

CITY
OF DREAMS

PALAVA: THE NEW AGE CITY

The future is here. And its name is Palava. A city taking shape today, for the citizens of tomorrow. A city that has been envisioned, planned and built in the mind before the first brick was laid. A city that combines man's finest design and engineering skills with nature's matchless beauty, showcasing the best of both.



Strategically located at the junction of Navi Mumbai and Dombivali, Palava is envisioned to become the largest ever private, completely planned development in urban India, and one of the world's top 50 places to live in, by 2020. By then, Palava will extend over a vast 5,000 acres, ranking as Maharashtra's first mega-city. An area of 2,200 acres is already earmarked for development in the first phase, to be completed over the next 8 years. In time, Palava will be home to over 1 lac residents.

Imagine a city planned to perfection. Where water is abundant and power flows 24 hours. Where the railway station is right at your doorstep. Where tree-lined roads, beautiful landscapes and efficient civic systems are a given. Where hospitals, malls and a multiplex are at your disposal, and your child is guaranteed admission to a world-class school. Where every citizen's need is anticipated and delivered, to the last detail.

It's a city that's everyone's dream to live in. And it's for real.

Casa Bella is the city of dreams for anyone living in Mumbai. Extending over 117 acres, planned, designed and built by the finest urban planners, architects, engineers and landscape designers from around the world, Casa Bella is Mumbai's first integrated planned township, unlike any other.

It is the first phase of an even bigger vision: to create the largest ever, private, completely planned development in urban India, spread over 9000 acres. In time, this unique development will be home to over 10,00,000 people, encompassing everything from playschools to international universities, medical centres to multi-speciality hospitals, gardens to golf courses, small business offices to SEZs.

Located in Palava, with easy connectivity to Navi Mumbai and Thane, as well as to Mumbai, Casa Bella is complete with every facility, comfort and luxury you could possibly want, to enable you to live a perfect life.

Moving to the suburbs is no longer a compromise. It's a wise choice for a life way beyond your expectations.



CASA BELLA: CONVENIENTLY CLOSE TO EVERYWHERE.



Just 6 kms. from the cosmopolitan, well-connected suburb of Palava, a 25 minute drive from Thane and a mere 15 minute drive from corporate hubs in Navi Mumbai like DAKC, Siemens, MIDC and Capgemini, Casa Bella is perfectly placed for easy connectivity. Moreover, the property is on the 6-lane Kalyan-Shil Road, with Usarghar railway station attached to Casa Bella, easing your connectivity to the Central Railway Line. Casa Bella is also a 20 minute drive from the proposed new international airport, making it an ideal location to get just about anywhere.

Palava: Cosmopolitan, highly literate, well-connected.

As Maharashtra's first fully literate city, with over 36 junior colleges and 100 schools, Palava offers a modern, cosmopolitan setting for Casa Bella. The city of dreams stretches over 117 acres of lush green land.

A dedicated railway station

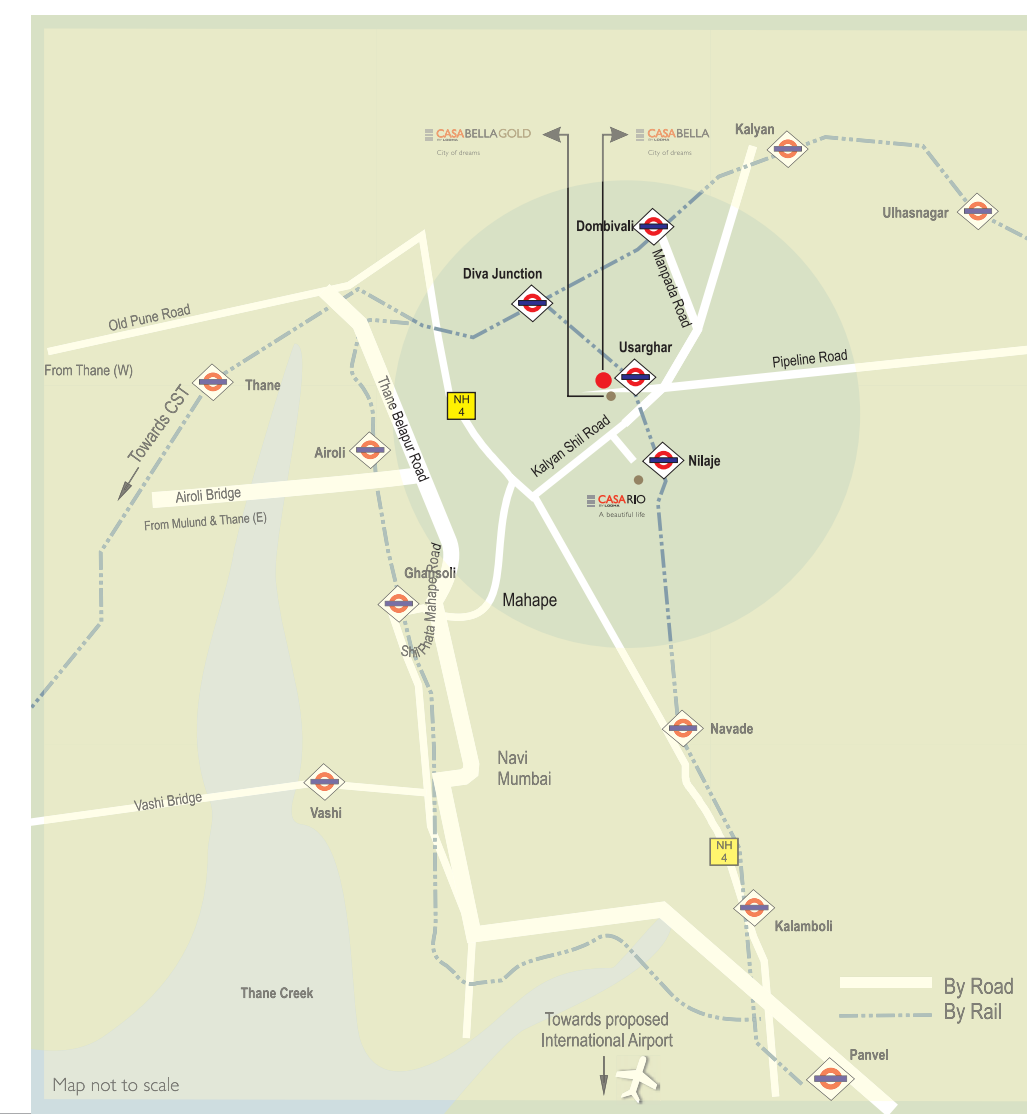
Usarghar railway station, along the Diva-Panvel railway line, abuts Casa Bella. So you have the benefit of a railway station in your own neighbourhood, giving you easy connectivity to Diva and, from there on, to Thane and CST. Passenger railway services have already started on the Diva-Panvel line and the number of trains is expected to double to over 15 every day, by 2011.

