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A photograph of Amitabh Bachchan, an Indian actor and producer, wearing a red velvet jacket over a white shirt and glasses. He is gesturing with his hands open. The background is light gray with abstract geometric shapes in blue, magenta, and dark blue.

I'VE BEEN TO CITIES  
THAT ABOUND WITH  
OPPORTUNITIES FOR  
THEIR PEOPLE.

TODAY I'M PROUD  
TO COME HOME TO ONE.

I've travelled to many cities across the world and discovered one fundamental truth: great cities are those that offer great opportunities. They encourage business and create desirable jobs to achieve economic prosperity; their citizens enjoy well-rounded and fulfilling lives thanks to their inspiring social and cultural environment. As the First Citizen of this city, I can say with confidence, and no small amount of pride, that Palava promises to be such a place. A place where families lead rich and varied lives, businesses flourish, students dream bigger, and athletes go further than ever before. As Mumbai's sister city, Palava isn't just a new place to live, it's a new way to live. A city that brings out the best in its people.

- Amitabh Bachchan, First Citizen of Palava



# It's time to change the way urban Indians live.

India's population is becoming increasingly urban. Within the next few decades, the percentage of people living in cities will increase to at least 40% from the current 30%\*, with over 50 crore people living in urban areas (that's more than the entire population of the USA). Our cities, however, are ill-equipped to cope with the burgeoning population, holding their people back rather than empowering them.

What India needs, is a city with world-class academic institutions, innumerable career opportunities, well-maintained open spaces, arts and cultural facilities, exciting sports facilities, safe streets, and the opportunity to lead a life that is easier and infinitely more fulfilling in a community of like-minded people.

A city that won't just be a place where people can live, but where they can flourish.

INDIA'S HIGHEST SCORING CITY – Mumbai – is ranked at 116 out of 140 global cities (Economist Intelligence Unit's survey of the world's most livable cities), a reflection of how poorly Indian cities fare.

\*Source: McKinsey Global Institute – India's Urban Awakening, April 2010.





# Destined to be amongst the world's top 50 places to live. And grow.

The city of opportunity isn't just the stuff of wishful thinking; it's the result of intensive urban planning. The city is designed to offer its citizens three major benefits: opportunities to prosper, to participate in the running of the city, and to live a fulfilling lifestyle for generations to come.

These three pillars are fortified by meticulous planning and the desire to match the best. Every aspect of Palava has been benchmarked against global criteria; this includes

the business environment, the excellence of educational facilities, the quality of public spaces, technological solutions, healthcare facilities, safety, connectivity, and so on.

Palava will provide a holistic, urban environment which will set the standard for 21st century living in India, giving its citizens every opportunity to realise their potential, and businesses the environment they need to grow and create high-quality jobs.

This is the nation that gave the world two of its oldest cities – Harappa and Mohenjo-Daro. Now it will give the world one of its finest cities.



**PALAVA COMES FROM THE SANSKRIT WORD 'PALLAV' – A BUDDING FLOWER.**

**It is, after all, a city with endless possibilities, built to help its people flourish.**













# Mumbai's sister city. Located at the epicentre of potential.

## Palava is perfectly situated to be a major business hub.

At the centre of the economic triangle of Navi Mumbai, Thane, and Kalyan.

Less than an hour from South Mumbai (via the Eastern Freeway).

Within 20 minutes of the upcoming international airport at Navi Mumbai.

40 minutes from Mumbai's main port, JNPT.

With 6-lane (or more) roadways on all 4 sides – Kalyan-Shil Road, Taloja Bypass Road, Shil-Panvel Road and Dombivli-Badlapur Road.

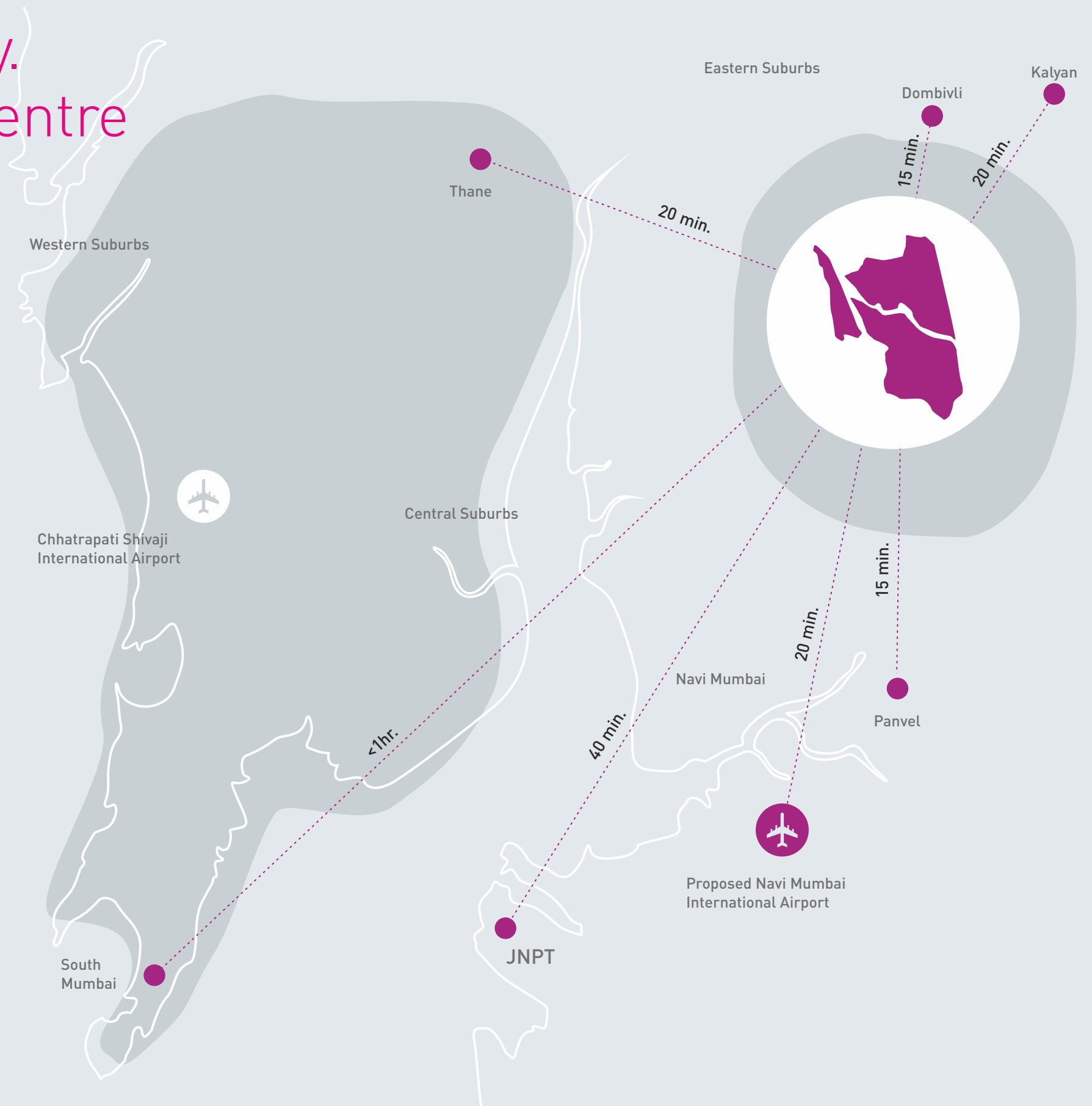
Well-connected by rail. Nearby stations include Dombivli (Central Rail), Vashi (Harbour Rail), and Nilje (Diva-Panvel line).

Monorail station proposed within the city.

The area is seeing major road upgrades such as the widening of the Badlapur Road and infrastructure upgrade around Mahape.

The city is aligned with the region's development plan, ensuring integration with local transportation patterns.

Pivotal location for upcoming regional transportation projects like the Virar-Alibaug multimodal corridor.





# Palava today: a place thousands call home.



In the mid-90s, the Lodha Group began to acquire land with the vision to create a truly unique city. A city that was planned for over 5 years, with great care, by a team of global experts. It was only after this that the city finally began to take shape in 2009.

Today, the city is home to thousands of families (with over 20,000 residential units sold), a number that will rise to 1,00,000 families by 2025. This city already has everything one could hope for: Casa Rio, Casa Rio Gold and other modern developments will soon add to a cityscape that currently includes Casa Bella, Casa Bella Gold, and Lodha Golflinks. All this

in a green city that already offers its citizens a range of amenities. The prestigious Lodha World School is just a short walk away; as are the preschool, the football field, and convenience retailers.

Citizens will have access to sports facilities and training academies at clubhouses, cricket grounds and the golf course. Soon, they will have a 5-lac-square-foot mall with a multiplex, followed by a multi-specialty hospital and Pawar Public School. Best of all, they know that this is only the beginning of a wonderful and endlessly rewarding life.

ONE OF THE WORLD'S  
GREATEST CITIES.  
CREATED BY ITS MOST  
GIFTED PLANNERS.

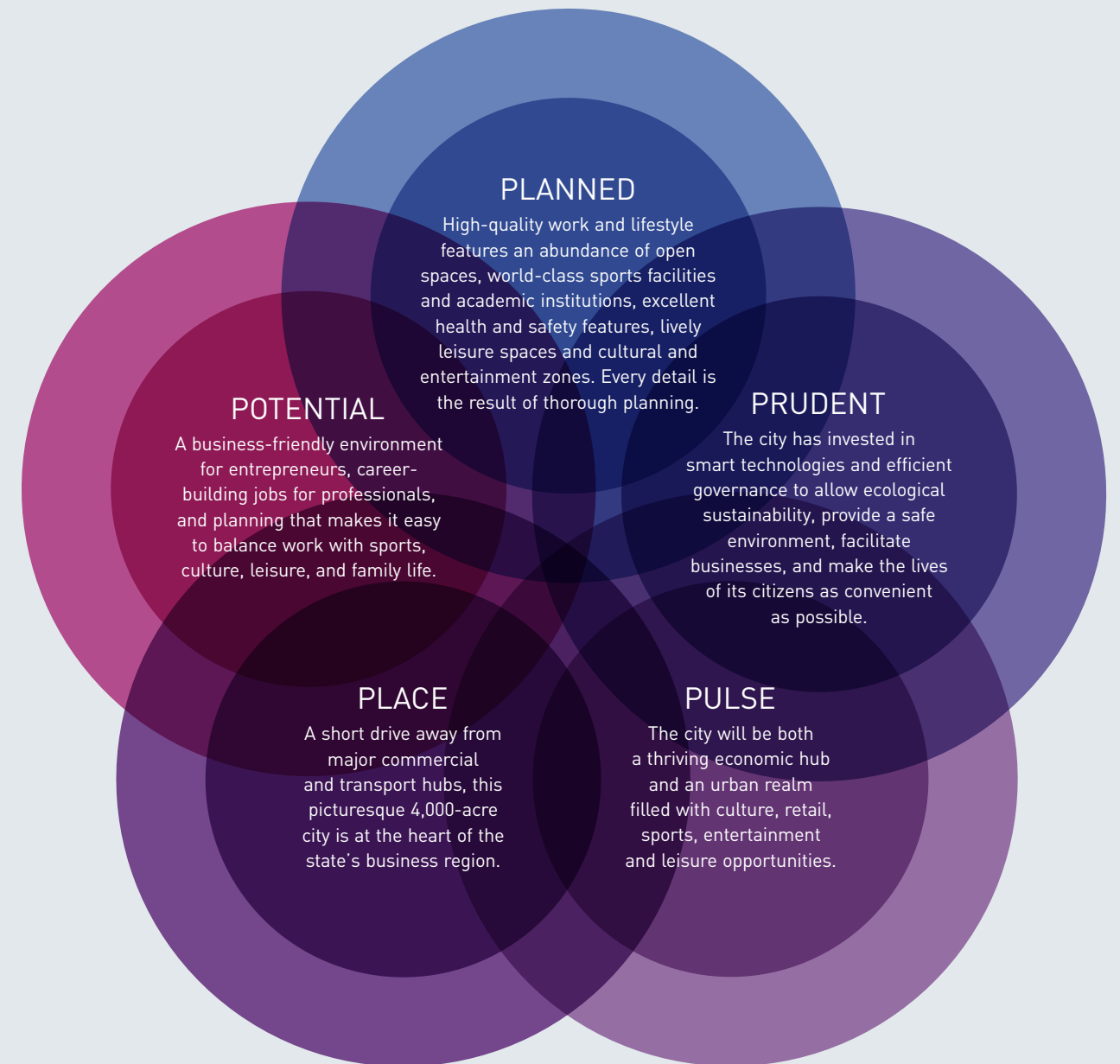
From experts like Sasaki (Boston) and Buro Happold (New York) who initiated and supported the planning process, to Prabhakar Bhagwat Associates (India's leading master planning and landscape firm), Level Infra (New York), Tata Consulting Engineers (TCE), IBM and Schneider Electric (smart city experts); and global icons such as GE, Palava's creators features some of the world's best planners, designers and engineers.

