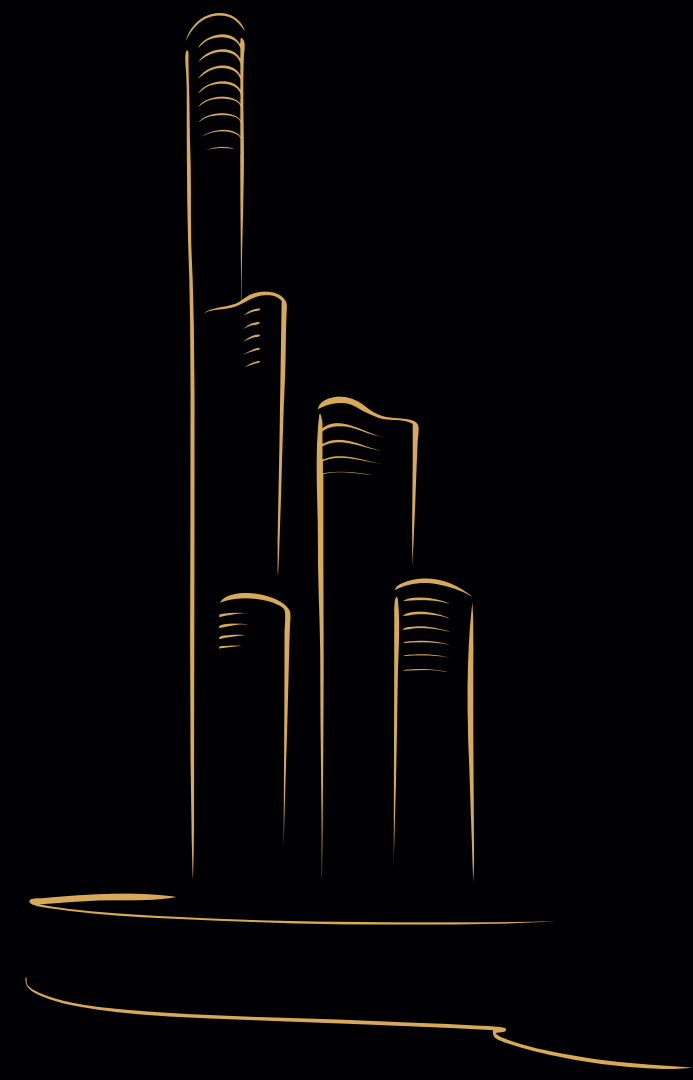


# THE WORLD TOWERS





PARIS GAVE THE  
WORLD THE  
EIFFEL TOWER.  
THE BURJ KHALIFA  
DEFINES DUBAI.  
PRESENTING THE  
WORLD TOWERS.  
INDIA'S NEW  
GLOBAL ICON.

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*A sculptural statement  
so powerful, it will transform  
Mumbai's skyline forever.*

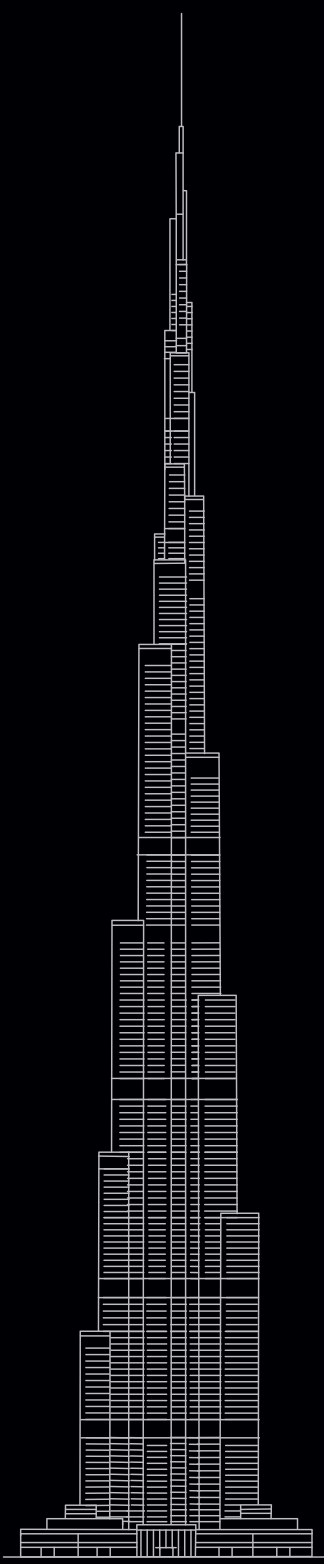
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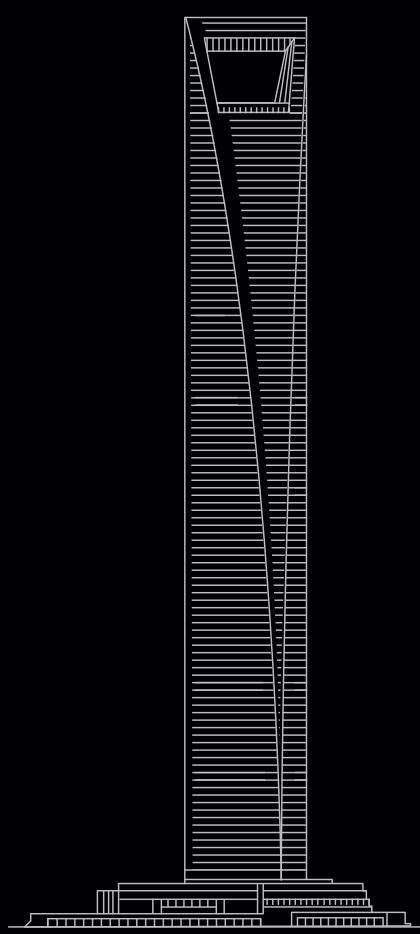
Composed of 3 towers, uniquely curvilinear in shape, The World Towers forms a stunning sculpture of glass and steel. In its midst, World One soars 117 storeys – the tallest residential tower in the world. A powerful symbol of Mumbai's unfettered aspirations and unstoppable drive, The World Towers dominate and redefine the city's skyline.

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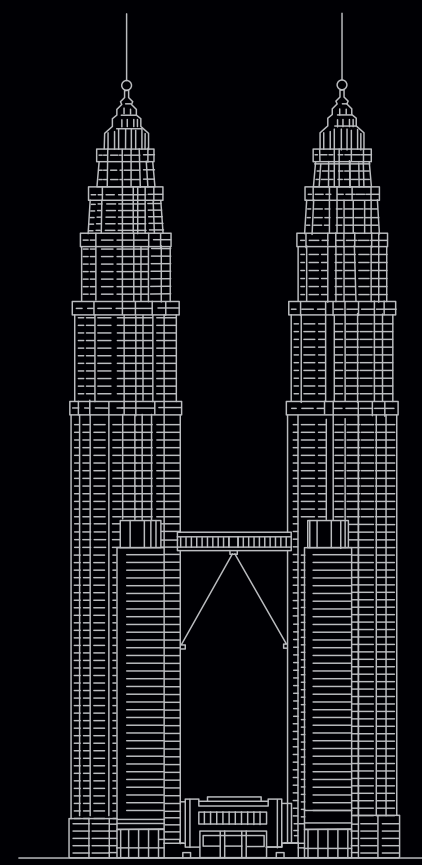
WORLD ONE,  
THE WORLD'S TALLEST  
RESIDENTIAL TOWER.  
STANDING TALL AMONGST  
THE WORLD'S MOST  
ICONIC TOWERS.



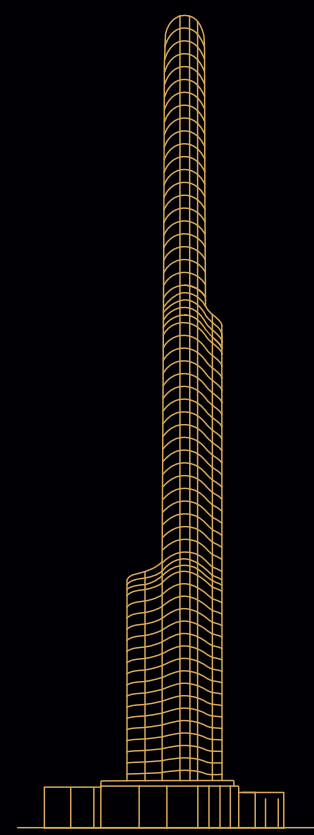
Burj Khalifa, Dubai  
828 m



Shanghai World Financial Center  
492 m



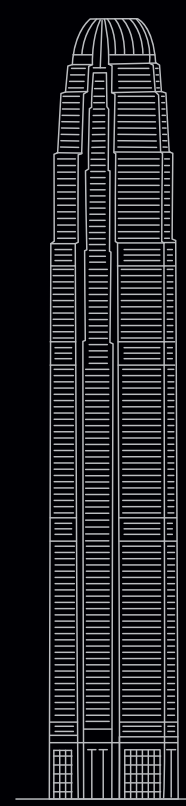
Petronas Towers, Kuala Lumpur  
452 m



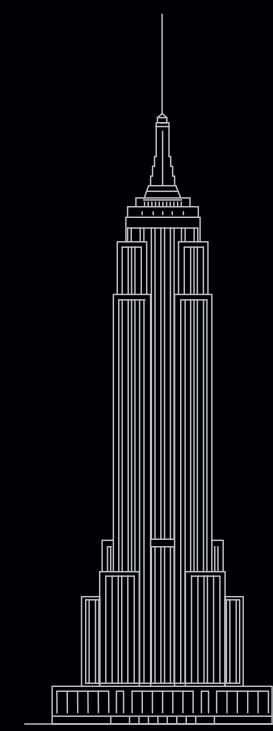
The World Towers, Mumbai  
423 m



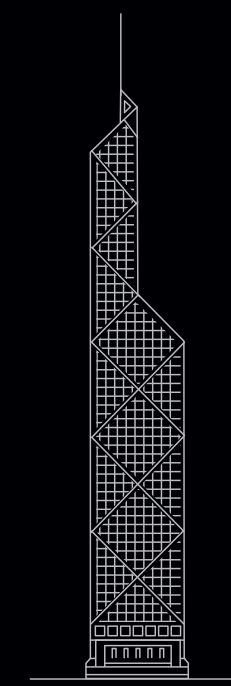
Trump International Hotel & Tower,  
Chicago / 423 m



Two International Finance Center,  
Hong Kong / 412 m



Empire State Building,  
New York / 381 m



Bank of China Tower,  
Hong Kong / 367 m



A PRIVATE WORLD  
OF UNIMAGINABLE  
LUXURY, SPANNING  
17 LANDSCAPED  
ACRES.

CAN THE GLOBAL  
ELITE LIVE  
ANYWHERE ELSE?



---

A magnificent 17-acre estate ensconced in the Golden Mile, the glittering stretch that comprises some of Mumbai's finest residences, business spaces and luxury hotels, The World Towers embody global standards in luxury. The Avenue, an elegant boulevard lined with palm trees, boasting the world's most desirable retail brands and chic cafés, ushers you into a grand landscaped entrance courtyard extending over almost 100,000 sq. ft. Here, on a 5-acre podium, amidst gardens and serene water bodies, The World Towers soar into the sky.



Never before, and perhaps never again,  
will so many legendary names come  
together to create a destination that  
brings you the best the world can offer.

---

Armani/Casa, one of the world's best-known names in interior design;  
Pei Cobb Freed, world-renowned architects; LERA, globally-acclaimed  
structural engineers; Ken Smith, internationally awarded landscape  
designer; the Six Senses Group, global legends in hospitality services;  
Quintessentially, the concierge service of celebrities worldwide:  
The World Towers represents a historic meeting of some of the world's  
greatest legends, to create the world's newest icon.

INTERIOR DESIGN BY  
ARMANI/CASA

Q  
QUINTESSENTIALLY

PEI COBB FREED & PARTNERS Architects LLP

WORKSHOP  
KEN SMITH LANDSCAPE ARCHITECT

Buro Happold

LERA  
Leslie E. Robertson Associates,  
Consulting Structural Engineers

BarkerMohandas  
VERTICAL TRANSPORTATION CONSULTANTS

HBA  
HIRSCH BEIDNER ASSOCIATES

SIX SENSES SPA

ACC  
ARABIAN CONSTRUCTION LLC

# THE LOCATION

A rare living experience  
 demands the right setting.  
 The World Towers chose  
 Mumbai's Golden Mile.



The World Towers occupy pride of place in Mumbai's contemporary Golden Mile – a glittering stretch where landmark residential and commercial developments rub shoulders with the finest hotels, luxury retail stores and premium entertainment hubs, bordered by the lush Mahalaxmi Racecourse. Located between the two flyovers on S. B. Road, with S. N. Road as a secondary access road, The World Towers' residents enjoy seamless access to the city and suburbs, while remaining ensconced in a private world of absolute luxury.

\* Proposed





# THE AVENUE. YOU WON'T MISS THE CHAMPS-ÉLYSÉES OR RODEO DRIVE.

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The fashion capitals of the world may have their glitzy boulevards. But The World Towers has The Avenue. The last word in chic, with its luxury stores and alluring cafés, set within a supremely stylish ambience. While green walls, leafy walkways and a wealth of flowers make it a perfect paradise. Now, acquire the season's 'It' bag or the latest Armani jacket, without having to trek down the Champs-Élysées.











You're entering a world  
of unimaginable luxury.  
Naturally, you're ushered  
in with appropriate style.

Turn off the road and you're immediately enveloped in the elegant, luxurious ambience of The World Towers. As your car glides smoothly down The Avenue, flanked by palm trees and lined by the world's finest luxury stores and cafés, the bustle of the city is left far behind. A magnificent gate opens into a stunning entrance courtyard, heralding your arrival at The World Towers. Lush green hedges and flower walls lead you down to a landscaped expanse extending over a lavish 100,000 sq. ft., with a palm tree canopy forming a natural ceiling.











A spectacular, elevated fountain and the graceful patterned movements of water jets soothe and refresh the senses. Your car whispers to a halt and you step into a quietly sumptuous reception lobby designed by Armani/Casa, welcoming you into The World Towers.



# THE LIFESTYLE



6 levels above ground,  
a world of infinite experiences.

The World Towers stand within a breathtaking landscape designed by Ken Smith – a podium park, elevated 6 levels above the ground and extending over 5 acres (200,000 sq. ft.). Within its lush boundaries are an organic farm, lotus pools, an art gallery, an amphitheatre, tennis courts and cafés. With the largest landscape area per residence in South Mumbai, encompassing world-class facilities to nurture the mind, body and spirit, the podium represents a range of experiences that seem infinite.







## THE POOLSIDE

CLUB CAFÉ LAWN  
LEISURE POOL INDOOR POOL  
KIDS' POOL POOL DECK





Your first sight of Ken Smith's extraordinary landscape, curving and dipping around The World Towers, could well leave you speechless. Lush greenery, colourful blooms, fragrant herbs and sparkling water come together in a stunning, surprising, yet harmonious design. With quiet woods, organic gardens, intricately designed flower walls and serene reflection pools, the landscaped expanse at The World Towers is an oasis of beauty and tranquility you'll never want to leave.

# A PRIVATE, ELEVATED LANDSCAPE THAT RIVALS THE WORLD'S BEST.

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THE GARDEN  
ZONE

GREAT LAWN GARDEN PAVILION

PUTTING GREENS SECRET GROVE

THEATRE LAWN VERANDA CAFÉ

TEMPLE LOTUS POOL JUICE BAR

EXERCISE LAWN INFANT PLAY AREA

DOG RUN ICE CREAM PARLOUR

OUTDOOR GYM





## For connoisseurs of culture, a banquet of opportunities.

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A life steeped in art, music and cultural pursuits is yours to enjoy at The World Towers. The elegant art gallery, set amidst carefully curated flowering plants and trees, invites you in to muse among masterpieces, or host a display of your own talent. Invite your favourite author to do a by-invitation-only reading from his latest book in the charming reading garden, designed with a flower wall tapestry. Watch a visiting theatre group's celebrated production in the amphitheatre. Even a conversation with friends in the veranda café is a stimulating, enriching experience, when it's set in a landscape that's a work of art.





ART & CULTURE  
SPACES

ART GALLERY LIBRARY  
READING GARDEN AMPHITHEATRE  
PRIVATE THEATRE





# A sports arena elevated 10 floors above the city. Now watch your fitness levels soar.

---

What could be more inspiring than watching the sun rise over the city or set into the Arabian Sea, while you warm up for your favourite fitness routine? You have the finest environment in the world in which to enjoy a game of squash or tennis, a vigorous swim in the lap pool or a swift round of the athletic track, all designed and built to global standards. While a full-sized cricket pitch and beautifully designed putting greens, down below, are perfect for hosting your own CEO league tournament.



## SPORTS ZONE

ROCK CLIMBING WALL 25-M SWIMMING POOL  
TENNIS COURTS SQUASH COURTS ATHLETICS TRACK  
CRICKET GROUND GOLF PUTTING GREENS







# IT TAKES THE LUXURY OF SIX SENSES TO SOOTHE FIVE.

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The legendary Six Senses Group, which pampers the global swish set with healing, beauty, recreation and the finest service at some of the world's most exotic destinations, is now ready to indulge you at The World Towers. Treat yourself to a soothing range of therapies at the spa, work out at the top-notch gym or savour a sublime meal at the stylish restaurant – with the entire range of leisure and recreational facilities managed and operated by the Six Senses, you have the perfect balance of fitness, rejuvenation, calm and holistic well-being, with an unmatched level of discreet service. It's like living at a luxury resort, in the midst of one of the world's most vibrant cities.









A BANQUET FOR 300 OR AN  
ELEGANT SOIRÉE FOR 10.  
YOU DON'T NEED A 5-STAR HOTEL  
WHEN YOU HAVE THE SIX SENSES.

