

LIVE KING-SIZE



The world's  
finest developments.  
Brought to you by  
India's largest  
real estate developer\*.

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From India's most iconic addresses to London's most coveted residences. From offices for the cream of the corporate world, to the homes of society's elite. From adding glittering icons to Mumbai's skyline to conceiving India's smartest and most livable city.^ One name has been transforming the way we live with landmarks on par with the world's best - Lodha.

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. In keeping with our belief that 'Every Indian deserves a high-quality home,' and our vision to build a better India, every one of our developments delivers the highest level of design and craftsmanship, uncompromising quality, and unparalleled service - putting Lodha developments in the same league as the world's finest.

Today, Lodha is India's No.1 real estate developer.\* The company has clocked sales of over ₹50,000 crore in last 7 years. We have delivered an area of 8 crore sq. ft.\*\* and have 40 ongoing projects and 23 planned projects.^ Our team of 3,000 associates works relentlessly to create developments of exceptional quality, and is committed to delivering the world's finest homes, offices, and retail spaces.

Our vision of 'Building a Better Life' extends across geographies, markets, price points and consumer segments. By forging the finest global partnerships, deploying the best people and processes, being nimble in delivering our customers' needs, and benchmarking against the highest global standards, Lodha has been able to create some of the world's finest developments - with self-contained eco-systems, great outdoor spaces, and robust infrastructure, offering every facility and convenience at one's doorstep.

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.

More importantly, we have the scale, capability, and resolve to create a lasting and positive impact on our planet, and our society. We are committed to being a net zero carbon emission company by 2035. Through the Lodha Foundation, we actively contribute to our communities and nation building. With our commitment to act in the larger interest of the environment and society, we are 'building a better life' in more ways than one.

\*By sales from FY16-22. | \*\*80 million or -8 crore square feet completed till Oct 2021.

^Based on livability quotient ranking by JLL in its 'Livability Quotient - A Paradigm Shift in India's Emerging Cities' Report

^^As of 31st December, 2021.



### 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



Net positive.  
Because tomorrow  
should be better  
than today.

Buildings and infrastructure can leave an imprint on the planet that can last for decades – much longer than cars or electronic devices. This is why, building smartly and sustainably is the key to ensuring a better world for us and future generations. As India's No.1 developer, we have taken the lead to ensure that our impact 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.

#### **NET ZERO CARBON BY 2035**

Lodha is committed to reducing its scope 1 and 2 carbon emissions significantly, and intends to be 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 are working closely with global experts, including the Rocky Mountain Institute (Colorado, USA) to achieve these goals and set a global benchmark for sustainable development.

#### **SOCIAL HOUSING**

We are building hundreds of homes, which will be given to families in need at a nominal cost. The desire for home ownership is universal and by offering good quality housing to the weakest economic strata, we aim to create a more equal society.

#### **HIGHEST STANDARDS OF HEALTH AND SAFETY**

The world's finest developments are built by individuals who stop at nothing to ensure that every detail is perfect. To us, 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 by bodies like BSI for Occupational Health & Safety Management System (OSHAS).

## The Joyous Lodha Life



### Designed to orchestrate A seamless life.

Our passion is to understand where design meets well-being, and to deliver the highest level of features, amenities, and open green spaces, to ensure your holistic happiness and productivity. Every aspect – from excellently connected locations to carefully designed residences – is thought of so you can spend your time meaningfully, and create joyful memories in the company of your loved ones.



### Services that revolve around you.

Lodha homes provide a rich and joyous experience at every level, and residents enjoy our world-class service standards right from the very beginning. Right from easing your transition into your new residence and fixing every issue to curating events and experiences to delight your family. Everything is thought through in a manner that ensures you lead an enriched and empowered lifestyle.



### A badge of prestige.

When you live in a home delivered by India's No.1 real estate developer, you can be certain of world-class design, the highest standards of quality and service, and a space that is thoughtfully designed to ensure your holistic well being. In a Lodha residence, you can live joyfully and with a sense of pride, knowing you live in a home that meets international standards.



