

THE GOLD STANDARD IN LIVING

Following the success of Casa Bella, which has seen over 2300 families become a part of the City of Dreams in just 6 months, we now bring you Casa Bella Gold: Palava's most coveted address. In addition to offering you all the amenities and infrastructure of a modern city, it impresses you with its location, pampers you in its luxurious environs, captures your imagination with its scenic views, and simply makes you stare up in admiration at its towering presence.

As you drive past its imposing gates, you are greeted by clusters of magnificent 8 & 18-storey towers, rising majestically into the Palava skyline. Here, apartments come air-conditioned and are more spacious than ever before. What's more, they command spectacular views of the grand central square or the sprawling golf course and the river beyond.

You have the option of 5 types of apartments spread across 13 clusters - each conceived to suit your lifestyle and budget. Designed to maximize space, your apartment includes a host of thoughtful gestures - a larger living room and bedrooms, separate puja area as well as a separate store room. Immaculately finished, your home boasts agglomerated marble flooring in the living room, wooden flooring in the bedrooms, and Spanish sanitaryware in the bathrooms.

But there's more than one reason why Casa Bella Gold truly is the gold standard in living. A grand central square spread over 1,00,000 sq.ft., has been designed to offer you every possible privilege. A buzzing hub of social and recreational activity, it's where you can find your very own clubhouse - complete with two swimming pools, a top-flight gym, jacuzzi, a café and lots more.

Of course, in addition to all the luxuries you will enjoy, this privileged address is poised to offer you all the benefits of living in the city. Power flows 24x7 and water flows in abundance. Usarghar railway station and a transport hub are right in your neighbourhood. A medical facility managed by Hinduja Hospital takes care of any emergency. And a world-class ICSE school ensures your children get a well-rounded education.

Moving to the suburbs is no longer a compromise. It's a wise choice for those who wish to live their dreams.





CASA BELLA GOLD: CONVENIENTLY CLOSE TO EVERYWHERE.

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 Dombivli, 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.

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

Dombivli: Cosmopolitan, highly literate, well-connected

As Maharashtra's first fully literate city, with over 36 junior colleges and 100 schools, Dombivli offers a modern, cosmopolitan setting for Casa Bella Gold. The City of Dreams stretches over 117 acres of lush green land, and is just 6 kms. away from Dombivli station.

A dedicated railway station

Usarghar railway station, along the Diva-Panvel railway line, abuts Casa Bella Gold. 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.

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 Gold, 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 Gold are already being developed. The Kalyan-Shil Road 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 abundant water supply, from bridges to bus depots, you won't find a city planned more perfectly than Casa Bella Gold. With some of the world's most renowned experts pooling in their skills in infrastructure design, landscape design, architecture and engineering, Casa Bella Gold can justifiably claim to be one of Mumbai's finest integrated planned townships.

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.

24-hour power supply

Casa Bella Gold has 24-hour power supply, with world-class transmission and distribution networks. With exclusive and independent 24x7 power supply assured for Casa Bella Gold, 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 Gold. 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 Gold 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 Gold has it all. So that once you move into the City of Dreams, you never have to leave it for anything.

A buzzing grand central square

Spread across 1 lac sq.ft., the grand central square is the nerve-centre for your leisurely pursuits. Immaculately planned and designed, with tree-lined walkways, lily ponds and cobbled streets which lead up to the centre of attraction - a spectacular fountain.

