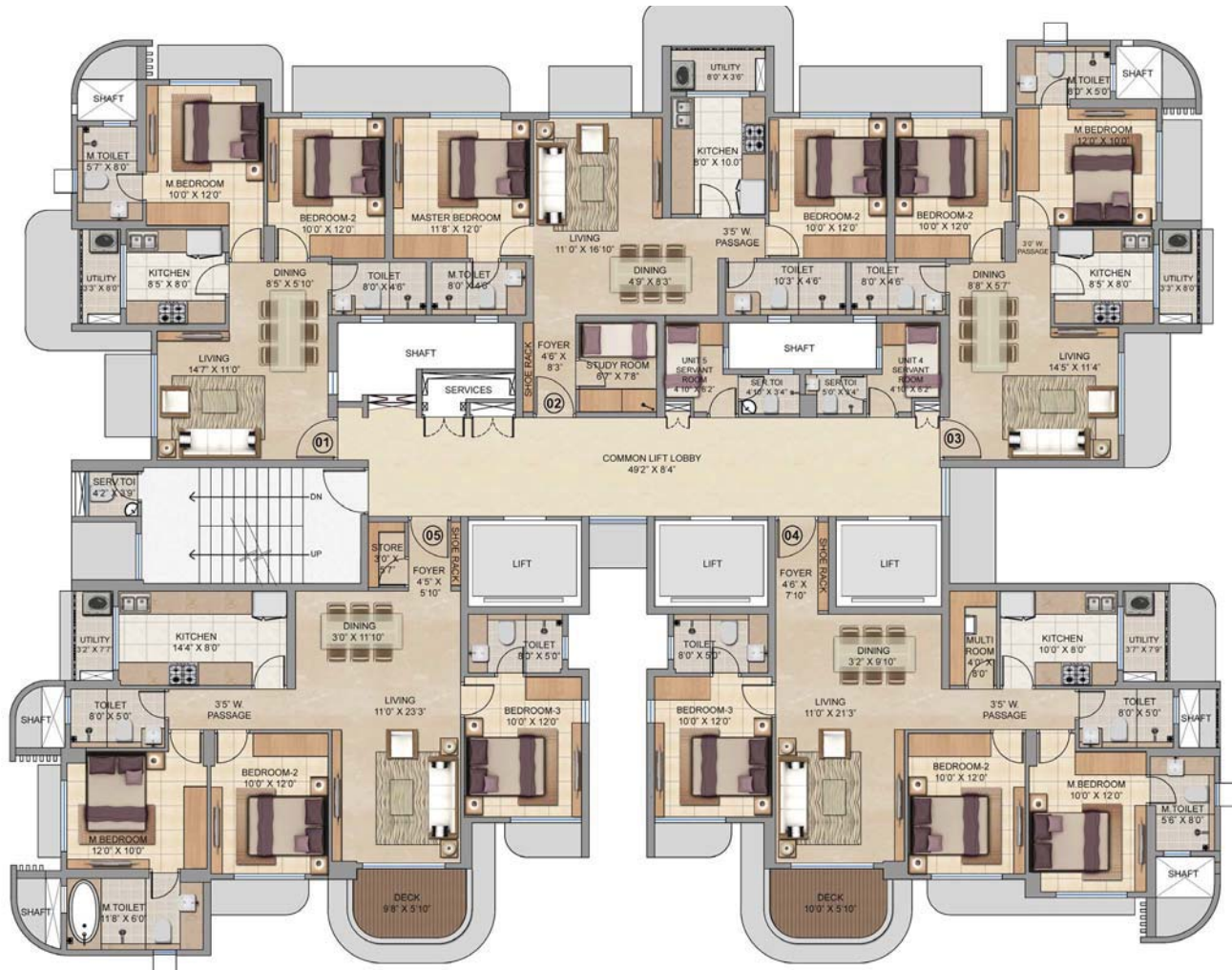
TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower B



TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower C



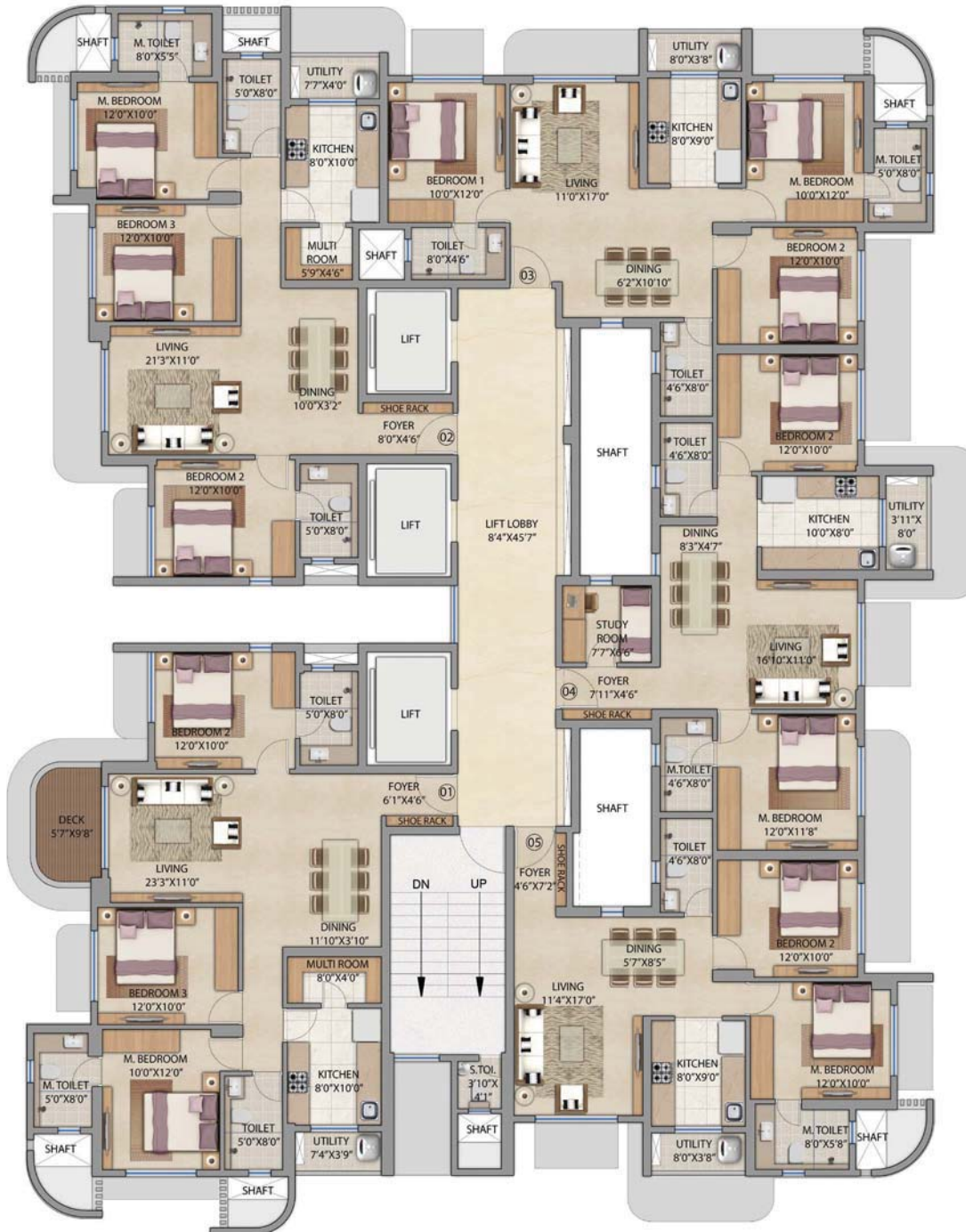
TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower D



TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower E



TYPICAL FLOOR PLAN WITHOUT REFUGE

Tower F



3 BHK Premia



Tower A



3 BHK Premia Type B



Tower C



3 BHK Premia Type A



Tower C



3 BHK Luxe Type B



Tower B, D, E



3 BHK Luxe Type A



Tower A, B, D, E



3 BHK



Tower B, E



2 BHK + Study



Tower A, B, C, D, E, F



2 BHK Luxe Type B



Tower F



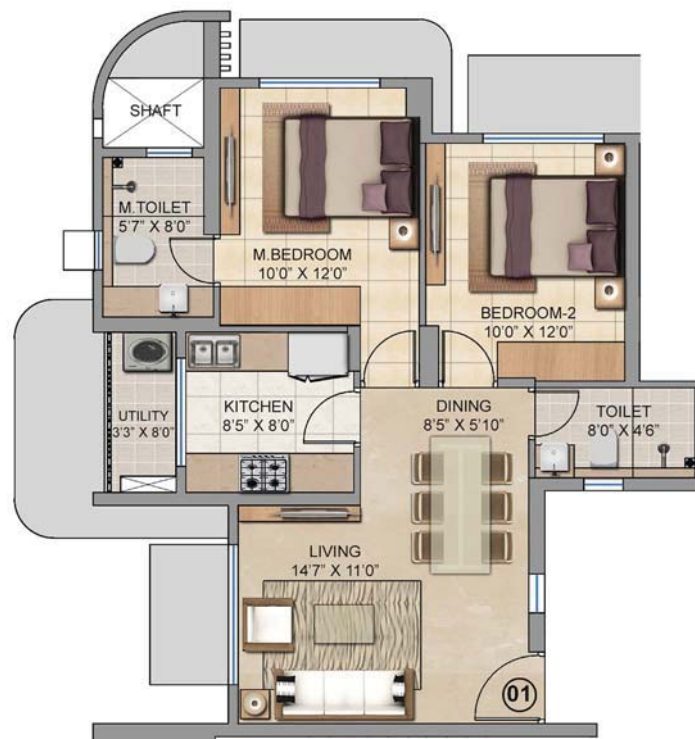
2 BHK Luxe Type A



Tower A, B, F



2 BHK Type A



Tower C, D



PARTNERING WITH THE FINEST.



TO CREATE THE FINEST.



ASHIESH SHAH

Architect Ashiesh Shah began his career in New York City in the mid 2000's after graduating from Parsons School of Design with a degree in Interiors and Architecture. For the last eight years, Shah has been spearheading his own design firm Ashiesh Shah Architecture + Design, handling various high-end design projects in India and abroad. Shah has been named one amongst the 50 most influential names in architecture and design in the country by Architectural Digest for the last four years. He is also Bollywood's favourite interior designer and architect and has designed homes for Hrithik Roshan, Ranbir Kapoor, Jacqueline Fernandez and a host of other luminaries.



HAFEEZ CONTRACTOR

One of India's leading architectural firms, Hafeez Contractor Architects has been responsible for changing the face of the nation's urban landscape forever. With a commitment to design excellence, efficient delivery, and sophistication in building technology, his firm has to its credit a long and illustrious list of architectural projects that have become iconic landmarks.