Shot on location

## Live king-size around Mumbai city's largest private open space.

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Launching Lodha Aura: New Cuffe Parade's newest tower that invites you to live king-size. Your residence comes with efficiently-designed layouts that offer you the rare luxury of two master bedrooms instead of one - with larger sundecks. Not just this, with virtually zero wastage, every aspect of your apartment, has been re-imagined for you. So you have all the space and comfort you need to indulge yourself. Not to mention, absolute peace of mind, knowing you live safely in a tower that overlooks Mumbai's largest private open green, in a community of like-minded families.

# 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 will undoubtedly be the best-connected location in Mumbai city.



Just 10 mins to BKC



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

Lodha Aura is located in New Cuffe Parade, around the island 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 at Lodha Aura offer an unmatched lifestyle. You really have to see it to believe it.



View from deck



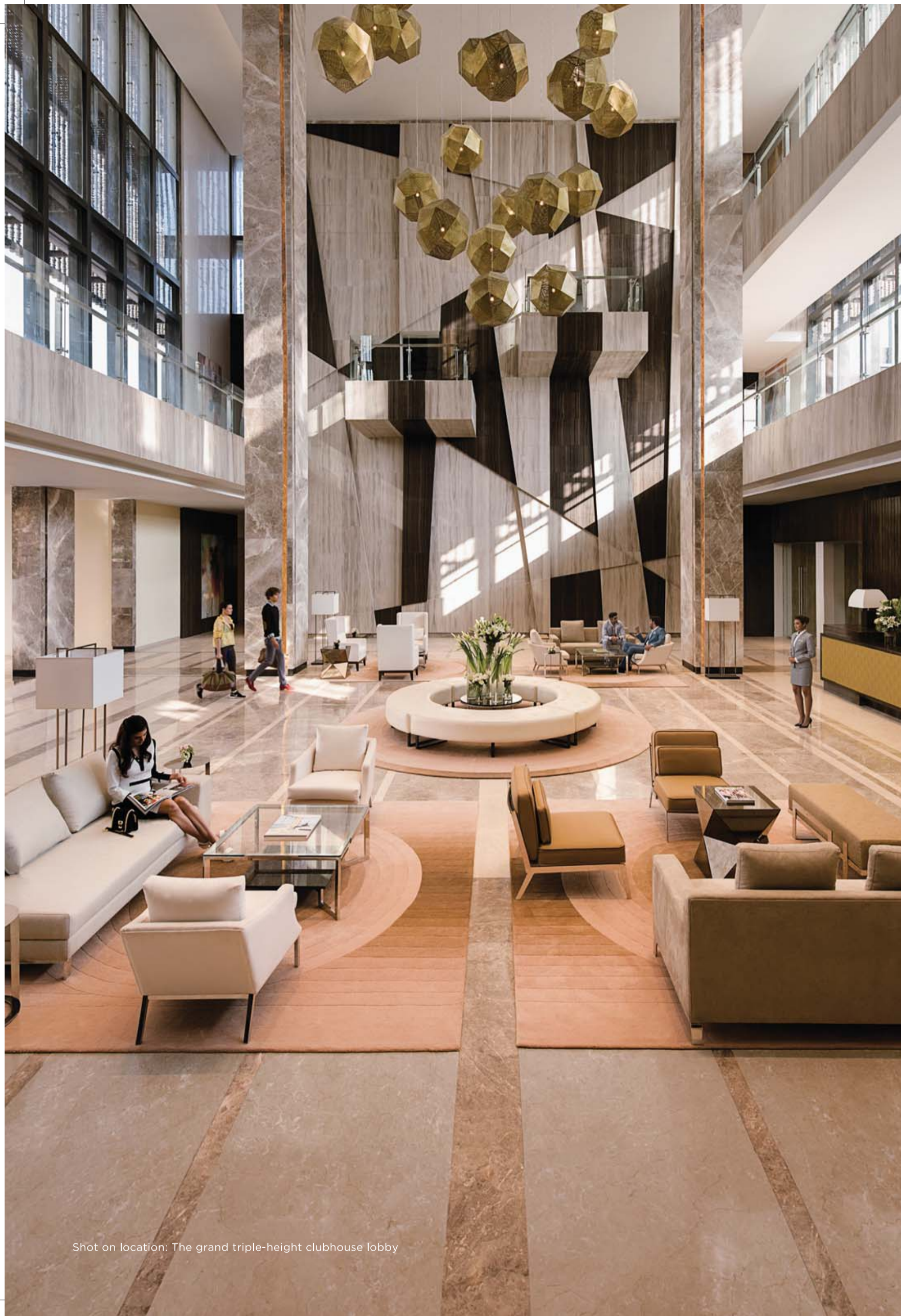
Shot on location: Residences overlooking the central greens