World-class landscaping

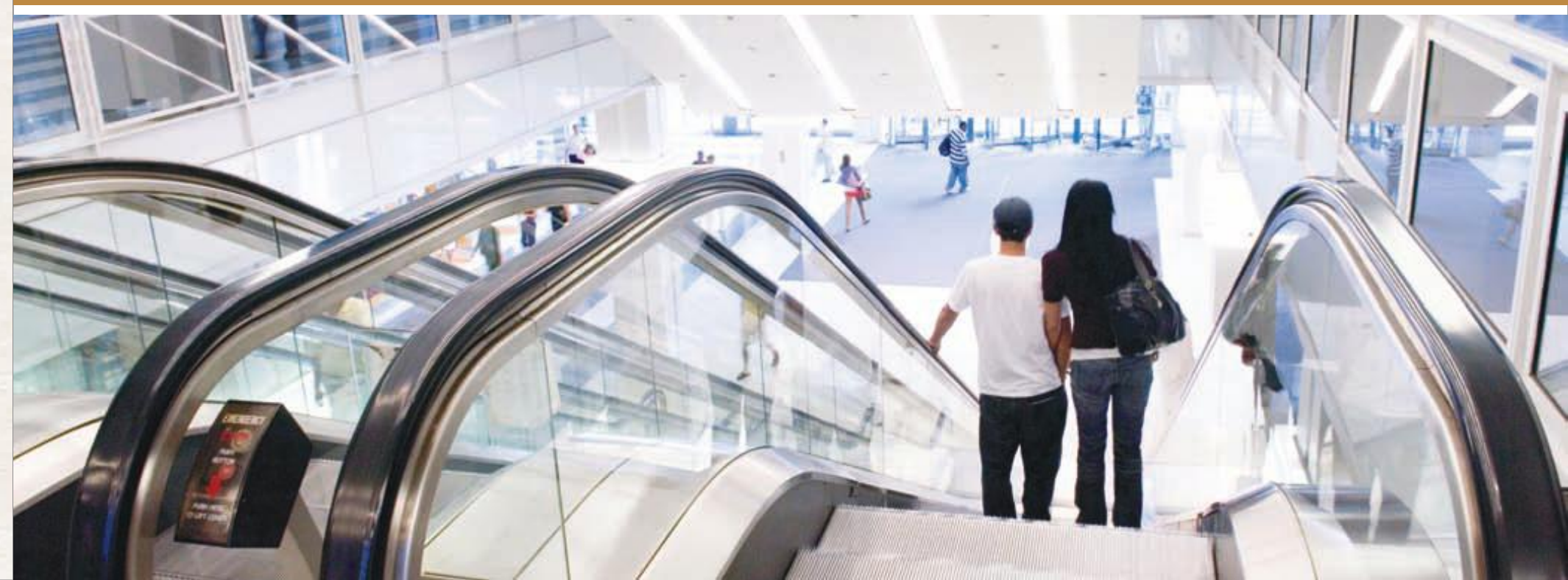
With smoothly manicured expanses of green, serene water bodies, cosy pavilions, leafy tree-lined roads and exotic flowering plants, you'll find every corner of Casa Bella Gold a visual delight.

A world-class ICSE school

As a Casa Bella Gold 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 Gold 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.

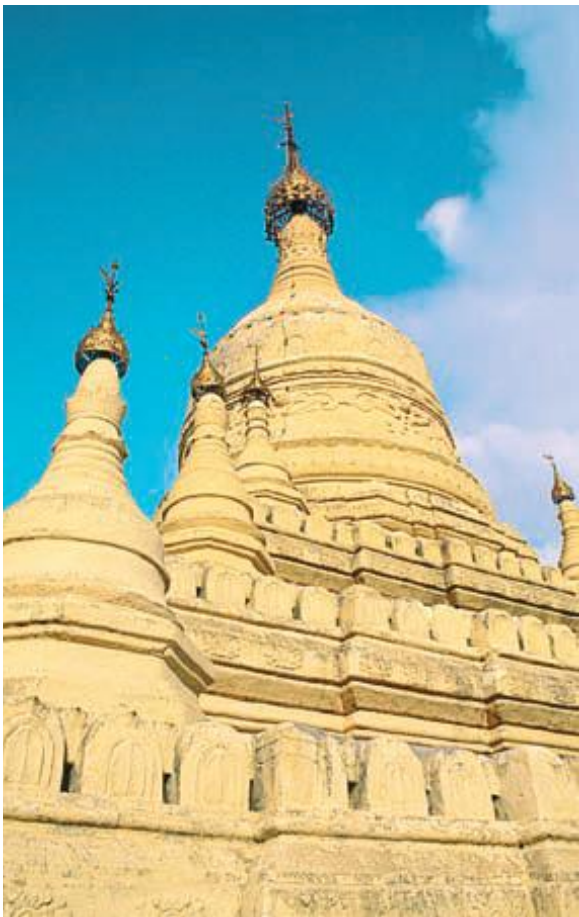
The first golf course in Palava, it has been designed by the renowned golf course designer, Col. Bagga, who is responsible for some of the best courses in the country.