An international airport down the road.

Living at Casa Bella, you would be less than 20 kms. away from Mumbai's proposed new international airport. Giving you easy access to one of the world's few green-field international airports, with world-class facilities for passengers, cargo, aircrafts and airlines.

Concreted roads and a 6-lane highway

With the high development potential of the area, the roads around Casa Bella are already being developed. The Kalyan-Shil Road, along which Casa Bella is located, is being developed into a smooth 6-lane highway. Besides, other key roads are being widened and concreted, making it even easier to get to the City of Dreams.



THE CITY OF DREAMS, PLANNED TO PERFECTION.



From 24 hour power supply to parks, from bridges to bus depots, you won't find a city planned more perfectly than Casa Bella. With some of the world's most renowned experts pooling in their skills in infrastructure design, landscape design, architecture and engineering, Casa Bella can justifiably claim to be Mumbai's first integrated planned township.

Your own over-bridge from the railway station

Getting out of Usarghar railway station, you can simply walk into your City of Dreams over a pedestrian over-bridge, built especially for you.

Power 24 hours

Casa Bella has 24 hour power supply, with world-class transmission and distribution networks. With exclusive and independent 24x7 power supply assured for Casa Bella, even if other parts of Mumbai have power problems, you won't have to worry about load-shedding or voltage fluctuations.

Abundant water supply

Well-planned and abundant water supply arrangements guarantee you never run out of this essential resource.

A transport hub

A mini-depot for buses and auto-rickshaws has been set up within Casa Bella. So you have convenient, affordable transport, virtually at your doorstep.

Excellent roads

Any city needs good roads, and you'll find the internal road network in Casa Bella - smooth, sturdy and well-planned.





ALL YOU NEED, WITHIN CITY LIMITS.

From the systems of a modern city, to its comforts and luxuries, Casa Bella has it all. So that once you move into the city of your dreams, you never have to leave it for anything.

An impressive central avenue

Step off the over-bridge, leading from the railway station, on to a wide, impressive, tree-lined avenue. Stroll to the end of this beautiful avenue and you'll be rewarded by the sight of a stunning iconic sculpture, dominating the scene and defining the grandeur of Casa Bella.

World-class landscaping

With smoothly manicured expanses of green, serene water bodies, cosy pavilions, leafy tree-lined roads and exotic flowering plants, you'll find every corner of Casa Bella a visual delight.

A world-class ICSE school

As a Casa Bella resident, your child is guaranteed admission to a world-class ICSE school****, professionally run by the Chandresh Lodha Memorial Trust. With a curriculum designed by experts, a wide range of extra-curricular and sports activities, and a faculty drawn from some of the finest schools in the country, your child's all-round development is assured. Besides, with its location near the township entrance, going to school involves the least possible travel time for your child.

A state-of-the-art medical facility

Because your family's health is a top priority, a well-equipped hospital, is located in Palava itself, right next to Casa Bella Gold on Kalyan-Shil Road. Assuring you and your family of the best medical care.



An exclusive shopping mall and multiplex

A swanky retail mall and multiplex, spread over 5,00,000 sq. ft., brings shopping and entertainment to your doorstep. With the latest brands, food courts, leisure zones, specialty restaurants and gaming zones, it offers you the perfect way to spend your free time with family and friends.

Casa Bella will also have other retail outlets to supply your daily grocery and household needs.

A 9-hole golf course

Now you don't have to travel half-way across the city to perfect your swing. We've put in a 9-hole golf-course right where you live.

The first golf course in Palava, it has been designed by the renowned golf course designer, Col. Bagga, who is responsible for some of the best courses in the country.

