

— CODENAME —  
**BULLSEYE**

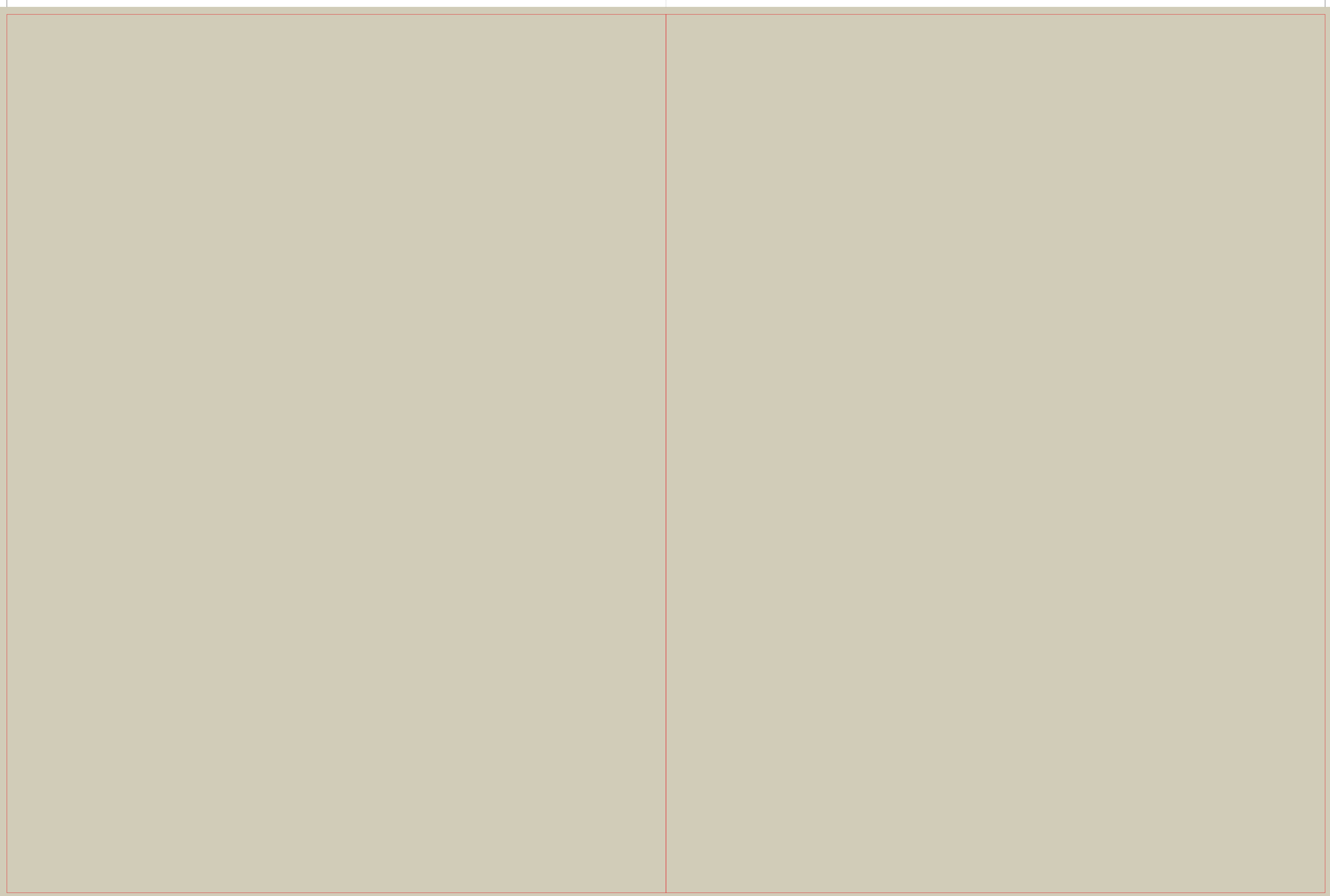
Site address:  
Opposite GCC Northside Hotel,  
Mira Bhayandar Road, Hatkesh Udhog Nagar,  
Mira Road East, Mumbai, Maharashtra 401107.

[www.lodhagroup.com/codename-bullseye](http://www.lodhagroup.com/codename-bullseye)

Corporate address:  
Lodha Excelus, N. M. Joshi Marg,  
Mahalaxmi, Mumbai - 400 011.

[www.lodhagroup.com](http://www.lodhagroup.com)

—  
**Where  
Life  
Flourishes**





If living life to the fullest is your dream, then attain it at Codename Bullseye in a bigger, richer and more complete way than you could have ever imagined. Settle into a residence that is a masterpiece of efficiency and design, with spaces thoughtfully planned to incorporate every need. Style and international quality grace every room, while full-height windows frame tranquil green expanses. Every luxury for your family is within your neighbourhood. Your daily commute is smooth, with easy connectivity to transport hubs. An enviable network of schools, malls, leisure options and scenic picnic points make your week as well as your weekend a delight. A range of contemporary lifestyle facilities are accessible for you to indulge in and proudly entertain family and friends.