# 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



Shot on location: The grand triple-height clubhouse lobby

## India's largest residential clubhouse at your disposal. (To take care of your smallest whims.)

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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.

Spread over 75,000 sq. ft., 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 Olympic-length swimming pool and 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
- 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 ICSE school par excellence: The Lodha World School.

Ranked as one of the top upcoming schools in Mumbai by Times of India, The Lodha World School, is a kaleidoscope of tradition, values, and culture. With best-in-class learning facilities and technology, the school is excellently equipped to offer quality education that covers every facet of your child's development.

Set around a lush landscape dotted with trees and floral nooks, it provides the perfect environment for studying in a large campus, with access to open spaces. And now, with its latest setting in New Cuffe Parade, your child will enjoy world-class education no more than a short walk from home.



Artists' impression: Lodha World School



Imposing entrance of the commercial tower

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

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A landmark office address located in the heart of Mumbai, the office buildings at New Cuffe Parade combine unmatched connectivity with iconic design. With the first office tower now occupied by marquee tenants including the Tata Group and Axis Bank, and the second tower progressing rapidly, this is fast developing into an integrated live-work-play-learn neighbourhood, driving residences to command higher rentals.



# Lodha Supremus.

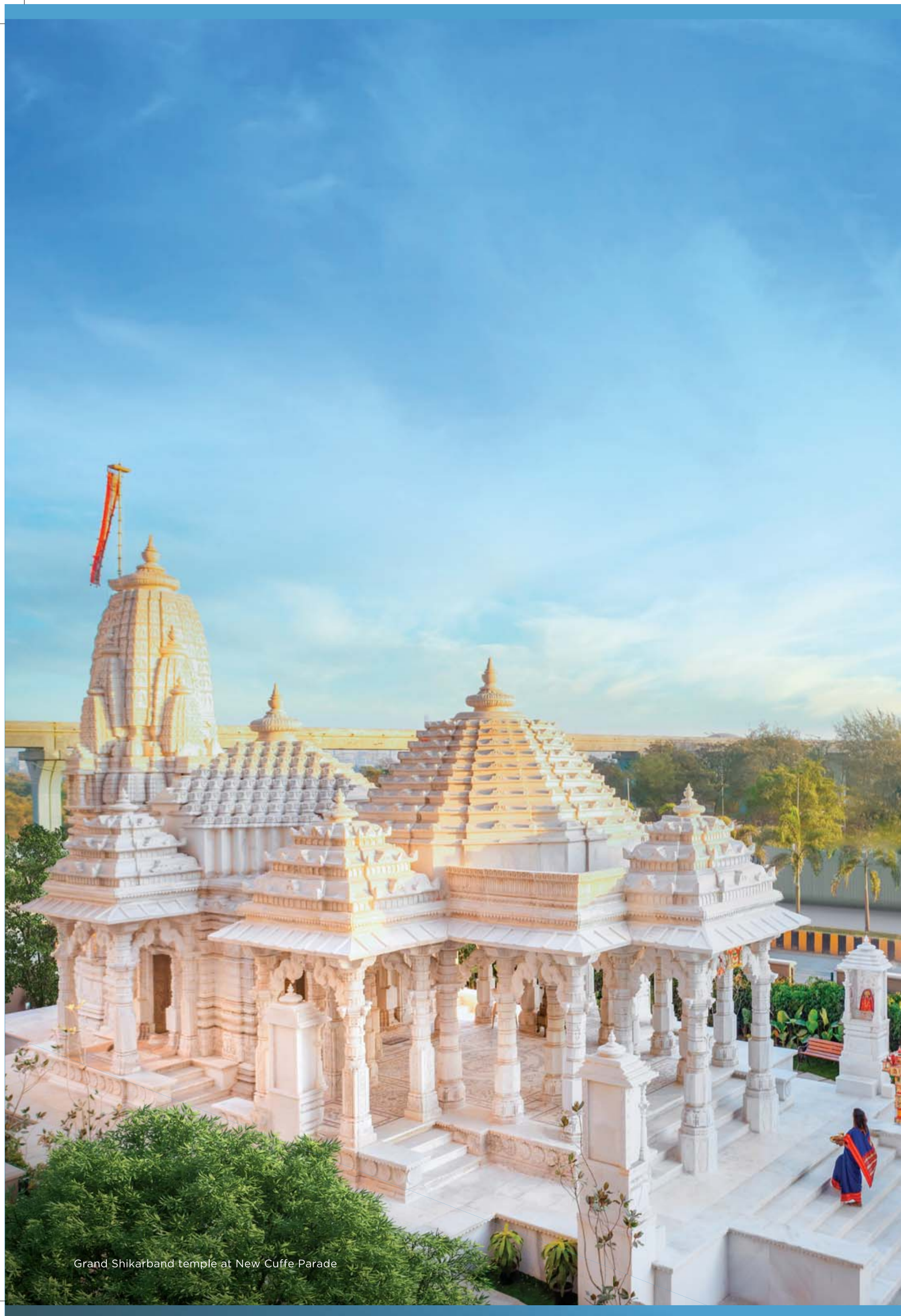
## Mumbai's finest smart offices for growing businesses.

- ONLY GRADE A OFFICE FOR SMES IN THE ENTIRE CHEMBUR-BKC BELT
- DELIVERY IN 2022
- GRAND DOUBLE-HEIGHT AIR-CONDITIONED ENTRANCE LOBBY
- VAASTU-COMPLIANT DESIGN
- EXPANSIVE FLOOR-TO-FLOOR HEIGHT OF 13+ FEET
- PROVISION OF PANTRY IN EACH OFFICE
- FLOOR-TO-CEILING WINDOWS FOR MAXIMUM LIGHT
- DEDICATED OWNER'S WASHROOM IN EACH OFFICE
- 5 HIGH-SPEED ELEVATORS AND A SERVICE ELEVATOR FOR GOODS AND SERVICE STAFF
- POWER SUPPLY WITH 100% DG POWER BACKUP FOR COMMON AREAS, ELEVATORS, AND SPECIFIC LOADS IN OFFICE UNITS
- BEAUTIFUL LANDSCAPE DESIGNED BY STX - SINGAPORE'S PREMIER LANDSCAPE DESIGN FIRM
- AMPLE CAR PARKING
- PROFESSIONAL FACILITIES MANagements SERVICES
- MULTI-TIER SECURITY SYSTEM
- 100% COMMERCIAL FSI (NO IT/ITES)
- RENTAL YIELD UP TO 8%\* AND HIGH-CAPITAL APPRECIATION

\*As per JLL market rent benchmarking report, Wadala 2019



Artists' impression:



Grand Shikharband temple at New Cuffe Parade

## Count your blessings. Every day.

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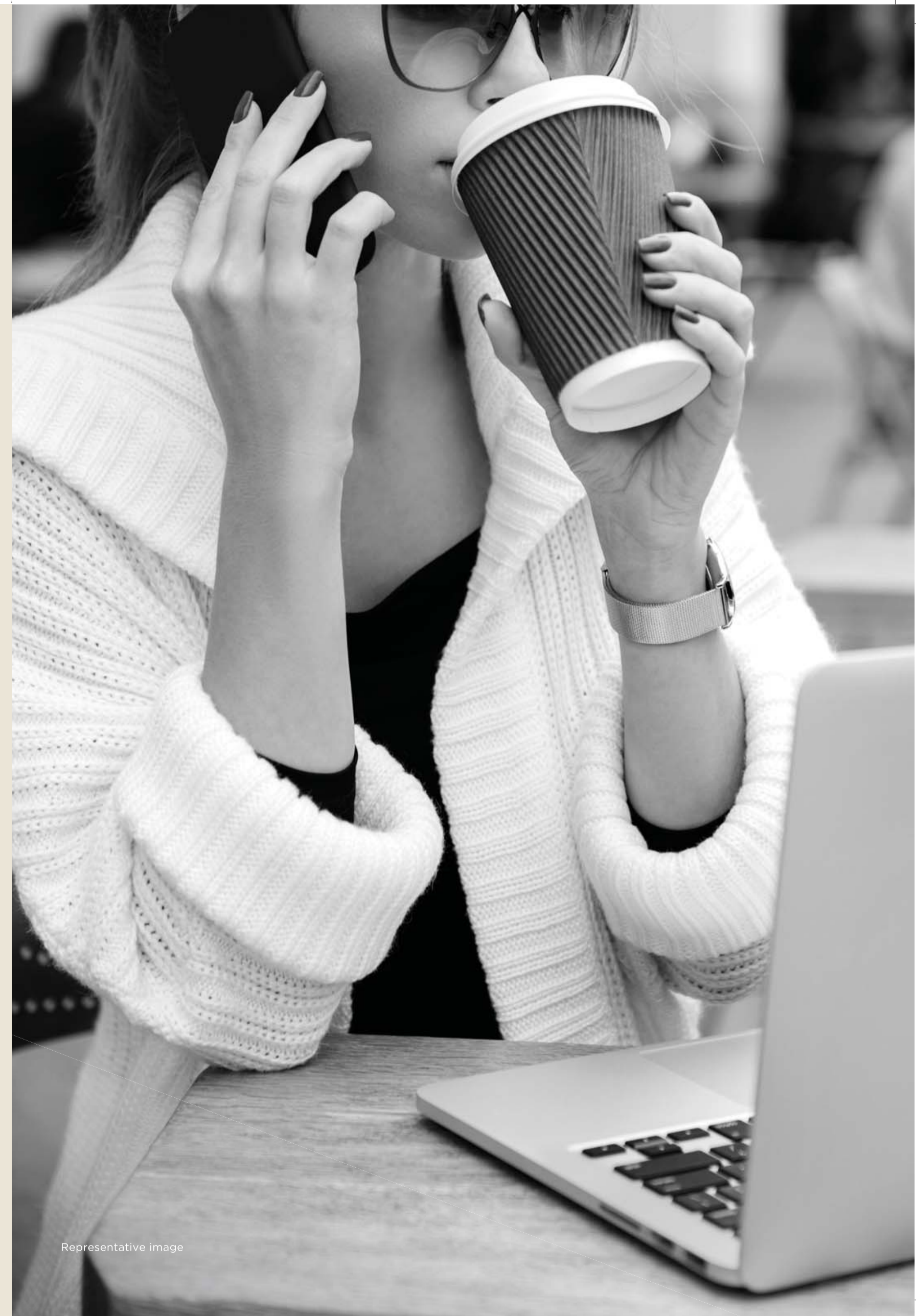
At Lodha Aura, you don't just live surrounded by the blessings of Mother Nature. But you also have the Shikharband Jain temple and Ganesha temple to stay connected with yourself, and the powers to be.

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

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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
- SUPERMARKET
- 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 1700 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.



Representative image

Always wished to live life king-size?  
Now, you finally can.