Multi-level security

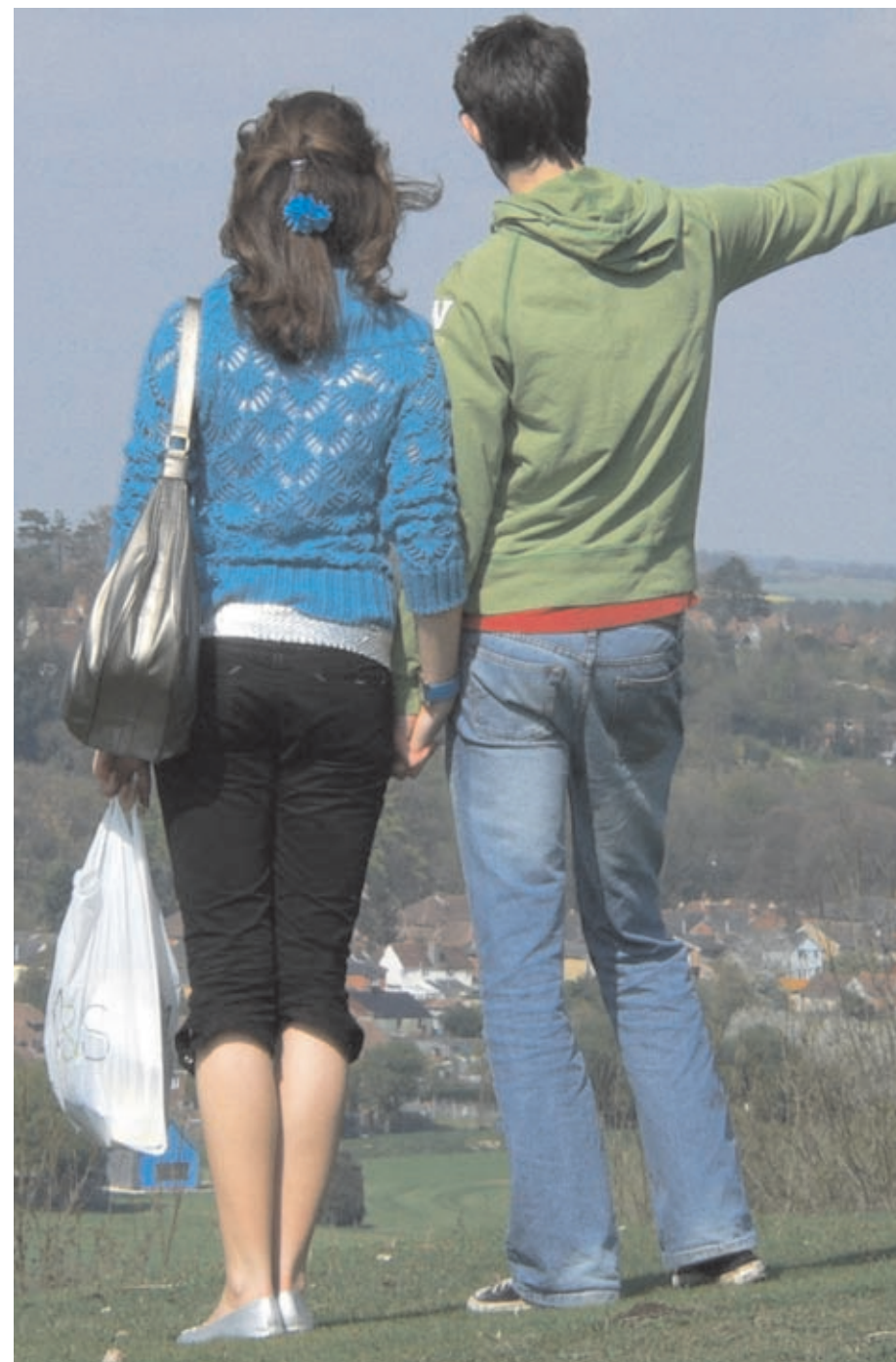
From 24 hour security to intercoms and video door phones, multi-tier security works round the clock to keep your family safe and sound.

Your own fire station

Casa Bella comes with its own fire station. Which means, you have your own dedicated fire fighting force, on call 24x7 to tackle emergencies.

A dedicated police station

Casa Bella boasts of its own police station, to maintain law and order within its 117 acres.

