

LIFE AT ITS BEST



THE WORLD'S FINEST
DEVELOPMENTS.
BROUGHT TO YOU BY
INDIA'S LARGEST
REAL ESTATE DEVELOPER*.

Whether it's giving India its most iconic address or crafting the world's most coveted residences; adding a glittering icon to Mumbai's skyline or creating designer residences for Mumbai's glitterati; delivering meticulously designed offices or conceiving India's No.1 smart city with the highest liveability quotient^ – Lodha has been transforming the way we live, with environments at par with the world's best.

Our passion is to create landmarks that are benchmarked against the highest global standards, epitomise the values of our family, and are built on a legacy of trust spanning 4 decades. Our purpose of 'Building a Better Life' extends across geographies, markets, price points, and consumer segments. By deploying the best people and process, delivering to the customer's needs and benchmarking the highest global standards, Lodha has been able to create some of the world's finest developments – designed self-contained eco-systems, great outdoor spaces, and robust infrastructure, offering every facility and unmatched service at your doorstep.

In keeping with our belief that 'every Indian deserves a high-quality home', and our vision to 'build a better India', we resolve to create a lasting and positive impact on planet and society at large. We are committed to becoming a net zero carbon emission company by 2035. Through the Lodha Foundation, we actively contribute to ensure that women workforce improves changing the lives of every family and contributing to building the nation. With our commitment to act in the larger interest of the environment and society, we are 'building a better life' in more ways than we can imagine.

Today, Lodha is India's No. 1 real estate developer*. The company has recorded pre-sales of over `55,000+ crore in the last 7 years. We have delivered an area of 9.4 crore sq. ft.** and have 33 operating projects**. Our team of almost 4,400 associates work relentlessly to create developments of exceptional quality, and is committed to delivering the world's finest homes, offices, and retail spaces.

Our ability to deliver scale, our innovative design, superior execution, differentiated branding and marketing, coupled with our efficient and enthusiastic on-ground sales staff, all come together to create the best value for our customers across residential, retail, and office spaces – winning their trust and appreciation time after time.



Lodha Altamount

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



The World Towers

One of India's most iconic addresses



No.1 Grosvenor Square

The world's most desirable address





A flourishing life.

Lodha's enabling environments inspire us to give of our best each day. So we can flourish in more ways than we can imagine, and become more than we thought we could be. Our kids' play zones are designed not just for play, but as tools to keep our children fit and alert, and prepare them for life ahead. Music, dance, sports, and other extra-curricular activities are supported with mentorship and coaching, for budding individuals to flourish into professionals. International-level infrastructure give enthusiasts the encouragement to be the best version of themselves.

Our developments come with wide open decks and ample open spaces with picnic and BBQ spots, pavilions, tree houses, nature trails and forests – creating a rich eco-system to help you refresh, rejuvenate, and disconnect from the city. While places of worship within our developments enrich your spiritual well-being. A wide range of workshops and information sessions encourage homemakers to hone their skills and pursue their passions, from the comfort of home, while enabling working professionals to network with like-minded individuals to help them achieve greater growth. Seniors can find companionship, convenience, and care in the many facilities and services planned exclusively for them – giving them a sense of purpose and self-worth. From easing your transition into a new home to curating events and experiences that delight your family, everything is thought through to ensure you lead an enriched and empowered lifestyle.



Caring for society. And our planet.

Building smartly and sustainably is the key to ensuring a better world for us, and a better future for our children. As India’s No.1 developer, we’ve taken the lead to ensure that the impact we leave on our environment and society is net positive.

ADVANCED TECHNOLOGIES

At Lodha, we deliver the world’s finest developments by working with the best and brightest across the globe and implementing cutting-edge technology. We follow the renowned Total Quality Management (TQM) system, and use 3D computer generated models (BIM) which allows a smarter and faster design process, and intricate planning and visualisation. We use AI to glean new findings from our data, and use aluminium formwork technology to make our structures highly durable and resistant to seismic activities. We also use pre-fab units like doors and windows to reduce manual intervention and improve quality. Everything, from conception to construction, is supported by a series of intelligent and innovative processes.

CARBON NEUTRAL BY 2035

Lodha is committed to becoming a net zero carbon emissions company by 2035. We are also committed to 100% waste water recycling across our developments, relying more on green power, and increasing the tree cover of every site we acquire. We work closely with global experts to achieve these goals and set global benchmarks for sustainable development.

EMPOWERING WOMEN

With the objective that upskilling leads to upliftment, and employment leads to empowerment, the Lodha Foundation will run skill development programs designed to make women ready for the job market. Building not just a skilled workforce that meets industry-specific requirements, but also a thriving and supportive ecosystem that allows women to flourish at their workplace.

SOCIAL HOUSING

We build homes at a nominal cost for economically weaker sections. The desire for home ownership is universal and, by offering good-quality housing across every strata, we aim to create a more equal society.

HIGHEST STANDARDS OF HEALTH AND SAFETY

Our highest priority is our customers’ health and well-being. Our efforts to surpass standards have resulted in Lodha being recognised for best-in-industry practices in Occupational Health & Safety Management.