**Choose a life rich in comfort,  
style and enjoyment.**

**Choose a life at Codename Bullseye.**

# The perfect life, brought to you by India's No.1 developer.

Established in 1980, the Lodha Group has been India's No.1 developer for more than 5 years, with annual sales of over Rs. 6900 crores in FY 16 -17. In FY 16 -17, the Group spent over Rs. 3600 crores on construction and delivered over 7200 homes to customers. Its 3500 associates, including over 2000 technically trained people, work relentlessly to create developments which make India proud.

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. 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

## Awards and recognition

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



- India's Top 100 most respected brands, Businessweek 2017
- Special Recognition Award – ET Best Realty Brands (BRB) Awards 2015
- The Global Leadership in Real Estate Award – NDTV Profit Property Awards 2014
- 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 4th consecutive year
- India's Most Admired Builders – 9th Construction World Architect & Builder (CWAB) Awards 2014
- Deal of the Year for the acquisition of the Canadian High Commission – RESI Awards 2014 in London
- Most Upcoming Real Estate Brand – CNBC Awaaz Real Estate Awards 2013
- Mumbai's Most Preferred Real Estate Brand – Morgan Stanley Report, 2012
- Winner of the Green Good Design Award 2012 for World One



## The Lodha Foundation

The Lodha Group's vision – 'Building a Better Life' – extends to its commitment to society. The Group makes significant efforts to improve and uplift the areas it works in and the communities it works with by dedicating over 2% of the Group's annual profits to social programmes. Registered as Lodha Charitable Trust, The Lodha Foundation was established in 2007 and implements developmental initiatives in Mumbai, Thane and the 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.

### Environmental Stewardship:

- One of Mumbai's first completed Gold LEED office buildings
- Mumbai's first multi-tenant Platinum LEED office building (under construction)
- Use of solar power through solar power farms at various locations
- Rainwater harvesting and recycling of fresh water at all developments
- Large amount of landscaping and tree plantation at all developments
- Recycling of waste materials to ensure conservation of resources

# Mira Road: perfect for investors and home-buyers

A host of infrastructural projects and excellent civic services have made Mira Road a leading investment hotspot and one of the most livable residential destinations in the Western Suburbs.

#### Upcoming infrastructural advantages:

- Removal of octroi checkpost, eliminating traffic jams at Dahisar
- New metro line from Dahisar to Bhayander and Dahisar to Andheri by 2019, drastically reducing travel time from Mira Road to Andheri (Source: MMRDA website)
- Coastal road from Kandivali to Nariman Point in 2 phases, to be ready by 2022, will cut down travel time from Mira Road to South Mumbai by half (saving approximately one hour) (Source: Bloomberg report)
- Additional pipelines to provide continuous water supply will be in operation by 2018
- Formation of a new police commissioner's office, ensuring public welfare and security

#### Real estate trends

- Appreciation trends in the Western Suburbs over the last decade show that Mira Road ranks among the top 2 fastest growing markets (Source: [www.magicbricks.com](http://www.magicbricks.com))
- Mira Road's current rental yields have been second only to Andheri in FY 17