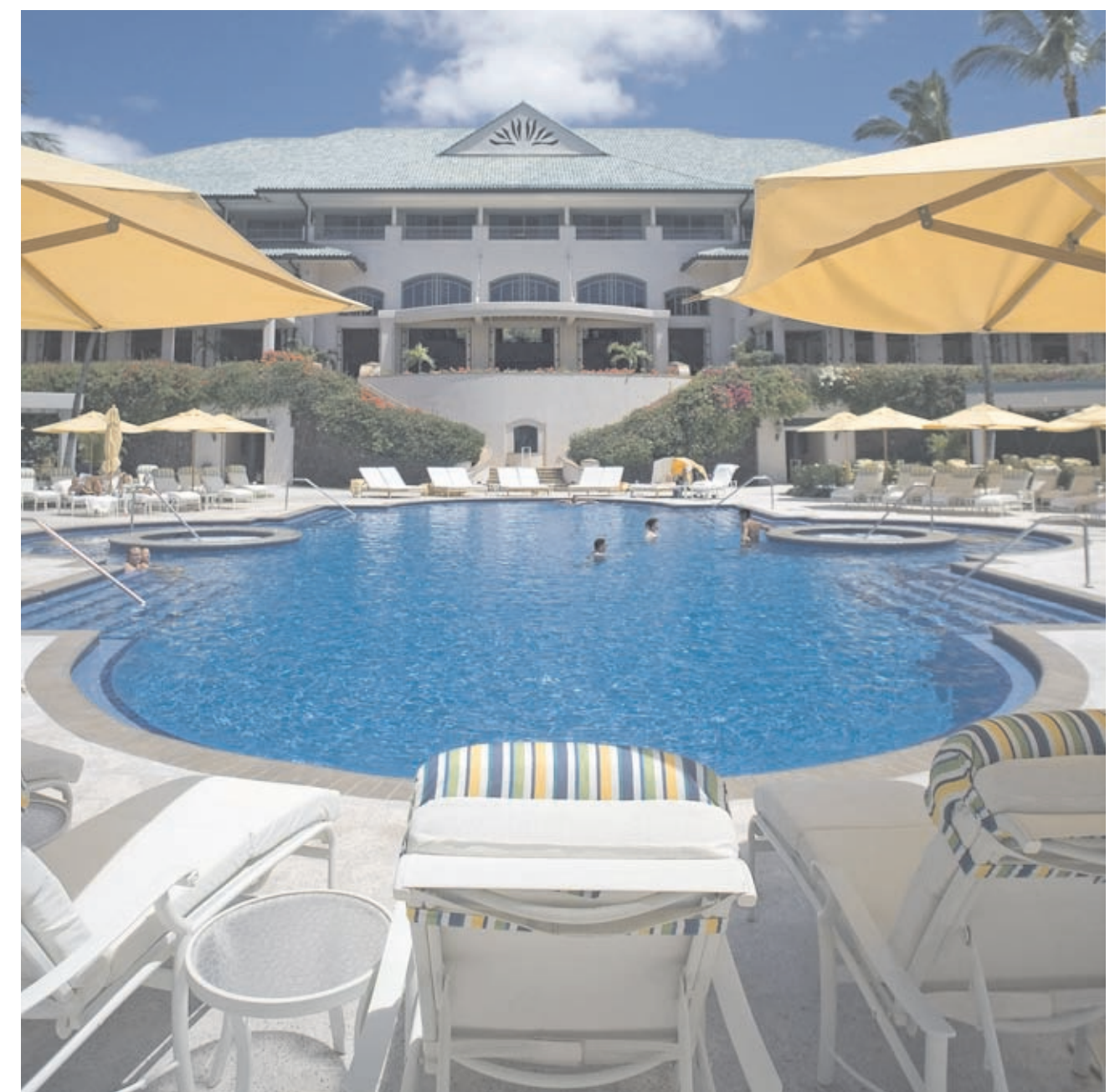




THE LIFE AT CASA BELLA

Casa Bella's meticulous planning includes all the comforts, luxuries and privileges you could ask for. Mumbai's largest clubhouse pampers you in style with two swimming pools, a library, café, world-class gym and yoga centre. Want to perfect your swing? We've put in a 9-hole golf course right where you live.

And if you prefer swinging the bat instead, we have a full-size cricket pitch too. Your neighbourhood convenience store lets you shop for your groceries undisturbed, while a children's crèche takes good care of your little one. All in the serene environs and comfort of your own privileged world.



The largest clubhouse in the city

Mumbai's largest clubhouse, spread over 50,000 sq. ft., can be found in your own city of dreams. And it has been planned to offer you every possible privilege:

An Olympic-size swimming pool for adults, and a separate pool for kids | World-class gymnasium | Steam room
Jacuzzi | Indoor games - carrom, table-tennis, chess, snooker | Multipurpose - hall for celebrations and other events
Well-stocked library | Comfortable mini-theatre | Café | Yoga and Meditation Centre | Jogging track

A wide range of outdoor sports

A city as large as Casa Bella offers you plenty of room for sports and outdoor activities: a full-size cricket pitch, a basketball court, a badminton court, a volleyball court and flood-lit tennis courts, your City of Dreams has it all.

Picturesque picnic spots

Dotted all over the Casa Bella landscape, are picturesque, well-maintained clearings, ideal for sociable picnics and barbeques with neighbours and friends.

A comfortable children's crèche

Want to catch a movie at the multiplex? Just drop off the little ones at the pleasant, friendly and secure Casa Bella crèche.

A temple of your own

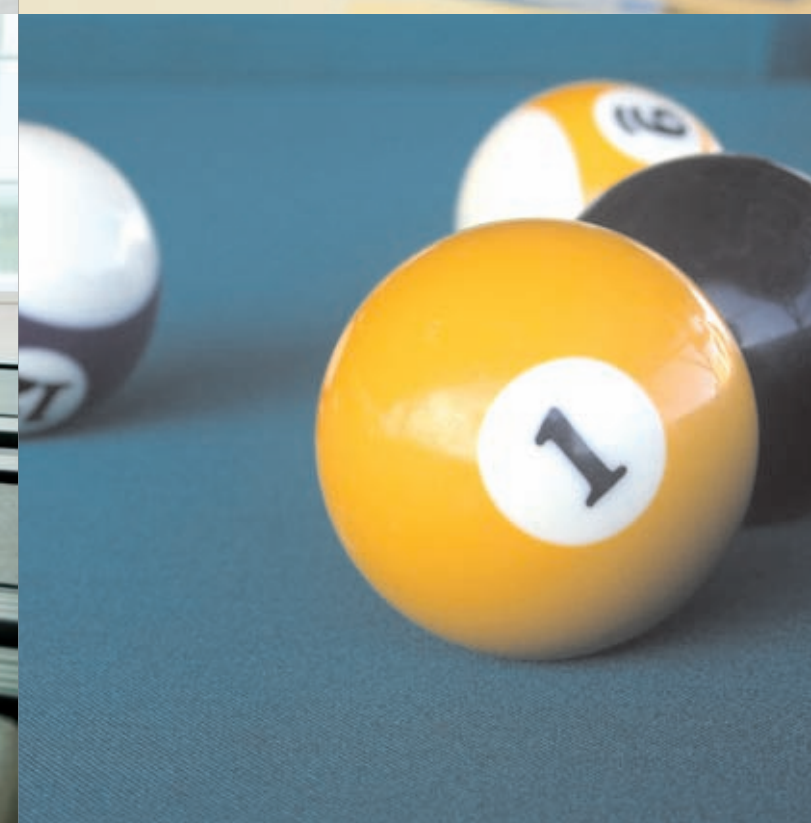
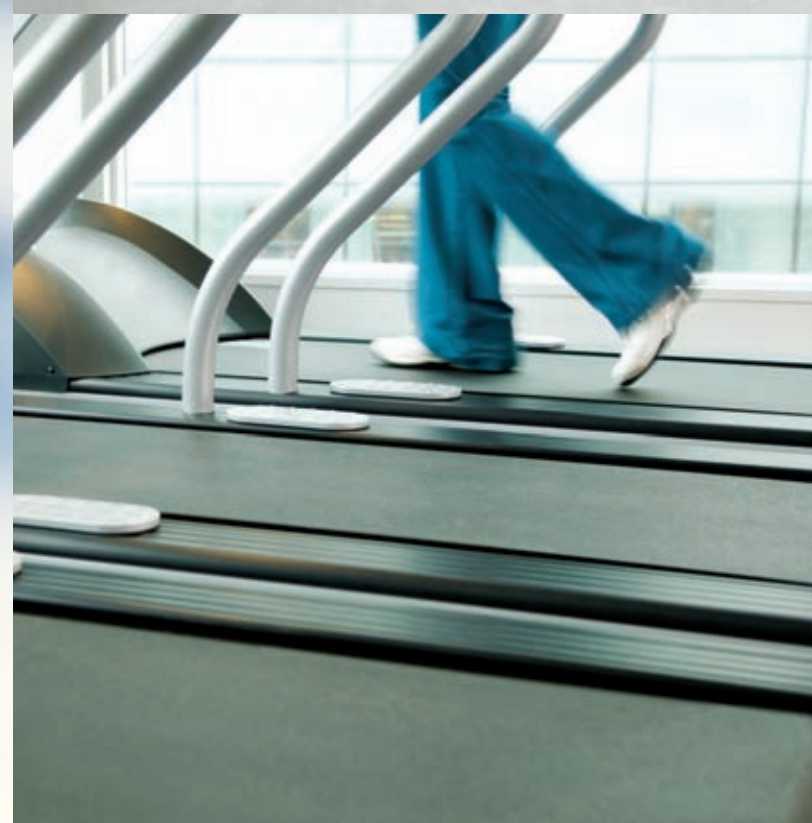
For your spiritual needs, there is a serene and beautiful Ganesha temple within Casa Bella itself.