General Electric (Water) • IBM (Smart City) • Sasaki, Boston • Buro Happold, New York • Prabhakar B. Bhagwat and Associates • Kapadia Associates Pvt. Ltd. Tata Consulting Engineers Ltd. • Mott Macdonald • Schneider Electric Raglan Squire and Partners (RSP) • SunEdison



# Built on a foundation laid by great cities.

The world's most livable cities have certain characteristics that define them. Features that make the lives of their citizens infinitely better. Singapore's intelligent planning and infrastructure, New York's unbridled economic potential, Paris' cultural and tourist landmarks, Sydney's sprawling green spaces and London's renowned lifestyle. Palava echoes these cities in quality and spirit.



## THE 5P FRAMEWORK FOR PALAVA

The city's many aspects, broadly classified, are called the 5 Ps.



# Benchmarking Palava against the world's most iconic metropolises.

## LOS ANGELES

Athletes from L.A. won 45 medals at the 2012 Olympics.

**Advantage Palava:**  
The city's highly sophisticated sports facilities are designed to unleash potential.

## SAN FRANCISCO

The daily commute to work takes 29 minutes.

**Advantage Palava:**  
Workplaces in Palava are no more than a 15-minute walk from citizens' homes. By contrast, people in Mumbai spend 47 minutes commuting, on average.

## BOSTON

Over 100 Nobel laureates have either studied or taught in Boston.

**Advantage Palava:**  
This city will inspire genius with over 20 schools and a world-class university with a focus on research and development.

## PARIS

17 million tourists annually.

**Advantage Palava:**  
Attractions like the Centre for Arts and Culture designed by one of the world's greatest architects, a children's museum, and picturesque parks and promenades will make Palava a fascinating tourist hub.

## BEIJING

Forty 'Fortune 500' companies are headquartered here.

**Advantage Palava:**  
The city's ultramodern commercial infrastructure and business district with 3.5 lac job opportunities (by 2025) will make it an ideal location for these corporate entities.

## TOKYO

247 Michelin Star restaurants.

**Advantage Palava:**  
The city will offer over 1,000 prime commercial spaces. Plenty of room for high-end restaurants and boutiques.

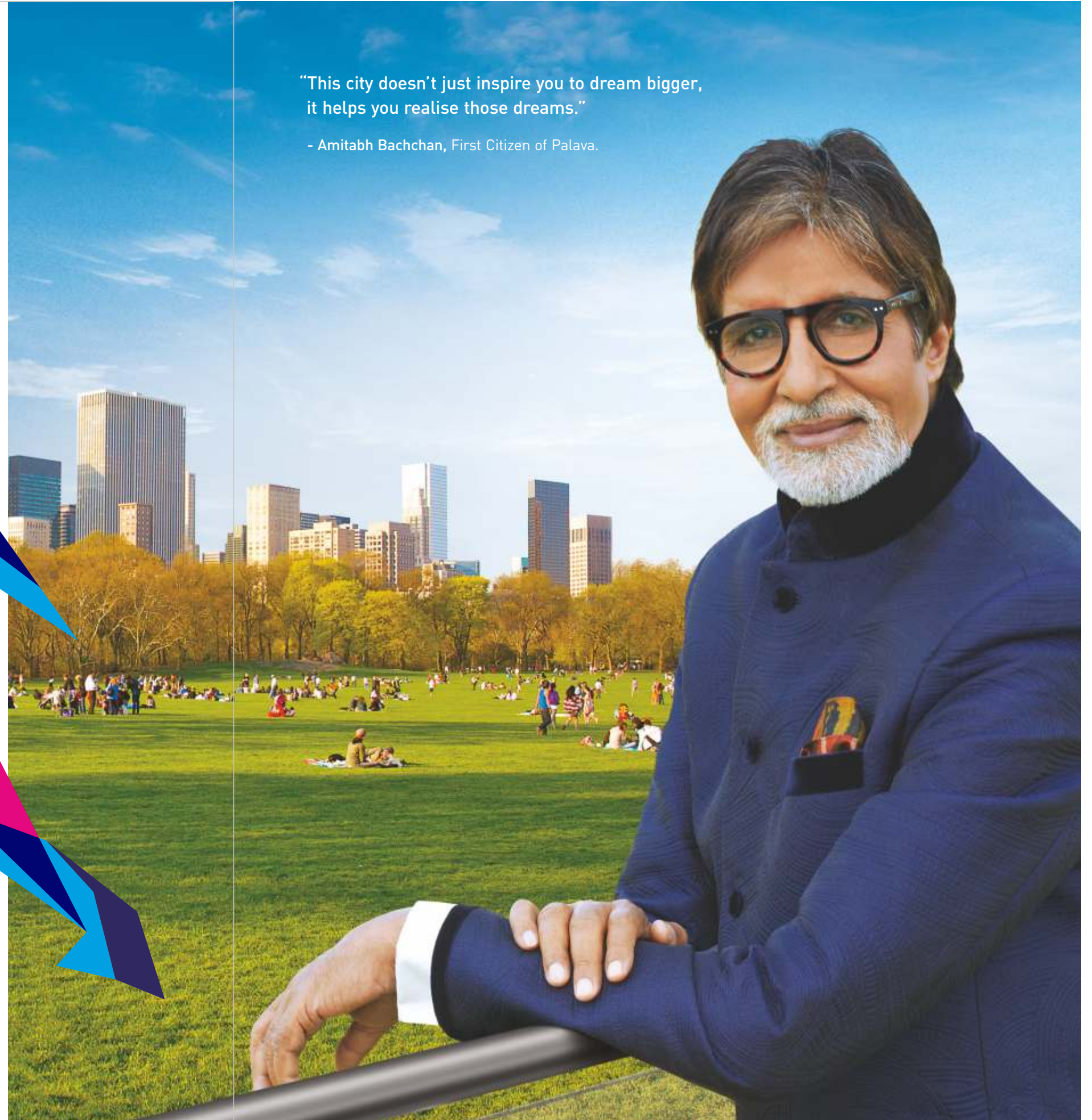
## SYDNEY

Over 15% of Sydney's landscape comprises green areas. That's more than any other city in the world.

**Advantage Palava:**  
While only 2.5% of Mumbai's total area is made up of green spaces, over 25% of Palava has been earmarked for the same.



# THE CITY OF OPPORTUNITY



“This city doesn’t just inspire you to dream bigger,  
it helps you realise those dreams.”

- Amitabh Bachchan, First Citizen of Palava.



# Palava: designed to help you flourish.

Every inch of this city  
is designed to bring out the  
best in you. Not just help  
you reach the heights you  
aspire to, but inspire  
you to go beyond what  
you thought possible.





# Built for business.

## From the ground up.

Some cities create challenges and barriers to business. Palava was planned from its inception to help business flourish. To bring together all the ingredients necessary to make businesses thrive: a world-class talent pool, untapped markets, a modern business district, unrivalled connectivity, a location at the very centre of business, and a streamlined single-window applications system. Truly, a place for businesses on the rise.



# A city geared for success.

While Palava will have millions of square feet of business space, the most ingenious part of the city's business planning is its three-pronged approach towards generating economic activity:

— **Phase I:** Sectors like IT, ITES companies, financial institutions, small and medium enterprises, and trading will have room to grow.

— **Phase II:** Significant business opportunities in the fields of retail, hospitality, entertainment, food service, tourism, education, medical, legal, transport and facility management thanks to the residential and commercial areas.

— **Phase III:** The university's focus on research and development will do more than just attract high-calibre talent, it will result in symbiosis between start-up ventures and larger companies (e.g.: technological and intellectual). This will foster an environment of research and innovation, giving rise to jobs in sectors like media and entertainment, healthcare, biotechnology, design and architecture, and more.

By 2025, this plan will result in over 3,50,000 high-potential jobs: 1,30,000 direct job opportunities across the central business district and nearly twice as many indirect jobs. For instance, the schools and university will create high-quality teaching and research opportunities; start-ups will need motivated young talent; and hospitality and entertainment will need dedicated and well-trained professionals.

This exhaustive plan also places emphasis on business-university integration to create a high-calibre talent pool.

THE CITY'S ECONOMY WILL ALSO BE SPURRED BY DEMAND FOR GOODS AND SERVICES.

Palava's population will increase from the 20,000 families who already own a home here to over 1,00,000 families in 2025. These new residents will create a market for businesses like furniture and household electronics amongst others.

The Centre for Arts and Culture, waterfronts, parks, sports facilities like the Olympic sports centre, and other landmarks will attract tourists from around the world, in addition to frequent visitors from Mumbai and Navi Mumbai. This will do much to boost the city's economy.

The services of hotels and convention centres will be in great demand thanks to the city's commercial spaces.

According to the city's planners, Palava's annual GDP will grow to ₹60,000 crore by 2025, making it one of the fastest-growing young cities in the world.



## Palava business facilitation. It's never been easier to do business.

Palava's dedicated Business Facilitation Office (BFO) makes the task of applying for government permissions a hassle-free experience, with the day-to-day operations being handled by this office on your behalf. This means you can focus your manpower on the core functions of growing your business, lowering costs and management bandwidth. Not only does this underline Palava's commitment to making you successful but, more importantly, it welcomes businesses and entrepreneurs.

### The Business Facilitation Office:

- Provides talent acquisition services.
- Offers business-to-business facilitation services.
- Facilitates government approvals and regulatory clearances.





# A world-class educational system.

## Why send your children abroad?

Created by a team of experts, the city's education system will be available to every one of its young citizens; helping them to find their place amongst the graduates of the world's greatest universities, and opening up a world of employment opportunities.

## Over 20 schools equipped to inspire young minds.

Each of the city's schools – be they ICSE, CBSE, IB, or State Board – will focus on all-round development, balancing scholastic lessons with extracurricular activities such as the performing arts. The schools will offer well-designed classrooms, outdoor areas for physical education, fully-equipped labs, and well-stocked libraries amongst other facilities. The teachers, well-versed in child psychology, will make perfect mentors.

Palava's first school – the Lodha World School (ICSE) – which was launched in 2013, and is a touchstone for academic excellence.

Tell me and I forget, teach me and I may remember, involve me and I learn.

– BENJAMIN FRANKLIN

Actual photograph of the Lodha World School, Palava.





## A university on par with the world's greatest.

Designed to catalyse the region's economic growth, Palava's upcoming university is a testament to the city's foresight. This institution will be affiliated to international academic titans and offer world-class programmes in disciplines such as engineering, management, medicine, humanities and the liberal arts. Palava will also have independent technical colleges that will be affiliated with this university.

To offer a truly immersive learning experience, the university will work with the city's various institutions, such as the Centre for Arts and Culture, the business district, and the hospital. This will result in an environment that is conducive to research and development, and the incubation of next-generation start-up companies.

Over 100 acres have been set aside for Palava's prestigious university. It's first phase of the university will be operational by 2017.













# Plenty of leisure spaces.

And more importantly,  
leisure time.