BECAUSE EVERY WORLD-CLASS
CITY DESERVES A
WORLD-CLASS DESTINATION.



Newton Suites, Singapore

Landscape design by Sitetectonix.

New Cuffe Parade is home to one of Mumbai's largest landscapes, extending to 15 acres, with lush manicured lawns, themed gardens, tree-lined walkways, serene water bodies, floral nooks and a herb garden. Brought to life by the world's leading landscape consulting firm – Sitetectonix, Singapore, it is known for its innovative, cost-effective designs that take into account the environmental, social, cultural, historic and economic circumstances of each project.

World-class architecture by WOHA.

An oasis of luxury, New Cuffe Parade boasts 'breathing architecture'. Patented by WOHA, the architects who gave Singapore and the world the finest green high-rises, this remarkable style of architecture allows residences to be naturally-ventilated with 3 sides open for healthy air circulation and sunlight.

WOHA's architecture is distinguished by the fact that no two WOHA buildings feature the same design. Each project constitutes a specific response to the potential of the plan and the site. Combining a profound awareness of local context and tradition, as well as contemporary architectural forms and ideas, WOHA projects create a unique fusion of practicality and invention.

LOCAL ARCHITECTS - KAPADIA ASSOCIATES:

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, it combines 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 and has to its credit some of Mumbai's finest developments including Lodha Bellissimo and Ashok Towers.



Grand Duchess, Singapore



Life at its best around Mumbai city's largest private open space.

New Cuffe Parade is a destination that has changed the real estate landscape of South Central Mumbai forever. This landmark is a vision and expertise of finest planners with the most efficient and eco-sensitive design at an enviable location offering an excellent connectivity to every part of the city. The result: a world-class lifestyle that one can only dream of.

Zip it. (A short drive to everything.)

New Cuffe Parade is strategically located at the meeting point of the BKC-Sion Elevated Road, the Eastern Freeway, the Eastern Expressway, the Metro, and the Monorail, offering unmatched connectivity to every part of Mumbai. It's a breezy 10-minute drive to Bandra Kurla Complex (BKC) and just 20 minutes to Fort and Lower Parel. And with the Thane-Wadala metro line underway, New Cuffe Parade is undoubtedly the best-connected location in Mumbai city.



Wake up to a private
viewing of the city's
largest private green.

New Cuffe Parade is set amidst city's largest private open space - 3 times the Wankhede grounds. In a crowded city like Mumbai, the world-class landscape, amenities and never-seen before layouts here, offer an unmatched lifestyle. You really have to see it to believe it.



Shot on location



Artist's impression of the indoor swimming pool - part of phase II clubhouse

15 beautifully landscaped acres
to rejuvenate yourself.
(After all, nothing less would do.)

New Cuffe Parade is a perfectly master-planned urban neighbourhood where residents can live, work and play – all at one central address, remarkably connected and easily accessible from every part of the city. Here, residents command a lifestyle unmatched anywhere in the city – and at par with the best in the world. Within its 15 beautifully landscaped acres are gardens, and abundant outdoor spots for you to enjoy your leisure time. Take your pick from 11 swimming pools. Choose between a calming yoga session and an adrenaline-pumping workout in the gym. Host a delightful party under the stars, or an extravagant soiree for 300. And while the kids regale themselves at the well-equipped play zone, you could catch the latest blockbuster in the theatre, or simply reflect on the joys of living here.



Shot on location: Elevated jogging track – inspired by the High Line in New York



India's largest residential clubhouse at your disposal. (75,000 sq.ft. to be precise)

Every aspect of physical, mental and spiritual well-being can be found at this remarkable destination, with an exclusive clubhouse providing a range of health, fitness and leisure facilities. Designed by world-renowned interior architecture and design firm, Wilson Associates, the aim is to redefine luxury for a world that's becoming increasingly connected, and culturally diverse.

The clubhouse is a private haven exclusively for the residents of New Cuffe Parade. Its impressive interiors create an exceptional environment for modern-day corporate and business leaders to conduct their business in style. Additionally, our specialised hospitality partners will offer residents the comfort and pampering of a 5-star hotel.