An efficient bus service

A shuttle bus service has been provided to take you from Casa Bella to Palava station and back. Besides, there is an environment-friendly electric bus service, to transport you within the township.

A convenience store at your doorstep

The neighbourhood store is stocked with everything you need for your household, so shopping for groceries is no longer a chore.



CASA BELLA: CHOOSE THE HOME OF YOUR DREAMS.

Casa Bella offers you a choice of 4 categories of homes across 11 clusters - each designed to suit your requirements and budget.



Each cluster has its own:

Elegant multipurpose hall

Well-equipped children's play area

Senior Citizens' Corner

1 BHK & 2 BHK Optima

Smartly designed homes in 8-storey buildings that form a cluster - with gardens, children's play area and central avenue views.

Each apartment has:

High quality vitrified tiles in the living/dining area, passage and bedrooms

Designer Jaquar* fittings and Parryware* sanitary ware

Designer ceramic tiles in the bathroom

Glossy granite platform, stainless steel sink and vitrified tile flooring in the kitchen

Intercom system

Separate puja area

Separate wardrobe area in all bedrooms

Separate utility area for washing and drying

Provision for telephone and internet connection

2 BHK Ultima & 3 BHK

The ultimate in luxury, these air-conditioned 2 and 3 BHK residences are set in 18-storey tower clusters, commanding beautiful views of the tranquil river and the golf green.

Tower residents also enjoy the special privilege of having a private swimming pool and gym for their exclusive use.

Each apartment has:

Air-conditioned living/dining room and bedrooms

Finest agglomerated marble flooring in the living/dining room and passage^

French windows and a private wood-floored sundeck, attached to the living room^

Roca* sanitary ware and Jaquar* fittings in bathrooms

Motion sensors in bathrooms for automated lighting control^

Multi-tier security with video door phone and controlled access

Premium granite platform, stainless steel sink and vitrified tile flooring in the kitchen

Designer ceramic tiles in toilets

Laminated wooden flooring in the bedrooms

Separate puja area

Separate wardrobe area in all bedrooms

Separate store room in each apartment

Separate utility area for washing and drying

Provision for telephone and internet connection

^For select 3 BHK only

LAYOUT PLAN



LEGEND:-

1. ENTRY & GUARDHOUSE
2. DROP-OFF AT RETAIL WITH FEATURE PAVING
3. RETAIL BLOCK
4. CLUSTER OF PHOENIX PALM
5. PLAZA WITH TRELIS & SCULPTURE AT CENTRAL GREEN ZONE
6. MONUMENTAL ICONIC SCULPTURE WITH WATER FEATURE
7. MAIN PLAZA
8. SWIMMING POOL
9. KIDS POOL
10. MAIN CLUBHOUSE
11. TOWN HALL
12. DROP-OFF AT CLUBHOUSE WITH FEATURE PAVING
13. KIDS PLAY AREA
14. MULTIPURPOSE GROUND
15. TENNIS COURT
16. VOLLEYBALL COURT
17. RESTING PLAZA
18. WALKING TRACK
19. EXCLUSIVE SWIMMING POOL
20. CAR PARK
21. TEMPLE
22. PLAY SCHOOL / CRECHE
23. CLUSTER GARDEN WITH PICNIC ZONE & MOUNDS
24. AMPHITHEATRE
25. RIVER
26. CLUSTER GREEN
27. SKYWALK CONNECTING USARGHAR RAILWAY STATION & DEVELOPMENT
28. DIVA – PANVEL RAILWAY LINE
29. PROPOSED USARGHAR RAILWAY STATION
30. FUTURE DEVELOPMENT



1 BHK & 2 BHK Optima:	Cluster V	MAGNIFICA
	Cluster VI	EXCELLENCIA
	Cluster VIII	VENECIA
	Cluster IX	SUPREMA
	Cluster X	REGALIA
	Cluster XI	ELEGANTA