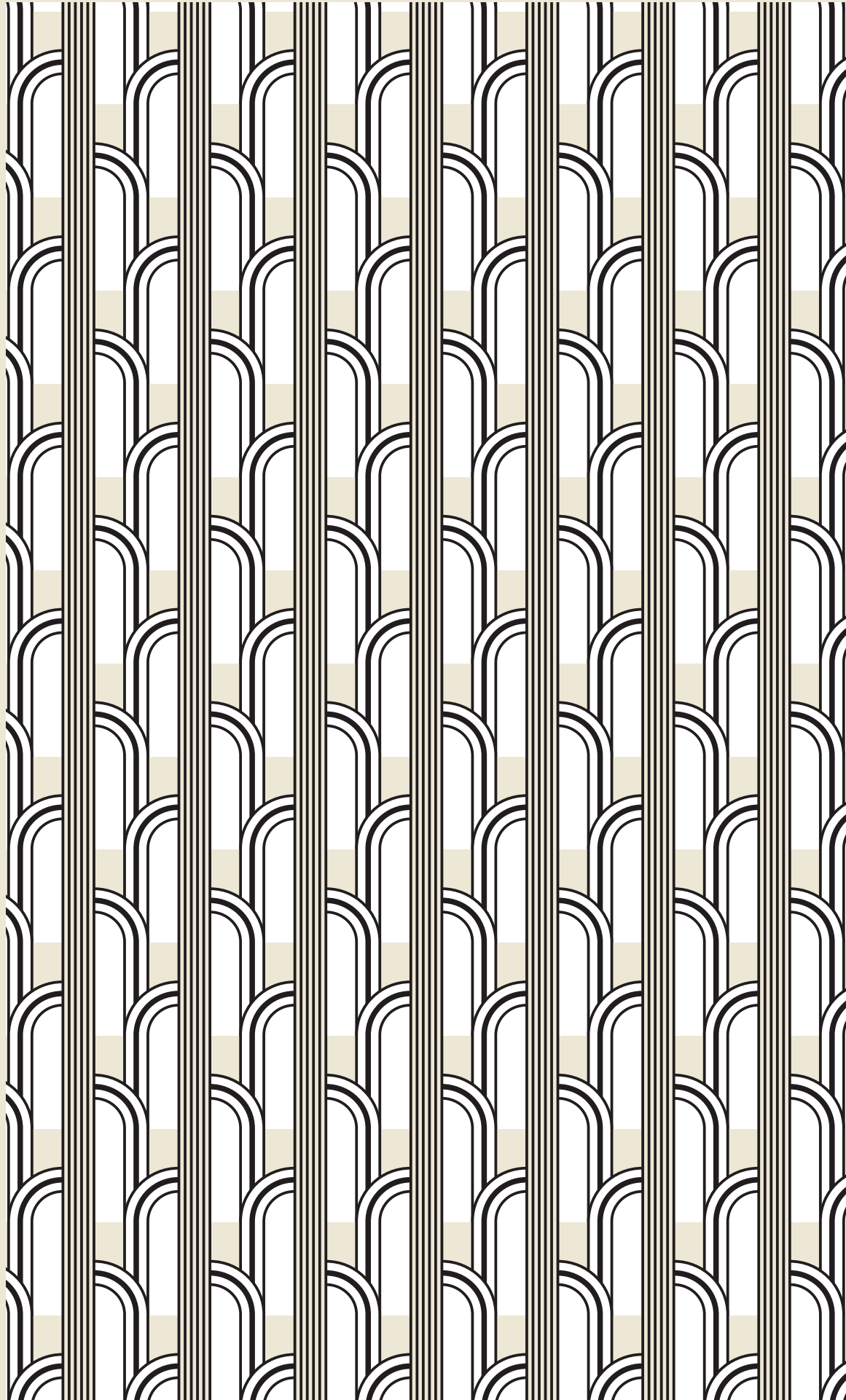


SITETECTONIX

Based in Singapore, Sitetectonix is globally acclaimed for its contribution to landscape architecture, urban design and planning. The firm boasts an impressive and wide-ranging portfolio, and several awards for design excellence. Sitetectonix is known for innovative, cost-effective designs that take into account the environmental, social, cultural, historic and economic circumstances of each project. With this understanding, the firm is able to create innovative design solutions that are consistently executed with uncompromising quality. Sitetectonix's high-profile projects include Anglo-Chinese School, Singapore; Far East Square, Singapore; Institute of Technical Education, Singapore; Kanuhura Beach Resort, Maldives; and the much-awarded Hotel Sofitel Central, Hua Hin.

*By residential sales for FY 17 and FY 18 | **Based on livability quotient ranking of JLL | %From 300 mm above finished floor level to beam bottom | %%Subject to agreement and supply from the 3rd party provider | #Excluding kitchen, toilets and any service areas | ##Or equivalent | ^Except drop-off and guest parking | \$Source: <https://mvrda.maharashtra.gov.in>
\$Source: <https://mumbaimirror.indiatimes.com>

The plans, layouts, specifications, images and other details herein are indicative and the developer/owner reserves the right to change any or all of these in the interest of the development. Select fittings/options may be available in limited units only or available at additional price and are not part of the standard unit. All brands mentioned herein may be replaced by equivalent or better brand(s) as decided by the project architect. The printed material does not constitute an offer and / or contract of any type between the developer / owner and the recipient; any sales / lease of any unit in this development shall be solely governed by the terms 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 transaction. The dimensions and/or areas stated in the plans are measured on basis of unfinished surfaces using polyline method and do not reflect the reduction in dimensions on account of the finishes being installed. Further, variance of +/-3% in the unit carpet area and/or unfinished dimensions is possible due to design and construction variances. MahaRERA Registration No. P51800014860, P51800014869, P51800014891 available at website: <https://maharera.mahaonline.gov.in>.
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