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





THE GOLD LIFESTYLE AWAITS YOU.

Casa Bella Gold's meticulous planning includes all the comforts, luxuries and privileges you could ask for. Have a refreshing swim, relax over a cheerful meal at the café,

enjoy a rigorous workout at the gym, or surrender to the serenity of yogic meditation - all in the comfort of your own privileged world.



One of the largest clubhouses in the city

A super-sized clubhouse, can be found in your own City of Dreams. And it has been planned to offer you every possible privilege:

A swimming pool for adults, and a separate pool for kids | World-class gymnasium | Steam room | Jacuzzi
Indoor games - carrom, table-tennis, chess, snooker | Multi-purpose 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 Gold 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.

Picturesque picnic spots

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

A comfortable children's crèche

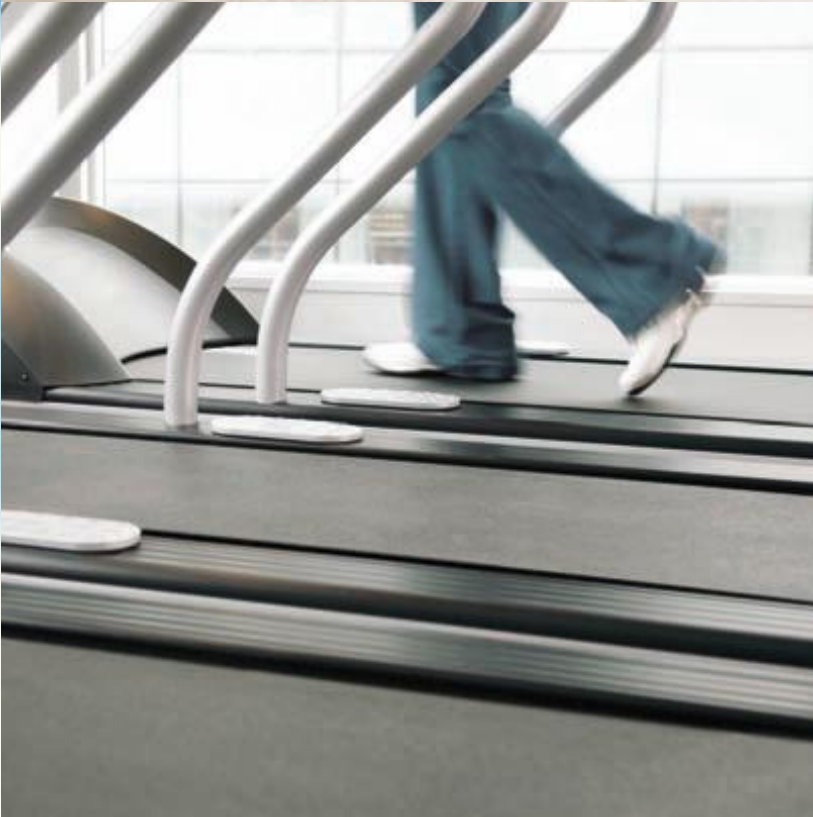
Want to catch a movie at the multiplex? Just drop off the little ones at the pleasant, friendly and secure Casa Bella Gold crèche.

An efficient bus service

A shuttle bus service has been provided to take you from Casa Bella Gold to Dombivali 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 GOLD: CHOOSE THE HOME OF YOUR DREAMS.