Parks to picnic in, waterfront bistros to dine at, shopping areas where you can indulge your family, and an iconic cultural centre where you can revel in the arts (and be trained in them). Palava offers spaces for a range of pursuits spread over a sprawling, scenic landscape. Thanks to intelligent planning, it will take no more than a few minutes to reach these from anywhere in the city.

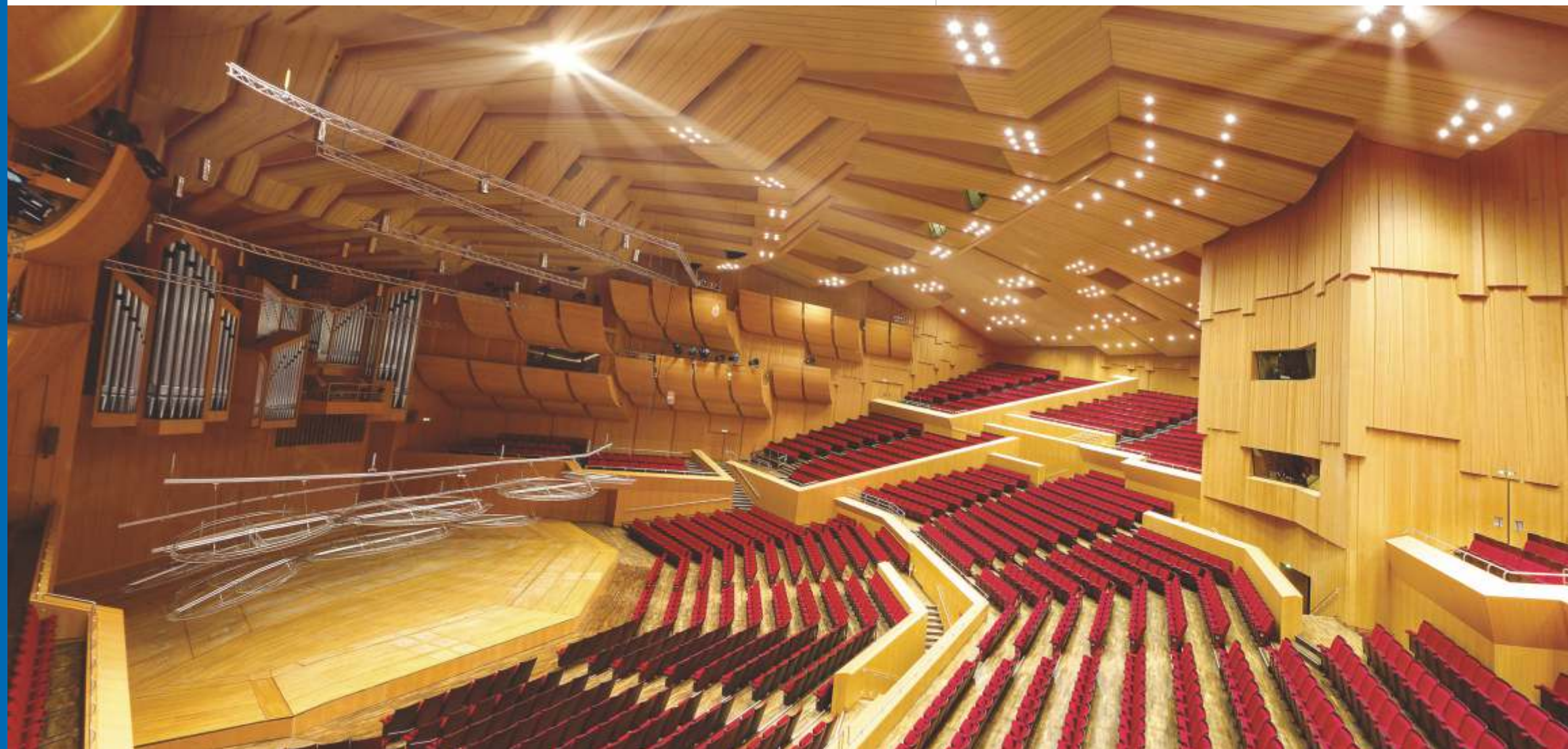
## The Centre for Arts and Culture: as large as NCPA, as iconic as the Sydney Opera House.

True to its mission of showcasing art, Palava's cultural centre will be the creation of a world-renowned architect. This centre will allow citizens to both showcase their work and admire the creations of others, perform and enjoy performances.

- Two exhibition spaces to display the outpourings of creative minds.
- Studios for training in dance, drama, painting, sculpting and music.

- An amphitheatre with space for 2,500 people.

- Multiple indoor auditoriums.



PALAVA'S MUSE:  
The Sydney Opera House

The arts  
lift your spirit and  
your soul.  
– DAVID MILLER



## The waterfronts: twice the size of Girgaum Chowpatty, infinitely more promising.

Much like Singapore's Clarke Quay, the waterfronts promise to be prime leisure and entertainment areas.

- The lakefront, with a 2 km periphery and over 50 acres of leisure space, will offer an amphitheatre, boating, a musical water show, a museum for children, promenades, and a jogging track.
- Restaurants and cafés will border the riverside promenade.

A place where you can see  
a good view is also a good place  
to sit and dream.

– MEHMET MURAT ILDAN





“As enchanting as Paris, as stylish as Milan  
and as lively as New York. In Palava, you will discover  
something new at every corner.”

- Amitabh Bachchan, First Citizen of Palava





## Lively shopping and dining areas. Go on, indulge yourself.

Over 1,000 retail and dining areas will dot Palava, pumping new life into the city. As varied as they are abundant, a large number of these establishments will be located in three key zones.

- A central avenue reminiscent of Paris' Champs-Élysées with high-end fashion outlets and dining spaces.
- The waterfronts, both by the lake and the river.
- Several malls; the first of which is a 5-lac-square-foot structure with a 6-screen multiplex.





# All the space you need to lead an active and healthy life.

From open green spaces where you can benefit from the natural surroundings and fresh air, to sophisticated sports facilities with professional coaches; Palava offers everything you need to lead a healthy and fulfilling life.

## Green areas that comprise more than half of the city.

This city offers a variety of green spaces that not only energise citizens with fresh air, but also provide enough space for them to jog, cycle and indulge in a number of athletic activities.

Over 60% of the total area of Palava is dedicated to open spaces, with over 25% set aside for parks, playing fields and recreation grounds. The ratio is 10 times higher than that of Mumbai.

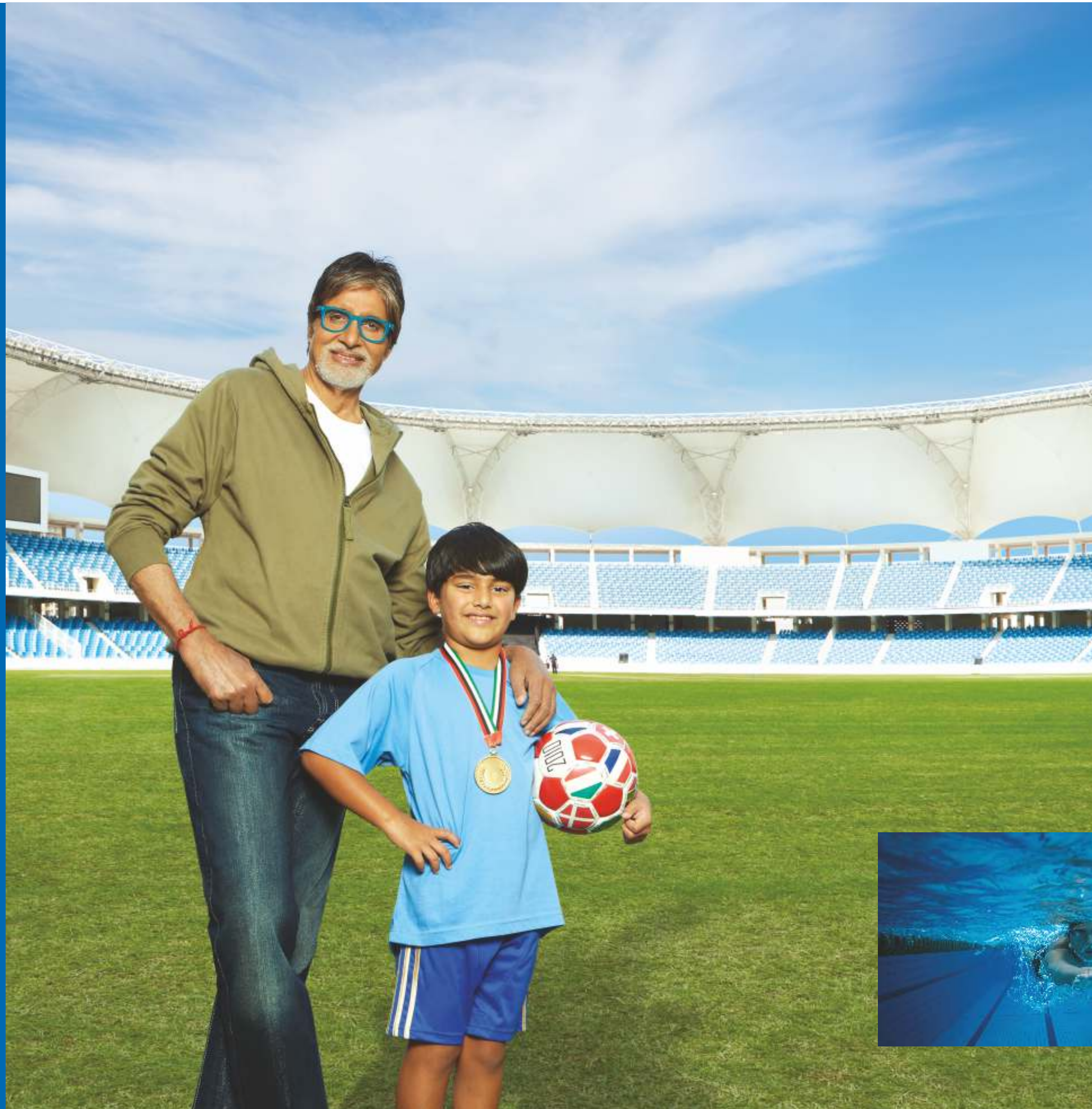
- A 100-acre central park, much like the one in New York.
- Private gardens and playgrounds in each development.
- Neighbourhood gardens.
- A 3.5 km long riverfront with promenades, theatres and cafés.
- A 50-acre lakefront with a 2 km periphery.

- Over 10 km of green pathways formed by interconnected parks.

Over 2 lac trees will be planted across the city to improve the quality of air, 70% of which will be grown in Palava's local nursery. This city does not limit greenery to parks.







## Built for future Olympians.

Palava's, sophisticated sports facilities are available to anyone with a dream. This city does not believe in half measures.

- An Olympic sports centre – larger than anything available in Mumbai – with a variety of facilities for sports like Swimming, Cricket, Football, Squash, Tennis, and Badminton.
- Sports academies affiliated to professional academies like Golf Next at the 9-hole golf course.
- A world-class cricket stadium with a programme to be run by Cricket India Academy, the exclusive master rights partner in India to run Cricket Education Program (CEP) designed by Cricket Australia (CA). With Brett Lee as the brand ambassador of CEP and Mike Hussey along with woman cricketers Ellyse Perry and Alyssa Healy as role models. Pravin Amre (the ex-Indian cricketer) is the Coach Director of Cricket India Academy. Cricket India Academy (CIA) is the cricket division of Sports Education Development India Limited (SEDIL).
- Over 25 neighbourhood clubhouses with facilities ranging from gymnasiums and meditation areas to indoor courts and swimming pools.

Sports serve society by  
providing vivid examples of excellence.

– GEORGE F. WILL













# World-class healthcare to look after you.

## Body and mind.

While the city's natural surroundings will do much to benefit one's health, Palava's healthcare institutions will be as modern and well-equipped as they are accessible.

- Hospital by a renowned medical chain (opening in 2016).
- A 250-bed multi-specialty hospital is planned in the upcoming development. This institution will be affiliated with the university to encourage research and development; ensuring its place at the forefront of medical technology.
- Pharmacies and clinics within 10 minutes of residential areas. An Apollo Clinic is already operational.