Artists' impression: Imposing tower overlooking the beautiful landscape

## Impress your guests even before they enter.

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Lodha Aura stands apart at New Cuffe Parade. Not just due to its fine aesthetics, ideal location that is adjacent to the club, with an ICSE 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.



Representative image

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**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



Shot on location - Residences with 2 master bedrooms



# 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.



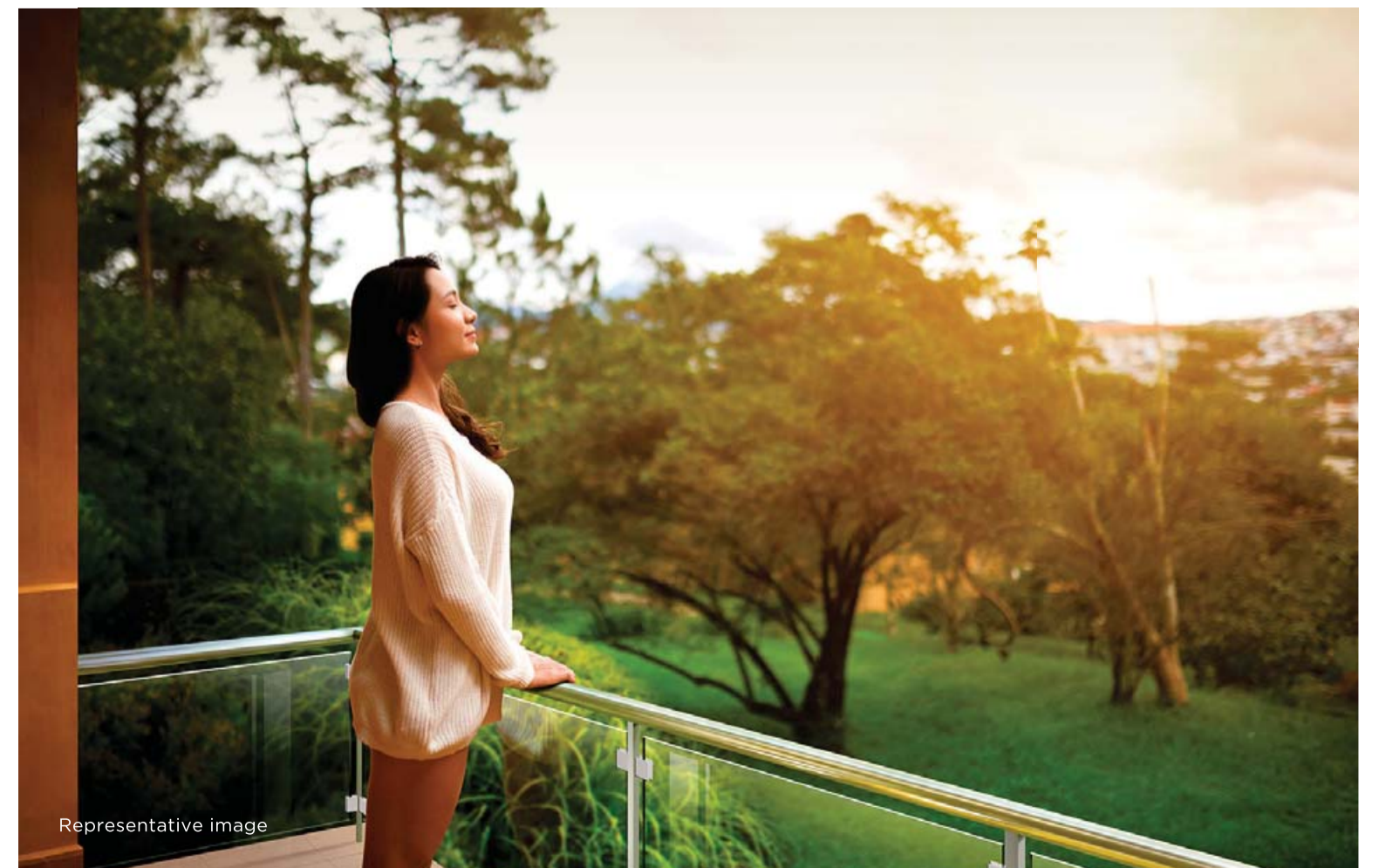
Residences with city and garden views



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

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#### 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
- MODULAR KITCHEN WITH STOVE AND CHIMNEY

\*For select residences  
\*\*Or equivalent brands

# A smart world deserves smart security.

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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

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#### 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



Newton Suites, Singapore

## Landscape design by Sitetectonix.

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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.