At Casa Bella Gold we offer you a choice of 5 types of apartments - across 67 buildings and 13 clusters. Designed to maximize space, every apartment includes a host of thoughtful gestures - full air-conditioning, larger living room and bedrooms, a private sundeck, separate puja area as well as a separate store room. Immaculately finished, your home boasts agglomerated marble flooring in the living room, wooden flooring in the bedrooms, and Spanish sanitaryware in the bathrooms.



1 BHK, 2 BHK Optima and 2 BHK Ultima

Housed in clusters of 8-storey buildings, are the 1 BHK Optima apartments - smartly designed to optimize space. We also offer you the option of our elegant 2 BHK Optima & 2 BHK Ultima apartments, housed in taller 18-storey towers.

Key features:

Air-conditioned master bedrooms

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

Designer Jaquar* fittings and Parryware* sanitaryware

Private sundeck, attached to the living room

Designer ceramic tiles in the bathroom

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

Intercom system

Separate puja area

Separate wardrobe area in all bedrooms

Separate store room

Separate utility area for washing and drying

Provision for telephone and internet connection

2 BHK Aura & 3 BHK Aura

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,

as well as the grand central square. Here, residents also enjoy the special privilege of having a private swimming pool and gym for their exclusive use.

Key features:

Air-conditioned living/dining room and bedrooms

Finest agglomerated marble flooring in the living/dining room and passage in 3 BHK Aura