# A city where you will never have to worry about your family's safety.

Palava offers numerous facilities to ensure its citizens' safety. These range from – police and fire stations to the more high-tech and sophisticated electronic surveillance systems, emergency booths and a dedicated protection force. All this, so that your family can feel safe, day and night.

- **Emergency response teams** comprising ambulances, fire engines, the police and the protection force, with a maximum response time of 10 minutes.
- **24x7 monitoring** by the central command centre for prompt reaction to emergencies.
- **Electronic access control systems** in buildings to deter intruders.
- **Street-level panic alarm systems** located at short intervals to help residents immediately alert the command centre in case of an emergency or crime.
- **Automatic fire alarms** in buildings that will alert the command centre and prompt residents to evacuate in case of fire.
- **Video surveillance** in public places to deter criminal activity.
- **Palava protection force**, a highly-trained security unit.







# Transportation facilities as green as Palava.

Palava is built around you, it's with everything you need within walking distance. But even though it's a delight to walk in with wide tree-lined pavements the city has an eco-friendly and efficient transportation network.

- Eco-drive buses – a fleet of hybrid, CNG, and electric buses – are already operational. These buses, which will run every 5 minutes during peak hours, will provide service within the city to Palava's citizens and stakeholders.
- Bus stops will be within 5 minutes of every residential building.
- Intercity buses will drop citizens to commercial hubs like Thane, Navi Mumbai and Kalyan, and nearby railway stations like Dombivli, Diva and Nilje.
- A state-of-the-art transport hub will connect with external transport facilities like state buses, autos and taxis.





## Participative citizenship: putting the city in the hands of its people.

Palava is, and will be, home to one of the nation's finest communities. You will live and work with civic-minded individuals in a city that believes in giving its people a voice – truly making you part of Palava. As cordial as it is empowering, the neighbourhoods will offer spaces where citizens can meet, converse and indulge in common hobbies and interests. Cheerful gardens, bustling clubhouses and a number of other spaces will make for an amicable

and spirited community. The city will grow and prosper based on the efforts and ideas of its citizens, a unique philosophy where administration and citizens work together with a sense of shared ownership and responsibility to create a great city.

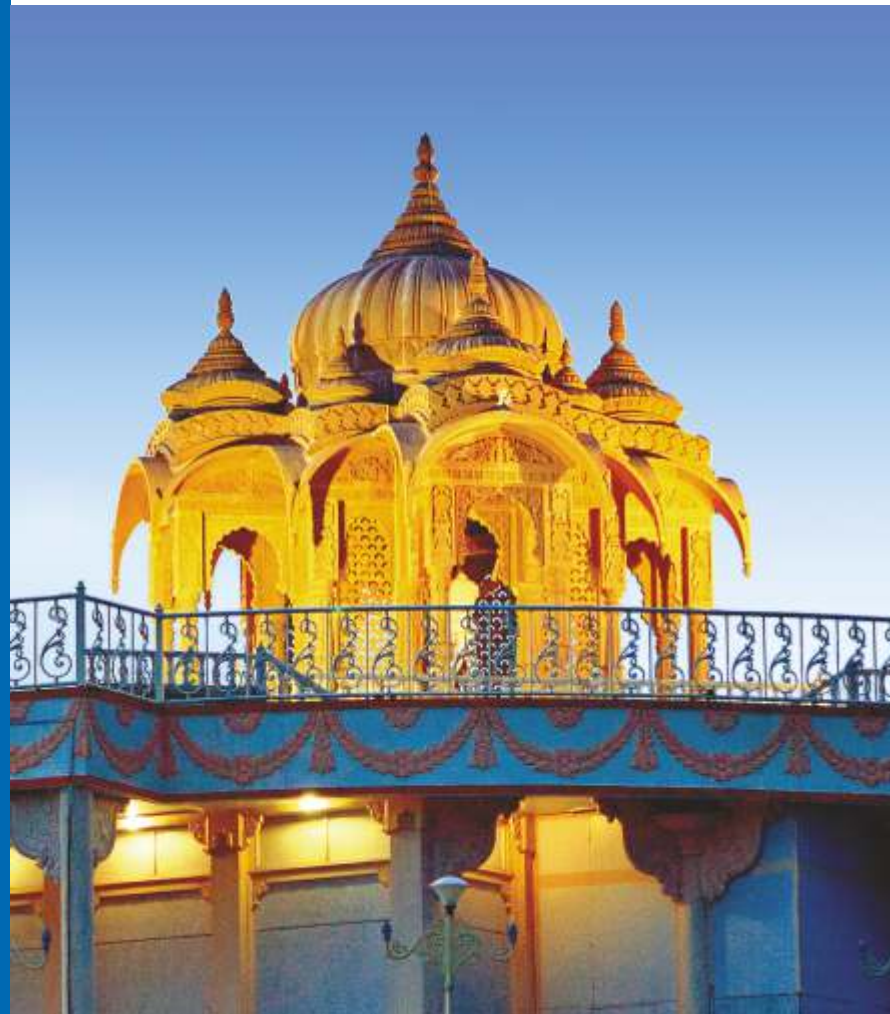
A great city can  
teach something that no  
university by itself can:  
a vivid sense of  
the largeness of human  
brotherhood.  
– SETH LOW

## Religious buildings: the gods need a fitting abode.

This city has taken into consideration every aspect of a well-rounded life including the spiritual. Shrines devoted to various deities will dot the landscape.

These include:

- Ganesha temple.
- Ram, Sita, Lakshman, Hanuman temple.
- Shiva temple.
- Jain temple.
- Gurudwara.
- Balaji temple.
- Krishna temple.
- Several other sites catering to various religions.









# RUNNING THE CITY OF OPPORTUNITY

"Some feats of greatness take  
place behind the scenes."

- Amitabh Bachchan, First Citizen of Palava





# A city that runs like clockwork.

All you'll see are the benefits.

To fulfill its vision of becoming a truly world-class city,  
Palava has matched – and redefined – the gold standards  
of good urban planning and governance.



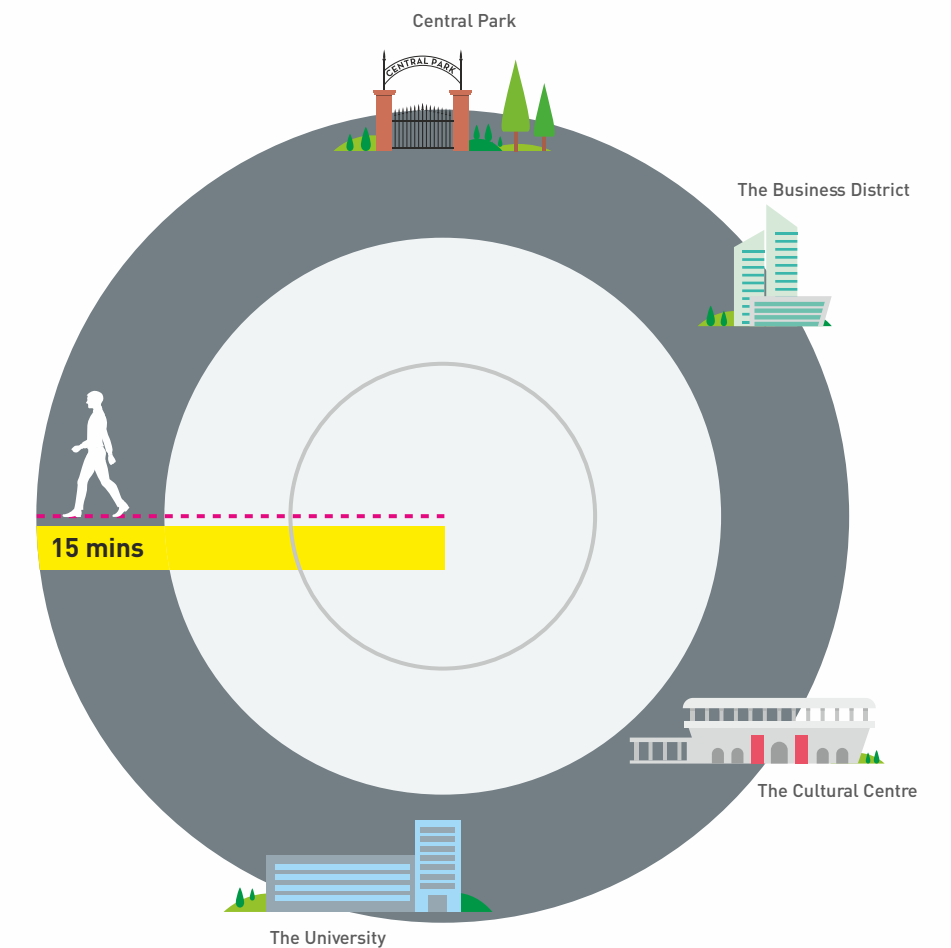
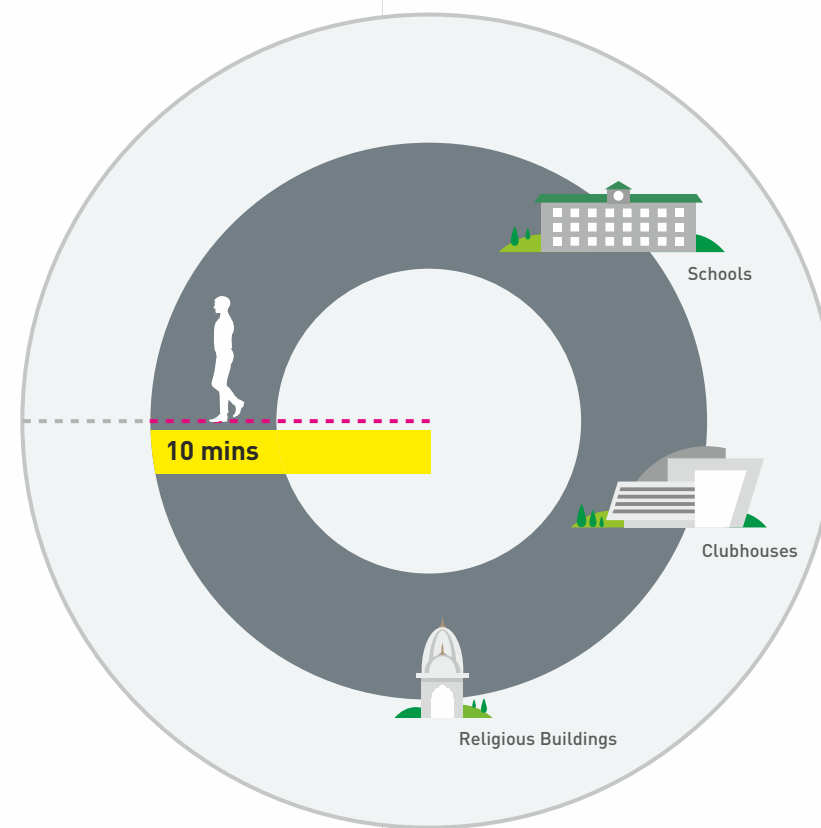
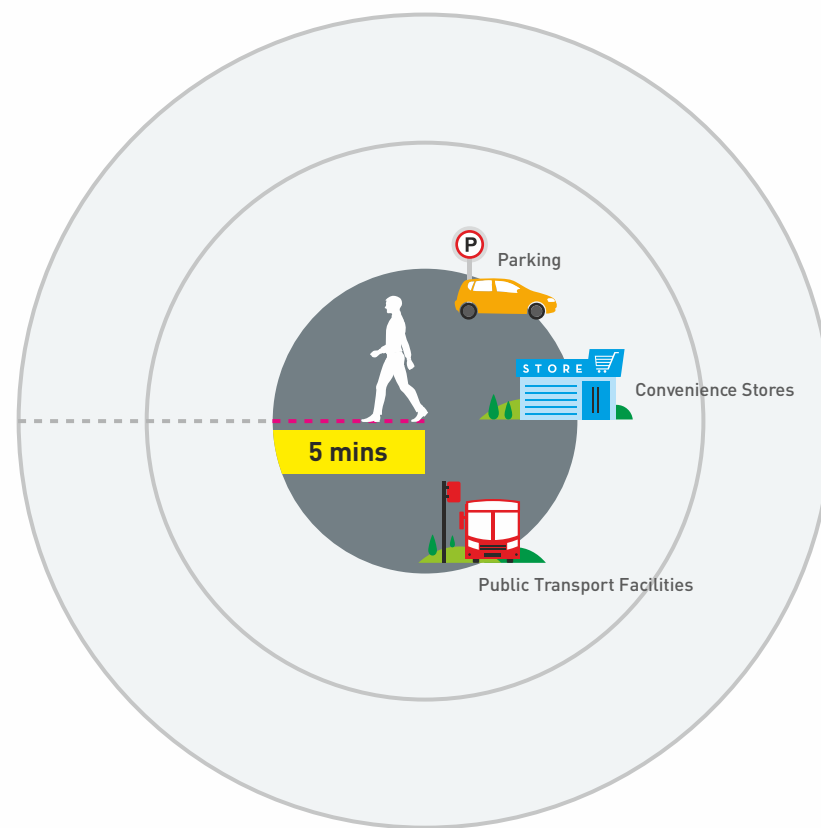


# Built for the 21st century. And beyond.

Palava is designed to suit the modern lifestyles of today, and those of the future. Meticulous planning and foresight are evident in every aspect of the city, from its fibre-optic network to its intelligent city management systems.