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With the expertise honed in the world's finest hotels, Six Senses ensures your every celebration transcends the normal. Whether it's a splendid banquet hall for a grand reception, an exquisite fine-dining restaurant, or a stunning alfresco café for an informal gathering, Six Senses serves up the superlative cuisine and service that has won a following among the global swish set.









At The World Towers, the beauty of nature and the marvels of technology have been commandeered for the pleasure of your little darlings. Gadgets vie with grassy expanses, a tree house competes with an intriguing tunnel, to entertain, amuse and pamper your little one for hours on end. Incorporating ingenuity and creativity, natural beauty and thoughtful design, the children's zone at The World Towers could well be the finest playground in the world.

GIVE YOUR  
HEIRS AND  
HEIRESSSES  
WHAT THEY  
DESERVE.  
AN EMPIRE OF  
THEIR OWN.

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## KIDS' ZONE

FUNNY HILL SAND BOAT  
CHILDREN'S PLAY ENVIRONMENT  
WATER WHEEL WATER GATE  
VIEWING & SPEAKING DEVICES  
TUNNEL STEPS SLIDE  
KIDZFUN – INDOOR PLAY AREA  
ARCH BRIDGE SMALL HILL  
ARCHIMEDES' SCREW HILL  
TREE HOUSE SEATING WALLS



Hollywood celebrities.  
Global business tycoons.  
Residents of The World Towers.  
Now share the same  
concierge service.



Whatever your need, from the routine to the whimsical, Quintessentially will deliver. Deploying the formidable network and very British savoir faire that has made them the concierge service of choice for celebrities worldwide, Quintessentially will bring you truffles from the Black Forest, a trained chauffeur for your BMW, or tickets to the live performance of your favourite rock band.





A private observatory  
1,000 ft. above ground.  
So you can literally  
have the city at your feet.

Perched high enough to give you a bird's-eye view of Mumbai's glittering cityscape, and the sea that enfolds it, the private observatory at The World Towers is truly a unique experience. Appropriately named 1000, it soars 1,000 ft., above ground, and commands a view that extends over 60 km. Once your guests have experienced an incredible evening at 1000's elegant lounge and landscaped alfresco deck, they may never want to come back to terra firma again.







## People who appreciate the finer things in life, want to preserve them.

You know that appreciating luxury includes respecting where it comes from. That's why your superlative living experience at The World Towers comes with an added comfort – the assurance that the highest safety, security and environmental norms are in place to protect you and your family, and to preserve the environment.

Designed and tested to withstand storms, extreme weather conditions and earthquakes, provided with fire safety systems that surpass local requirements and comply with the International Building Code, and incorporating measures like fire evacuation elevators for the first time in India, The World Towers are intended to be the safest havens on earth.

Advanced security systems, designed by experts from Israel, ensure the highest and most discreet levels of electronic and manual security. From RFID-controlled car entry to visitor scanning and registration, from controlled floor access in the lifts to CCTV monitoring, the security of your loved ones is always paramount.

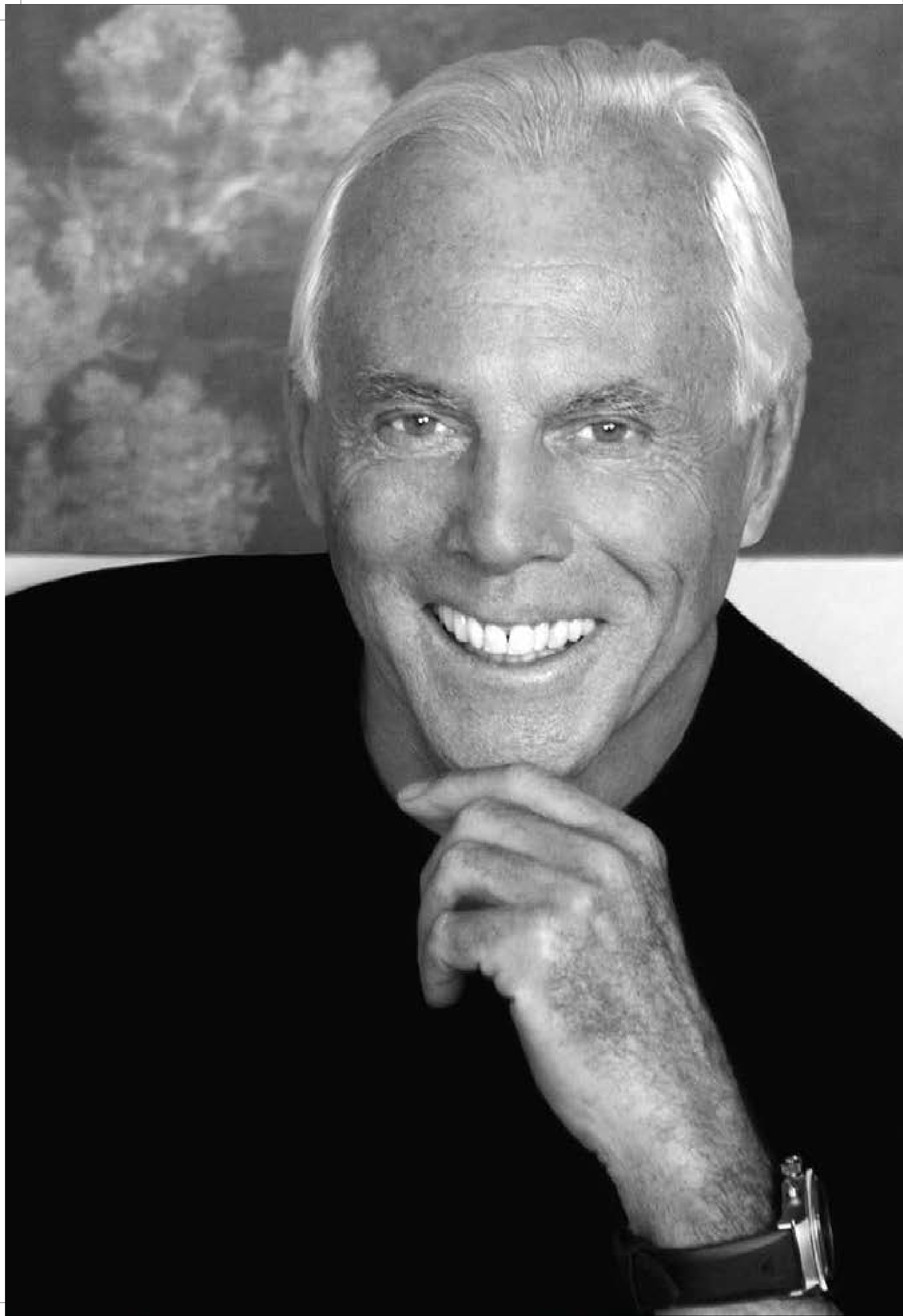
While the most advanced technology and processes conserve, protect and recycle precious natural resources, making The World Towers a responsible, sustainable luxury living experience forever.

Rainwater harvesting and 100% water recycling substantially reduce water consumption, while monitoring electricity usage patterns, solar energy and motion sensor-driven lighting lowers the energy consumption. Moreover, an abundance of over 500 trees, flowers and greenery that surround The World Towers ensure that your children grow and flourish in a naturally cooler, fresher and cleaner environment.



# THE RESIDENCES





“Each home designed by Armani/Casa reflects different and significant aspects of my personality, my tastes and my passions, my aesthetic code and my profound need for comfort and functionality.”

*Giorgio Armani*



Craftsmanship. Detail.  
Timeless design.  
The hallmarks of an  
Armani/Casa  
designed residence.

---

Milan's finest designers, working under the guidance of Giorgio Armani, arguably the world's best-known design legend, comprise Armani/Casa, the firm that has created some of the world's most exclusive private residences and hotels.

Armani/Casa's vision of the living space incorporates sophisticated comfort, subtle luxury and harmony, along with a commitment to beauty in all its forms.

For its grandest residential project, The World Towers, Armani/Casa has developed a contemporary, restrained yet rich design language. Every Armani/Casa product in The World Towers, from furniture to accessories, from fabrics to lighting, has been craftsman-made with immense skill and meticulous attention to detail, never containing anything but the finest, most carefully selected and precious materials and woods. Creating the finest, most luxurious residences in the world.



Actual photograph of the show residence



## WORLD RESIDENCES

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# RESIDENCES OF RARE LUXURY, WITH SIGNATURE ARMANI/CASA INTERIORS.



Spacious, exquisitely designed 3-bed and 4-bed residences with wrap-around viewing decks, the World Residences are appointed with every luxury, including panoramic city and sea views. The sophisticated elegance of Armani/Casa graces the interiors of the World Residences, seamlessly fusing rich Indian influences with European design, to create a living experience like no other.



## THE SIGNET FLOORS

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# EXCEPTIONAL RESIDENCES, WITH THE FINEST VIEWS AND MOST EXCLUSIVE PRIVILEGES.

Each tower in The World Towers incorporates a special level of extraordinary luxury and privilege, appropriately termed the Signet Floor. Envision yourself being transported from the airport to The World Towers in a chauffeur-driven Rolls-Royce. Whisked up to the exclusive Signet Floor reception lobby, you are ushered into your luxurious residence by a personal butler, ready to cater to your every whim. Unique privileges and services designed exclusively for you, are the hallmarks of the Signet Floor.



A private jet\* at your disposal.



Enjoy membership privileges at Six Senses spas across the globe.



Have a Rolls-Royce motor car and chauffeur at your service.



A personal butler from Quintessentially, to attend to every need.





Actual photograph of the show residence





Actual photograph of the show residence





Actual photograph of the show residence





Actual photograph of the show residence





Actual photograph of the show residence



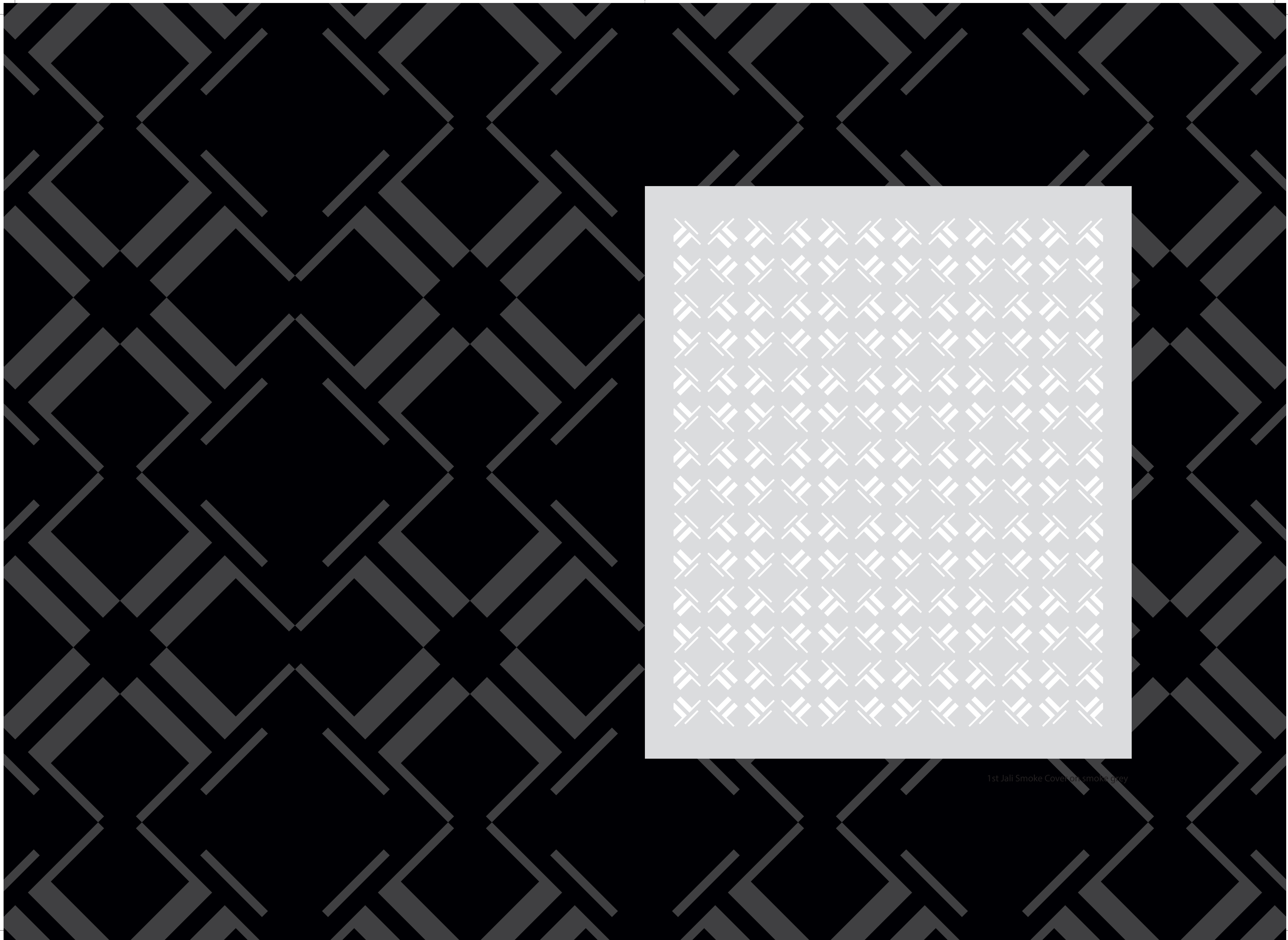
READY-TO-MOVE-IN RESIDENCES AT THE  
 WORLD TOWERS, DESIGNED BY ARMANI/CASA  
 WITH THESE KEY FITMENTS:

**WORLD RESIDENCES**

Flooring (internal)	Exclusive imported silver Serpeggiante marble
Flooring (decks)	Weather-resistant engineered Epe wood
Kitchens	Designer kitchens by Armani Dada
Bathrooms fitments	Armani Roca
Bathrooms finishes	Exclusive imported marble: Belgium Black, Grey Fiesta
Wall and ceiling finishes	Imported fabric panelling by Rubelli Fine imported stucco paint by Marmorino
Air conditioning	Toshiba
Lighting	Deck lighting, cove lighting