Premium vitrified tiles in the living/dining area and passage in 2 BHK Aura

Laminated wooden flooring in the bedrooms

Designer vitrified tiles in the bathroom

Private sundeck, attached to the living room

Roca* sanitaryware and Jaquar* fittings in bathrooms

Motion sensors in bathrooms for automated lighting control^

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

Multi-tier security with video door phone and controlled access

Separate puja area

Separate store room

Separate wardrobe area in all bedrooms

Separate utility area for washing and drying

Provision for telephone and internet connection

^For 3 BHK only

LAYOUT PLAN



LEGEND

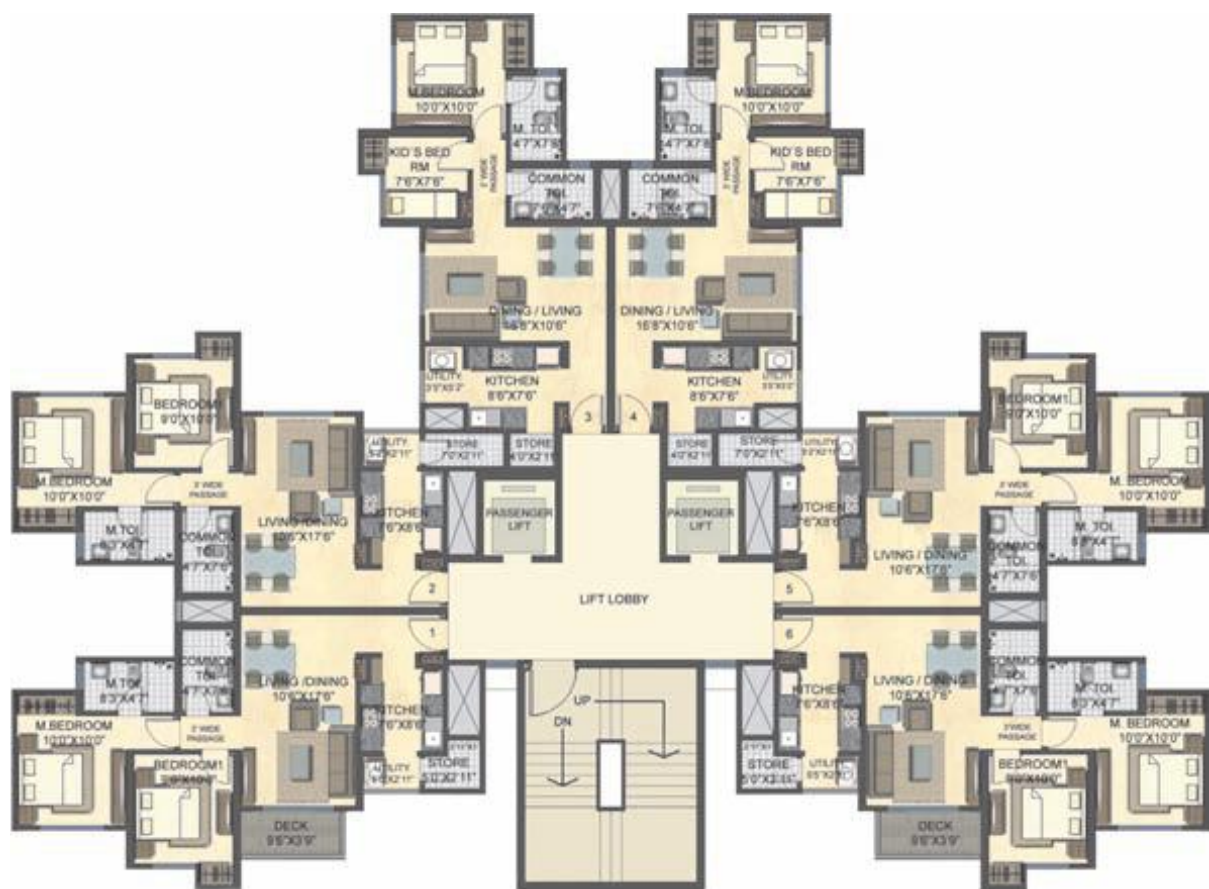
- | | | |
|---|--|--|
| 1. Main entry | 8. Adults' swimming pool | 15. Cluster green with mounds & picnic zones |
| 2. Golf community entry | 9. Function lawn | 16. Walkway / jogging track |
| 3. Feature entry statement | 10. Cricket pitch / Multi-purpose court | 17. Car park with grass block |
| 4. Casa Bella Gold entry with guard house | 11. Kid's play | 18. Tennis court |
| 5. Club house drop-opp point | 12. Private gym and swimming pool for Aura | 19. Grand fountain |
| 6. Club house | 13. Senior citizen corner | |
| 7. Kids' pool | 14. Cluster green | |

Apartment Type	Cluster Names
1 BHK	Crestia, Primia, Spectra, Allura, Venezia, Magniferra
2 BHK Optima & Ultima 2 BHK Aura	Platina, Elitra, Sophistica Maxima, Europa
3 BHK Aura	Vertica, Utopia

FLOOR PLANS



1 BHK
Crestia, Primia, Spectra, Allura, Venezia, Magniferra



2 BHK OPTIMA & ULTIMA
Platina, Elitra, Sophistica

UNIT PLANS



1 BHK
Also available without deck



2 BHK
Optima Unit Plan



2 BHK - Ultima Unit Plan
Also available without deck

FLOOR PLANS



2 BHK AURA - Maxima, Europa
For even floors only. No decks on odd floors



3 BHK AURA - Vertica, Utopia

UNIT PLANS



2 BHK - Aura Unit Plan
Also available without deck



3 BHK - Aura Unit Plan



8 STOREY TOWERS



CLUBHOUSE



18 STOREY TOWERS



BIRD'S EYE VIEW



CASA BELLA GOLD: PLANNED BY THE FINEST.

Casa Bella Gold marks the coming together of some of the world's most experienced and 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 a premier real estate developer headquartered in Mumbai. The Group is currently developing in excess of 29 million sq. ft. of prime real estate over 38 projects in and around Mumbai, from Napean Sea Road to Palava, making it the largest developer in Mumbai and one of the largest in the country. The Group is now expanding into Western and Southern India. It has kicked off its geographic expansion by launching Lodha Bellezza, an unparalleled super luxury residential project in Hyderabad, and is soon expected to launch its first project in Pune.