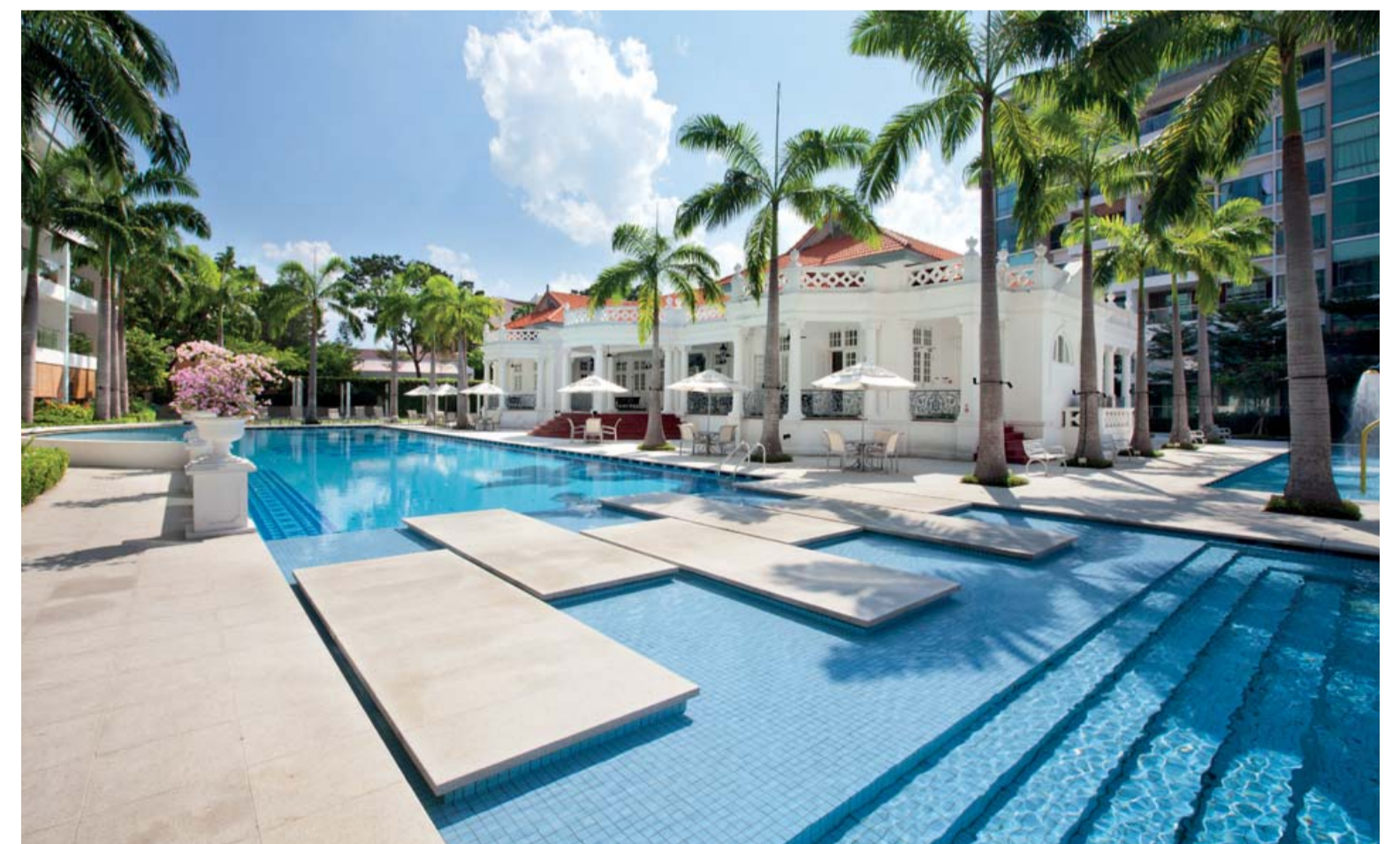
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An oasis of luxury, New Cuffe Parade boasts 'breathing architecture'. Patented by WOHA, the architects who gave Singapore and the world the finest green high-rises, this remarkable style of architecture allows residences to be naturally-ventilated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