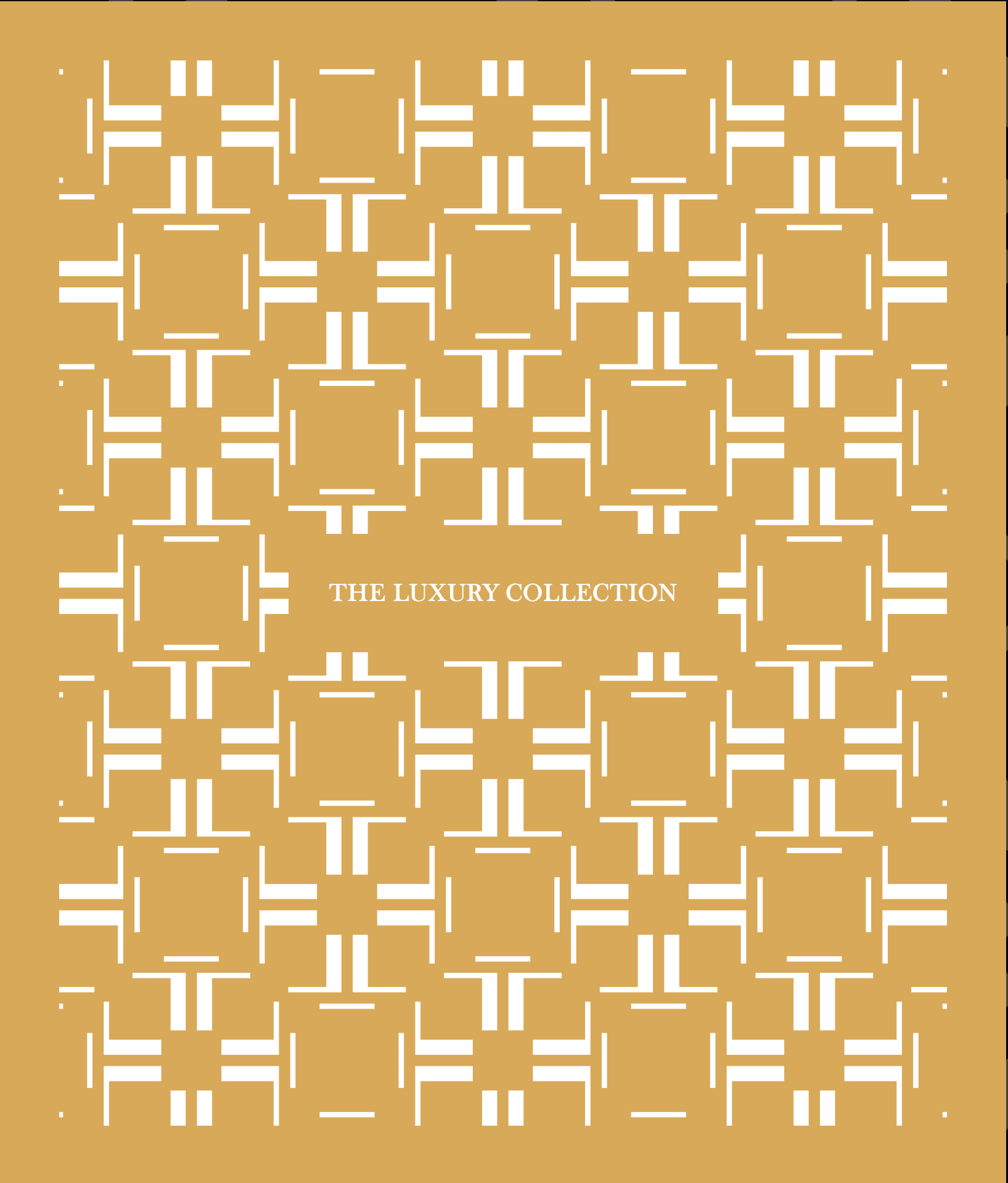
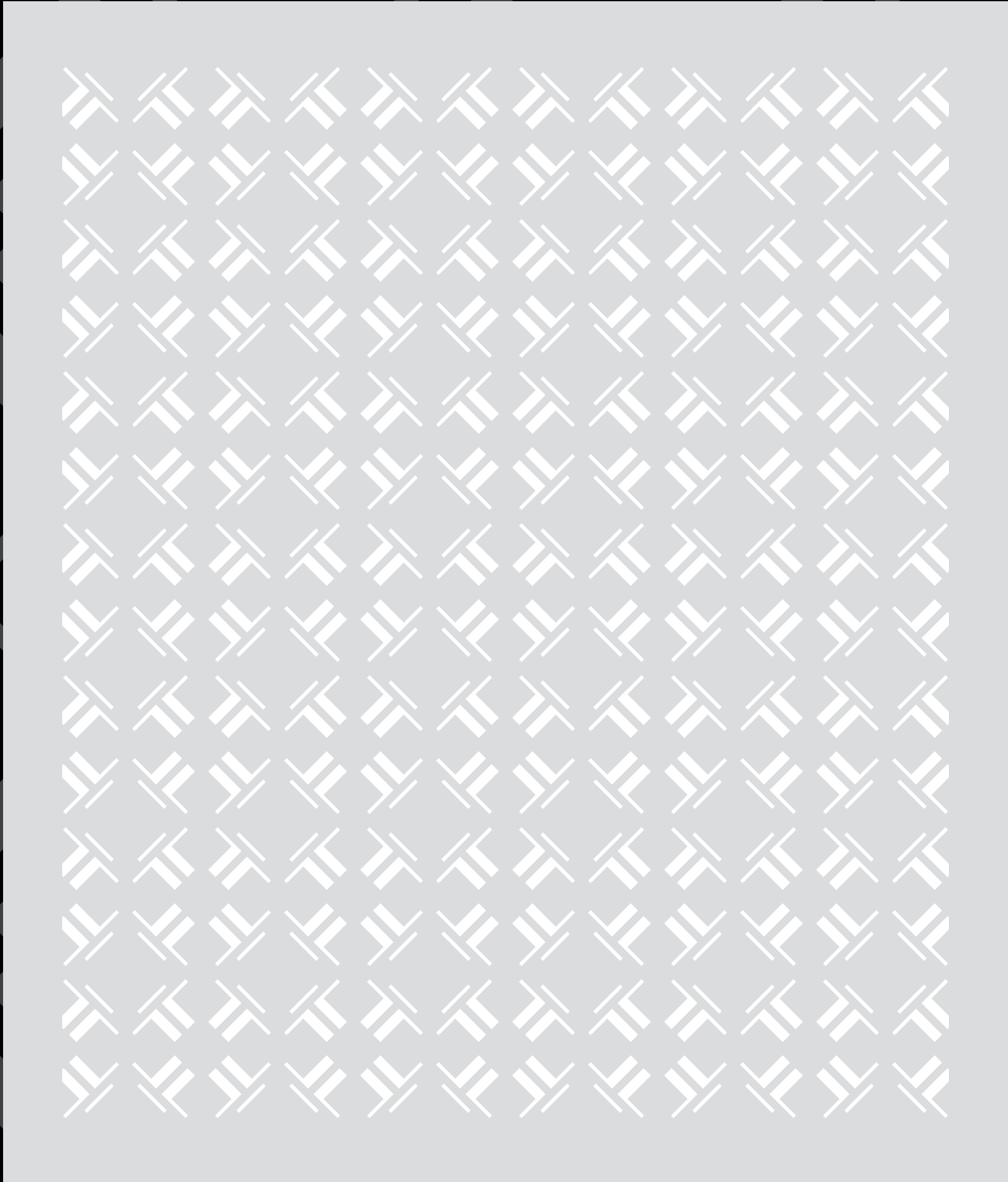
Doors	High-performance imported doors
Windows	High-precision imported windows, specially designed for wind pressure
Safety and security	Secure card-enabled access to lobbies and elevators CCTV monitoring of all elevators and key common areas Video door intercom for each unit Controlled access to parking areas with RFID Sprinkler in each room Heat detector and gas detector in kitchen Panic/burglar alarm in each residence
Elevators	Schindler – interiors designed by Armani/Casa
Hot water	Boilers – A. O. Smith



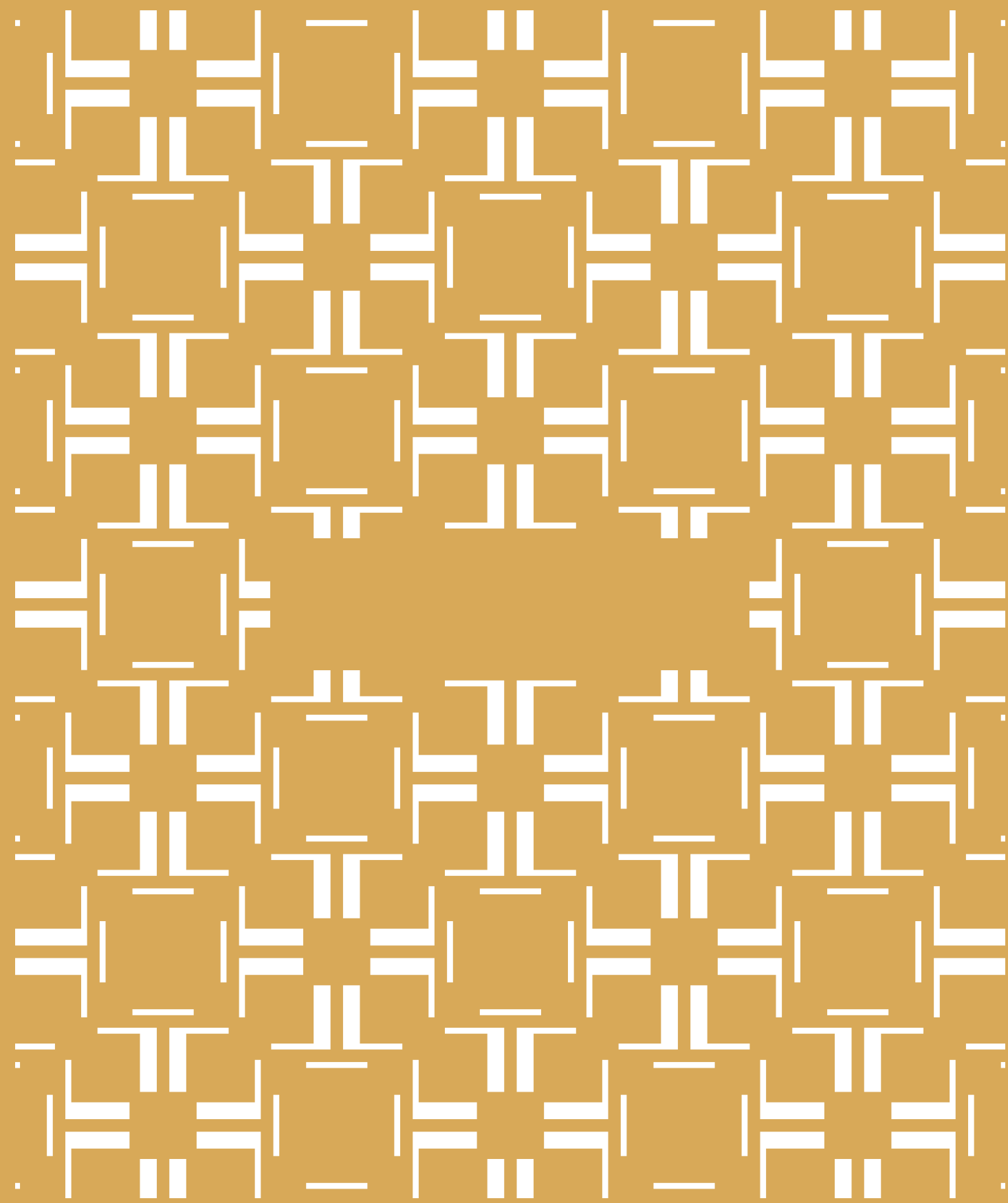


1st Jall Smoke Cover or smoke grey









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Our passion is to provide rare  
and exquisite residences at the world's  
most desirable addresses,  
each painstakingly crafted to perfection,  
and epitomizing the values  
of our family - trust, discretion,  
uncompromising quality,  
and a desire to create the very best.

---



Headquartered in London, the Lodha Luxury Collection brings you a gathering of rare and coveted real estate at the most sought-after locations in the world, offering exquisite experiences for those who seek the finest. Artfully created by master designers and crafted to the highest level of detail, these developments set the benchmark for the world's finest real estate.

The Lodha Luxury Collection is the personal obsession of the Lodha Family - founders of one of the world's most successful real estate companies: the Lodha Group.

Today, the Lodha Group is the largest real estate developer in India, with a growing presence in London and new sales of about USD 1.3 billion in FY 14-15. With a 35 year-old tradition of developing world-class homes and offices, the family decided it was time to raise the bar even higher. Focusing on their belief that the 3 key elements that make a great home are great design, unmatched service and uncompromising quality, the family seeks to create sublime environments that would be home to the world's most discerning.

With a single-minded focus to build a brand that consistently delivers the highest level of design, workmanship, and service, the family pursues its vision to create the very best, for the very best.

The family spends countless hours personally traversing the globe to understand trends and evolutions in living. Imbibing the best of Asian hospitality and Western aesthetics, the family lives and breathes the Luxury Collection with an almost monastic devotion.

Their obsession for perfection and detail is demanding but necessary. They push themselves, and all around them, to the limits, to ensure that every element of the Lodha Luxury Collection reflects their passion for excellence. Their fanatical commitment to quality is based on a single principle - no compromise. They value these residences as they would their own, and so, relentlessly pursue perfection in every aspect of design, workmanship and service.

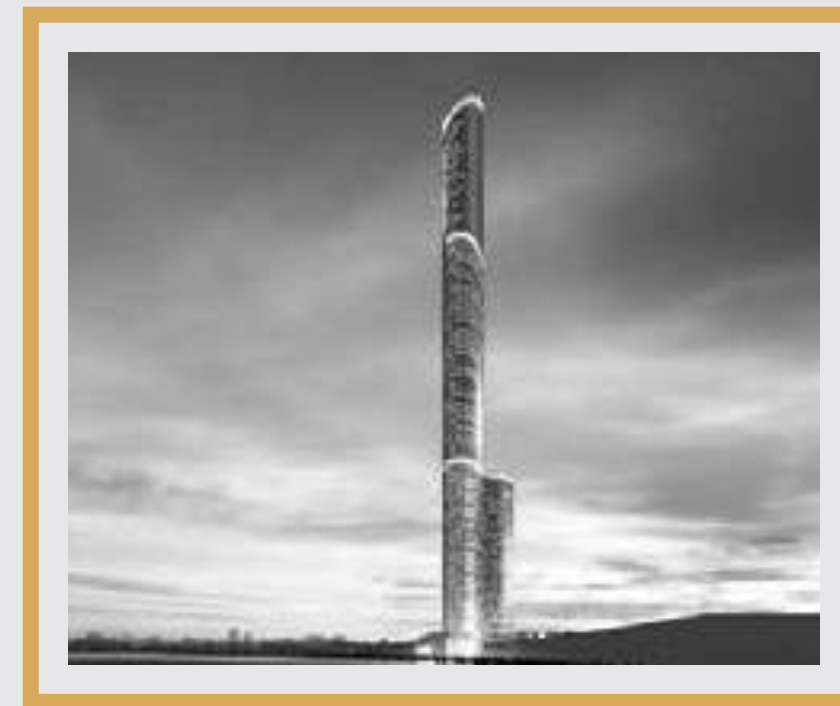
With the launch of the Lodha Luxury Collection in 2015, the family presents homes which embody its vision of the finest in luxury living.





### NO.1 GROSVENOR SQUARE

Home to the world's nobility and wealthy, Grosvenor Square in Mayfair, London, is counted amongst the world's most coveted addresses. Standing at the marquee location of 1 Grosvenor Square, Macdonald House – the 75 year-old, neo-Georgian mansion housing the Canadian High Commission – was acquired from the Canadian Government for £306 million in 2014, to be turned into a super-luxe residential enclave that befits the stature of the best address in the world.



### THE WORLD TOWERS

World One – the world's tallest residential tower, and World Crest, collectively known as The World Towers, bring together the best the world has to offer. Architecture by the world renowned Pei Cobb Freed & Partners. Interior design by Armani/Casa. Landscape design by Ken Smith. And hospitality services by Six Senses. Set in a 17-acre park at Mumbai's urbane epicentre, with landscaped gardens, promenades, shopping, recreation and cafés, The World Towers will redefine luxury living in Asia with an unparalleled experience for its elite roster of residents.





### LODHA ALTAMOUNT

Lodha Altamount soars high above the city at the highest point of Altamount Road, where once stood Washington House, former residence of the Consul General of the United States. Presiding over South Mumbai from its vantage point, Lodha Altamount is a vision in glass, providing its influential residents absolute privacy from the public gaze, while allowing unrestricted views of the Arabian Sea and the city beneath.



### TRUMP TOWER MUMBAI

The 75+ storey Trump Tower - the first development by the Donald Trump-led 'Trump International' in Mumbai - is a marvel of design, set around a 7-acre urban park in South Mumbai's finest residential neighbourhood. With its dazzling golden façade, iconic architecture, and grand interiors, Trump Tower is the obvious choice for Mumbai's glitterati.



#### GIVING BACK TO THE SOCIETY WE WORK IN

As a responsible and committed corporate citizen of our society, the Lodha Group has made a significant difference to communities in the cities where the group operates:

2 per cent of its annual profits are dedicated to social welfare.

#### ENVIRONMENTAL STEWARDSHIP

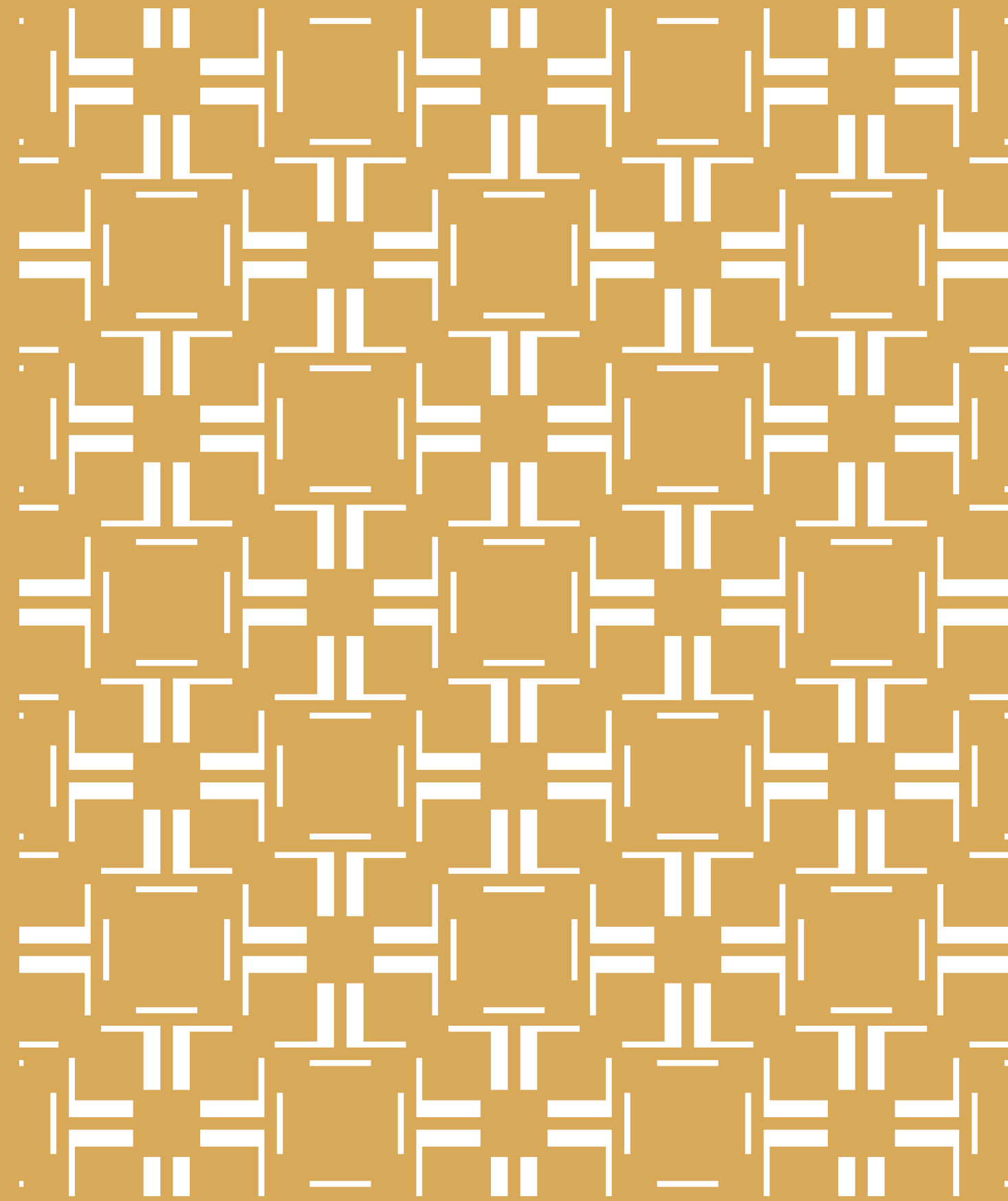
The Group is committed to ensuring that development is done in a sustainable and environmentally-friendly manner, in line with the values of modern society, and the ideals of India's ancient scriptures.