2 BHK Ultima:	Cluster I	RIVIERA
	Cluster IV	SERENA

3 BHK:	Cluster III	MAJESTICA
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TYPICAL FLOOR PLANS

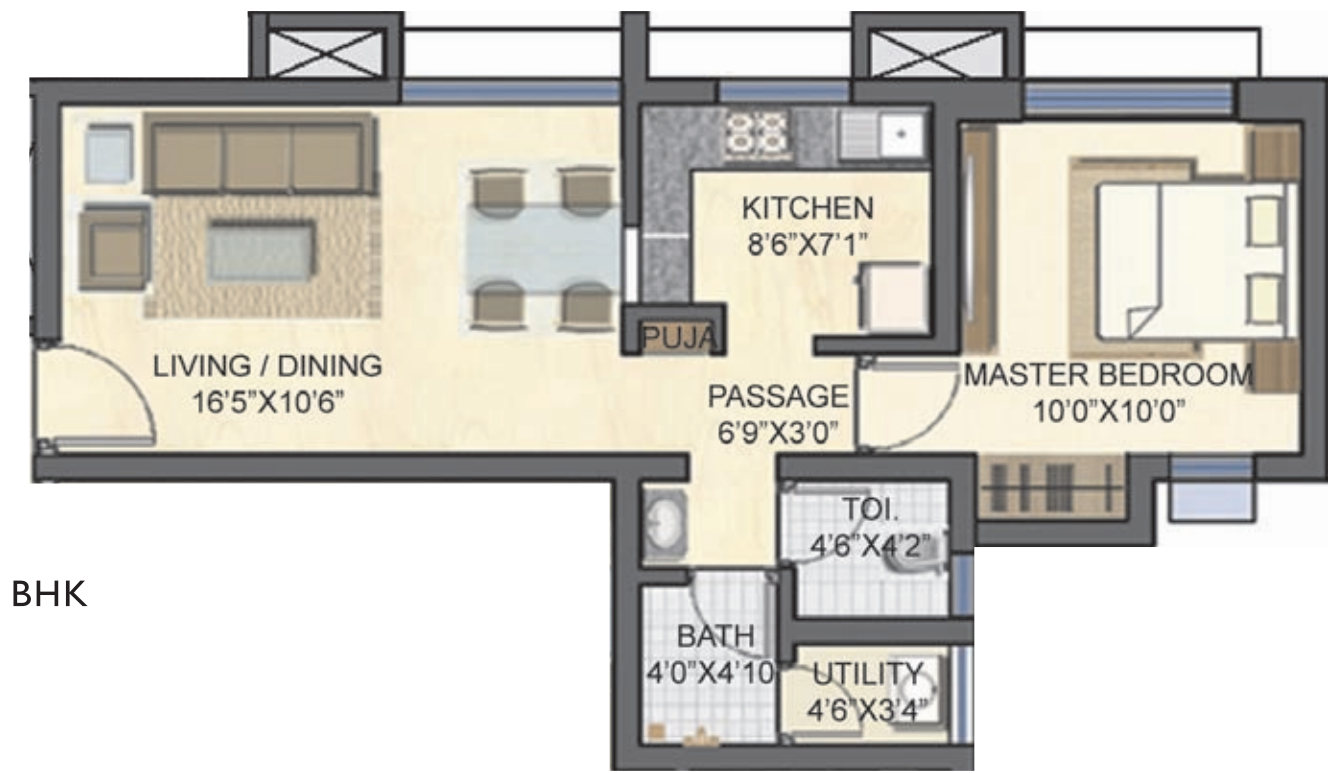


1 BHK & 2 BHK OPTIMA TYPE - 1
CLUSTERS: SUPREMA | VENECIA | MAGNIFICA

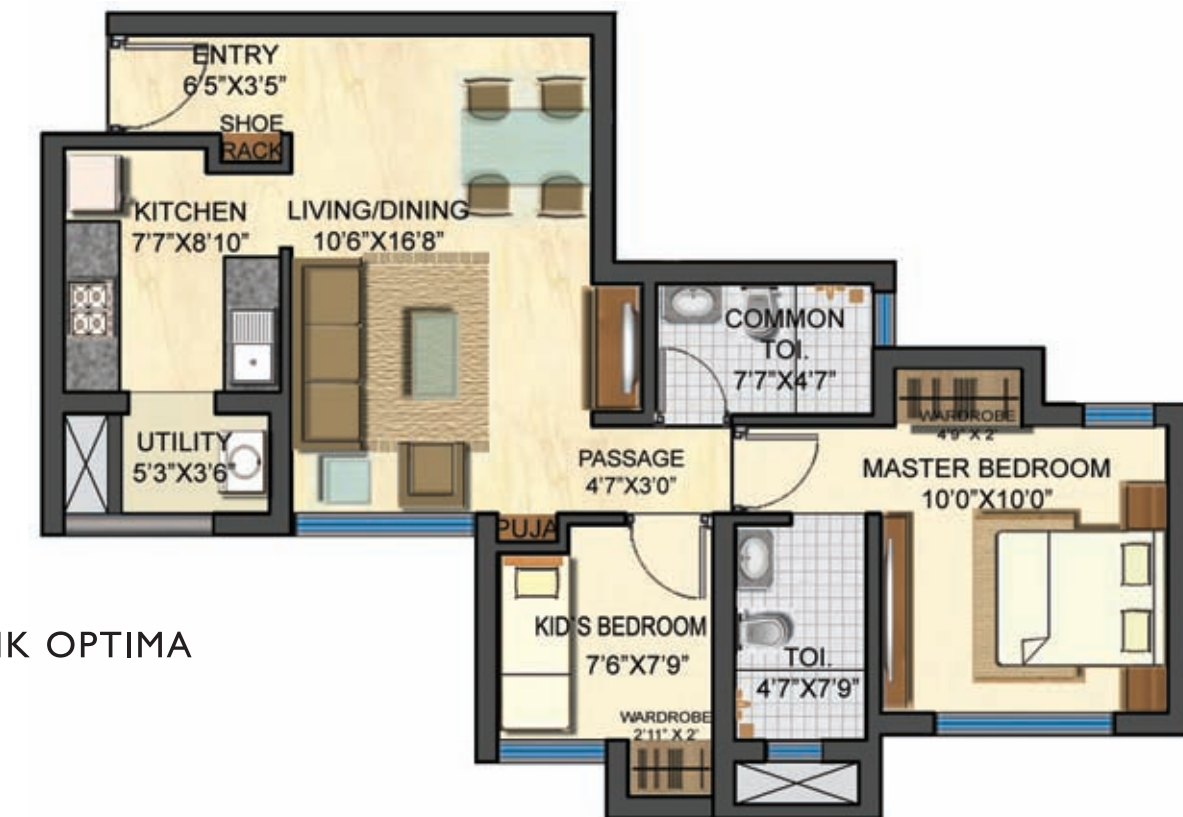


1 BHK & 2 BHK OPTIMA TYPE - 2
CLUSTERS: ELEGANTA | REGALIA | EXCELLENCIA

UNIT PLANS



1 BHK



2 BHK OPTIMA



2 BHK OPTIMA (NEW)

TYPICAL FLOOR PLANS



2 BHK ULTIMA WITH DECK
CLUSTERS: SERENA | RIVIERA



3 BHK WITH DECK
CLUSTER: MAJESTICA

UNIT PLANS



2 BHK ULTIMA



3 BHK WITH DECK

SITE VIEWS



1 BHK & 2 BHK OPTIMA CLUSTER



2 BHK ULTIMA TOWER - RIVERSIDE



GRAND CENTRAL AVENUE



SWIMMING POOL & CLUBHOUSE



3 BHK TOWERS - CLUBHOUSE SIDE



CASA BELLA: PLANNED BY THE FINEST.

Casa Bella marks the coming together of some of the world's most renowned experts. The 27 year old Lodha Group, among the top 3 real estate developers in India. Kapadia Associates, one of the leading Architecture and Urban Design firms. WSP Group, U.K, the last word on Infrastructure Design. And Belt Collins, Singapore, the global experts in Landscape Design. Each pooling their skills to ensure meticulous planning, from blueprint to final execution. The result: a city like no other.

The Developers: Lodha

Established in 1980, the Lodha Group is Mumbai's premier real estate developer. The Group is currently developing in excess of 30 million sq ft of prime real estate, over 27 projects in and around Mumbai, from Napean Sea Road to Dombivali making it the largest real estate developer in the country^.