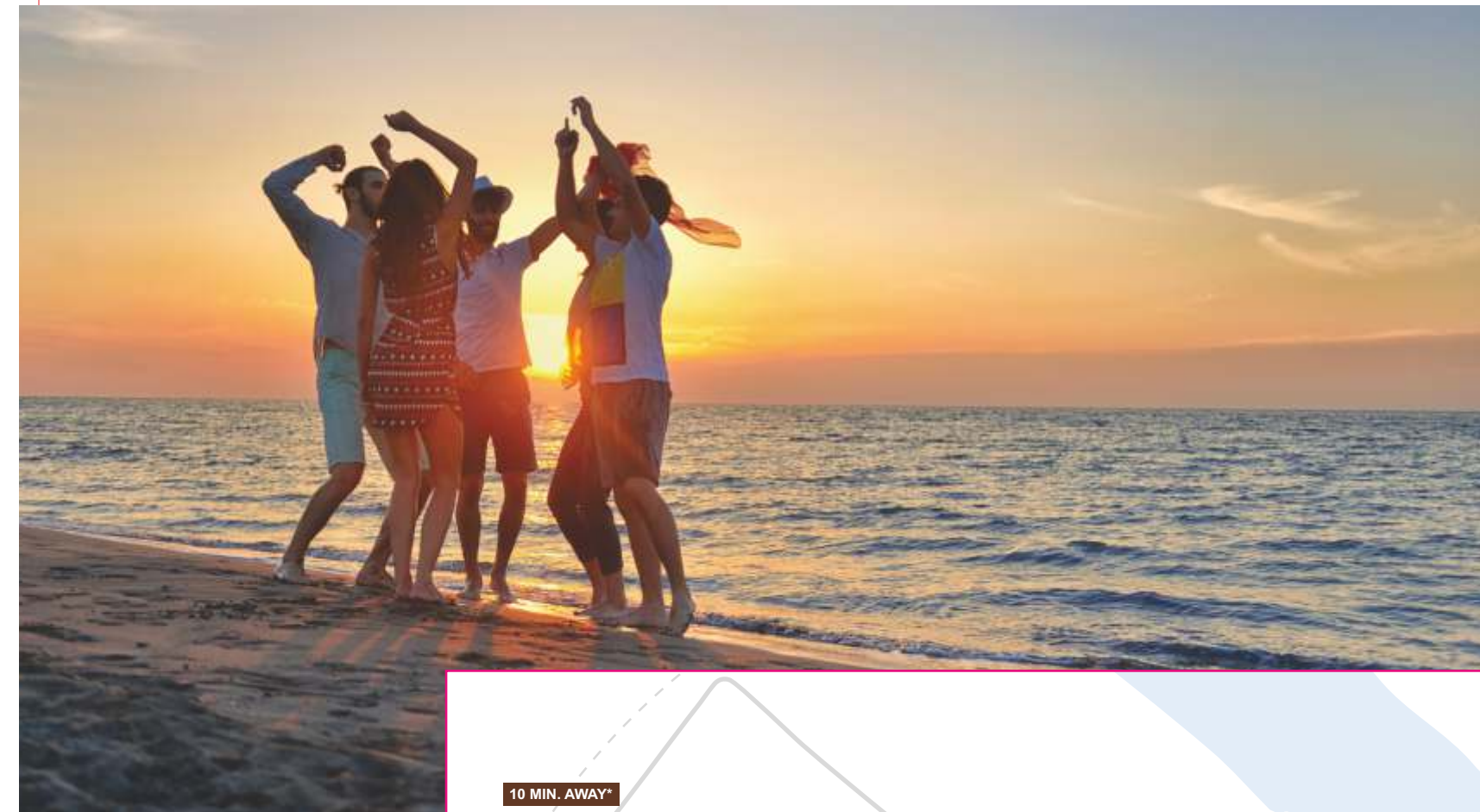
Commute easily  
by road or rail.  
Come back to a  
wonderful life.



Strategically located at the heart of Mira Road, Codename Bullseye is connected to highways, railway stations and airports. So whether you're on your daily commute or on a leisure trip with your family outside Mumbai, you can reach your destination and get back to your luxurious residence, smoothly and conveniently.

**Codename Bullseye offers easy access to:**

- Western Express Highway
- Mumbai Domestic Airport
- Mumbai International Airport
- Mira Road and Bhayander railway stations
- Upcoming Bhayander-Dahisar Metro line 7 extension (Source: MMRDA website)
- Upcoming Kandivali-Nariman Point coastal road (Source: Bloomberg report)



# Stress-free days and fun-filled weekends. Both within easy reach at Codename Bullseye.



Every day flows in a smooth, well-oiled pattern at Codename Bullseye. Dropping the kids to school, shopping for groceries or a long lunch at the club is a sheer pleasure, when every facility is just a short drive or breezy walk away from home. Evenings with family and friends acquire a whole new meaning, when a quick 15-minute drive gets you to movie theatres and theme parks. And with picturesque beaches and picnic spots just an hour's drive away, you can refresh body and soul with getaway weekends, almost every weekend.

### A network of facilities in your neighbourhood:

- GCC Club
- Schools: RBK School, St. Mary's High School, St. Xavier's High School, St. Joseph's High School
- Banks: Indian Bank, Kotak Mahindra, Allahabad Bank, HDFC, Union Bank among others
- Renowned hospitals: Wockhardt Hospital, Thunga Hospital, Suravna Hospital, Seven Eleven Hospital, Sanjeevani Hospital
- Leisure and entertainment: Thakur Mall, Maxus Mall, Inox, Cinemax, Vardhaman Fantasy Theme Park
- Picnic spots and weekend getaways: Sanjay Gandhi National Park, Vasai Fort, Bhayandar Chowpatty, Uttan Beach, Gorai Beach, Global Pagoda and Essel World.
- Retail: DMart, Vijay Sales, Brand Factory, Star Bazar and many more.





## Step outside your residence. Step into a world of impressive lifestyle facilities.

Imagine taking the family off to a luxurious retreat, without leaving the comfort of home. At Codename Bullseye, you have the finest lifestyle facilities, set within lush landscaped greens, virtually at your doorstep.

From fitness to natural beauty, from playing to partying, everything to help you make the most of life, is at your disposal.