#### SOME INITIATIVES

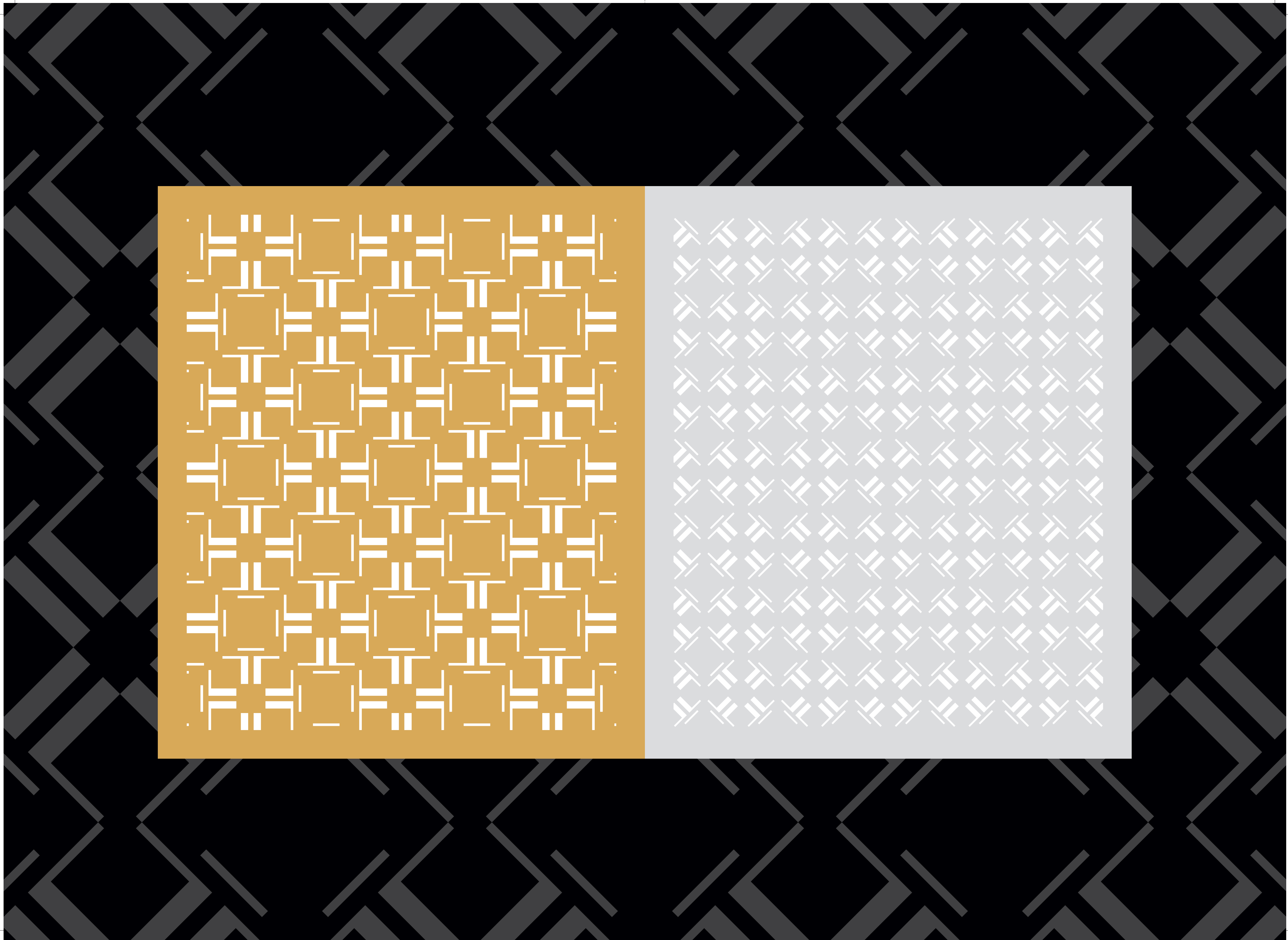
- One of Mumbai's first completed Gold LEED rated office buildings.
- Mumbai's first multi-tenant Platinum LEED office building (under construction).
- Use of solar power through solar-powered farms at various locations.
- Rainwater harvesting at various developments.
- Recycling fresh water at various developments.
- Extensive landscaping and tree planting at various developments.
- Use of local construction materials to minimize pollution.
- Recycling waste materials to minimize wastage of resources.



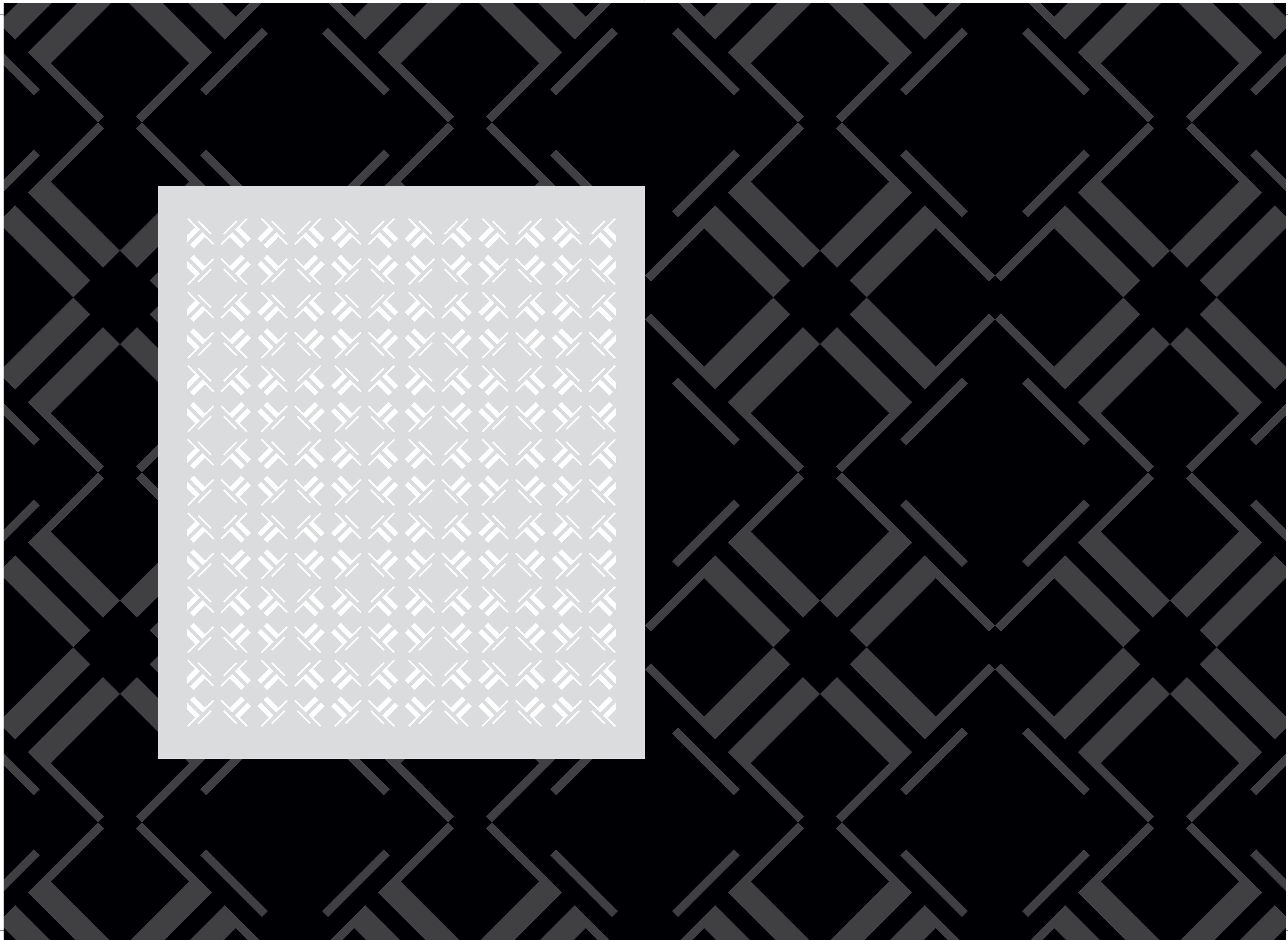
HQ: 3 St. James's Square, London SW1Y 4JU, United Kingdom.  
T: +44 20 7004 0900 | [lodha.luxury@lodhaluxury.com](mailto:lodha.luxury@lodhaluxury.com)













# LODHA PLACE





**CENTRAL COURTYARD**  
(Ground level)

- 1. Green road divider
- 2. Tree-lined sidewalks
- 3. Grand entrance
- 4. Grand fountain
- 5. Courtyard
- 6. Trees by the fountain
- 7. Cascading fountain steps
- 8. Water feature
- 9. Flower garden
- 10. Glass-canopied drop-off

**GARDEN ZONE**

- 11. The great lawn
- 12. Open-air amphitheatre
- 13. Long putt
- 14. Small putt

**15. Garden pavilion**

- 16. Secret grove
- 17. Theatre lawn
- 18. Temple
- 19. Green wall
- 20. Water jets
- 21. Lush vegetation
- 22. Dog run
- 23. Lotus pool
- 24. Infant play area
- 25. Flower garden
- 26. Outdoor gym
- 27. Exercise lawn
- 28. Flower wall
- 29. Veranda café
- 30. Café seating
- 31. Planters
- 32. Plant chandeliers

**33. Seating pod**

- 34. Canvas lounge chair (movable)
- 35. Lounge chairs
- 36. Juice bar
- 37. Ice cream parlour
- 38. Fragrant herb garden
- 39. Urban farm

**POOLSIDE & CLUB**

- 40. Wooden deck ramp
- 41. Clubhouse roof
- 42. Volleyball court
- 43. Basketball court
- 44. Club lawn
- 45. Café
- 46. Leisure pool
- 47. Kids' pool

**48. Pool deck**

- 49. Rain curtain
- 50. Island

**SPORTS ZONE**

- 51. Rock climbing wall
- 52. Athletic track
- 53. Tennis courts
- 54. Swimming pool
- 55. Sports arena roof
- 56. Squash courts
- 57. Cypress hedge
- 58. Cricket ground

**62. Water gate**

- 63. Slide
- 64. Tunnel
- 65. Steps
- 66. Arch bridge
- 67. Small hill
- 68. Archimedes' screw
- 69. Tree house
- 70. Viewing & speaking devices
- 71. Seating walls

**ART & CULTURE SPACES**

- 72. Art gallery
- 73. Library
- 74. Reading garden

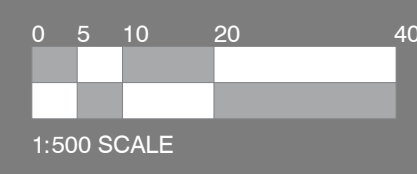
FUTURE DEVELOPMENT

THE AVENUE

LINEAR PARK

Shankar Rao Narain Marg

Senapati Bapat Marg



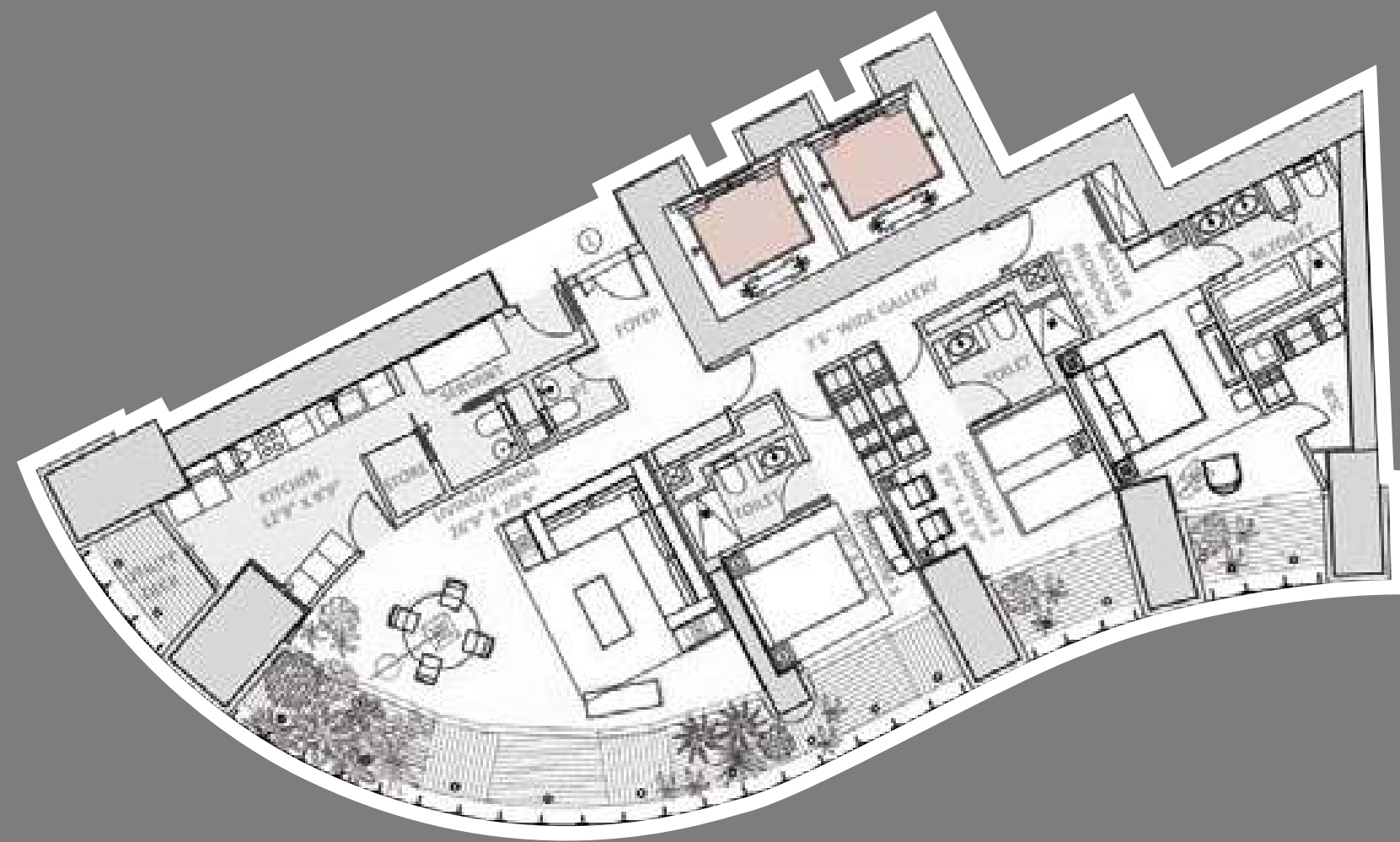


# FLOOR PLANS



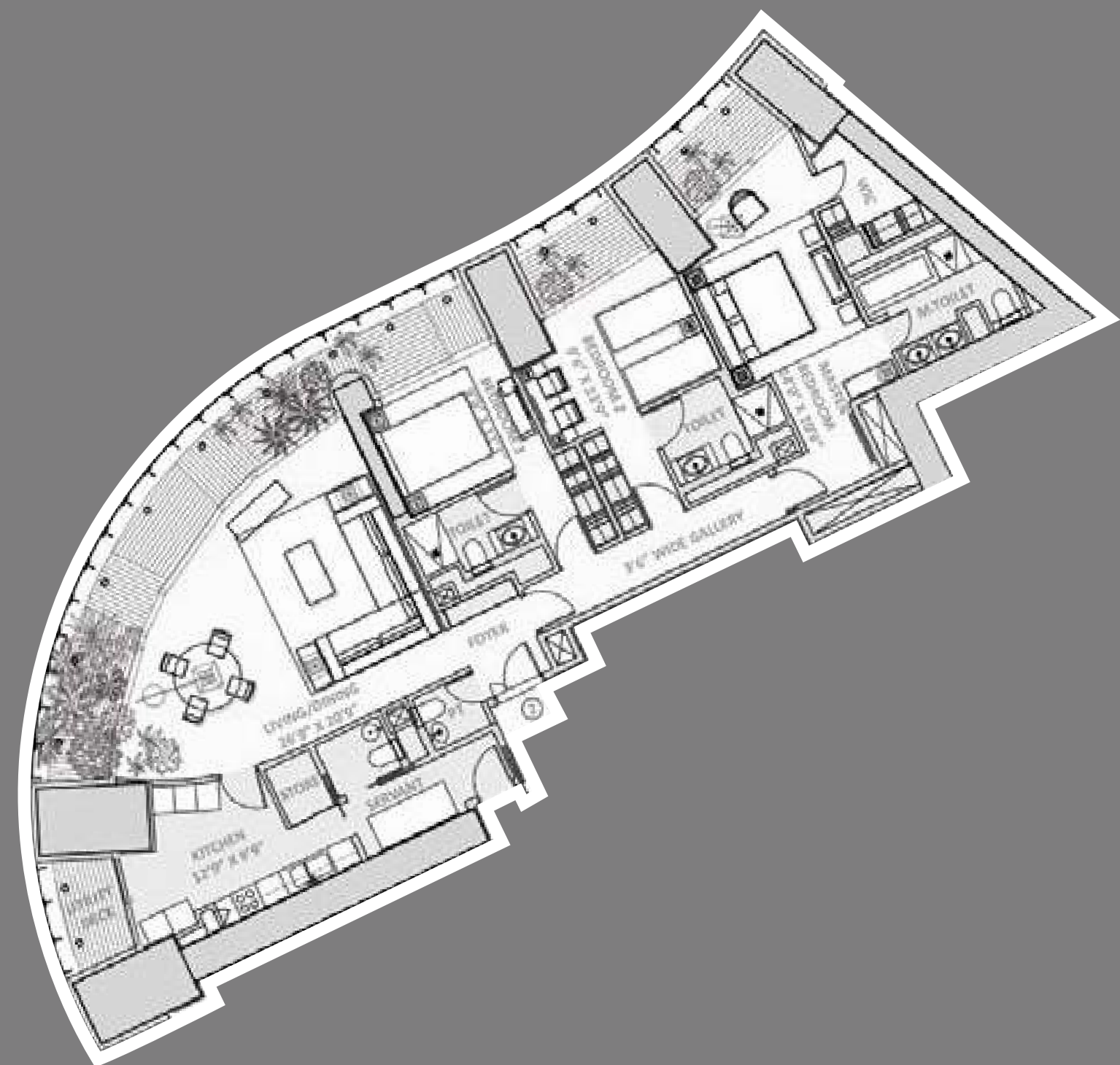
WORLD ONE  
WORLD RESIDENCES  
WEST WING