With Lodha Bellezza, an unparalleled super-luxury residential project in Hyderabad, the Group begun its geographic expansion, and is soon expected to launch its first project in Pune.

The Lodha Group has several landmark developments to its credit, including World One - the world's tallest residential tower; Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world; and Palava - 21st century India's largest planned city, spread over 3600 acres. The Group has also made history by recording the biggest land deal in India till date, buying a plot in Wadala for ₹ 4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA).

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 to large scale office campuses to signature boutique offices for growing businesses.

The group's tremendous success has been marked by financial investments from the finest global investors, including JP Morgan, Deutsche Bank, HDFC Ventures and ICICI Ventures.

The group works with some of the finest experts across the world including:

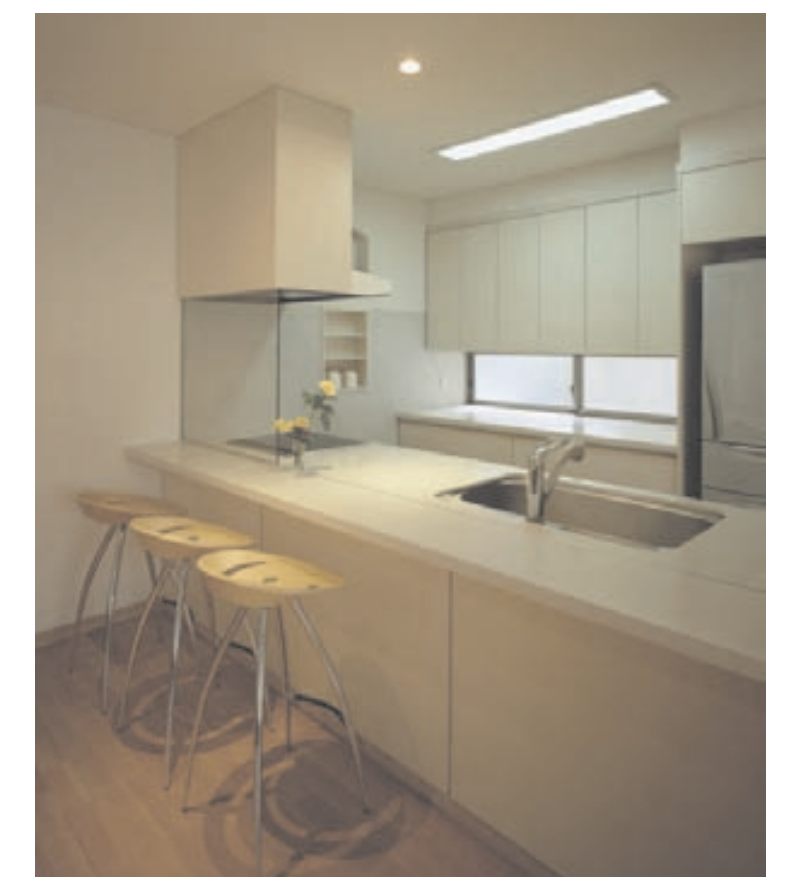
- Architecture: Pei Cobb Freed & Partners, New York; WOHA, Singapore
- Interior Design: Hersch Bedner Associates, Singapore; yoo London

- Landscape Design: Sitetectonix, Singapore; Ken Smith Studio, New York; Prabhakar Bhagwat Associates, Ahmedabad
- Structural Design: LERA, New York; MKA, New York; Sterling Consultants, Mumbai
- Other Key Partners: Sasaki, Boston; Arup, Singapore; Buro Happold, New York

The group currently employs over 2300 associates and provides site-based employment to over 25,000 workers. And 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.