## Good health and well-being guaranteed.

Staying in the pink of health is easy, when your clubhouse and landscaped green offer you a host of fitness options. An invigorating swim or a workout at the well-equipped gym, a lively game of table tennis or a few brisk rounds on the paved walking path lined with hundreds of trees – choose the routine you prefer and keep glowing with health.





## Give your kids a childhood they'll remember.

The best childhood memories are created while playing with friends. Over an expanse of almost 70% open space, in a well-equipped indoor games room, on a cricket field and in outdoor play zones, your children have ample opportunities to create lifelong memories within the secure environs of home.



Private time.  
Party time.  
And the joy of  
having it all.

Make the most of your precious free time, unwinding with friends on the charming poolside deck, spending quiet time with your spouse in the garden alcoves and walkways, or living it up at the stylish party venue.  
At Codename Bullseye, there is every facility to enjoy life to the fullest.

**A magnificent development with a host of lifestyle amenities:**

- Top-notch gym
- Indoor games room
- Party hall
- 80 feet (half Olympic-length) swimming pool
- Separate kids' pool
- Jacuzzi
- Paved walking track
- Cricket field
- Outdoor play area for kids
- Landscaped gardens with sit-outs and walkways





## Where flowers bloom and plants flourish.

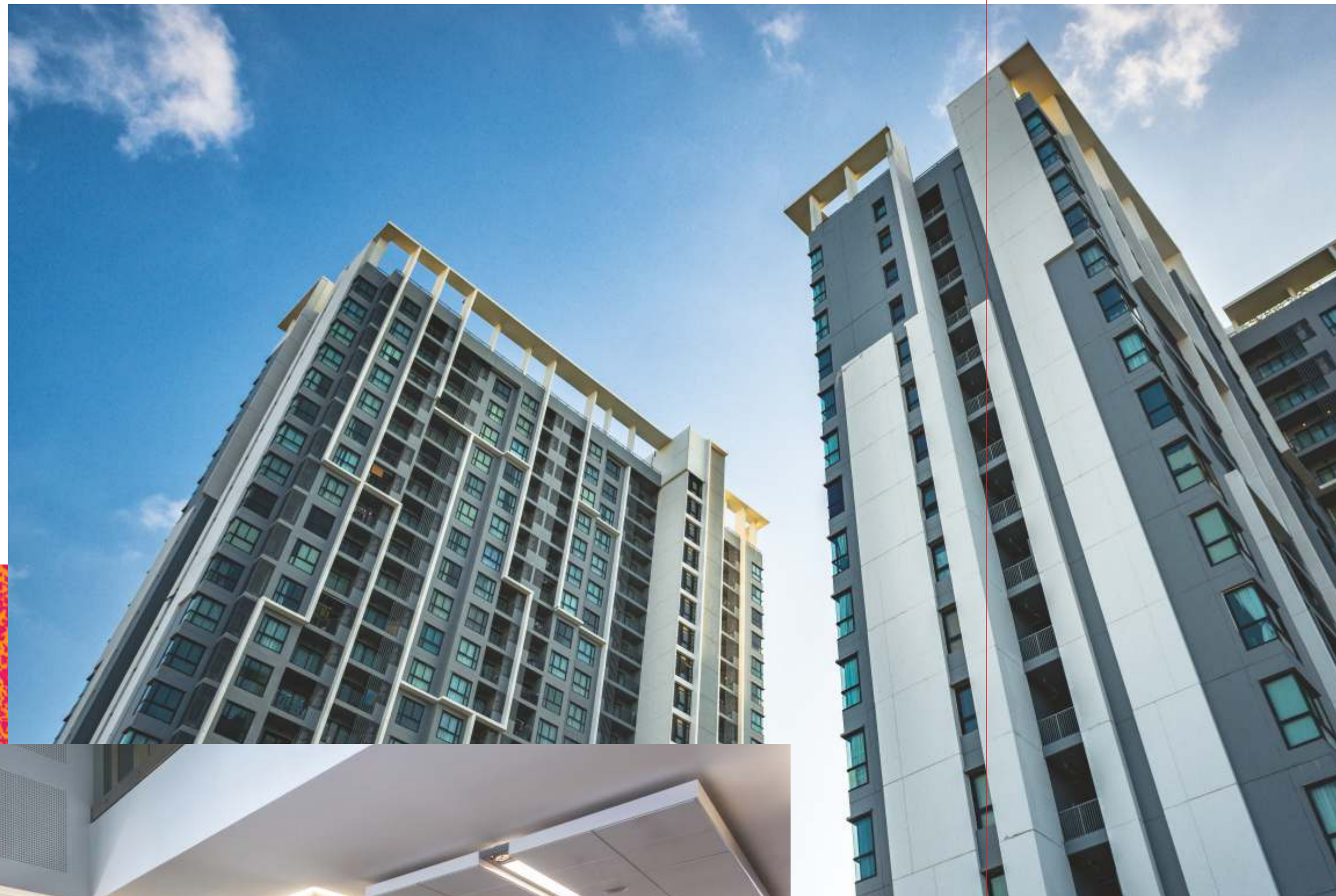
The landscape at Codename Bullseye is designed to connect you to nature. Every flowering bush, every secluded bench and shaded walkway, has been carefully planned and placed to offer glimpses of nature's wonders and moments of joy. While hundreds of trees spread their canopy of shade, filtering out pollution and offering you a clean, cool environment, with exceptional air quality.