3-Bedroom World Residence 1



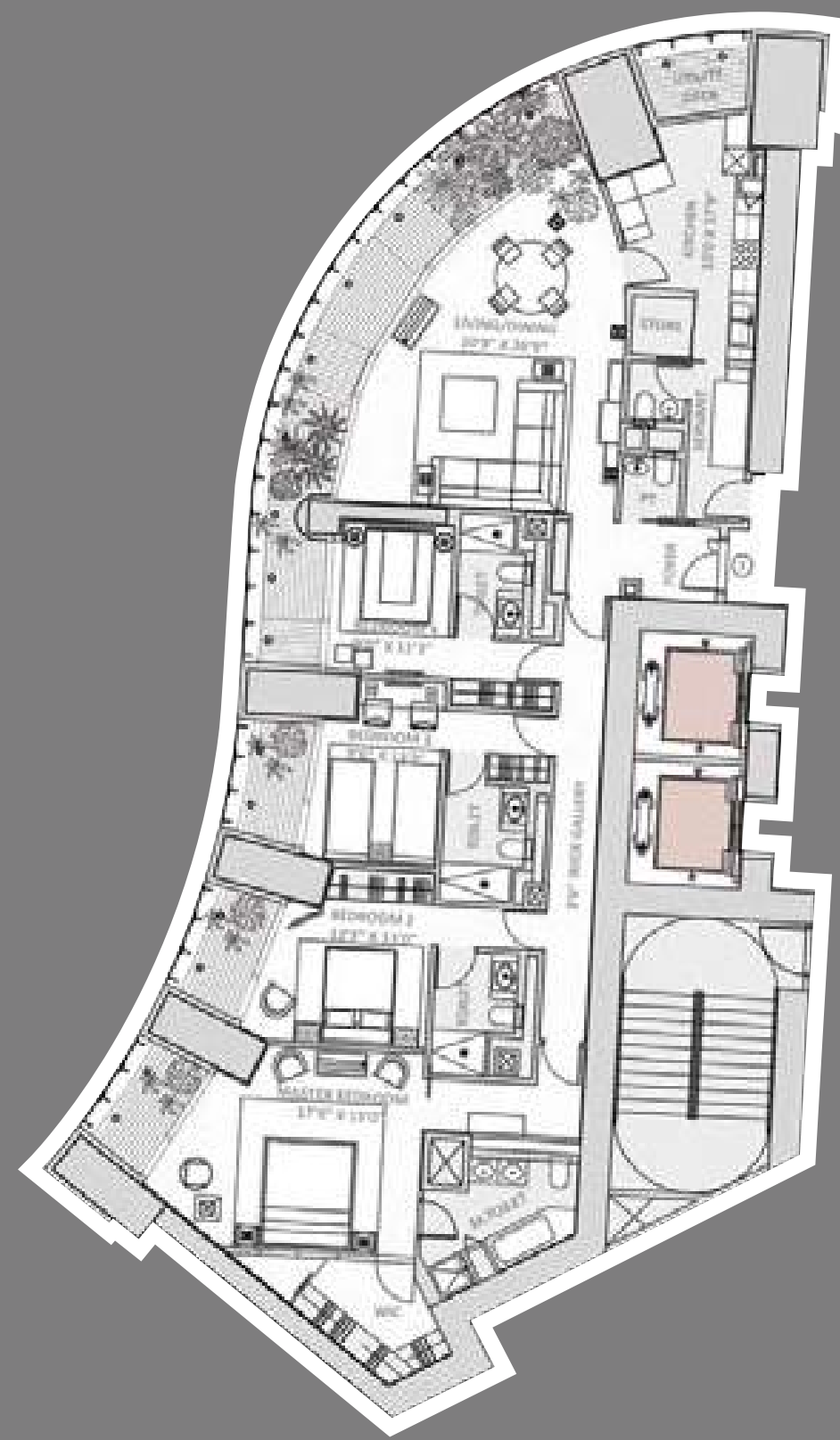
WORLD ONE  
WORLD RESIDENCES  
WEST WING

3-Bedroom World Residence 2

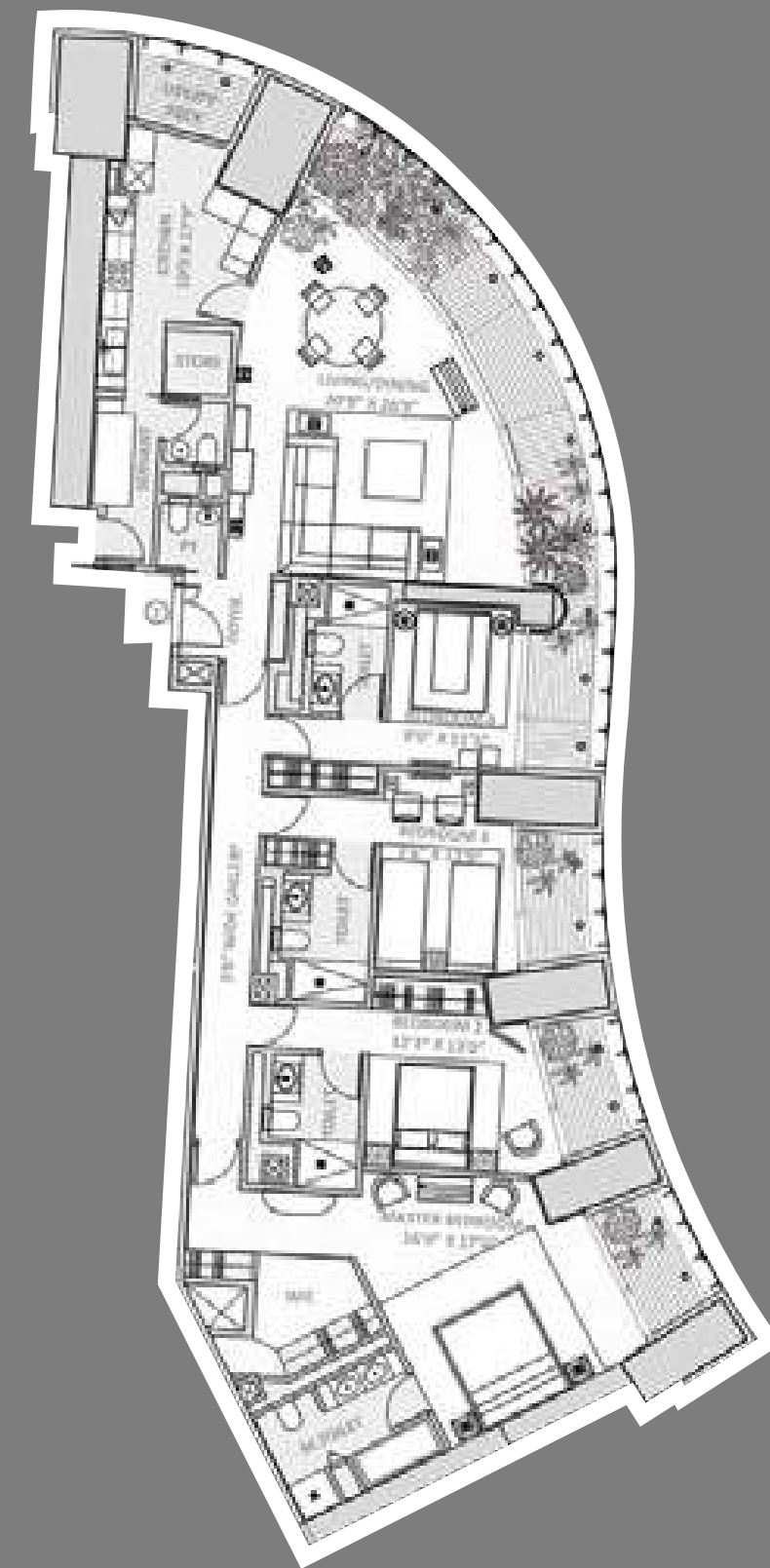




WORLD ONE  
WORLD RESIDENCES  
NORTH WING  
4-Bedroom World Residence 1



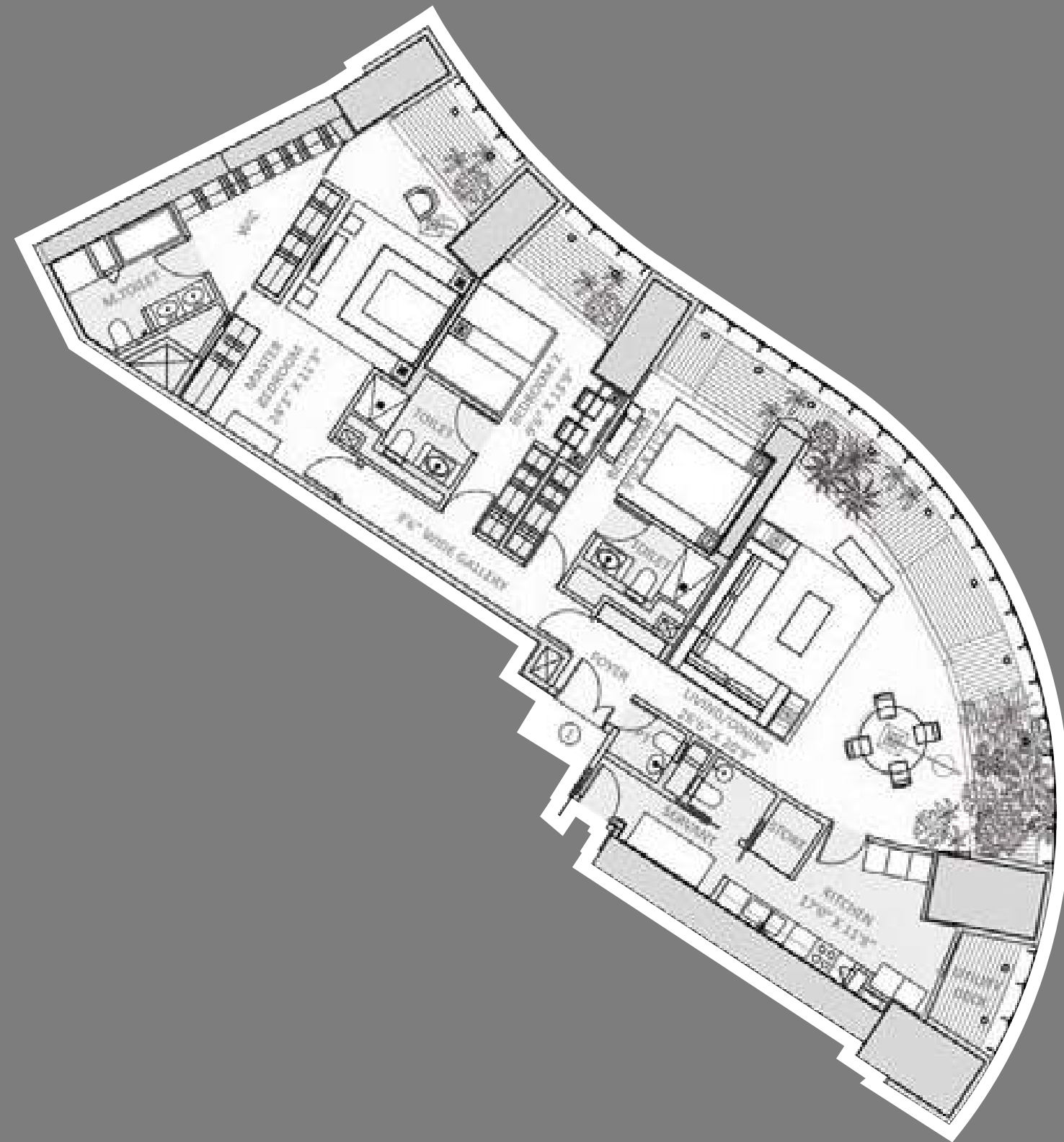
WORLD ONE  
WORLD RESIDENCES  
NORTH WING  
4-Bedroom World Residence 2





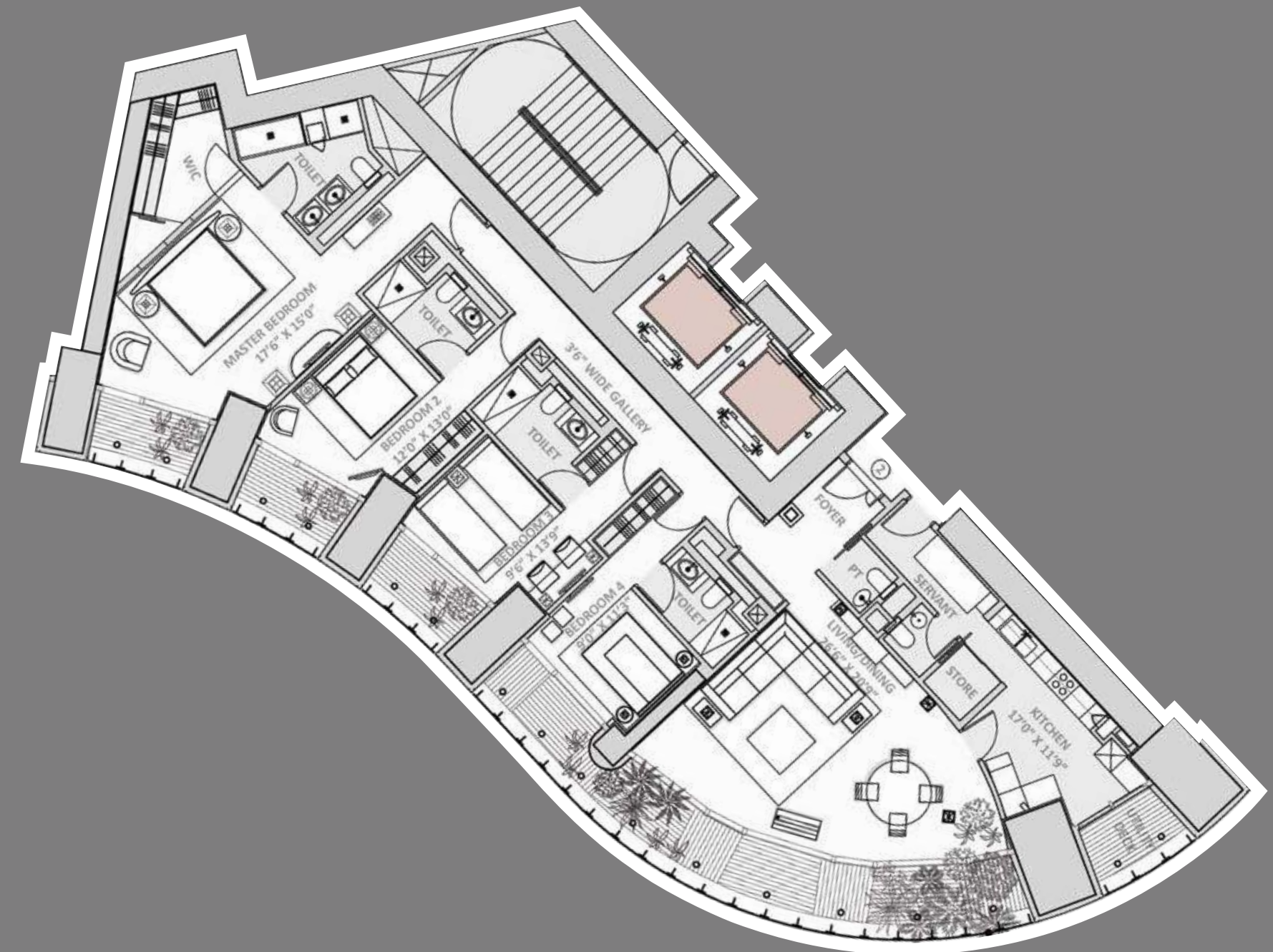
WORLD ONE  
WORLD RESIDENCES  
EAST WING