Shot on location - The grand 75,000 sq.ft. clubhouse



Shot on location: Indoor games room

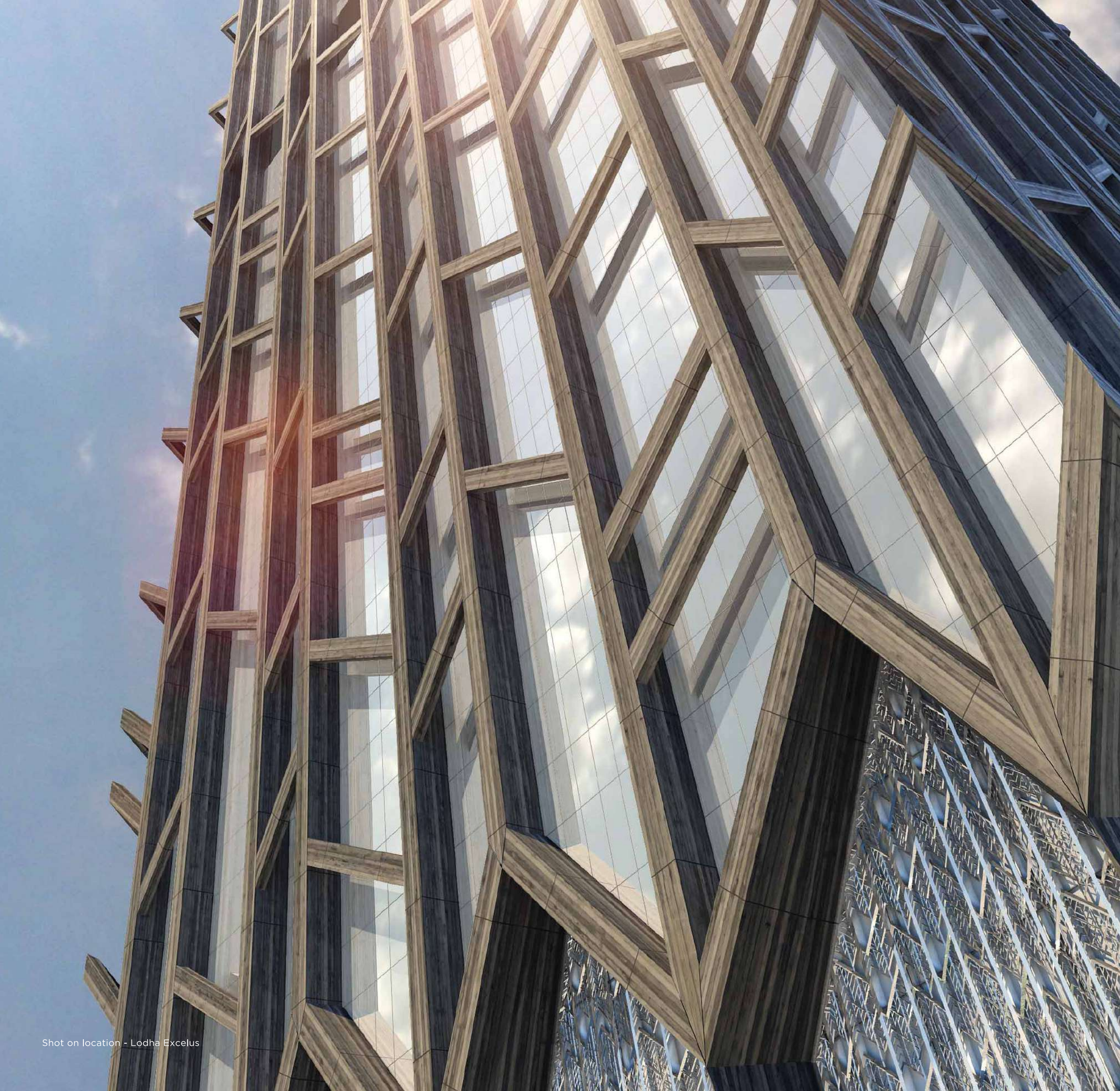
YOU'LL NEVER RUN OUT OF THINGS TO DO.

- GRAND TRIPLE-HEIGHT CLUBHOUSE LOBBY
- FULLY-EQUIPPED 6000+ SQ. FT. GYMNASIUM WITH YOGA/AEROBICS STUDIO (MOST HAVE A CLUBHOUSE OF THIS SIZE)
- INDOOR POOL FOR LADIES AND CHILDREN
- RESTAURANT AND POOLSIDE CAFÉ
- SPORTS COURTS FOR SQUASH, TENNIS, BASKETBALL AND VOLLEYBALL
- THE HIGH LINE – ELEVATED JOGGING TRACK
- CRICKET PITCH
- GOLF PUTTING GREEN
- INDOOR GAMES ROOMS FOR TABLE TENNIS AND SNOOKER
- CARDS ROOM
- TERRACE GARDEN WITH DINING OPTIONS
- LUXURIOUS KING-SIZED GUEST ROOMS
- LIBRARY WITH OUTDOOR READING GARDEN
- CHILDREN'S PLAY ZONE
- ART GALLERY
- INDOOR THEATRE
- ELEGANT BANQUET VENUE FOR 300
- BUSINESS CENTRE WITH MEETING ROOMS

An International School par excellence: Lodha Oakwood School.

Ranked among the Top Emerging Schools in Mumbai*, Lodha Oakwood School is a kaleidoscope of tradition, values and culture. With international leadership, well-trained faculty and best-in-class learning facilities, the school and its curriculum are intricately designed to deliver global exposure and the right opportunities, enabling your child to outdo themselves. The newly launched campus at Wadala, near BKC, provides the perfect environment for world-class education, no more than a short walk from home.