The open-air play area offers children not only the thrill of running free, but also an encounter with sun, wind and earth. Relaxing on a bench revives not

only your body, but your mind and spirit as well, as you observe the changing quality of light and hear the call of birds you never noticed before.

Ideas and adventures, contemplation and connection - let your mind and soul expand to take in the richness of life, in the gardens of Codename Bullseye.

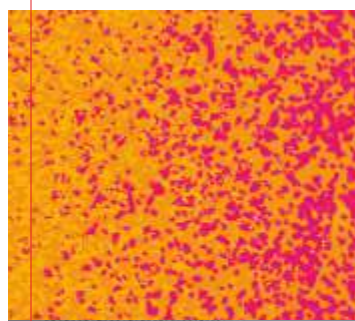




Stunning façade.  
Excellent planning.  
Soaring silhouette.  
  
You'll be proud  
to call it home.

Driving through the gates of Codename Bullseye signals that you have arrived, in more ways than one. After all, you are the proud owner of a residence in one of Mira Road's tallest residential developments, an architectural masterpiece whose towers seamlessly integrate elegant style with sensible, far-sighted planning.

While you appreciate its expansive views, natural light and excellent ventilation, your guests will certainly admire the contemporary façade, exquisite detailing and sophistication of Mira Road's finest living experience.



### Style meets smart design in the towers of Codename Bullseye:

- At 20+ storeys, one of Mira Road's tallest residential developments
- Elegant, contemporary façade design, enhanced with a subtle color palette, with sunshades for all windows
- Towers designed to offer ample daylight, natural ventilation and views of the Sanjay Gandhi National Park and green linear park
- A multi-level car park for convenient parking, also assuring residents of safe, vehicle-free and child-friendly zones within the development
- Luxury entrance lobbies to welcome you and your guests
- 2 hi-speed elevators for each tower (including one stretcher elevator)
- DG-power back-up for common area lighting and emergency elevators

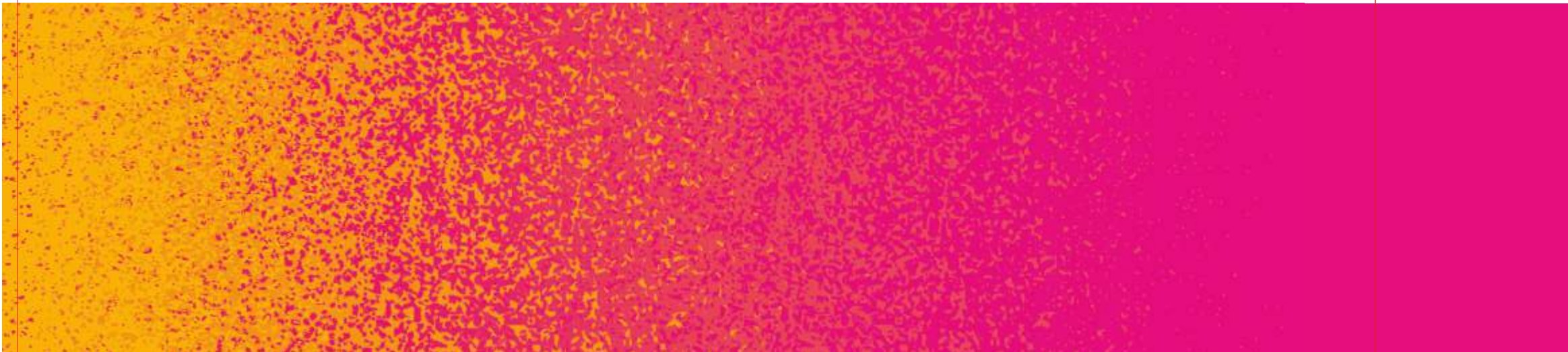


## The most luxurious living experience in Mira Road: your residence.

Your residence at Codename Bullseye is designed with a single purpose: to make every day a rewarding, happy experience. You wake up to sunlight and fresh air, pouring in from the tall windows. Your morning coffee is served with misty views of expansive greens. While every need is accommodated comfortably, with the most space-efficient design and planning. As you relax with your family in an elegantly-finished, air-conditioned ambience, graced with the finest brands, you know you enjoy a life as close to ideal as you can get.