Take the city's 'walk to everything' principle for instance: every home is no more than a short walk away from everything you need to live a fulfilling life. Whether it's the glorious Centre for Arts and Culture, the central avenue that showcases international restaurant and retail brands, or the gleaming business district that brings lacs of job opportunities to you. Even the city's layout, based on New York's 'gridiron' structure, was chosen to facilitate orderly urban growth for generations to come.

Everything you need.  
Just a few minutes' walk away.



As a fish needs to swim, we need to walk,  
not in order to survive, but to be happy.

– ENRIQUE PEÑALOSA





# Palava functions like a private organisation.

After all,  
it's operated by one.

Comprised of city administrators, urban experts and citizens of Palava, the Palava City Management Association (PCMA) is responsible for everything from ensuring 24x7 power and water, to the formulation of city policies and providing high-quality, cost-effective services. The presence of citizens in this body will create an inclusive ecosystem of end-users and experts. The result: an organisation that offers the efficiency of the private sector with the commitment of a not-for-profit organisation.



# Smart systems and intelligent security: the pillars of an efficient city.

To ensure the city's place amongst the world's top 50 most livable cities, Palava's planners identified and implemented features that enable smart cities like Singapore and Amsterdam. These features will significantly enhance the lives of its citizens. And, as with everything else, it has been designed by IBM, an expert at the forefront of this field.

## PALAVA e-PORTAL

An online portal that gives each citizen a voice.

The Palava Portal will allow citizens to take care of their day-to-day needs as efficiently as possible. This portal will enable citizens to perform a variety of actions.

- Register problems and track responses to them.
- Seek information on cultural, athletic and shopping events.
- Check transport schedules.
- Book sports and clubhouse facilities.
- Check energy usage, get tips on conserving water and energy, and pay utility bills.
- Keep an eye on their children at the playgrounds and check traffic through live camera feed.

## SMART CARD

The Palava Smart Card: one card, endless possibilities.

Each citizen will be given a Palava Smart Card (PSC). This all-in-one card has two major roles. The first is that of an identification card that will let you access private areas such as your building and sports venues. The second is that of an e-wallet, making it possible for you to perform cashless transactions while using facilities like the city's clubhouses, hospitals, transport hubs and so on. Besides making life very convenient, this system also minimises the risk of fraud.

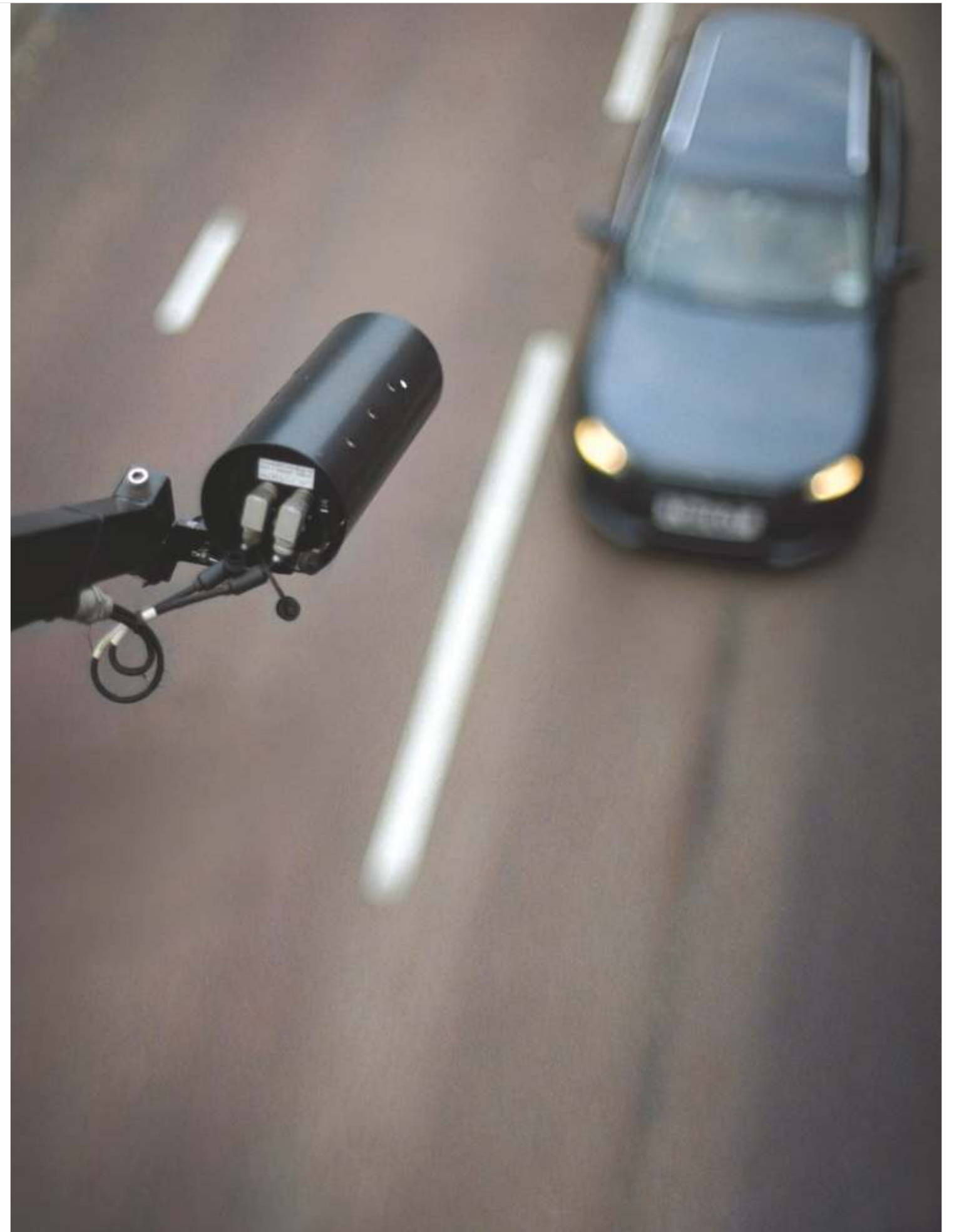




# There's one thing most cities have that Palava doesn't: traffic jams.

Efficient transport management is the hallmark of a smart city. Palava has a range of processes in place to ensure that none of its many roads are ever congested.

- **The Fleet Management System** will ensure the safety and efficient operation of bus services, waste disposal trucks and emergency response vehicles. The buses will also have on-board cameras, for security and to facilitate communication between drivers via the command centre during emergencies.
- **The Parking Management System** will ensure that reserved parking slots are not encroached upon. There will be separate parking areas for visitors.
- **System Enablers** will predict traffic and inform road users about alternatives through communication channels and digital signage to prevent congestion.







# Eco-friendly practices: so generations can thrive in Palava.

Palava's planners have taken into consideration the city's growth over the next few decades, and beyond. The city has invested in sustainable and scalable infrastructure which, while expensive, will pay off in the future.

– The city's infrastructure will operate just as efficiently for over 2 million citizens as it did for 5,000.

– A green city, Palava favours renewable resources rather than precious exhaustible ones.

– Investments in technology will reduce the need for manpower and cut operating costs.

## ENERGY MANAGEMENT

**Great cities never stop. Neither does Palava's supply of power.**

Palava's power infrastructure ensures 24x7 power at lower costs.

- The city has entered into a unique agreement with the Maharashtra State Electricity Distribution Co. Ltd., having invested in a dedicated express feeder. As a franchisee, Palava has been building, operating and maintaining the power infrastructure supported by companies like Schneider Electric. This system has been in place since the city's first projects – Casa Bella and Casa Bella Gold.
- The city will also implement automated meters, allowing residents to monitor their electricity usage, tariff, and get alerts.
- Palava has partnered with SunEdison to ensure that at least 10% of the public spaces will use solar electricity; the roofs of many public buildings will be used to harness this energy. Lodha World School already has a solar panel, while most of Palava's streetlights are either solar-powered or LED.

## WATER MANAGEMENT

**Pure and ever-flowing, just as water should be.**

While urban India suffers from

a serious lack of clean water, Palava will have no such problem. In addition to ensuring a steady supply from government agencies and nearby natural sources, the city has partnered with companies like General Electric (GE) to reuse water for landscaping, cooling, and in lavatories. The city will also implement rainwater harvesting to maintain the water table.

## WASTE MANAGEMENT

**Nothing goes to waste. Not even the waste.**

To reduce the amount of waste dumped in landfills, Palava will reuse at least 80% of all household and city waste.