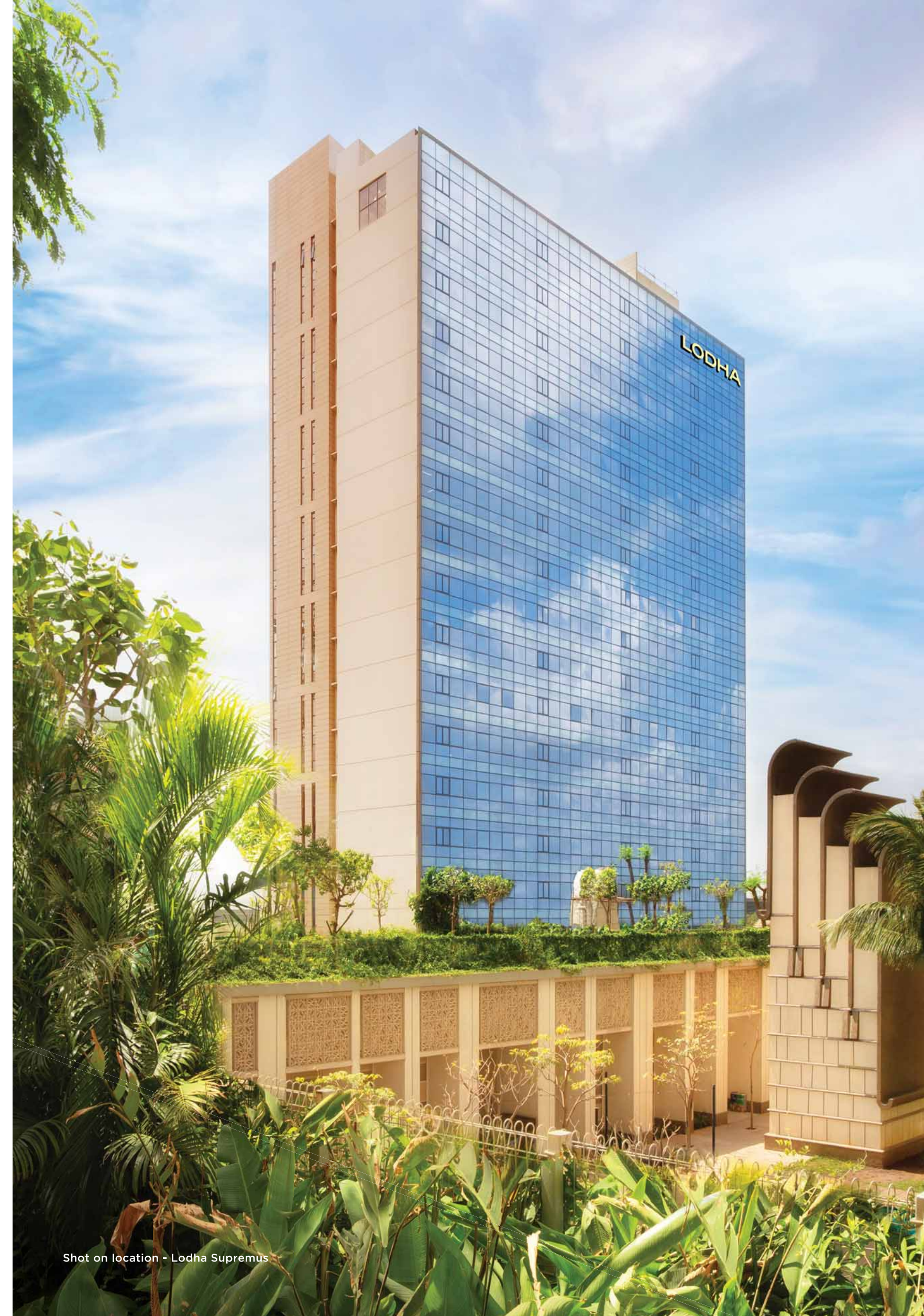


Pluck flowers
for your wife
on your walk home
from work.

With the first office tower - Lodha Excelus occupied by marquee tenants including Tata Chemical, GMM Pfaudler, Awfis and dining avenues like Starbucks, Pizza Express, New Cuffe Parade Socials to name a few, this is fast developing into an integrated live-work-play-learn neighbourhood, driving residences to command higher rentals.

Give your business the address it deserves.

Lodha Supremus is a Grade-A, 100% pure commercial boutique office development which is just 10 minutes to BKC & 20 minutes to Fort. Designed to offer world-class amenities and features that are designed specifically for growing businesses in the entire BKC-Sion belt, this business address is the perfect upgrade to your prestigious business.



Shot on location - Lodha Supremus



Grand Shikharband temple at New Cuffe Parade

Count your blessings. Every day.

At New Cuffe Parade, you don't just live surrounded by the blessings of Mother Nature. But you also have the Shikharband Jain temple and Ganesha temple to stay connected with yourself, and the powers to be.

Café. Retail. ATM. Every convenience at your fingertips.

From sundecks, juice bars and cafés to organic gardens and grocery stores, New Cuffe Parade has every need covered. Everything you could possibly require has been carefully thought through and provided for. Making your world complete and self-sufficient.