3-Bedroom World Residence 1



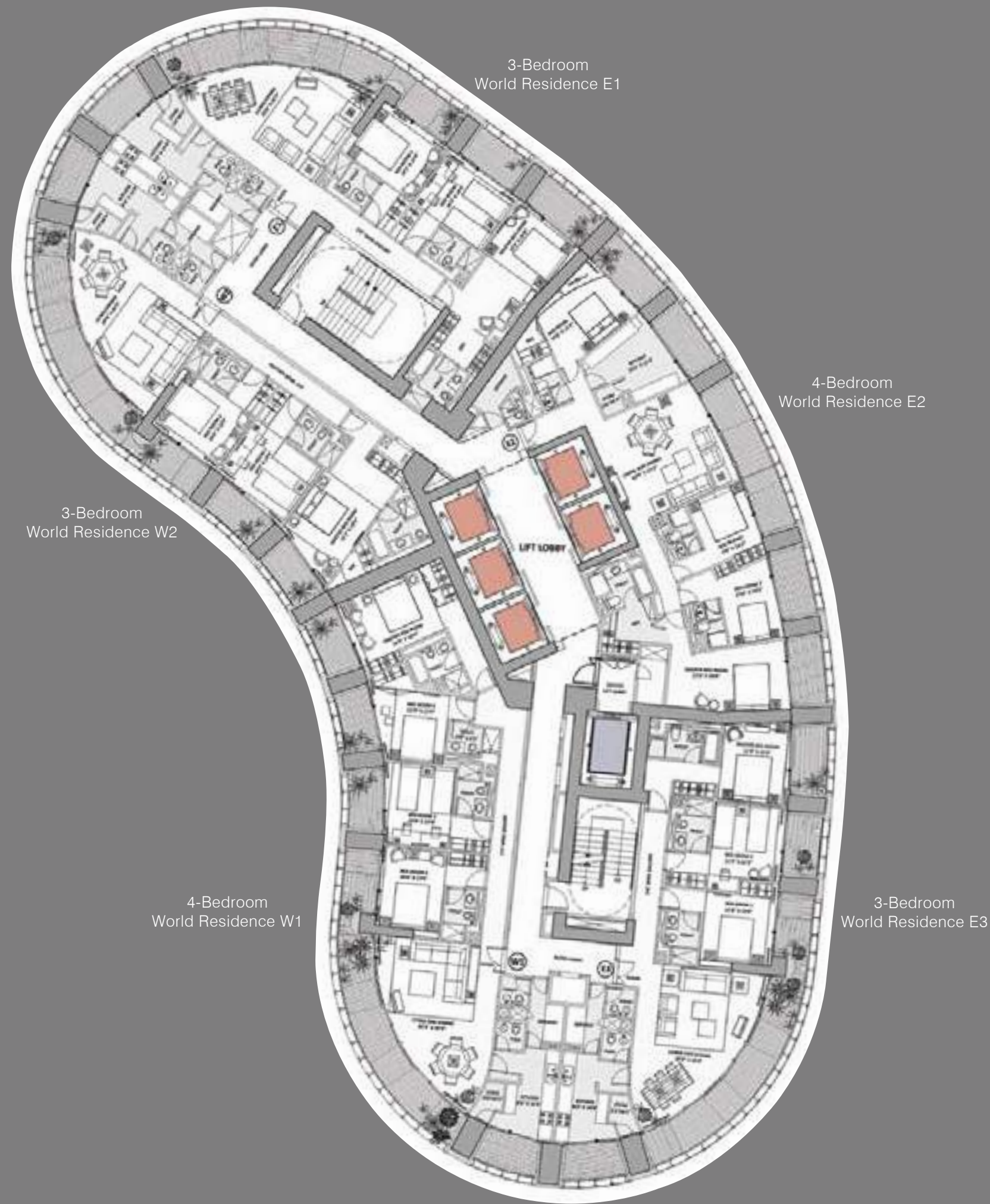
WORLD ONE  
WORLD RESIDENCES  
EAST WING

4-Bedroom World Residence 2

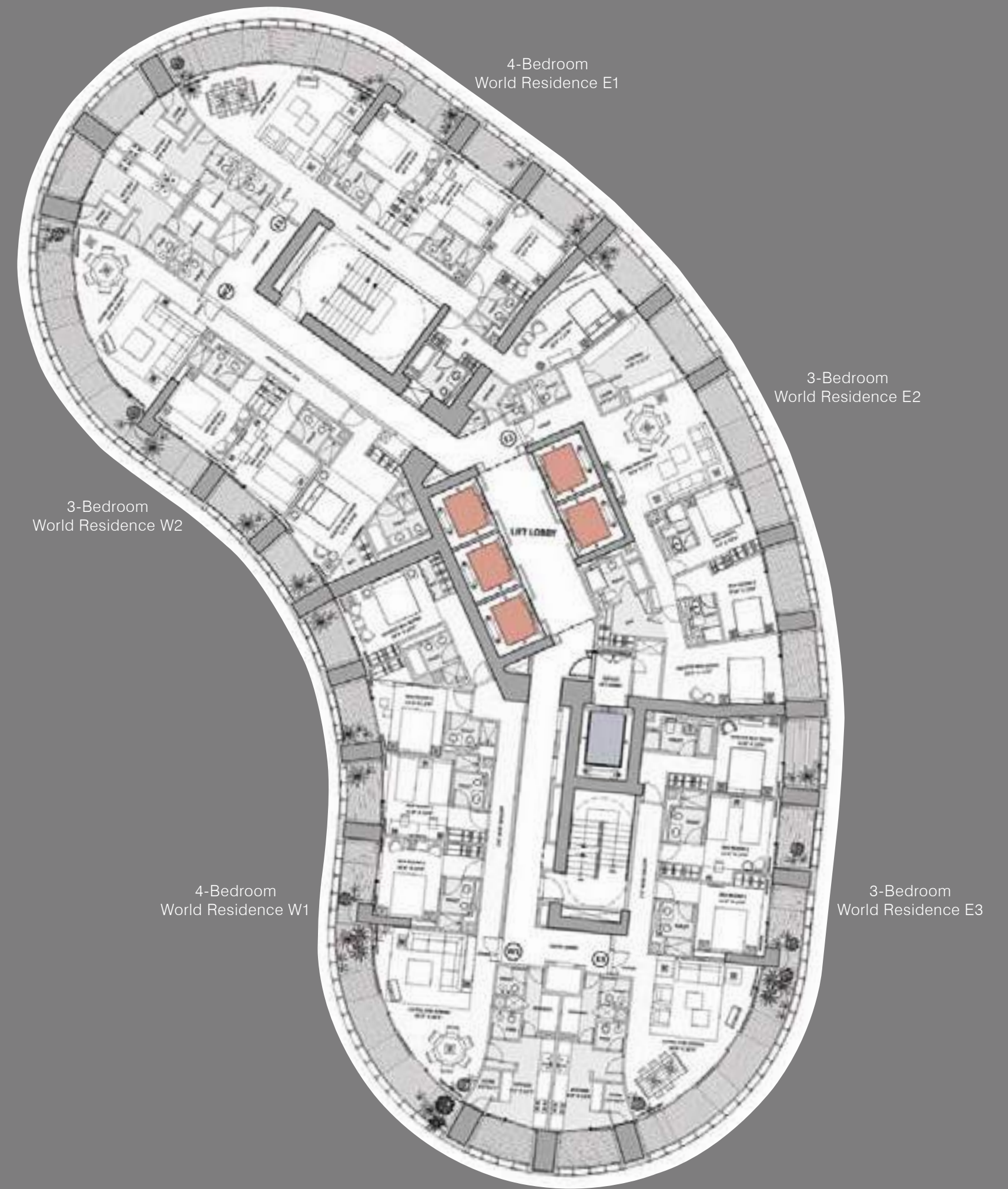




WORLD CREST  
TYPICAL FLOOR PLAN  
9th to 18th Floor

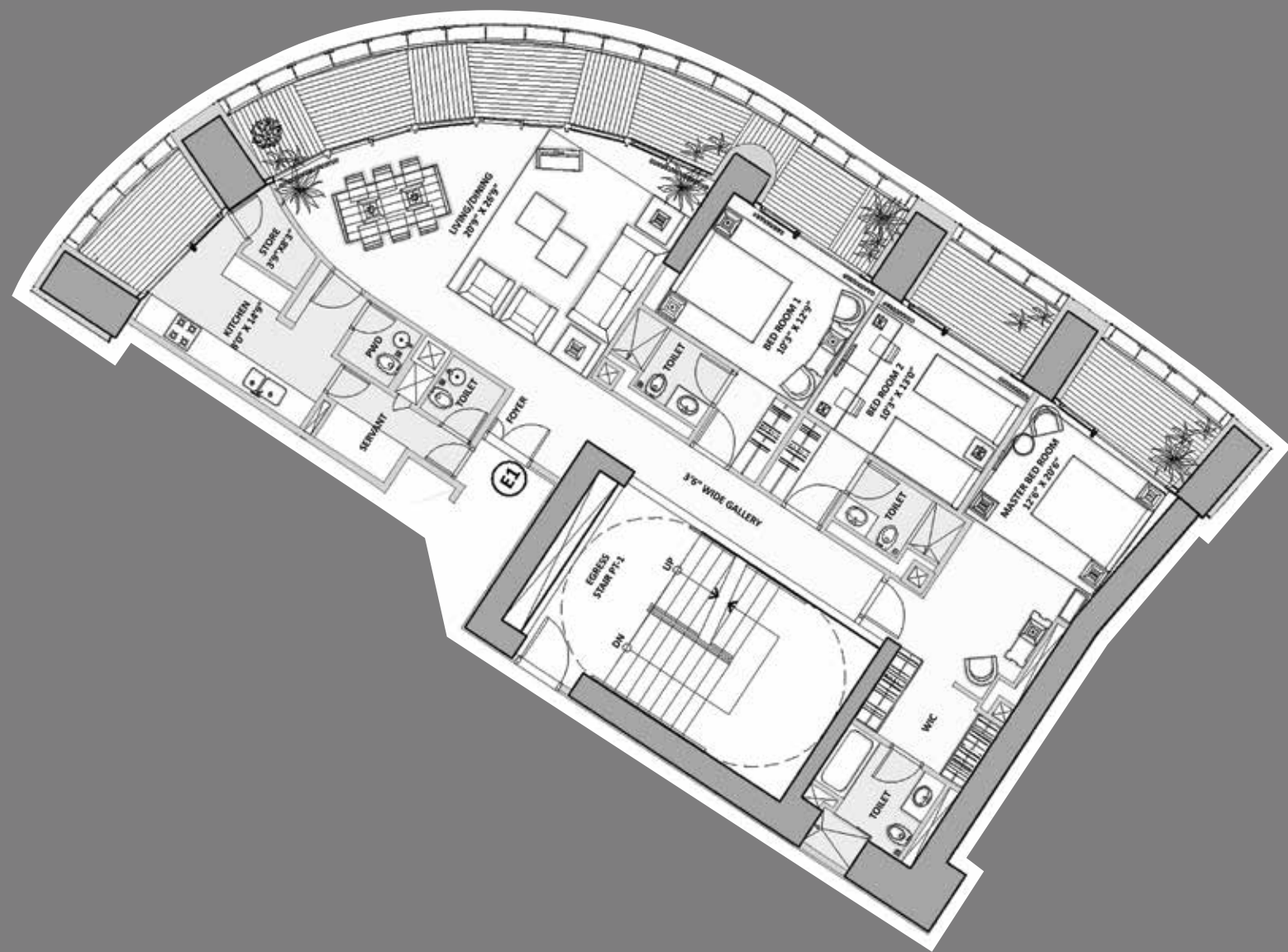
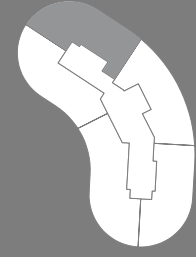


WORLD CREST  
TYPICAL FLOOR PLAN  
19th Floor Onwards

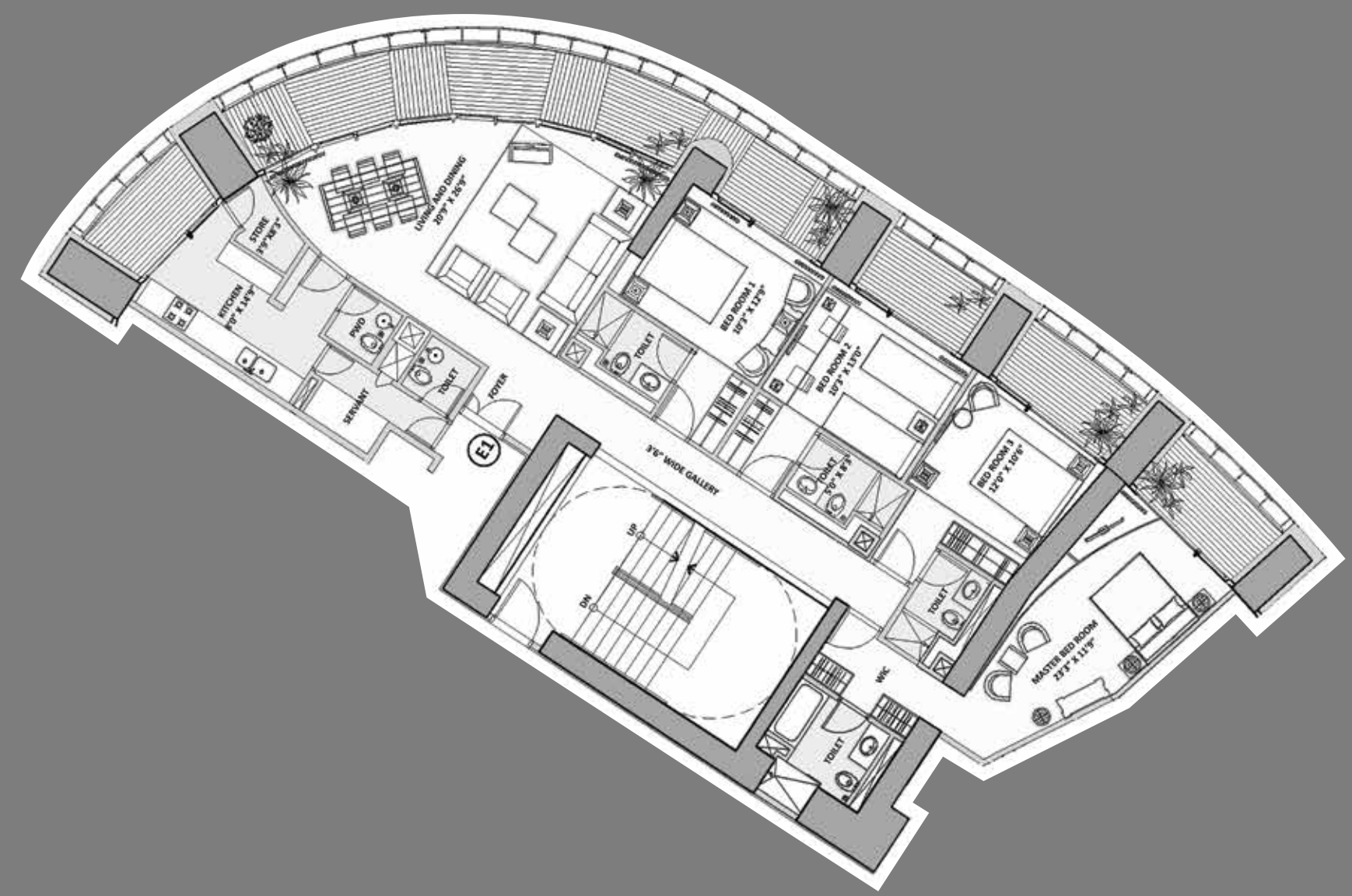
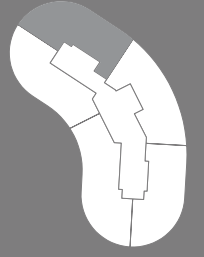




WORLD CREST  
 3-BEDROOM WORLD RESIDENCE E1  
 9th to 18th Floor

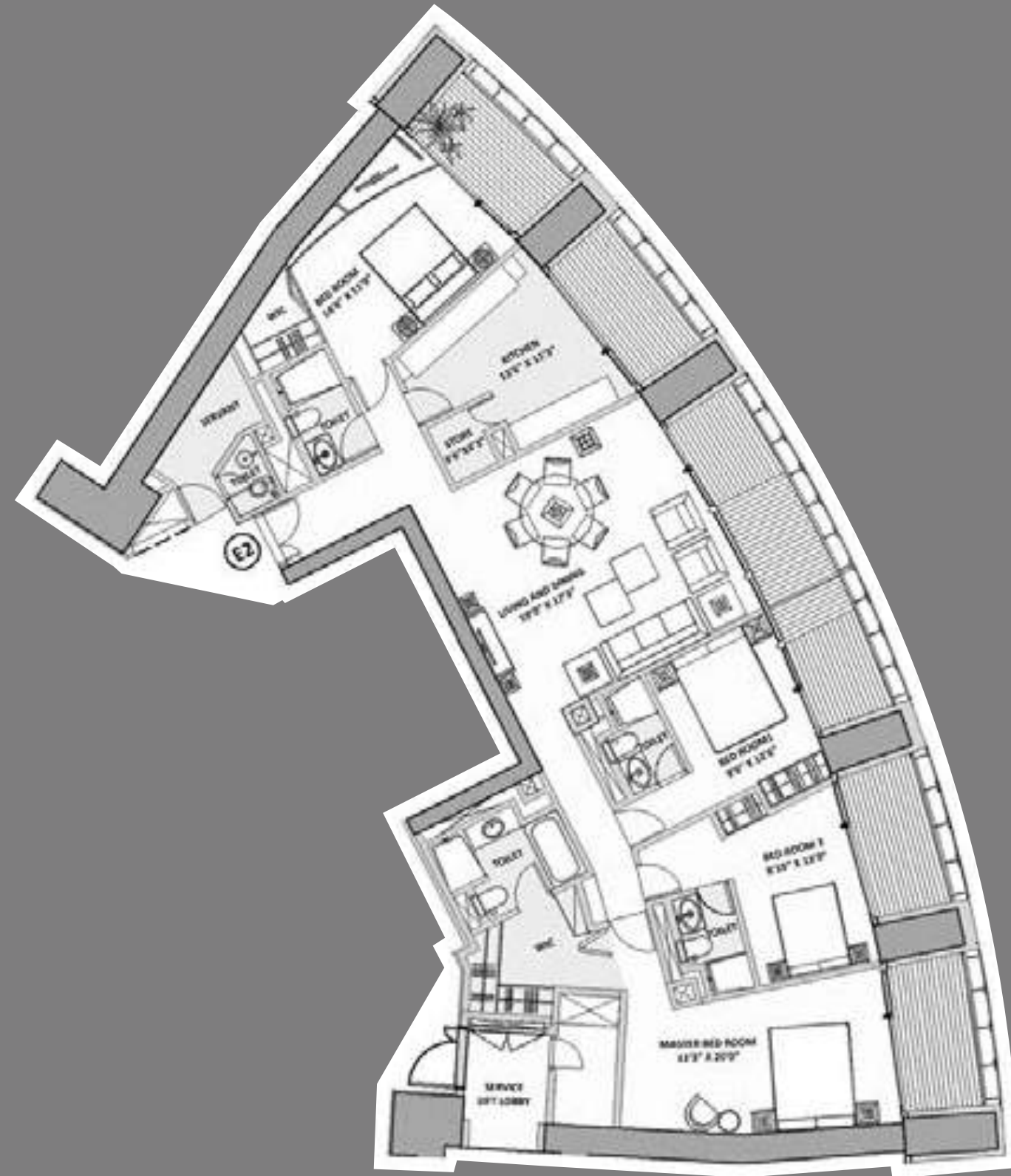
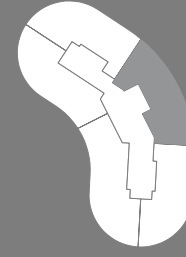