In 2009, the company has emerged as the No. 1 unlisted developer in the country, the No. 1 developer in Mumbai and the No. 1 real estate brand in the city^*. The group has several innovative firsts to its credit; be it Lodha Bellissimo - the only Indian residential project amongst the top 1000 landscapes in the world, Lodha Luxuria - Mumbai's first fully automated township or Lodha Aqua - Mumbai's first water inspired township.

The group has created an entirely new residential category: mid-income luxury. A new sub-brand, CASA by Lodha, was created for this category, providing 'right sized' and 'right priced' products in Mumbai's suburban locations. The group was also one of the first in India to introduce the concept of branded office spaces through its unique offerings: Lodha Excelus - Signature offices catering to front office requirements of large corporates, iThink by Lodha - The ultimate office campus for large back office needs and Lodha Supremus - Signature boutique offices, targeted specifically at mid-sized offices.

According to the JP Morgan Property Report 2008, the Lodha Group was ranked second in the list of companies most sought after for PE investment in the realty sector. Also selected as one of India's top 10 builders by Construction World,

Other accomplishments include

- Best Developer Involved in High-End Residential Properties across India, by constructionsourceindia.com
- Leaders of Indian Infrastructure & Construction' Award by The Economic Times ACETECH
- Good practice UN Habitat Business Award for Integrated planning for Casa Bella, an integrated township at Palava.
- Awarded 'Luxury Project of the Year' at Realty Plus Excellence Awards 2010, for Lodha's Chateau Paradis.

Going beyond being a premier real estate developer, the group has been a socially responsible corporate focusing on education as the best medium to enrich society. The group has consistently delivered luxury lifestyles through innovative solutions, not just by building structures but by building better lives.



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 Gold 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.

OUR PROJECTS

ONGOING PROJECTS

World One, Upper Worli

Lodha Costiera, Napean Sea Road

Lodha's Château Paradis, Worli Seaface

Lodha Palazzo, JVPD Scheme, Juhu

Lodha One, JVPD Scheme, Juhu

Lodha Bellissimo, Mahalaxmi

Lodha Primero, Mahalaxmi

Lodha Aria, East Parel

Lodha Grandeur, Prabhadevi

Lodha Aqua, Dahisar

Lodha Aurum, Kanjurmarg

Lodha Imperia, Bhandup

Lodha Aristo, Thane

Lodha Luxuria, Thane

Lodha Excellencia, Thane

Lodha Paradise, Thane

Lodha Golfinks, Palava

Lodha Goldcrest, Lonavala

Lodha Bellezza, Hyderabad

Lodha Excelus, Mahalaxmi

Lodha Supremus, Worli Junction

Lodha Supremus, Upper Worli

iTHINK Techno Campus, Kanjurmarg

iTHINK Techno Campus, Thane

Lodha Excelus, Mahalaxmi

Casa Univis, Thane

Casa Ultima, Thane

Casa Royale, Thane

Casa Essenza, Dahisar

Casa Bella, Palava

Casa Rio, Palava

UPCOMING PROJECTS

Luxury Residences at Walkeshwar, Prabhadevi, Andheri, Goregaon and Thane.

Bungalows at Palava & Pune.

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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. ##MOU signed - operations to commence in 2011. ***Guaranteed Admission for one child per apartment, if admission is taken by 2015.

The Issuer is proposing, subject to market conditions & other considerations, a public issue of its equity shares & has filed a Draft Red Herring Prospectus with SEBI. The DRHP is available on SEBI's website, www.sebi.gov.in & websites of BRLMs - www.enam.com, www.jpmlpl.com, www.citibank.co.in, www.trustcap.com, www.nomura.com, www.kotak.com, www.india.cla.com, www.credit-suisse.com, www.sbicap.com. Investors should note that investment in equity shares involves a high degree of risk & for details relating to the same, see section titled "Risk Factors" of the DRHP filed with SEBI.





City of dreams