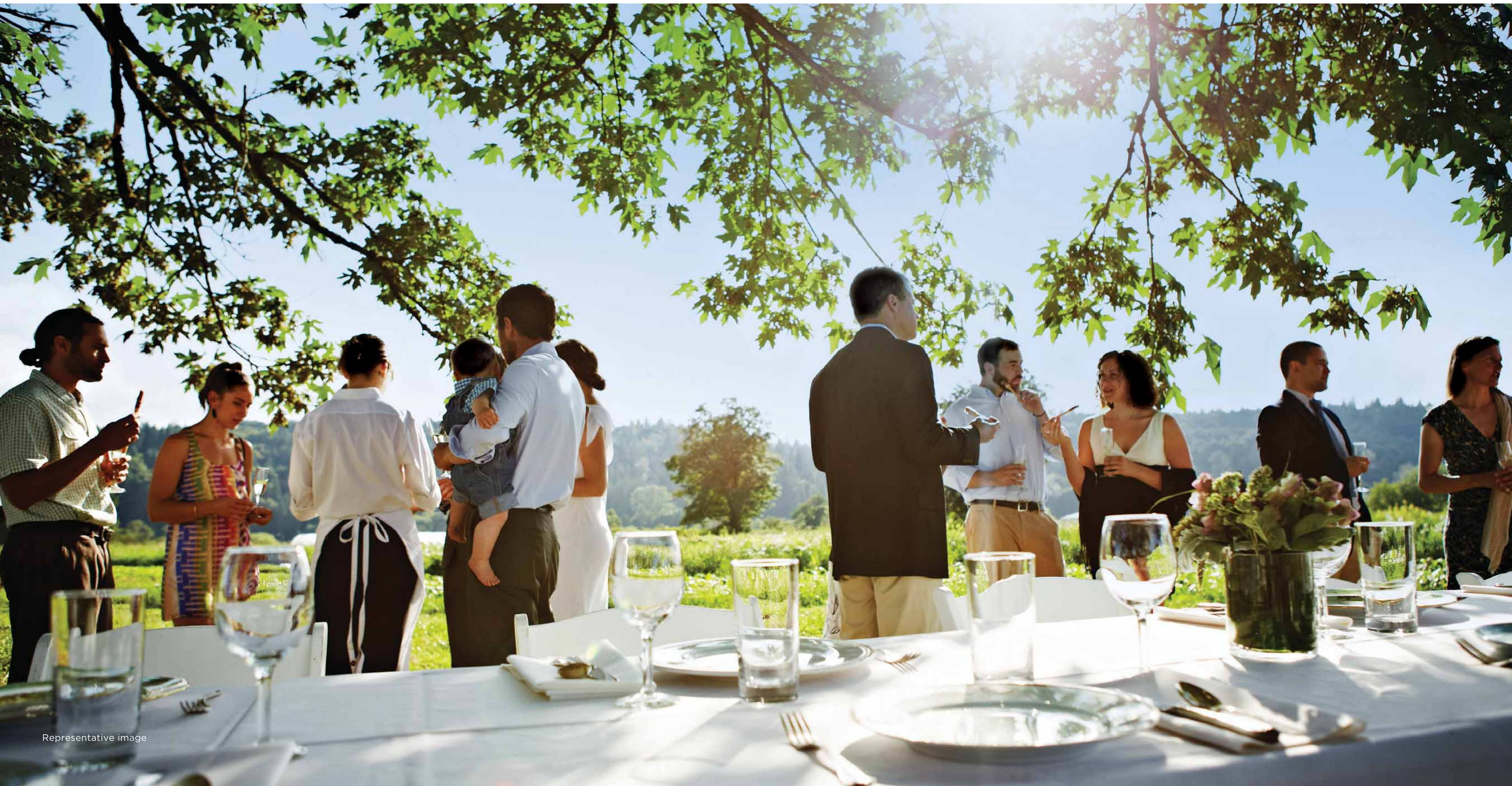
- MULTIPLE DINING OPTIONS LIKE STARBUCKS, PIZZA EXPRESS, NEW CUFFE PARADE SOCIALS
- CAFÉ
- MEDICAL FACILITY
- LAUNDRY
- AMPLE COVERED PARKING
- SEPARATE PARKING FOR GUESTS
- WASHROOMS AND SHOWERS FOR DOMESTIC HELP
- ROOM WITH ATTACHED WASHROOMS FOR DRIVERS
- ATM



Representative image

When you live in a thriving
community of like-minded people,
every day is a festival.

New Cuffe Parade is a joyous community of more than 2100 like-minded families fostering great relationships, and supporting and encouraging each other to live life to the fullest. Be it a neighbour's anniversary or birthday, a Sunday brunch or a kitty party, networking or simply goofing off – there's always something exciting on the horizon, and a reason to celebrate life every day.



For those who always wished
to live life at its best, we present



New Cuffe Parade



Impress your guests even before they enter.

Lodha Aura stands apart at New Cuffe Parade. Not just due to its fine aesthetics, ideal location that is adjacent to the club, with Lodha Oakwood School, temples and offices a short walk away, but also its residences with their unique layouts designed to give you the rare gift of space.