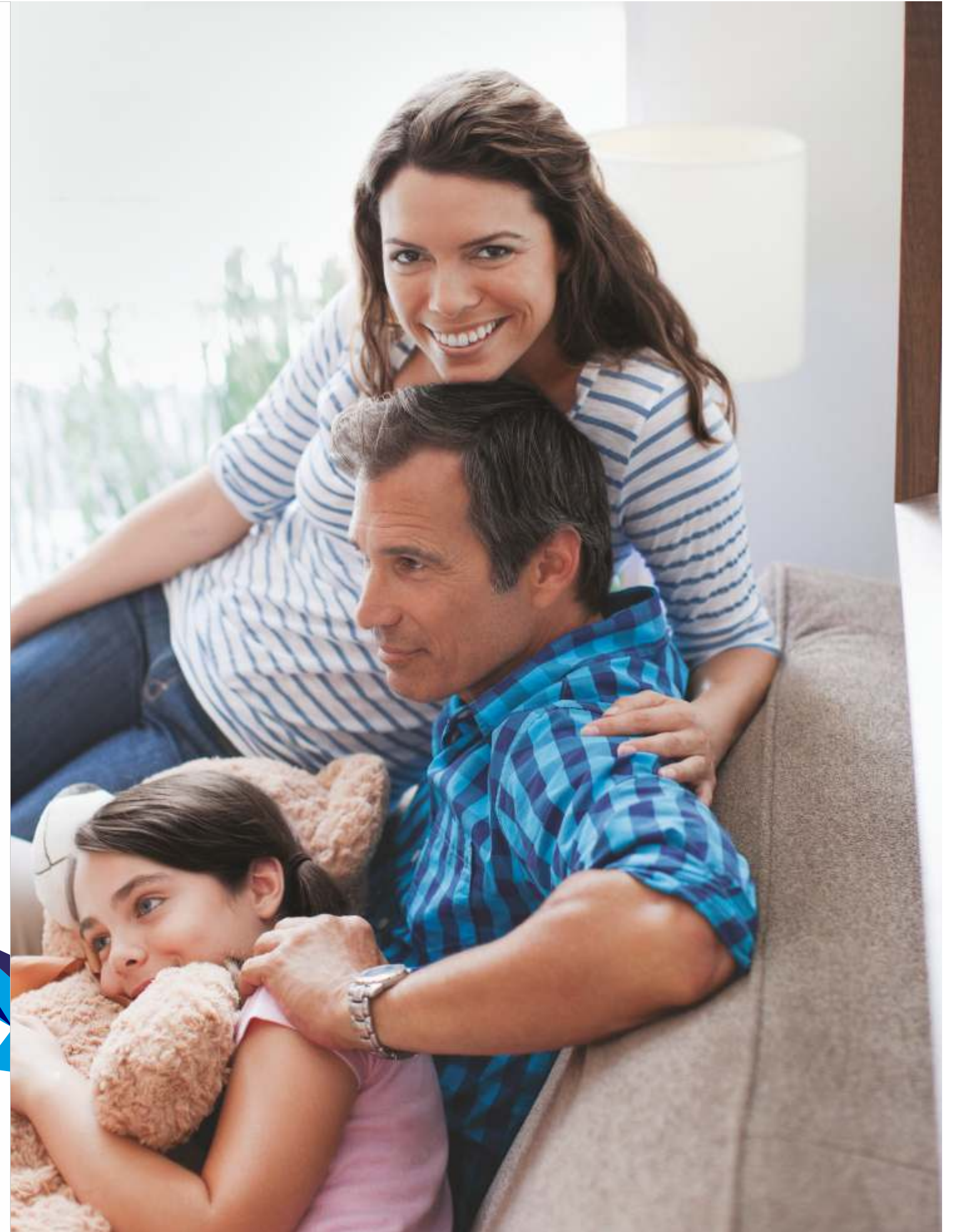
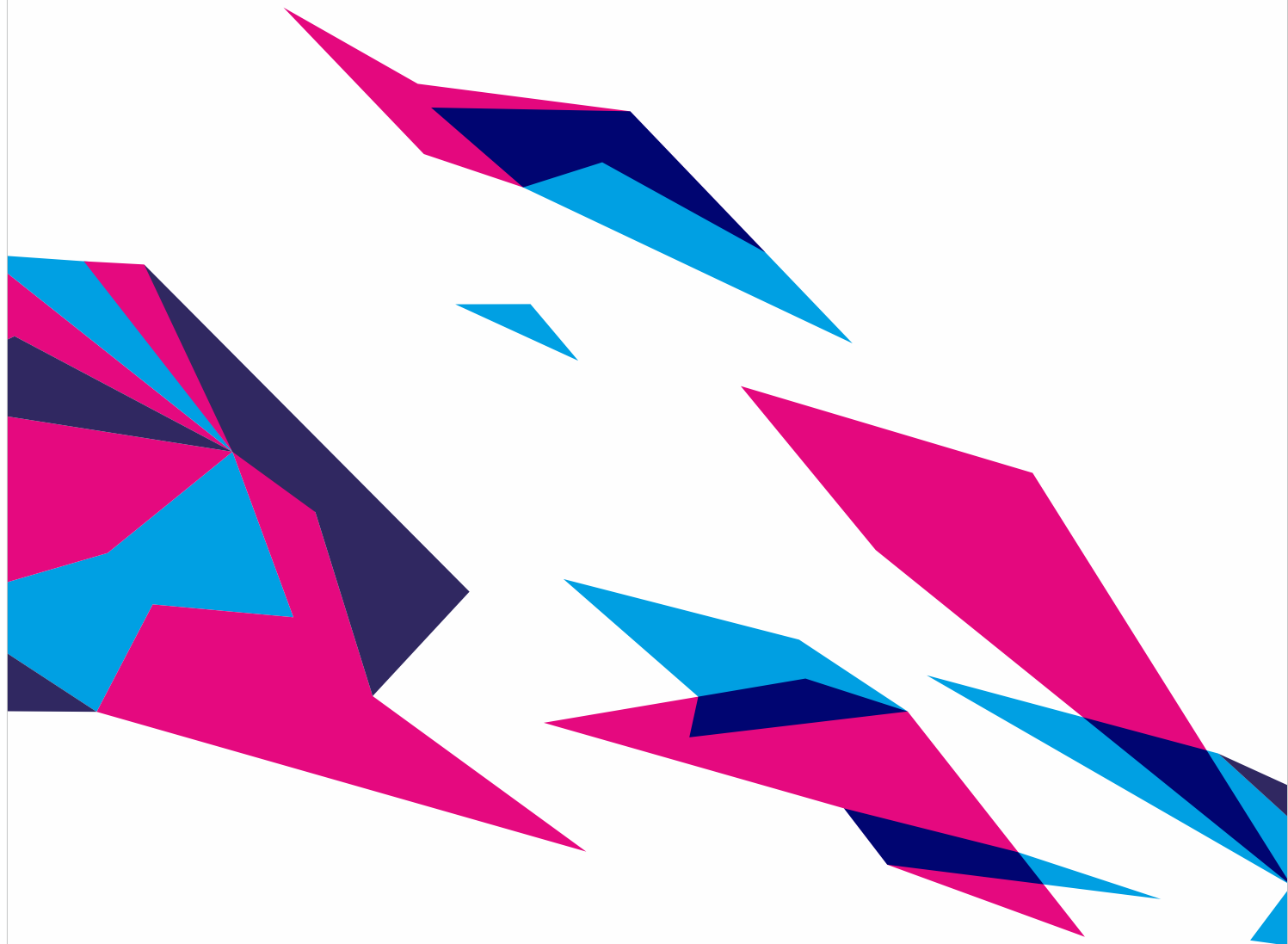
- The city encourages segregation of solid waste, assigning separate bins for recyclable and non-recyclable waste.
- A dedicated large-scale solid waste transfer station and processing plant is being developed to treat waste. A combination of in-vessel composting and biomethanation technologies will be deployed for converting all organic waste into usable manure or biogas for electricity generation.

**We do not inherit  
the earth  
from our ancestors,  
we borrow it  
from our children.**

**- NATIVE AMERICAN  
PROVERB**



## BENEFITS FOR HOME-OWNERS





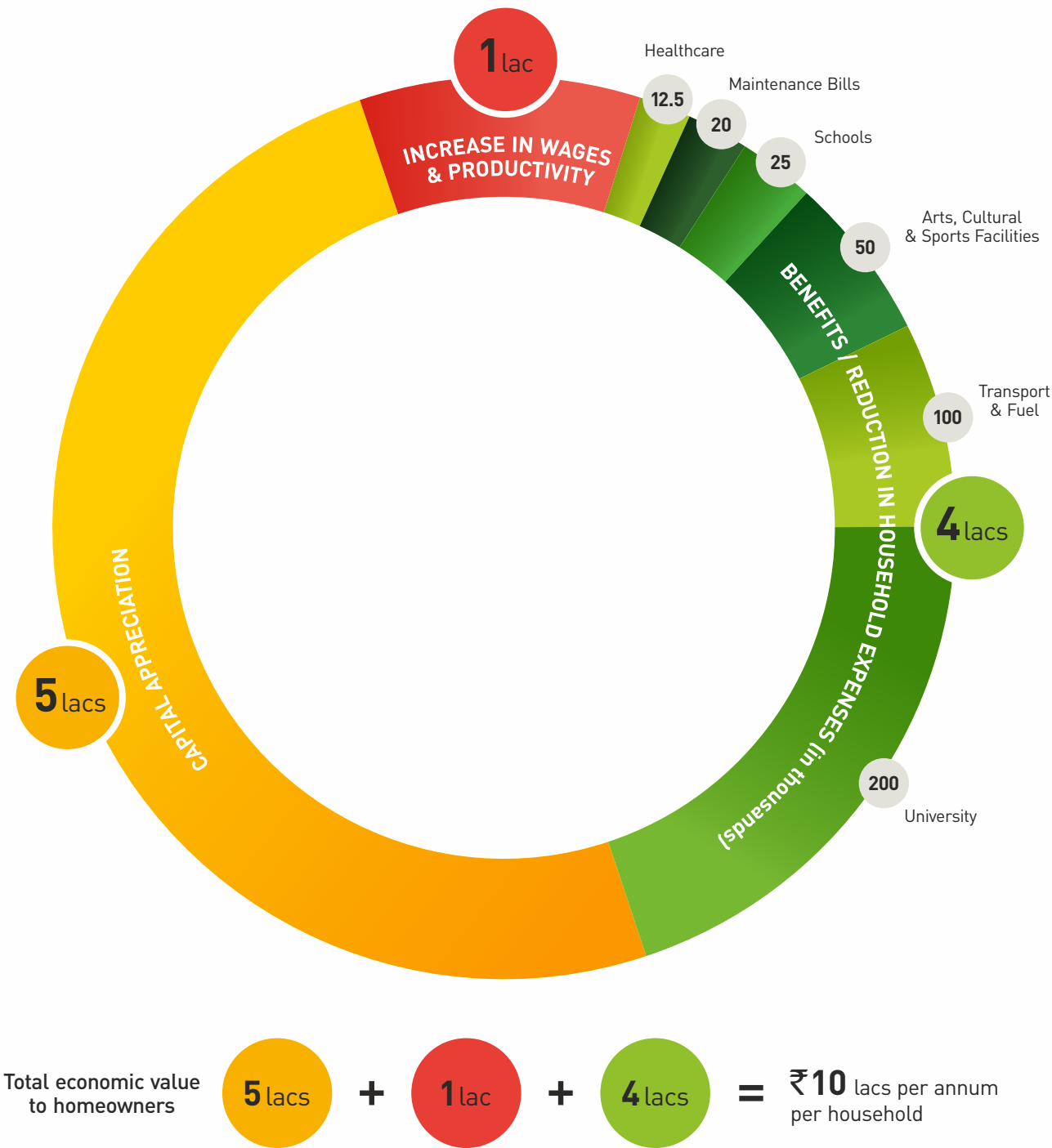
# The lifestyle of a top-50 city.

## At a fraction of the cost.

The benefits of living in Palava are numerous. The ones listed here, however, are those that can be quantified. Living here pays for itself with total gains of almost ₹10 lacs per annum, far more than the annual cost of owning a home in the city.

### How living in Palava pays off.

- Access to exemplary schools and a world-class university at affordable costs.
- Lower maintenance bills due to investments in technology and a sustainable infrastructure.
- Lower healthcare costs due to a better environment, work-life balance and high-quality, but affordable, health facilities.
- Access to world-class sports, arts and culture facilities at a nominal cost.
- Everything is a short walk away, making travelling by car an option rather than a necessity.



#### CAPITAL APPRECIATION

Real estate prices in Palava have increased threefold since 2009; making it one of the most profitable investments in the MMR region. Given the significant need for high-quality housing, citizens will see a growth of at least 15% per annum that is, over ₹5,00,000 per annum (calculated on the basis of a 1-BHK apartment).