### Luxurious amenities in the residences:

- Fully air-conditioned homes with split unit A/C\*
- Tall windows for maximum light and ventilation
- Elegant Marbital® flooring\*\* in the living and dining room, passage and bedrooms
- Premium kitchen with granite platform, high-end stainless steel sink and premium vitrified tile flooring
- Designer bathrooms with fittings from Jaquar/Kohler/Roca/Isenberg\*\*, sanitary ware from Kohler/Roca\*\* and designer tiling
- Provision for telephone and TV connectivity^
- Provision for Fibre optic (FTTH) and Direct to Home TV (DTH) connectivity providing hi-speed internet access^

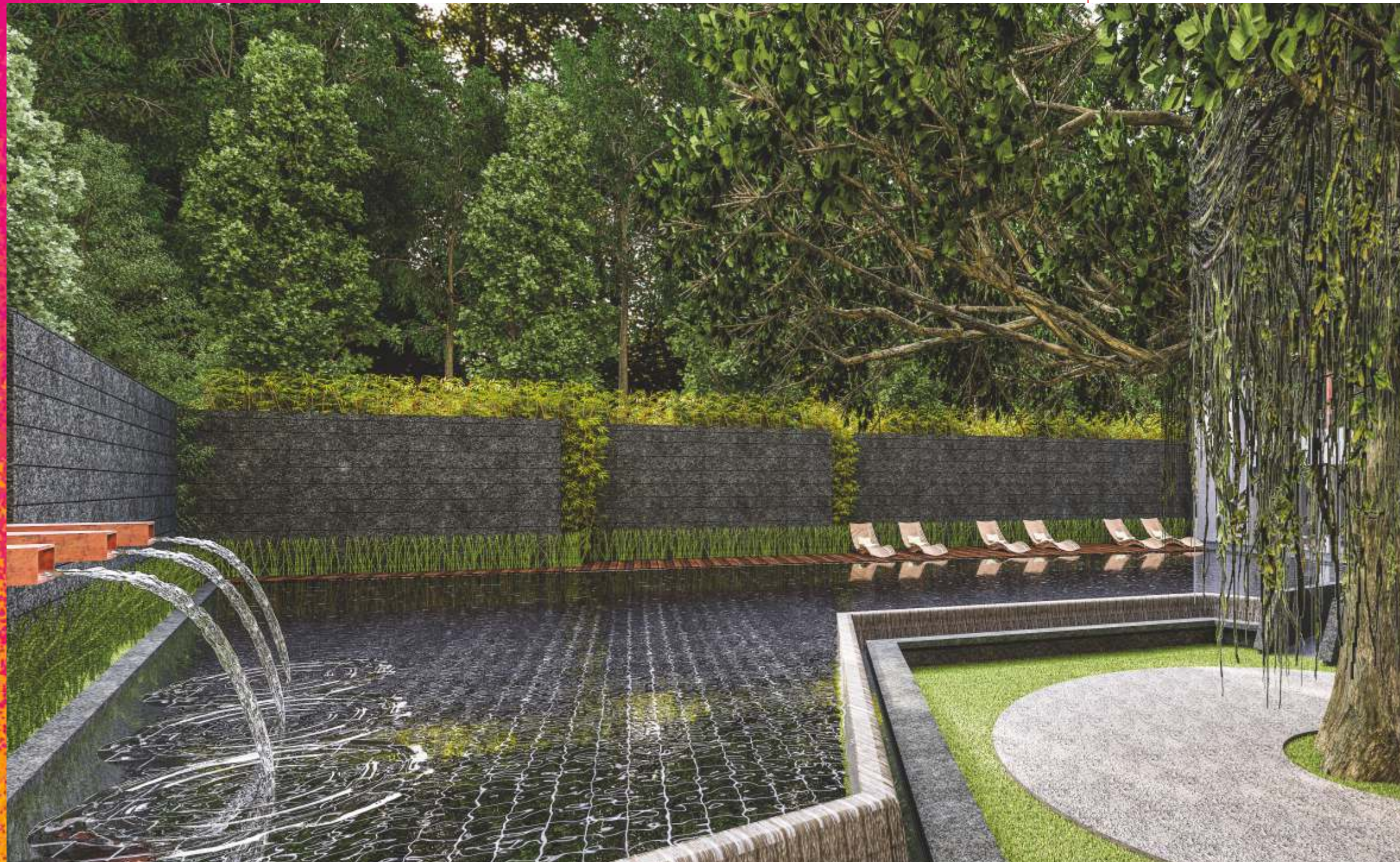


## A residence so well-planned, it fits in all the comforts of life.

Probably one of the first things to strike you about your residence at Codename Bullseye, is its exceptional space efficiency. Every residence is intelligently planned, with a layout that optimizes every inch of space to comfortably accommodate all your requirements. An L-shaped dining and living area smartly creates a separate space for you to dine in style, and makes entertaining guests an easy affair. The master bedroom is large-sized to give you the space you need. Smart design also gives you a separate wardrobe space in each bedroom and a separate utility area – making your residence the most efficient, most elegant living space you can find.