Artists' impression: Imposing tower overlooking the beautiful landscape



Representative image

**A NEVER-SEEN-BEFORE TOWER
AT NEW CUFFE PARADE**

- UNIQUE 40+ STOREY SKYSCRAPER
- IDEALLY LOCATED, ADJACENT TO THE CLUBHOUSE,
SCHOOL, TEMPLES & OFFICES
- WELL-DESIGNED DROP-OFF WITH DEDICATED
PARKING
- EASY PROXIMITY TO RETAIL

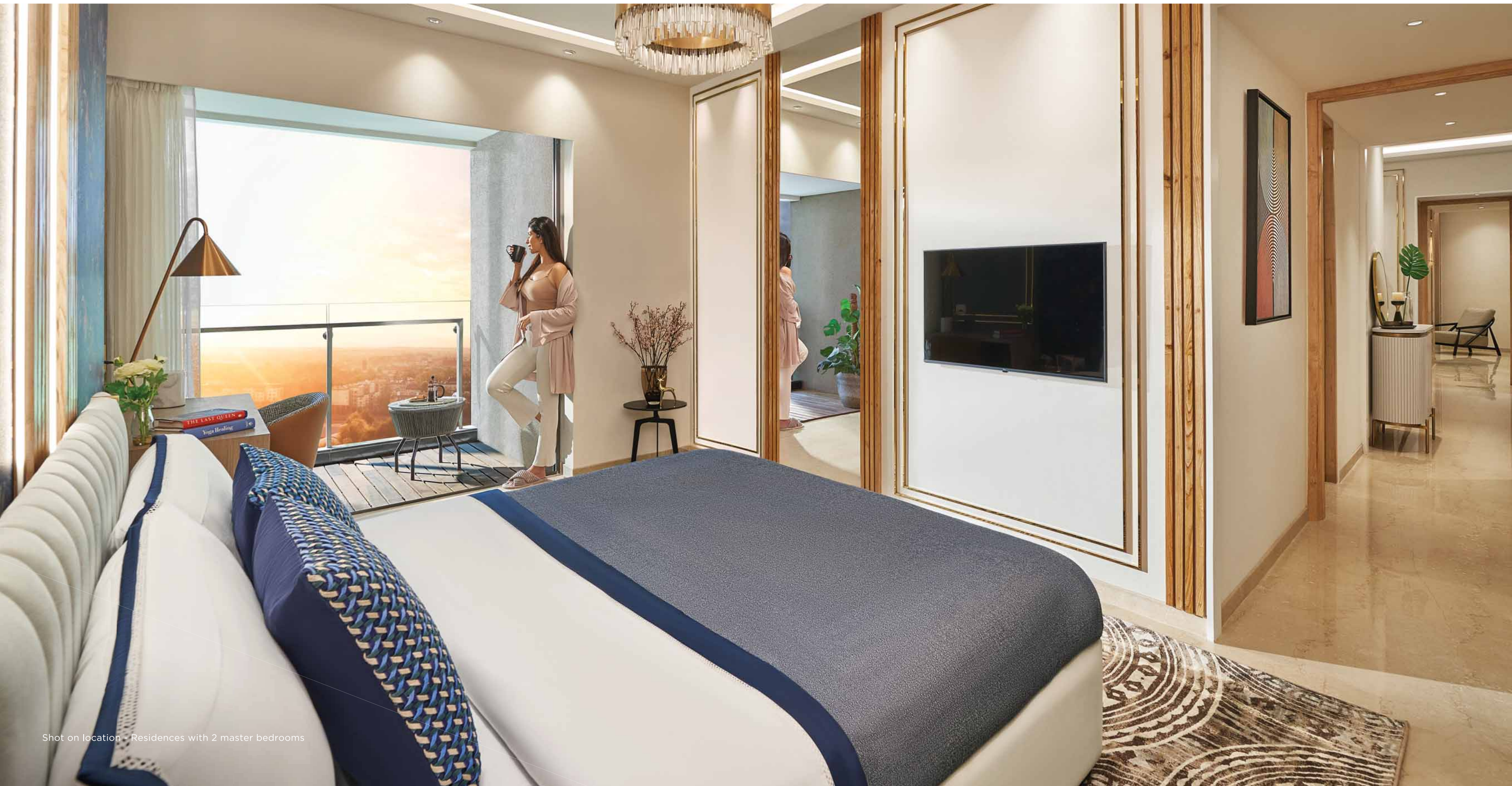
TOWER HIGHLIGHTS

- ONLY 3 RESIDENCES PER FLOOR ENSURES PRIVACY
- PREMIUM TOWER WITH ONLY LARGER TYPOLOGIES
- BREATHING ARCHITECTURE WITH EACH RESIDENCE
ENJOYING THREE SIDES OPEN, ALLOWING NATURAL
CROSS VENTILATION AND PLENTY OF SUNLIGHT
- GRAND DOUBLE-HEIGHT ENTRANCE LOBBY
- 3 HIGH-SPEED ELEVATORS IN EACH WING
- SERVICE ELEVATOR

Residences with one master bedroom is so yesterday. (We had to give you two.)