Other accomplishments include:

- No. 1 real estate brand in Mumbai*
- Winner of International Property Awards, 2011** in association with Bloomberg
 - > Lodha Fiorenza, Mumbai for best high-rise development
 - > Lodha Bellezza, Hyderabad for best high-rise architecture
 - > Lodha Golflinks, Palava for best residential golf development
- Good Practice UN Habitat Business Award for Integrated Planning, for Casa Bella, an integrated township at Palava.
- Best Developer involved in High-end Residential Properties across India, by constructionsourceindia.com.
- Leaders of Indian Infrastructure & Construction Award by Economic Times ACETECH.



^as per publically available information as on March 2011 | *in terms of Top of Mind recall, as per Brand Equity study by IMRB over 250 respondents in Mumbai in 2011

** Asia Pacific Chapter 2011

Architectural Design: Kapadia Associates, Mumbai.

Since its inception in 1991, Kapadia Associates has constantly looked beyond the conventional, continuously exploring the uncharted terrain between architecture and design. As a professional architectural firm, they combine a deep design involvement for all projects with optimized managerial processes, to ensure the smooth running of projects from design to execution. The firm has won a number of prestigious awards.

Infrastructure Design: WSP Group, U.K.

Responsible for the infrastructure design of Casa Bella is one of the largest international consultancy groups, the WSP Group. Today it ranks as one of the world's fastest-growing design, engineering and management consultancies, specializing in property, transport and environmental projects. The WSP Group provides a full range of services, from planning through to design, implementation and maintenance.

The Group has extensive international experience in America, UK, Europe, Africa, the Middle East and Asia, gained through working in over 60 countries. Currently, it has permanent offices in 35 countries.

WSP Group has been responsible for projects in the following sectors: aviation, commercial energy and natural resources, industrial development, rail, residential, retail and roads and bridges.

Landscape Design: Belt Collins, Singapore.

The world's most prominent landscape design firm, founded in 1953, Belt Collins provides planning, civil engineering, landscape architecture and environmental consulting services.

Belt Collins and its projects have received over 250 national and international awards since it was founded. These award-winning projects range from landscape design for small public playgrounds to master planning and site engineering for major destination resorts.

Belt Collins has successfully completed projects in many areas of the world encompassing a wide variety of climate and terrain. Such locations include Hawaii, the Pacific Rim, Asia, the continental United States, the Middle East and Europe.

The company was the first in the Pacific and Asia region to combine urban and land planning, civil engineering, landscape architecture, and environmental consulting within one professional organization.

Structural Design: Epicons Consultants Pvt. Ltd.

One of the leading firms in civil and structural engineering, Epicons Consultants have 22 years of rich and varied experience in the industry. The company has also operated as Project Management Consultants for the past 12 years. Epicons Consultants' expertise covers structural consultancy, project management consultancy, destructive testing and detail engineering services.



OUR PROJECTS

ONGOING PROJECTS

OFFICE SPACES:

Lodha Supremus, Worli Naka

Lodha Supremus, Upper Worli

Lodha Supremus, Kanjurmarg

ONGOING PROJECTS

RESIDENTIAL:

Lodha Fiorenza, Goregaon

Lodha Bellissimo, Mahalaxmi

Lodha Primero, Mahalaxmi

World One, Upper Worli

World Crest, Upper Worli

Lodha One, JVPD Scheme, Juhu

Lodha Aurum, Kanjurmarg

Lodha Aurum Grande, Kanjurmarg

Lodha Imperia, Bhandup

Lodha Aristo, Thane

Lodha Luxuria, Thane

Lodha Aqua, Dahisar

Lodha Golfinks, Palava

Lodha Bellezza, Hyderabad

Casa Univis, Thane

Casa Ultima, Thane

Casa Royale, Thane

Casa Essenza, Dahisar

Casa Bella, Palava

Casa Bella Gold, Palava

Casa Rio, Palava

Casa Paradiso, Hyderabad

UPCOMING PROJECTS:

Apartments at Walkeshwar, Prabhadevi, Andheri and Thane

Bungalows at Palava and Pune

RECENTLY COMPLETED PROJECTS:

Lodha Excelus, Mahalaxmi

iTHINK by Lodha, Kanjurmarg

iTHINK by Lodha, Thane

Lodha Costiera, Napean Sea Road

Lodha's Château Paradis, Worli Seaface

Lodha Aria, East Parel

Lodha Grandeur, Prabhadevi

Lodha Palazzo, JVPD Scheme, Juhu

Lodha Paradise, Thane

Lodha Goldcrest, Lonavala

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#Proposed by MMRDA, ^Prop Equity Research, Jan 2010 & Lokmat BDI survey, Jan 2010. *Or Equivalent, as per the discretion of the designers. ^Select 3 BHK apartments only, #LOI signed - operations to commence in 2011. ****Guaranteed Admission for one child per apartment, if admission is taken by 2015.

Disclaimer: The plans, specifications, images and other details herein are only indicative and the Developer / Owner reserves the right to change any or all of these in the interest of the development. This printed material does not constitute an offer and/or contract of any type between the Developer/Owner and the recipient. Any purchaser /lessee of this development shall be governed by the terms and conditions 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 transactions. Tolerance of +/- 2% is possible in the unit areas on account of design & construction variances.



City of dreams