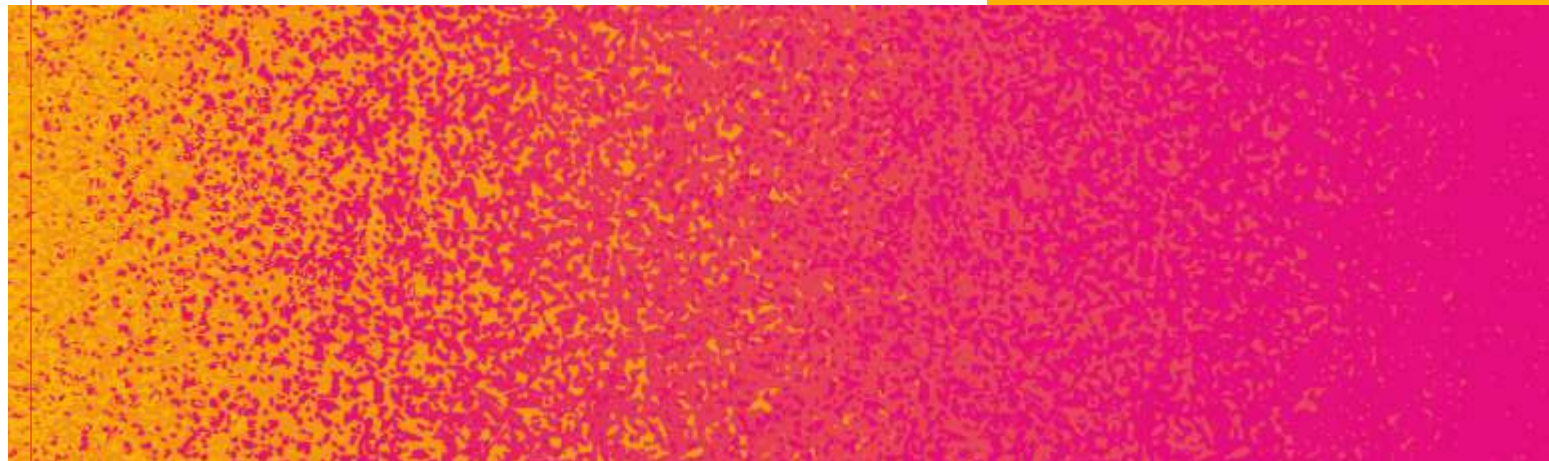
- Intelligent layouts for optimum utilization of space in every residence
- L-shaped living and dining area thoughtfully designed to offer a sense of space and comfort
- Large-sized master bedroom
- Separate wardrobe area in each bedroom
- Separate utility area





Admire a timeless  
work of art.  
The view outside  
your window.

The most refreshing sight to greet you in the morning, or soothe you at dusk, are the expansive green views you command from your residence. Enjoy a morning cuppa on your deck, accompanied by the rustle of leaves in the breeze. Or admire the glorious sunset, Nature's own masterpiece that's now yours to enjoy, every single day.



## In your secure world, life flourishes.

Embracing you and your family in a protective network, the best-in-class, multi-tier security system at Codename Bullseye works round the clock, providing you with the peace of mind to enjoy a rich fulfilled life.

**The multi-tier security system features:**

- Intercom for each residence
- Swipe card-controlled access to entrance lobby
- 24x7 CCTV monitoring of key areas