Showcasing never-seen-before layouts, the most thoughtful design, stylish appointments and the finest brands from across the world, Lodha Aura provides an unparalleled experience in world-class living. Here, you experience the rare luxury of two master bedrooms instead of one. Which means, you enjoy 2 bedrooms that are 20% larger than the rest – and come with larger sun decks. Your residence is not only planned to optimise space, but also provide for all your needs. While European-designed fittings** add a stylish touch, turning even a routine shower into an indulgent experience. This, and every other aspect of your apartment, has been re-imagined for you. So you have all the space and comfort you need to indulge yourself.

** or equivalent brands



Why have a living room when you can have a sprawling room?

When every inch of your home has been designed to offer you more space, how can your living room be any different? Come home to a living room that invites you to truly stretch out, and spend a relaxed evening with your loved ones after a hard day's work. Or, step out onto your large deck if you wish to enjoy a few moments of solitude.





Representative image

LUXURY DESIGN

- FULLY AIR-CONDITIONED 3 AND 4 BED RESIDENCES
- WELL-DESIGNED RESIDENCES WITH OPTIMAL SPACE USAGE
 - MINIMUM PASSAGE AREA WASTAGE - RESULTING IN 20% LARGER BEDROOMS
 - NOT ONE BUT TWO MASTER BEDROOMS
 - L-SHAPED DINING AND LIVING SPACES - CLEARLY DEFINED SPACES AND BETTER UTILIZATION
 - 50% LARGER PRIVATE DECKS
- HOMES WITH SPECTACULAR VIEWS OF EASTERN SEABOARD AND CENTRAL GREENS
- SEPARATE UTILITY AREA
- FULL-HEIGHT WINDOWS OPEN UP TO DECKS IN EVERY ROOM* OFFERING SPECTACULAR VIEWS
- SEPARATE MAIDS ROOM WITH WASHROOM^
- THOUGHTFULLY DESIGNED WARDROBE SPACES FOR CLEAR AND LARGE BEDROOMS



Representative image

*For select residences
^With 4 bed residences only



Representative image

WORLD-CLASS FITTINGS & FINISHES

- IMPORTED MARBLE FLOORING IN LIVING ROOM, DINING AREA AND MASTER BEDROOM
- VITRIFIED FLOORING IN OTHER BEDROOMS
- DURAVIT AND GROHE LUXURY BATH FITTINGS**
- 4-FIXTURE MASTER BATHROOM* FINISHED WITH ITALIAN MARBLE

*For select residences
**Or equivalent brands

A smart world deserves smart security.

Enjoying a life of supreme luxury becomes even more enjoyable when you know that your safety and security are well taken care of. From visitor registration to CCTV monitoring and swipe card-controlled access, we ensure the highest level of safety and security. Vehicular access is through personal card recognition. Video phones are provided to scan visitors at your doorstep. World class fire-fighting systems are in place. These include fire-fighting staircases to prevent fires from spreading upward, special fire access elevators for quick evacuation, fire detectors, sprinklers, and refuge areas – all designed to international standards.

Representative image

ADVANCED MULTI-TIER SECURITY

- RFID-CONTROLLED ACCESS FOR VEHICLES
- SWIPE-CARD ACCESS TO TOWER LOBBY
- VIDEO DOOR PHONE AT RESIDENCE ENTRY
- CCTV MONITORING OF KEY COMMON AREAS
AND PASSENGER ELEVATORS