WORLD CREST  
 4-BEDROOM WORLD RESIDENCE E1  
 19th Floor Onwards

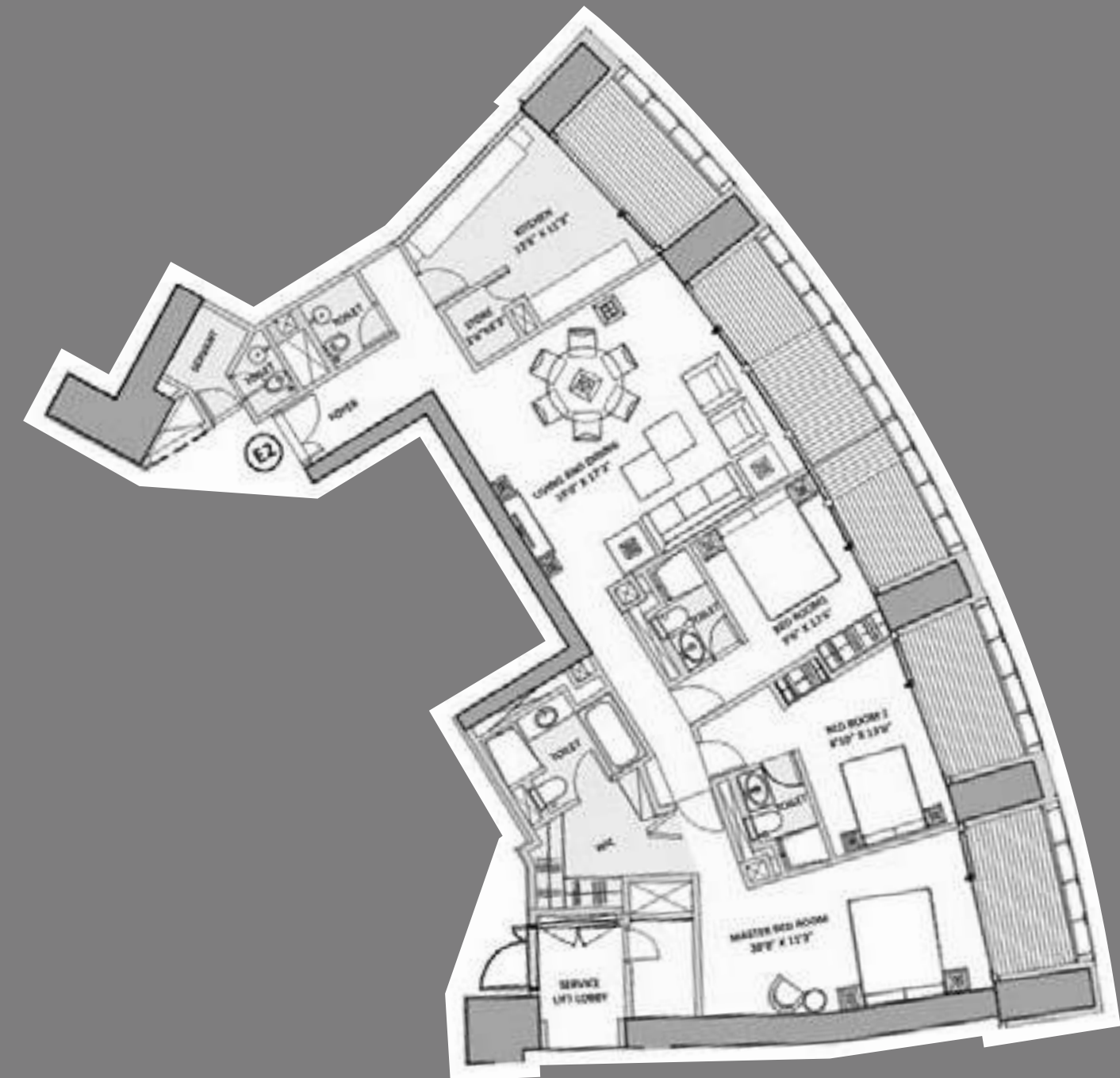
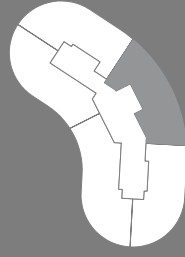




WORLD CREST  
4 BEDROOM WORLD RESIDENCE E2  
9th to 18th Floor

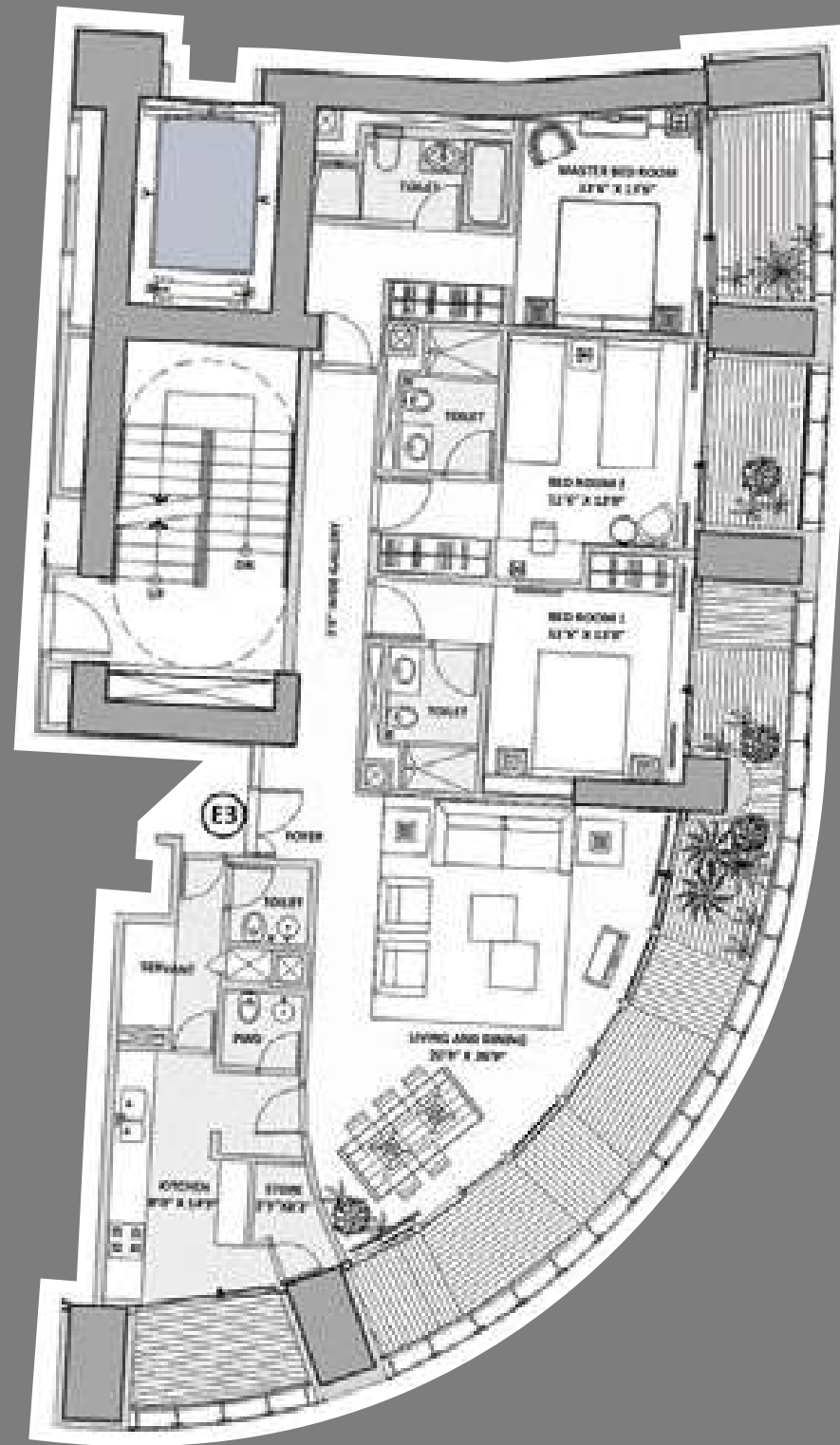
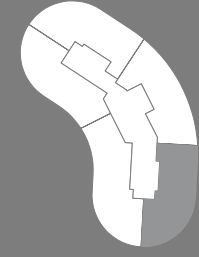


WORLD CREST  
3 BEDROOM WORLD RESIDENCE E2  
19th Floor Onwards

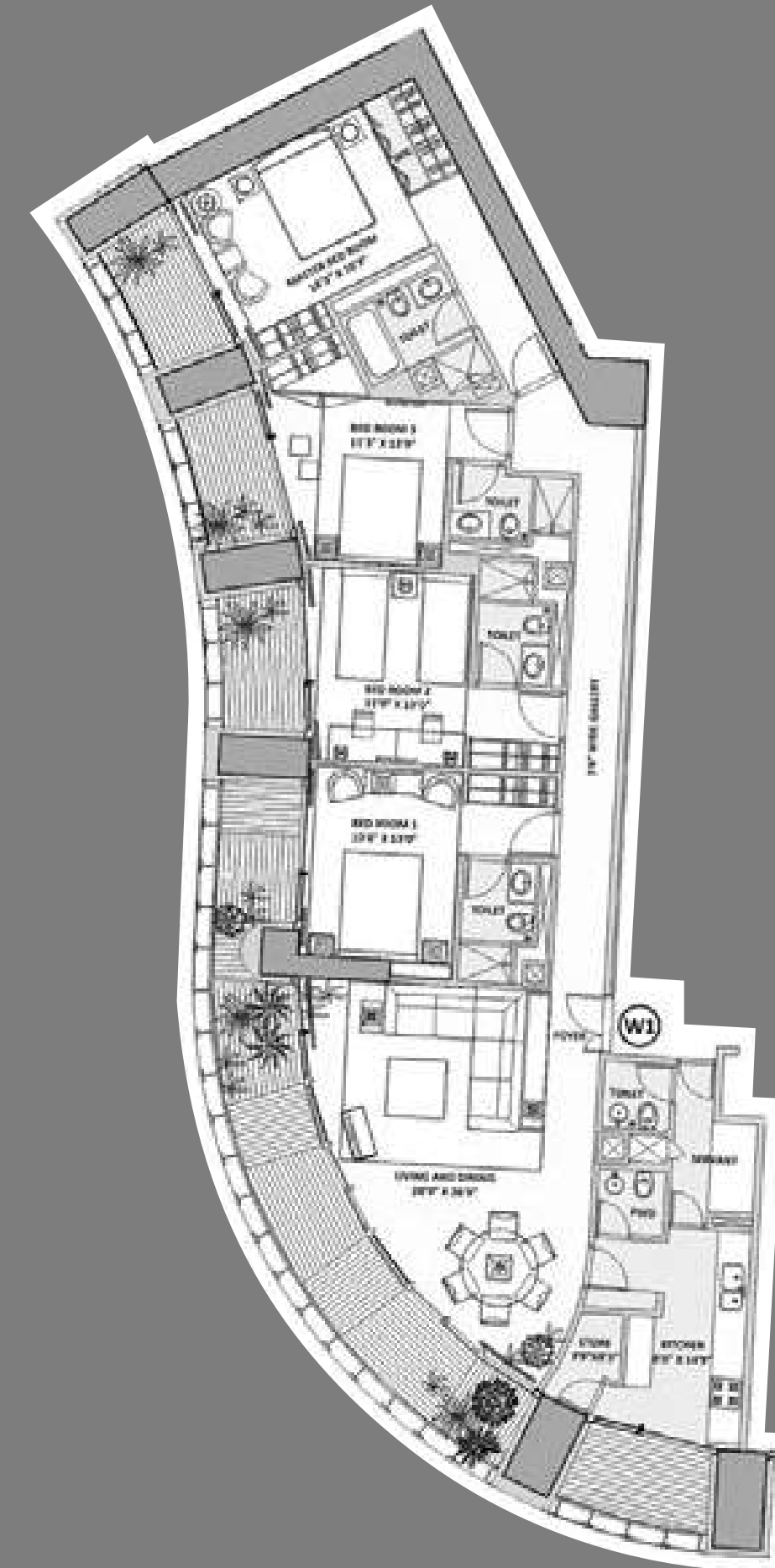
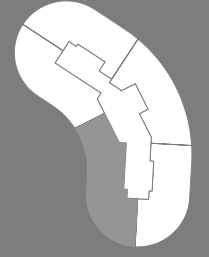




WORLD CREST  
3-BEDROOM WORLD RESIDENCE E3

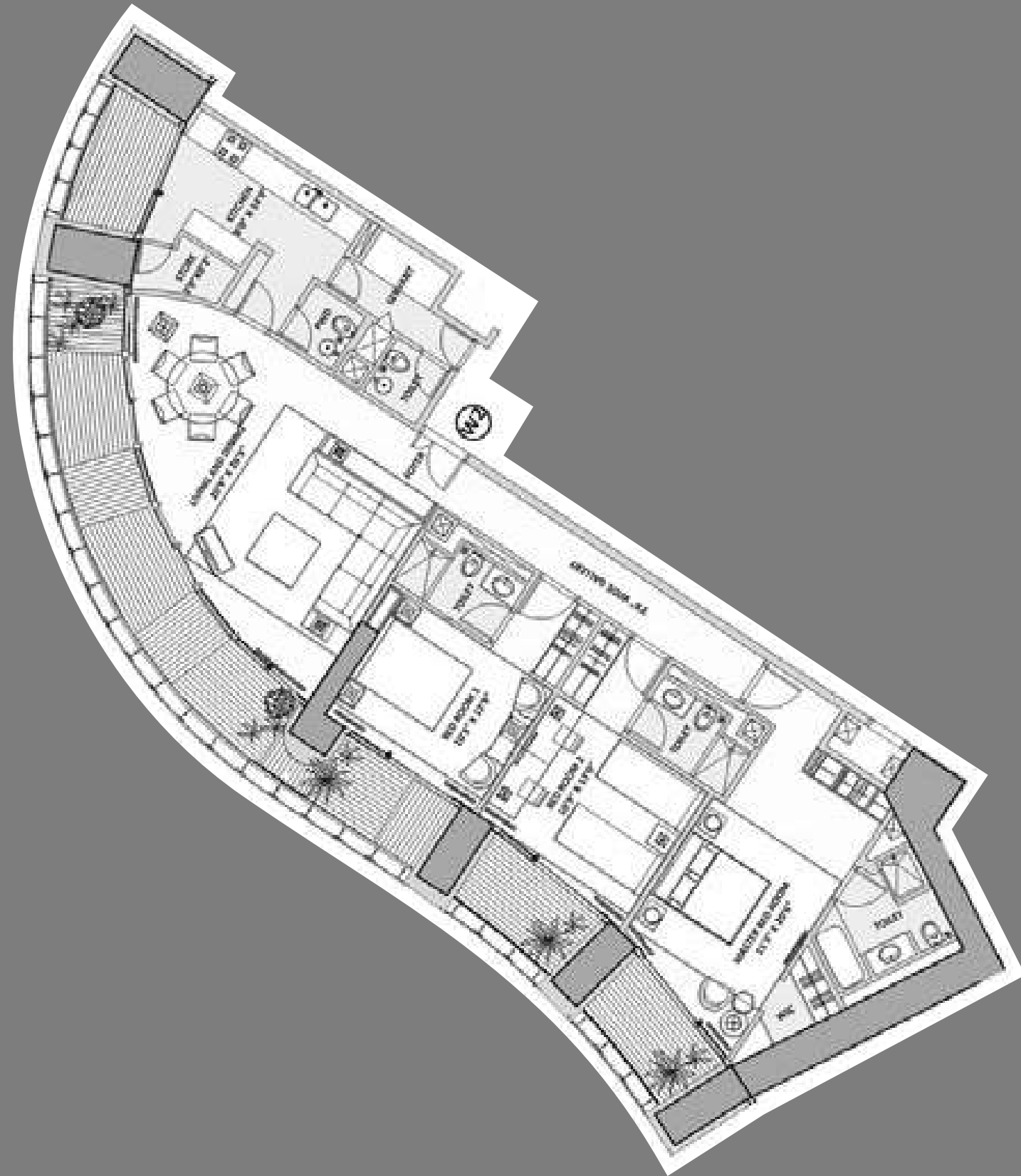
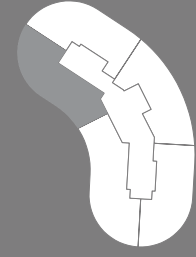


WORLD CREST  
4-BEDROOM WORLD RESIDENCE W1





WORLD CREST  
3-BEDROOM WORLD RESIDENCE W2





# THE DEVELOPERS

## THE LODHA GROUP

Established in 1980, the privately held Lodha Group is India's No.1 real estate developer (with sales of almost INR 8,000 cr. in FY 14-15), and amongst the few multinational real estate brands in the world with a presence in India and the United Kingdom.

The group currently has land holdings of over 6,000 acres with an estimated saleable area of approximately 490 million sq. ft. This includes, 27 ongoing and 21 planned projects spread across 1,284 acres of land, comprising 100 million sq.ft. of saleable area. Additionally, Lodha's land reserves of 4,750 acres – the largest in the Mumbai Metropolitan Region – have an estimated saleable area of 388 million sq.ft. Our ongoing and planned projects and land reserves combined were valued at USD 11.8 billion by Knight Frank in October 2014.

Lodha has delivered 26 million sq. ft. of real estate across projects in Mumbai, Pune and Hyderabad. In FY 14-15 alone the company delivered 5.7 million sq. ft. and 5,500 units across projects. The group plans to deliver more than 6,000 units in FY 15-16.