## Plans

Master plan



- 1. SCHOOL
- 2. CLUBHOUSE
- 3. CENTRAL WATER FOUNTAIN
- 4. JAIN TEMPLE
- 5. SEATING PICKETS
- 6. POOL DECK
- 7. PARTY LAWN
- 8. CRICKET PLAYGROUND
- 9. OLYMPIC-LENGTH SWIMMING POOL
- 10. KIDS' FUN POOL
- 11. GANESHA TEMPLE
- 12. RETAIL OR F&B

- 13. SATELLITE PLAY GROUND
- 14. SATELLITE PARTY LAWN
- 15. DINING TERRACE WITH BARBEQUE
- 16. RESIDENTIAL ENTRY AND DROP OFF
- 17. RESIDENTIAL ENTRANCE PAVILION
- 18. RESIDENTIAL LOBBY
- 19. LIFT TO BASEMENT
- 20. SWIMMING POOL
- 21. GARDEN
- 22. CABANA
- 23. LILY POND & HEALING GARDEN
- 24. COLONNADE

- 25. SERVICES
- 26. POOLSIDE CAFÉ
- 27. SCHOOL PLAY GROUND
- 28. TODDLERS' POOL/WATER JET PLATFORM
- 29. DOG RUN AREA
- 30. INTERACTIVE WATER PLAY AREA
- 31. OUTDOOR AMPHITHEATRE
- 32. TODDLER/SENSORY PLAY AREA
- 33. ADVENTUROUS PLAY AREA
- 34. ROCK CLIMBING
- 35. GATHERING PLAZA

- 36. LOTUS POND
- 37. ORCHARD WALK
- 38. GREEN HOUSE
- 39. TEA SHACK
- 40. ORGANIC FARMING
- 41. ENTRANCE WATER FEATURE
- 42. MEDITATION GARDEN
- 43. JACUZZI LOUNGE
- 44. ELDERS' ZONE
- 45. GOLF PUTTING
- 46. RETAIL PLAZA

Floor Plan - A Wing



Floor Plan - B Wing

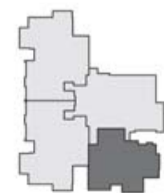




### 3 BHK OPTIMA

Net area - 953 Sq. Ft.

Unit No. A-01

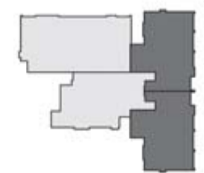


WING A

### 3 BHK

Net area - 1116 Sq. Ft.

Unit No. B-02/03

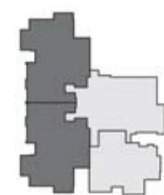


WING B

### 3 BHK WITH STUDY

Net area - 1309 Sq. Ft.

Unit No. A-02/03

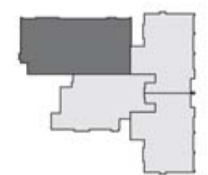


WING A

### 4 BHK

Net area - 1768 Sq. Ft.

Unit No. B-01



WING B



Live king-size

Corporate Office: Lodha Excelus, N. M. Joshi Marg, Mahalaxmi, Mumbai – 400 011.  
Sales Office: New Cuffe Parade, near BKC, off Eastern Freeway.

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>.

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: April, 2022.