Plans



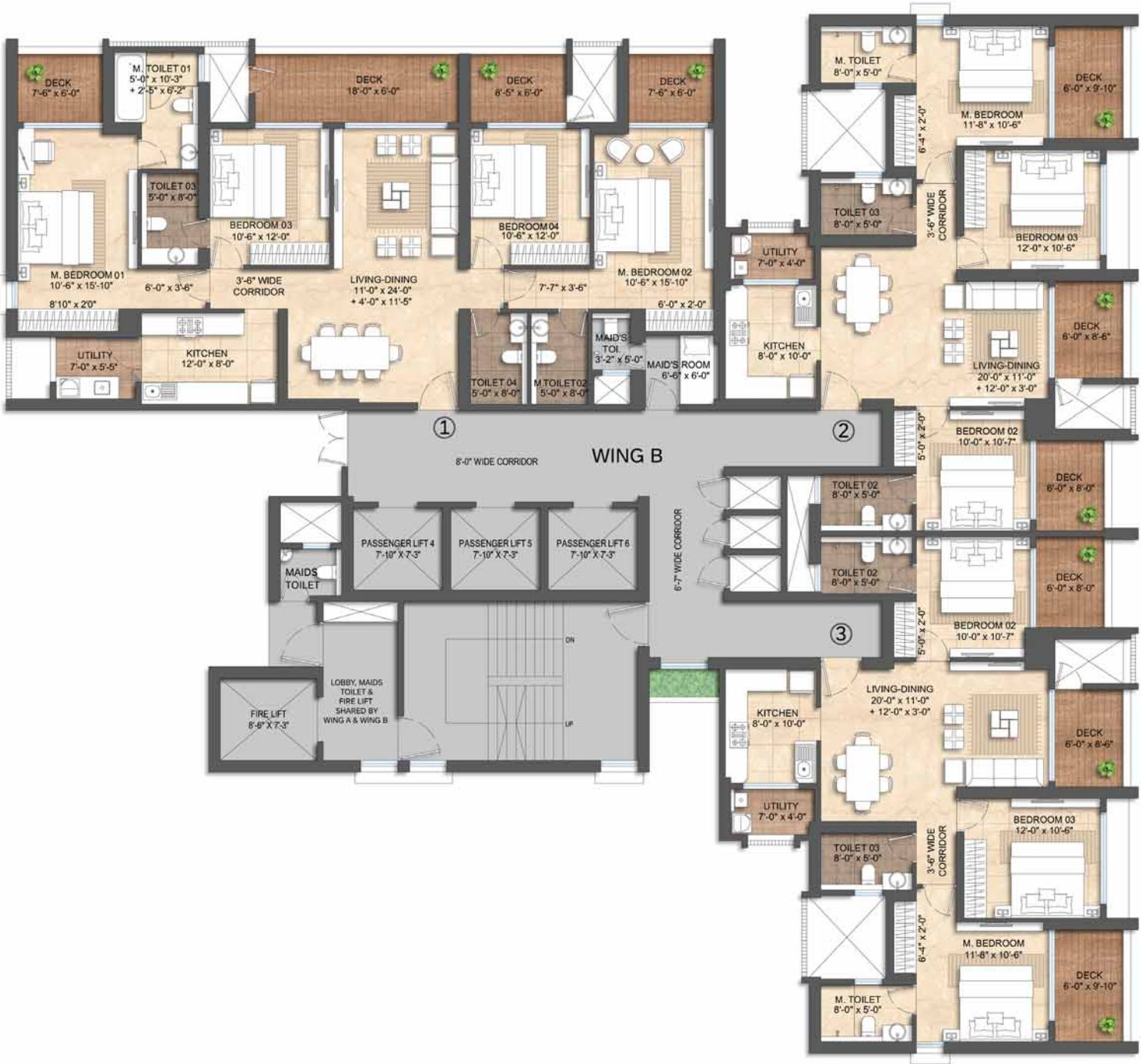
SITE PLAN - NEW CUFFE PARADE

The layout is indicative and location/size of future buildings may change.

Floor Plan - A Wing

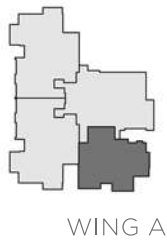


Floor Plan - B Wing



3 BHK OPTIMA

Net area - 953 Sq. Ft.
Unit No. A-01



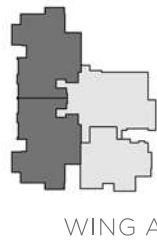
3 BHK

Net area - 1116 Sq. Ft.
Unit No. B-02/03



3 BHK WITH STUDY

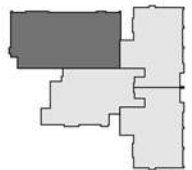
Net area - 1309 Sq. Ft.
Unit No. A-02/03



WING A

4 BHK

Net area - 1768 Sq. Ft.
Unit No. B-01



WING B



New Cuffe Parade

Sales Gallery: 17th floor, Lodha Supremus, New Cuffe Parade, Near BKC, Mumbai 400022

Corporate Office: Lodha Excelus, Apollo Mills Compound, N.M. Joshi Marg, Mahalaxmi, Mumbai - 400011



Project financed by L&T Finance Ltd. The project has been registered under MahaRERA registration number: P51900034170 and is available on the website [https://maharera.mahaonline.gov.in/under registered projects](https://maharera.mahaonline.gov.in/under%20registered%20projects).

*By residential sales FY' 17-23

Disclaimer: The plans, layouts, specifications, images and other details herein are indicative and the developer/owner reserves the right to change any or all of these in the interest of the development. Select fittings/options may be available in limited units only or available at additional price and are not part of the standard unit. All brands mentioned herein may be replaced by equivalent or better brand(s) as decided by the project architect. The printed material does not constitute an offer and/or contract of any type between the developer/owner and the recipient; any sales/lease of any unit in this development shall be solely governed by the terms of the agreement for sale/lease entered into between the parties and no details mentioned in this printed material shall in any way govern such transaction. The dimensions and/or areas stated in the plans are measured on basis of unfinished surfaces using polyline method and do not reflect the reduction in dimensions on account of the finishes being installed. Further, variance of +/-3% in the unit carpet area and/or unfinished dimensions is possible due to design and construction variances. The plans contained herein are typical unit/floor plans - please verify exact plan and orientation of your unit before purchase. The garden units are entitled to exclusively use the area earmarked for private garden but ownership of the same shall be with the Ultimate Organisation. RERA registration no. and related details (as required by Authority) eg. authority website URL./ Date of Printing: October 2023