# Landscape Plan

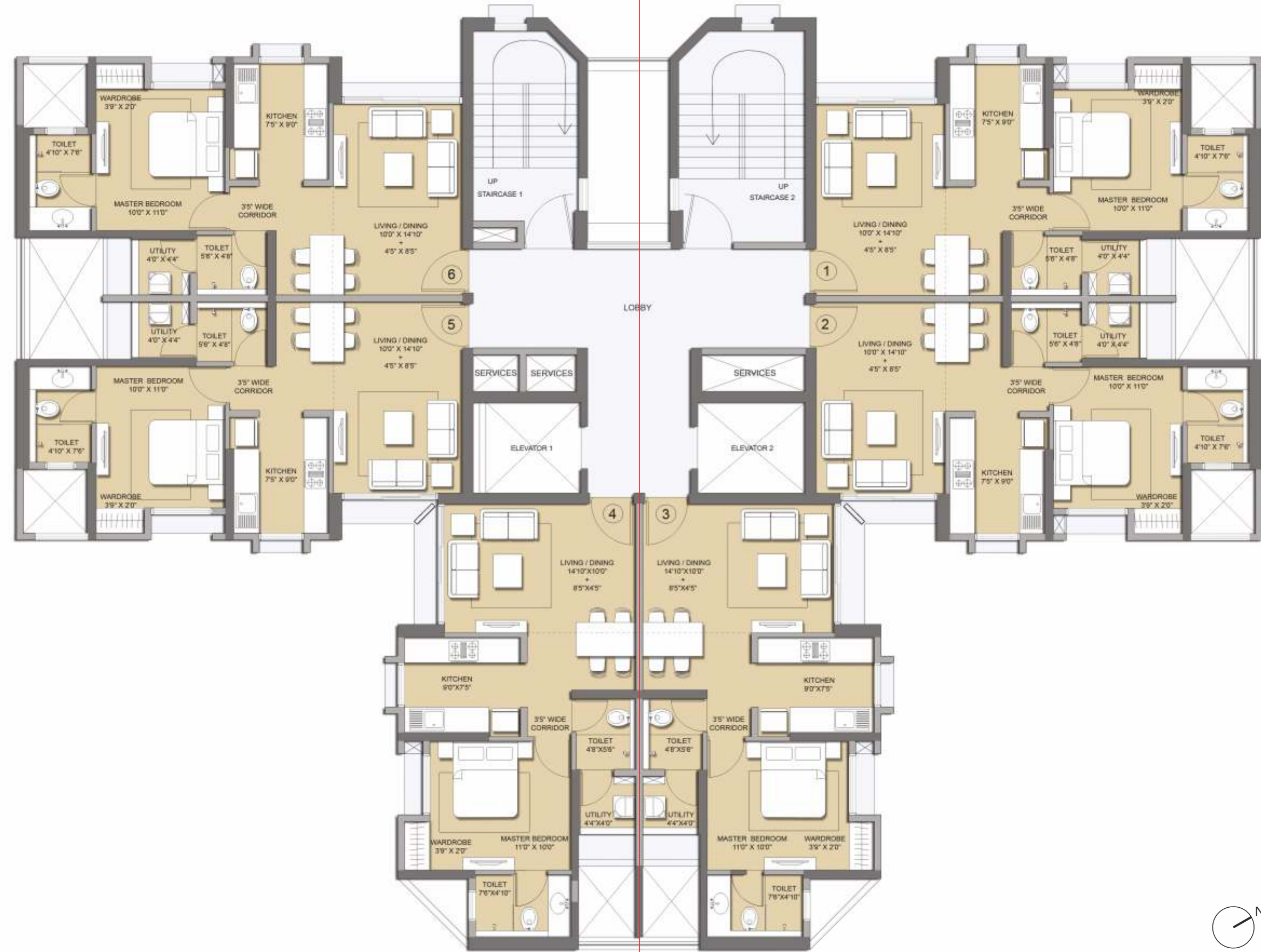


- |                                       |   |                                      |
|---------------------------------------|---|--------------------------------------|
| 1. Entrance Plaza With Security Cabin | 10. Sacred Court  | 19. Grassland                        |
| 2. Plaza                              | 11. Ganesh Temple                                       | 20. MLCP Entry/Exit                  |
| 3. Club Forecourt                     | 12. Pooja Flower Garden                                 | 21. Driveway                         |
| 4. Floor Game Inserts                 | 13. Cricket Maidan                                      | 22. Planting Trough On Compound Wall |
| 5. Jogging Track                      | 14. Butterfly Garden                                    | 23. Tree Court With Benches          |
| 6. Pool                               | 15. Fragrant Garden                                     | 24. Open To Sky Services             |
| 7. Jacuzzi                            | 16. Herb Garden   | 25. Kids' Pool                       |
| 8. Kid's World In Woodland            | 17. Succulent Garden                                    | 26. Indoor Games                     |
| 9. Drop Off                           | 18. Yoga Deck Amidst Sacred Tree<br>And Cascading Water |                                      |

Typical Floor Plan Tower T2



Typical Floor Plan Tower T4



1 BHK



2 BHK Ultima (Type 1)



## 2 BHK Ultima (Type 2)



## Our Partners

### Landscape design: PBB

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 many national and international publications; it has also been the recipient of several international awards.

### Kapadia Associates

An architectural design firm with more than 25 years of experience, the projects designed by Kapadia Associates span townships, business developments, hotels and institutional campuses. A passion for design and innovation drives the firm that counts Palava City, Lodha Bellissimo and Lodha Splendor among its most prestigious projects.

### Engineering design: AECOM

AECOM is a multi-disciplinary design solution provider specializing in building engineering. Known for its sustainable solutions and innovative design, AECOM has executed landmark projects for Reliance Industries, Tata Consultancy Services, Adani Corporate and many more, apart from the Lodha Group.

MahaRERA Registration Number: P51700012991 available at website: <http://maharera.mahaonline.gov.in>

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Date of Printing: Sept 17

\* excluding kitchen, toilets and any service areas;

\*\* or equivalent; \$ only in 2 BHK apartments; ^ Monthly services on chargeable basis from provider