#### INCREASE IN WAGES AND PRODUCTIVITY

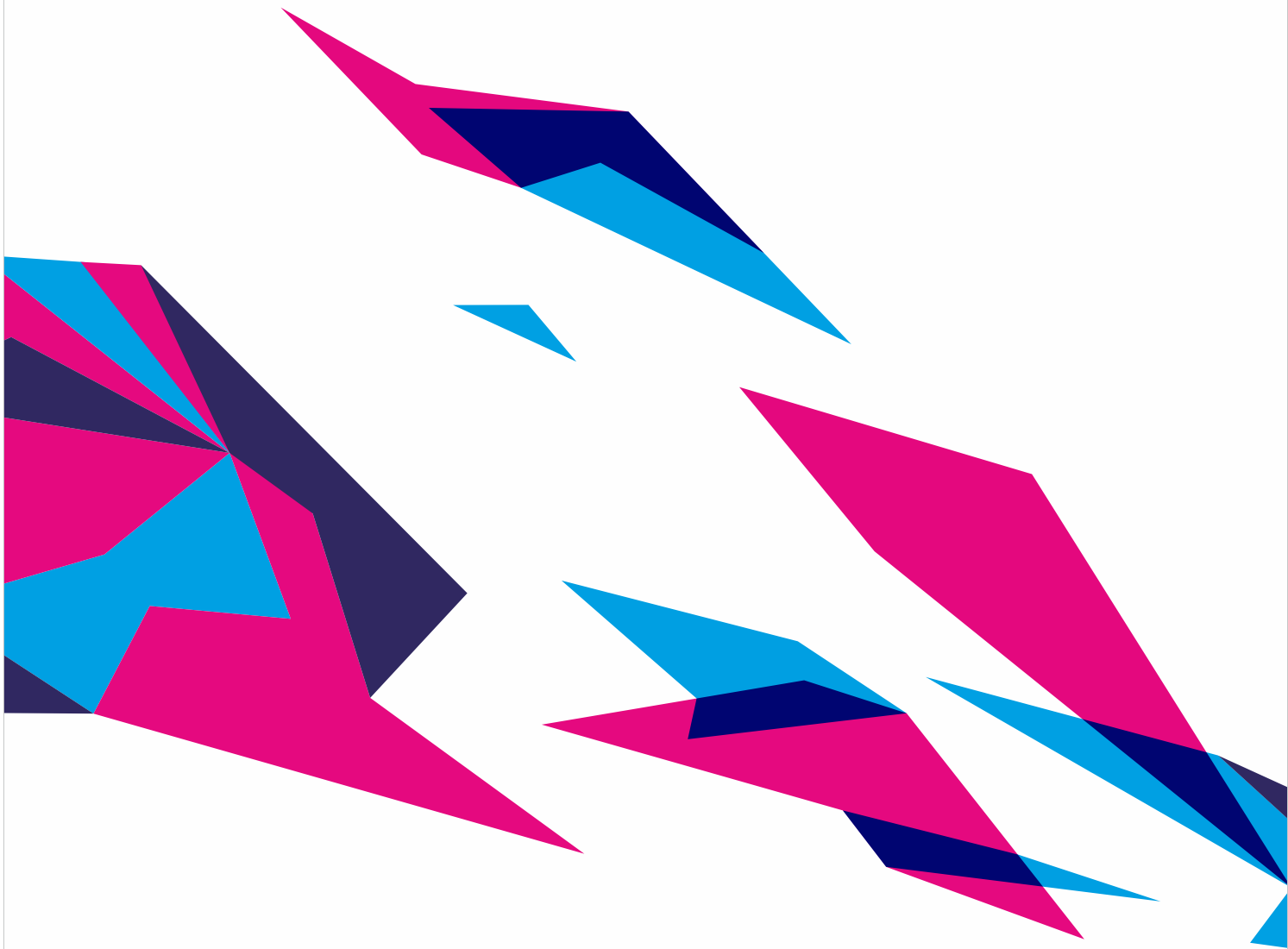
Most citizens will be able to walk to work, reducing their commute time and increasing their productivity. This could lead to an 8-10% increase in wages, amounting to about ₹80,000-1,00,000 per annum

#### REDUCTION IN ANNUAL EXPENSES

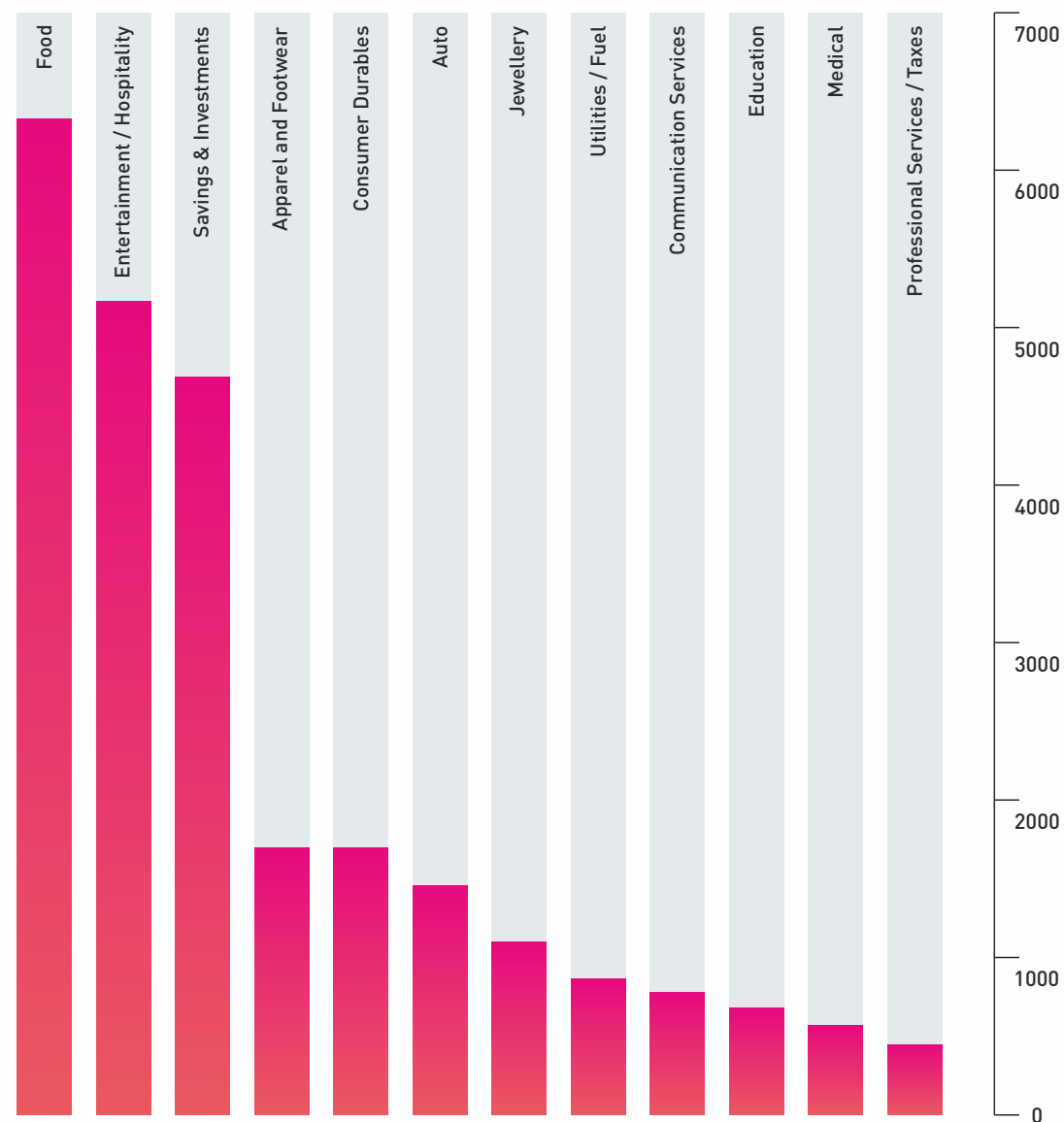
Homeowners can expect to save about ₹4,00,000 per annum (as of 2013) on a range of expenses by living at Palava.



# BENEFITS FOR JOB-CREATORS AND BUSINESSES







Estimated consumption by category in 2025 (in crores)

## Tap into a high-growth market.

Palava is a city on the brink of exponential growth with an annual GDP of ₹60,000 crores by 2025. One of the drivers of the city's economy will be consumption (of goods and services) within the city that will grow from ₹3,500 crores in 2015 to ₹12,000 crores by 2020, and to ₹25,000 crores by 2025. This consumption will be spurred by three major groups:

### CITIZENS

Palava is an entrepreneur's dream come true. As a growing city with 20,000 residences already sold (a number that will increase to 1,00,000 by 2025), there will be a high demand for a range of goods and services. Furniture and consumer electronic stores, for instance, will thrive because of the thousands of families that will be setting up new homes. It also helps that these households will have an average annual income of over ₹10 lacs, and are likely to spend between ₹7 - 8 lacs on consumables, entertainment, professional services, financial investments and so on.

### TOURISTS

With waterfronts, expansive green areas, a Centre for Arts and Culture designed by one of the world's greatest architects, and many other spectacular landmarks, Palava will attract tourists from around the world in addition to frequent visitors from Mumbai and Navi Mumbai. This will do much to boost the city's economy.

### ENTREPRENEURS AND BUSINESSMEN

With over 3.5 lac job openings (by 2025), the city will attract millions of job seekers, entrepreneurs, and high-ranking executives. These groups will contribute greatly to the city's economy. Business hotels, for example, will be in demand, as will office stationery and electronic stores.

The total economy of Palava will be over ₹60,000 crore by 2025.



# Why Palava makes good business sense.

Palava offers companies the incredible opportunity to set-up and grow as economically as possible. The affordable operating costs and real estate will help businesses save more, and thus grow more.

## 1. HIGH TALENT AVAILABILITY

Lower recruitment, wage and retention costs.

**Cost reduction: ₹2.60 - 2.90 per square foot, per month.**

It will also result in significantly lower operating costs:

- Having employees living a short walk away will reduce transportation and fuel costs.
- The business facilitation centre will save money and time.
- Business facilities like training centres and hotels are excellent and inexpensive.

**Cost Reduction: ₹5.30 - ₹7.20 per square foot, per month**

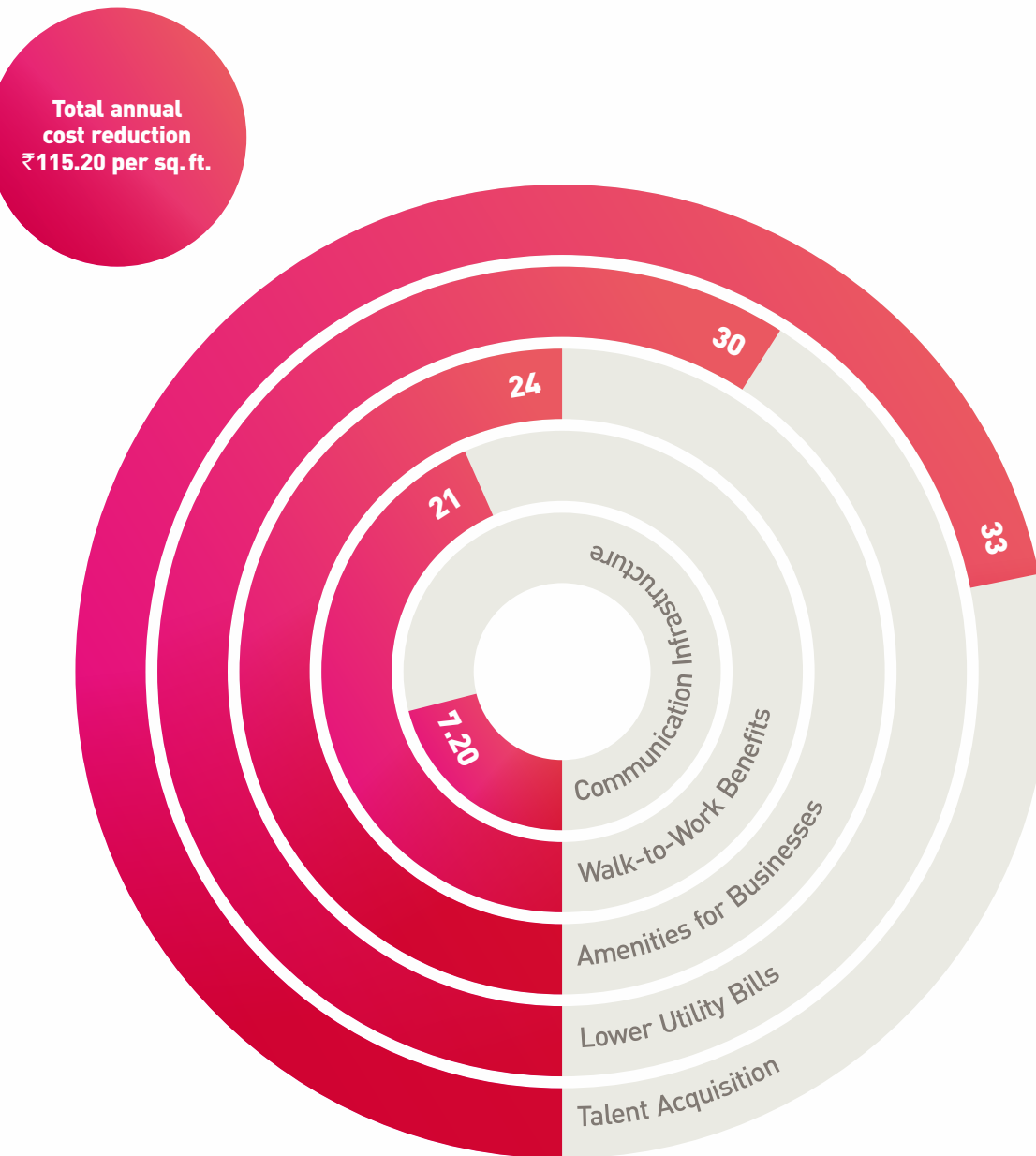
## 2. FIBRE-OPTIC COMMUNICATION INFRASTRUCTURE

A fibre-optic network, so your company won't need to invest in one.