Lodha's vision of 'Building a Better Life' extends across markets with several landmark developments to its credit, including World One – the world's tallest residential tower, and Palava City – the first greenfield smart city in the country. The group has brought many top global names to India, including Armani/Casa, Trump, Philippe Starck, Jade Jagger, Kelly Hoppen, Greg Norman and Pei Cobb Freed.

In 2010, the Group recorded the biggest land deal in India to date, by acquiring a plot for INR 4,053 cr. from the Mumbai Metropolitan Region Development Authority (MMRDA); this is the site of New Cuffe Parade, a world-class mixed-use development set to become the new city centre of Mumbai. The Group has acquired other notable land parcels in Mumbai such as the 88-acre land parcel in the Thane region, the 17-acre Mumbai Textile Mills parcel from DLF for approximately INR 2,727 cr., and the celebrated Washington House property on Altamount Road from the American government.

In November 2013, The Group expanded its international footprint with the acquisition of the landmark MacDonald House at No. 1 Grosvenor Square in Prime Central London from the Canadian government for a consideration of over GBP 300 million (INR 3,100 cr.). It was selected as the preferred bidder in the face of competition from sovereign wealth funds and leading developers from across the globe. With this acquisition, the Group set up business in the UK with a planned investment of GBP 3 billion (> INR 30,000 cr.) over the next 5 years; it is now a true Indian multinational company. The Group acquired another premium site in Prime Central London, New Court, near Covent Garden, taking the combined investment to approximately GBP 400 million. With offices in London, Dubai and Shanghai, and planned openings in the USA and Singapore, the Group is growing its global presence substantially.

Lodha Group is one of the largest employers in Mumbai, with over 3,870 direct associates and over 25,000 workmen at its sites. It has the largest technical manpower in real estate (1,800+ engineers, 800+ management professionals and 150 designers and architects). The Company also employs over 550 marketing and sales professionals, and is supported by 300 customer care representatives. Lodha is also the largest recruiter from premier B-schools, having employed over 300 fresh graduates.

The group is known for pioneering new market trends in 2009, it 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 and large-scale office campuses to signature boutique offices.

Lodha's clean title land, world-class design, exemplary execution capabilities, differentiated branding and marketing, supported by energetic on-ground sales have resulted in the best value for customers. The Group's tremendous success has been marked by financial investments from the finest global long-only investors, including JP Morgan, Deutsche Bank, HDFC Ventures and ICICI Ventures. Going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focussing on education – the best medium to enrich society.

## Other accomplishments

- Winner of the 'Global Leadership in Real Estate' award at the NDTV Profit Property Awards 2014.
- Winner of the 'National Safety Council Award 2014' in the construction category for Lodha Fiorenza.
- Named 'The Most Trusted Real Estate Brand in the Country' – Brand Trust Report 2014.
- Listed as 'One of India's Best Companies to Work For, 2014' (by Great Places to Work®) for the 4th consecutive year.
- Winner of the 'India's Most Admired Builders' award at the 9th Construction World Architect & Builder (CWAB) Awards 2014.
- Winner of 'Deal of the Year' at the RESI Awards 2014 in London for the acquisition of the Canadian High Commission.
- Winner of the 'Most Upcoming Real Estate Brand' award at CNBC Awaaz Real Estate Awards 2013.
- Winner of 'Emerging Business of the Year' – HELLO! Magazine 'Hall of Fame' Awards 2013.
- Winner of popular choice award 'Most Admired Loyalty Program in RE Sector' at ABP News Real Estate Awards 2013.
- Lodha Belleza (Hyderabad) recognised as 'The Best Ultra Luxury Segment – 50% Complete Residential Project' by CNBC Awaaz Real Estate Awards 2013.
- Winner at the Indian Digital Media Awards 2013:
  - Lodha Belmondo: Silver Award for 'Best Product / Services – Website'.
  - New Cuffe Parade: Bronze Award for 'Best Integrated Media Campaign – Corporate'.
- Named 'Mumbai's Most Preferred Real Estate Brand' – Morgan Stanley Report, 2012.
- Winner of the 'Green Good Design Award 2012' for World One.
- Winner of 'Good Practice UN-Habitat Business Award for Integrated Planning' for Casa Bella, an integrated township at Palava.
- Winner at the International Property Awards 2012 (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'.
- Named 'Most Desirable Real Estate Brand in Mumbai' – Lokmat BDI Survey, January 2010.

## Recent completed projects

Lodha Costiera, Nepean Sea Road | Lodha's Château Paradis, Worli Sea Face | Lodha Bellissimo, Mahalaxmi | Lodha Primero, Mahalaxmi | Lodha Aria, East Parel | Lodha Grandeur, Prabhadevi | Lodha Palazzo, JVPD Scheme, Juhu | Lodha One, JVPD Scheme, Juhu | Lodha Aurum, Kanjurmarg | Lodha Imperia, Bhandup | Lodha Aqua, Dahisar | Lodha Luxuria, Thane | Lodha Paradise, Thane | Lodha Aristo, Thane | Lodha Golflinks, Palava | Lodha Goldcrest, Lonavala | Casa Ultima, Thane | Casa Essenza, Dahisar | Casa Bella, Palava | Lodha Excelus, Mahalaxmi | Lodha Supremus, Worli | Lodha Supremus, Upper Worli | Lodha Supremus, Kanjurmarg | iTHINK by Lodha, Kanjurmarg | iTHINK by Lodha, Thane | Boulevard Shopping, Thane

## Ongoing projects: office spaces

Lodha Supremus, Powai | Lodha Supremus, Thane



## Ongoing projects: office spaces

Lodha Supremus, Powai | Lodha Supremus, Thane

## Ongoing projects: residences

World One, Upper Worli | World Crest, Upper Worli | The Park, Worli | Trump Tower Mumbai, Worli  
Lodha Venezia, Parel | Lodha Elisium, New Cuffe Parade | Lodha Dioro, New Cuffe Parade  
Lodha Evoq, New Cuffe Parade | Lodha Estrella, New Cuffe Parade | Lodha Fiorenza, Goregaon  
Lodha Aurum Grandé, Kanjurmarg | Lodha Belmondo, Pune | Lodha Bellezza, Hyderabad  
Lodha Meridian, Hyderabad | Amara, Thane

Casa Royale, Thane | Casa Bella Gold, Palava | Casa Rio, Palava | Casa Rio Gold, Palava  
Casa Paradiso, Hyderabad

## Upcoming projects

Residences at Altamount Road, Walkeshwar, Prabhadevi, Andheri and Thane | Bungalows at  
Palava and Pune

All details valid as on the date of printing (29.06.2016)

## COMMITMENT TO OUR COMMUNITIES

### Lodha Foundation:

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, with over 2% of the Group's annual profits dedicated to social programmes.

Registered as Lodha Charitable Trust, Lodha Foundation was established in 2007 and implements developmental initiatives in Mumbai, Thane and the Kalyan-Dombivli region. The Foundation focuses on helping underprivileged families become self-sufficient by ensuring that at least one member of the family is employable. In order to achieve this goal, the foundation focuses on education and vocational training.

### Education:

- Chandresh Lodha Memorial School: Over 5,000 students from low-income families receive high-quality, subsidised education through the 2 branches of the Chandresh Lodha Memorial School in Dombivli and Nalasopara. Highest quality education is provided at a fee of less than INR 500 per month, ensuring that every child has access to a brighter future regardless of the financial standing of the family.
- Lodha Foundation Scholarships: Each year, the Foundation offers scholarships to over 1,000 students from economically disadvantaged backgrounds. The scholarships help students who exhibit good academic performance; they cover up to 75% of the school fees, and other education-related costs.
- Lodha Foundation International Study Scholarships: These are awarded each year to 3 students of outstanding academic merit, who need financial aid to enable them to pursue higher education outside India. The goal of this initiative is to inspire them to return and contribute to Indian society.
- Career guidance camps: These are regularly organised to provide useful information on career planning. These camps organise aptitude and interest tests, and workshops for students and their parents on subjects like career guidance, board exam preparations, the role of parents in developing their child's career, and so on. A total of 15 programmes are organised each month, in collaboration with schools and colleges. The Foundation also organises English-speaking courses for housewives and youth in its designated areas.

- Mobile crèches: Day-care centres are established in conjunction with Mumbai Mobile Crèches to offer crèche, education and nutritional support to children up to 14 years of age at various Lodha construction sites, thereby providing the children of construction workers with an environment conducive to a safe and healthy childhood.
- Mentorship: Lodha Foundation offers its associates the opportunity to act as mentors to children aided by the Foundation.

### Vocational Training:

The Foundation conducts vocational training in a variety of fields like computer programming, vehicle repair, mobile repair, *mehendi* application and more. The courses benefit over 2,000 individuals each year, empowering them with life skills to ensure long-term employment.

### Health:

- Mobile health clinics: Lodha Foundation runs three medical vans which organise free medical camps for 3 hours every morning and evening for communities in slums and low-income housing societies such as *chawls*. We have 4 such units which provide a range of health such as general check-up, blood glucose measurement, BMI, ECG scan, CBC count, bone density scan (for osteoporosis) etc. The mobile health clinics help about 60,000 patients annually.
- School health camps: Regular health check-ups are organised for children studying at primary and secondary levels in 35 government-aided and private schools. Students benefit from facilities like general check-up, dental check-up, ENT check-up, gynaecology check-up for girls, eye check-up etc. Each student is provided with medicine and a health card with the results of the check-up, plus a copy of the health card for their schools.
- Nirogi Mahila Abhiyan (Campaign for Disease-Free Females): This free medical check-up camp has been developed specifically for women and adolescent girls living in Mumbai's slums. The camps help about 50,000 females every year.
- Lodha Foundation's hearse service: Lodha provides free 24/7 hearse services to the citizens of Mumbai. This service attended to over 750 calls last year.

### Empowering Women And Supporting Destitute Women:

- Self-Help Groups (SHG): Lodha Foundation has mobilised over 300 women through SHGs. These groups undertake regular savings and are involved in various social initiatives. In the last three years, the groups have also undertaken a range of business and social activities.
- Grain support: Lodha Foundation has identified over 300 women with no family support or source of income. It supplies these women with a monthly ration comprising of food grains, pulses, oil, spices etc.
- Training and placement: The foundation has partnered with various training and placement agencies to achieve the dual objective of vocational training and assisting employment. As part of the initiative, women get placed in housekeeping agencies and provide service as housemaids, cooks etc. while being a part of an organised workforce.

### Civic Support:

Lodha Foundation has undertaken a massive cleanliness drive to clean spaces often overlooked even by the BMC – house gullies. Till date, the foundation has cleaned up over 500 house gullies, free of cost. In addition to cleaning, insecticide is sprayed using a fogging machine to ensure that citizens live in a hygienic atmosphere.



## Senior Citizens:

- Computer and smartphone training for senior citizens: In keeping with our objective of providing need-based learning to different age groups, this programme was organised to help senior citizens use technology to communicate better and educate themselves. Training is free for men above 50 and women over 45. The initiative has trained 1,500 senior citizens and aims to reach out to 10,000.
- Joy of Living: This programme helps about 50 senior citizens on their day-long pilgrimage, every day. This is a hugely popular programme; over 10,000 people have benefited from it to date.
- Senior citizen groups: The foundation has helped develop senior citizens groups; enabling them to come together for important causes, and for personal growth. We have formed over 8 senior citizen groups in Mumbai comprising over 200 senior citizens. This initiative teaches them how to make wills, helps them volunteer for causes, gives them access to health camps and even helps them celebrate the birthdays of group members.

## Religious Activities:

- Lodha Dham, Thane (Shri Sai Dham): Located on the Mumbai-Nasik Highway, near Thane, the Dham caters to devotees who walk on foot from Mumbai to Shirdi, and is a resting place for all devotees of Shirdi Sai Baba.
- Lodha Dham, Vasai: This caters to Jain saints who travel on foot from Mumbai to the rest of India. It provides these saints with food and offers a temple, library and a gathering place for devotees.

## Environmental stewardship

Lodha is committed to ensuring that development is done with the greatest respect and reverence for nature, and in line with the ideals of our ancient scriptures. Some of the initiatives by Lodha include:

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

# PARTNERS

## Architectural design consultants

### PEI COBB FREED & PARTNERS

Since its formation in 1955, Pei Cobb Freed & Partners have compiled a list of credentials as impressive as their list of global landmarks. The creators of architectural marvels like the Pyramid at the Grand Louvre, Paris, the John Hancock Tower in Boston, and the Bank of China Tower in Hong Kong, now bring their remarkable expertise to the design of The World Towers.

With a memorable curvilinear façade and dynamic sculptural composition, The World Towers are designed to be an imposing presence on the city's skyline, even as the design endows each residence with generous balconies and sweeping panoramic views. Cross ventilation, high-performance insulating glass and efficient mechanical and electrical systems ensure sustainability. And by incorporating The Avenue, a central boulevard seamlessly connecting the 17-acre estate to the city, Pei Cobb Freed & Partners have ensured that The World Towers and Mumbai contribute dynamically to each other.

## Interior design consultants

### ARMANI/CASA

Armani/Casa was founded in the year 2000, providing a platform for Giorgio Armani to set out his vision of the living space. Developing an exclusive personal service for an international clientele, Armani/Casa launched an Interior Design Studio, with a team of experienced architects and interior designers based in Milan, Paris, London and New York City, under the direct supervision of Mr. Armani, providing its comprehensive design service for the most exclusive private residences, private yachts and prestigious hotels.

For The World Towers, its largest project, the Armani/Casa Interior Design Studio has developed a sophisticated, restrained yet rich design language, fusing opulent Indian elements with European design. The design team has combined furniture, accessories, fabrics, ornaments and lighting, to create harmonious, comfortable yet highly sophisticated living spaces, easily among the finest in the world.

## Landscape design

### KEN SMITH LANDSCAPE ARCHITECTS

Both a landscape designer and a public artist, Ken Smith produces designs that range in scale, from small public installations to vast parks. Known for inventive and imaginative gardens and landscapes, his projects include urban parks, plazas, gardens, public art commissions, memorials, museums, waterfront planning and design, and residential projects.

Among Smith's best-known projects are the roof garden at The Museum of Modern Art in New York, the Elevated Acre in New York, a one-acre urban plaza with a sloping topography of planted dunes and an elevated view of New York Harbor; and Orange County Great Park, California, which includes a 2.5-mile canyon, 20-acre lake, cultural terrace, botanical gardens, great lawn, performing arts venue, veterans memorial, aircraft museum, sports park, nature preserve, and wildlife corridor.



## SIX SENSES RESORTS & SPAS

Founded by Sonu Shivdasani, the Six Senses Group comprises some of the world's finest hotels, resorts and spas, in the most exotic destinations across Thailand, China, Vietnam and the Maldives. With authentic, personal service, proven therapies and sustainable luxury as its trademarks, the Six Senses Group counts the global glitterati among its clientele.

Now In India at The World Towers, the Six Senses will bring its legendary hospitality to the management of the clubhouse and spa. Offering holistic well-being and incomparable hospitality services that even a 7-star hotel would find hard to match.

## HIRSCH BEDNER ASSOCIATES (HBA)

Known for creating unique design experiences, HBA have stamped their distinctive design imprint on luxury resorts, residences, cruise liners and spas worldwide.

At The World Towers, HBA's expertise lends itself to creating unparalleled interiors, to enhance the hospitality experiences of the Six Senses.

## Structural design consultants

### LESLIE E. ROBERTSON ASSOCIATES, R.L.L.P. (LERA)

Celebrated for ground-breaking structural designs and complex high-rise projects, including the Shanghai World Financial Centre and the Bank of China Tower in Hong Kong, Leslie E. Robertson Associates, R.L.L.P. (LERA) has been responsible for the construction of some of the world's tallest buildings. Many of the firm's designs have become standard practices, like the shaft wall system that is now almost universally used for fire-resistive walls in high-rise buildings.

LERA brings its unwavering focus and wealth of experience to The World Towers, incorporating exceptionally high standards in structural safety and performance.

## MEP (services) engineering consultants

### BURO HAPPOLD, NEW YORK

One of the world's leading MEP engineering firms, Buro Happold brings a holistic approach to the World Towers, encompassing insightful design, meticulous detailing and execution and superlative efficiency. Buro Happold is dedicated to ensuring that, like the other super high-rises of the world, The World Towers incorporate exceptional safety standards as well as a world-class internal environment. Each residence will be provided with the latest variable refrigerant volume (VRV) air conditioning systems, and the public spaces within the building will be cooled and dehumidified with energy-efficient central ventilation systems. The most cutting-edge filtration technology will ensure that The World Towers are as self-sufficient and water-efficient as possible. Moreover, fully automated fire detection and sprinkling systems on every level, along with pressurised fire staircases and high-speed fire lifts, ensure the highest levels of fire safety.

## BARKER MOHANDAS LLC

The world leaders in vertical transportation systems for high-rises, Barker Mohandas' expertise has been called on for some of the most prestigious high-rises in New York, Dubai, Kuwait and Ho Chi Minh City. Bringing its gamut of skills in systems design, innovation, evaluation, modernisation and engineering services to The World Towers, Barker Mohandas will ensure that only the most structurally sound and advanced technology is incorporated into its vertical transportation.

## ACC

Founded in 1967, ACC has grown into a USD 1.5 billion construction group, operating in 7 countries. With a formidable network in the Middle East, it is known for the construction of some of the region's finest landmarks, including the Princess Tower and Yaqoob Tower in Dubai and the Etihad Tower in Abu Dhabi.

ACC brings global standards in technology and construction quality to The World Towers.



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

### SALES GALLERY

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F: +91 - 22 6112 9900

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

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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. All brands may be replaced by an equivalent or better brand, as decided by the project architect. 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 and construction variances. The 17-acre layout includes an office tower and a planned building with luxury retail and other users. The courtyard and podium of The World Towers are exclusively for the use of The World Towers' residents and guests to The World Towers and Six Senses Club & Spa.









THE WORLD TOWERS  
ABOVE IT ALL