**Cost reduction: ₹0.60 per square foot, per month.**

## 3. REDUCTION IN ANNUAL OPERATIONAL EXPENSES

High-quality city infrastructure, eliminating the need for investing in power back-up, security etc.



Annual cost reduction by category (per square foot)





A CITY DESIGNED TO  
GIVE EACH AND EVERY  
CITIZEN THE OPPORTUNITY  
TO PROSPER.

AS FIRST CITIZEN OF PALAVA,  
I INVITE YOU TO DISCOVER IT.

Join over 20,000 families who are moving to a brighter future at Palava.  
A city designed to propel its citizens ahead with innumerable opportunities  
to live and work. So come, grow, prosper and make yourself at home  
in a city that brings out the best in people.

- Amitabh Bachchan, First Citizen of Palava

Discover what life in Palava will be like at the Palava Centre.  
To schedule a visit, email us at [thepalavacentre@lodhagroup.com](mailto:thepalavacentre@lodhagroup.com).



# India's most liveable city.

## From its most respected real estate developer.

Established in 1980, the Lodha Group is India's No 1 real estate developer. The Group is currently developing in excess of 35 million sq. ft. of prime real estate, with over 30 projects in and around Mumbai, from Nepean Sea Road to Dombivli. The Group has further extended its promise of luxury living with successful projects in Hyderabad and Pune. The Lodha Group has several landmark developments to its credit, including World One - the world's tallest residential tower, Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, and Palava - India's most livable city, spread over 4,000 acres and located close to the upcoming Navi Mumbai international airport. The Group has made history by achieving the world's first billion dollar pre-launch for a prime South Mumbai project that received IPO style applications exceeding ₹ 5,400 cr.

The Group has also recorded the biggest land deal in India till date, buying a plot for ₹ 4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA), where it is developing New Cuffe Parade, a world-class mixed use development set to become

the new city centre of Mumbai. Continuing to set new benchmarks, the Group completed acquisition of a 17-acre prime land parcel in Worli for ₹ 2,725 cr., the largest realty deal in 2012.

In November 2013, Lodha Group made its entry overseas with the stellar purchase of MacDonald House at 1 Grosvenor Square from Canadian Government, the Canadian high commission's building in central London, for ₹ 3,100 cr. (£306 million). With this first deal outside of India, Lodha set a new benchmark for Indian real estate, now becoming a contender in the global property market. With the set up of business in UK, Lodha has a planned investment forecast of GBP 3 billion over the next 5 years. Lodha currently has offices in London, Dubai and Shanghai, with planned openings in USA and Singapore, making Lodha a truly international brand. Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices to large-scale office campuses to signature boutique offices for growing businesses.

The Group's tremendous success has been marked by financial investments from the finest global investors, including JP Morgan, Deutsche Bank, HDFC Ventures and ICICI Ventures. The Group currently employs over 3200, associates and provides site-based employment to over 25,000 workers. And going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.

### OTHER ACCOMPLISHMENTS

CNBC's emerging residential brand 2013

Winner of Emerging Business of the Year - HELLO! Magazine 'Hall of Fame' Awards, 2013

Mumbai's most preferred Real Estate Brand - Morgan Stanley Report, 2012.

Winner of Green Good Design Award 2012 for World One.

Winner of 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'.

Good Practice UN Habitat Business Award for Integrated Planning, for Casa Bella, an integrated township at Palava.

Best Developer Involved in High-end Residential Properties across India, by constructionsourceindia.com

Leaders of Indian Infrastructure & Construction Award by Economic Times ACETECH.

### RECENT COMPLETED PROJECTS

- Lodha Costiera, Nepean Sea Road
- Lodha's Château Paradis, Worli Seaface
- Lodha Aria, East Parel
- Lodha Grandeur, Prabhadevi
- Lodha Palazzo, JVPD Scheme, Juhu
- Lodha One, JVPD Scheme, Juhu
- Lodha Aurum, Kanjurmarg
- Lodha Imperia, Bhandup
- Lodha Paradise, Thane
- Lodha Aristo, Thane
- Lodha Goldcrest, Lonavala
- Casa Ultima, Thane
- Casa Essenza, Dahisar
- Lodha Excelus, Mahalaxmi
- Lodha Supremus, Worli
- iTHINK by Lodha, Kanjurmarg
- iTHINK by Lodha, Thane
- Boulevard Shopping, Thane

- Lodha Belmondo, Pune
- Lodha Bellezza, Hyderabad
- Lodha Meridian, Hyderabad
- Casa Ultima, Thane
- Casa Royale, Thane
- Casa Bella, Palava
- Casa Bella Gold, Palava
- Casa Rio, Palava
- Casa Rio Gold, Palava
- Casa Paradiso, Hyderabad

### PROJECTS TO COME

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

### ONGOING PROJECTS:

#### OFFICE SPACES

- Lodha Supremus, Upper Worli
- Lodha Supremus, Kanjurmarg
- Lodha Supremus, Thane

### ONGOING PROJECTS: RESIDENCES

- Lodha Primero, Mahalaxmi
- World One, Upper Worli
- World Crest, Upper Worli
- Lodha Venezia, Parel
- Lodha Elisium, New Cuffe Parade
- Lodha Dioro, New Cuffe Parade
- Lodha Evoq, New Cuffe Parade
- Lodha Fiorenza, Goregaon
- Lodha Aurum Grandé, Kanjurmarg
- Lodha Aristo, Thane
- Lodha Luxuria, Thane
- Lodha Aqua, Dahisar
- Lodha Golflinks, Palava

All details valid as on the date of printing [23.12.2013]





Lodha iThink



Lodha Bellezza



Lodha Bellissimo

#### COMMITMENT TO OUR COMMUNITIES

Lodha is a committed & responsible corporate citizen of our society and makes significant efforts for the improvement and upliftment of the areas and communities that it works in. Over 2% of our annual profits are dedicated to social programs.

#### LODHA FOUNDATION

The foundation focuses on ensuring that every family is made self-sufficient by ensuring that at least one member of the family is employable. In order to achieve this goal, the foundation has a special focus on education and vocational training.

#### EDUCATION

**Chandresh Lodha Memorial School:** Over 5000 students from low income families receive high quality, subsidized education through the two branches of the Chandresh Lodha Memorial School in Dombivali and Nalasopara. Highest quality education is provided at fee of less than Rs. 500 per month, ensuring that every child is able to access a brighter future without regard for the current financial ability of his/her family.

**Lodha Foundation Scholarships:** Each year, the Foundation offers scholarships to over 1000 students from economically disadvantaged backgrounds. The scholarships provide up to 75% of the school fees and other education related costs for students who exhibit good academic performance.

#### VOCATIONAL TRAINING

The Foundation conducts vocational training in a variety of fields like computer programming, vehicle repair, mobile repair, mehendi application, etc.

Over 2000 people take advantage of these courses each year, giving them life skills to ensure long-term employment.

#### RELIGIOUS ACTIVITIES

**Shri Sai Dham:** Specially catering to devotees who walk on foot from Mumbai to Shirdi, a grand temple and resting place for all devotees of Shirdi Sai Baba. Opening shortly on the Mumbai-Nasik Highway, near Thane

**Lodha Dham:** Catering to Jain saints who travel on foot from Mumbai to rest of India. Includes a temple, library, food facilities and gathering place for devotees.

#### OTHER SOCIAL ACTIVITIES

- Lodha Foundation's Mumbai Ganpati, celebrating the 10-day festival of the Elephant God. Voted by The Times of India as 'Best Ganpati Mandal' (1st runner-up) in 2012.
- Lodha Foundation's Ambulance Service.
- Lodha Foundation's Hearse Service.
- Lodha Foundation's Pilgrimage Services for Elderly Citizens.
- Lodha Foundation's Mahila Bachat Gat – special savings scheme for self-sufficiency of women from lower income households.
- Funds for upkeep of temples, schools and cremation centres in needy areas.

#### ENVIRONMENTAL STEWARDSHIP

Lodha is committed to ensuring that development is done with the greatest respect and reverence for Mother Nature, in line with the ideals of our ancient scriptures.

#### Some of the Group's initiatives include

- 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 power farms at various locations.
- Rain-water harvesting at all developments.
- Recycling of fresh water at all developments.
- Large amount of landscaping and tree plantation at all developments.
- Use of local materials for construction to minimize pollution.
- Recycling of waste materials to conserve resources.



## One of the world's great cities. Created by its most gifted planners.



Founded 60 years ago, Sasaki pioneered interdisciplinary planning and design. Today, their services include architecture, interior design, planning, urban design, landscape architecture, strategic planning, civil engineering, and graphic design.

### Buro Happold

This professional services firm is respected for its expertise in the fields of engineering consultancy, design, planning, project management, and infrastructure amongst others. While most of its early projects were based in the Middle East, the firm now operates across the globe, with offices in seven different countries.

### KAPADIA ASSOCIATES architecture • urban design

KAPL is an architectural design firm with work ranging from architecture and interior designing, to creating retail identities. This firm has worked with the Lodha Group on a number of projects, including Ashoka Towers (Mumbai), Lodha Bellissimo (Mumbai) and Kensville Golf Living (Ahmedabad).



This employee-owned multidisciplinary consultancy is engaged in public and private sector developments across a wide range of markets; including: buildings, communications, and education. Some of its historical projects include: Kuala Lepar Bridge, Malaysia; Hong Kong; and the UK.



RSP boasts extensive knowledge with experience in almost all types of residential and commercial properties. One of the most famous properties developed is the Pinnacle at Duxton, Singapore, in association with Arc Studio Architecture + Urbanism, Singapore.



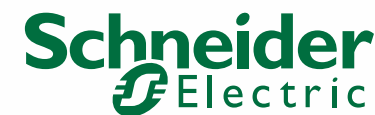
An Indian engineering consulting firm, TCE offers a wide range of multidisciplinary services in project engineering across several sectors. The firm has completed more than 5,000 assignments.



Arguably the most influential landscape design firm in India, this firm has been designing some of the nation's most remarkable landscapes for over 8 decades. It has defined and established several design typologies. The firm's work has been showcased in several national and international publications; it has also been the recipient of several international awards.



GE's Water & Process technologies aligns the best people globally with the most advanced technology, products and services to solve the toughest water, wastewater and process treatment challenges of customers. With more than 650 installations globally in wastewater treatment and reuse, ranging from compact packaged systems, to 50+ MLD industrial effluent reuse facilities, to 100+ MLD large municipal installations, GE has demonstrated global leadership in reuse technologies.



As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments: including leadership positions in utilities and infrastructure, industries and machine manufacturers, non-residential buildings, data centres and networks, and residential structures. Focused on making energy safe, reliable, efficient, productive and green, the Group's 1,40,000 plus employees achieved sales of 24 billion euros in 2012, through an active commitment to help individuals and organisations make the most of their energy.



A global solar energy services provider, this company's services include renewable power, monitoring, renewable portfolio standards and solar tariff services. Its global experience, coupled with fast-growing presence in the Indian market has positioned it as the leader in solar energy.



# MAP OF PALAVA

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