

THE
HOUSE OF
ABHINANDAN
LODHA

Be charmed
by a magical life.
Be whisked away by
the gentle seas.
Come...

Escape to *Alibaug*

Maxed out

by the maximum city?

The clamour of the city crowd.

The busy beats of the to and fro that always keeps you on the go.

Where the rat race is a way of life.

And pollution comes as a bonus with any lifestyle, no matter the alternative.

It's a world where the background score to each day is sung with the notes of traffic snarls, calls, meetings and streetside mayhem. Where the window to greenery shrinks rapidly every day, and the canvas of chaos consumes your every minute.

Where even the old have to hustle hard and fast.

And the ongoing construction leaves the beauty of the city tarnished. When the city that keeps ticking 24 X 7, becomes too much to bear, it's time to drop your cares and zip away from this city life.

This jaded city life is leading to a world-wide scenario of escape destinations close to alpha cities.





HAMPTONS, NEW YORK



SHIMODA, TOKYO

Where the traces
of the dream city
disappear and
a place of new
dreams
arrives.

Much like the bustling top towns across the globe and like the tales of the cities that define chaos, one can also feel overwhelmed in a place like Mumbai. But... close enough to every Alpha city, lies a place... Where one can let go of the knots of weariness... And discover the rhythm of tranquility, exotic experiences, a museum of changing views, and a grand chance to rub shoulders with the who's who.

Just like the Hamptons for New York, Surrey for London, Noosa Heads for Queensland, Waiheke Island for Auckland, Shimoda for Tokyo and Lake Como for Milan...

That come with the perks of celebrity sightings, cozy getaways and solitudes that stay, you too deserve a world of your own, where you can mingle with the glitterati, and feel pleasure course through every bit of you.



WAIHEKE ISLAND, AUCKLAND



LAKE COMO, MILAN

Welcome to *Alibaug*, the Hamptons of Mumbai.

The bigwigs of Bollywood, the business moguls, the who's who - they all love to unwind away from the lens, yet close to the city of dreams.

Here beauty flows into your soul the minute you land on the sands of Mumbai's Hamptons, Alibaug. Come, discover new shades of life at the heart of this celebrity-inhabited paradise.



Juhi Chawla buys property in Alibaug for Rs 1.89 crore

A stamp duty of Rs 11.34 lakh was paid by the actor, and the documents were registered on October 22. Actor Juhi Chawla, who was in the news recently for having signed a Rs 1 lakh bond in Mumbai's sessions court as a surety for Shah Rukh Khan's son Aryan Khan, has bought a land parcel in Alibaug for Rs 1.89 crore, documents accessed by Zapkey.com showed.

Deepika Padukone buys bungalow in Alibaug for Rs. 22 crore.

The property is spread across 2.25 acres and the built-up area is 18,000 sq ft. Bollywood actress Deepika Padukone and her husband Ranveer Singh have bought a second home in Alibaug for Rs 22 crore, sources told Moneycontrol. The bungalow was earlier owned by Rajesh Jaggi of The Everstone Group, sources said. There was no response from the actress' office.

Shah Rukh Khan buys palatial Alibaug bungalow worth Rs 14.67 crore.

Shah Rukh Khan is the proud owner of many luxurious assets, including his beloved Mannat, a fleet of posh cars, a Rs 4 crore vanity van that is fitted with an electric chair that zooms across the entire space, a private island home at Palm Jumeirah, Dubai and a cosy yet palatial holiday home in Alibaug. Amongst a huge list of other luxury acquisitions, of course.

Virat Kohli, Anushka Sharma buy 8-acre land in Alibaug.

Alibaug is famous among Mumbai's rich as a beachfront destination and has emerged as the new hotspot for celebrities and high-profile personalities including industrialists, Bollywood actors, and cricketers. Bollywood actress Anushka Sharma and her cricketer husband Virat Kohli have bought an eight-acre land at Alibaug, a coastal town situated in the south of Mumbai.

Cricketer Rohit Sharma buys land worth Rs 9 cr in Maharashtra's Alibaug

Cricketer Rohit Sharma has bought land worth Rs 9 crore in Maharashtra's Raigad district in the name of his wife Ritika Sajdeh, sources said on Thursday. Indian cricketer Rohit Sharma has bought land in the coastal town of Alibaug in Maharashtra's Raigad district. According to sources, the land is around four acres and has been bought in the name of his wife Ritika Sajdeh.

Shastri spends time with Raveena, SRK and Gautam Singhania in Alibaug

As soon as the India coach shared it, former England captain Michael Vaughan, who is also very active on social media, extended his wishes replying with emojis of champagne bottles. Ravi Shastri opted to kick back and relax as he caught up with Bollywood actors Shah Rukh Khan, Raveena Tandon and business tycoon Gautam Singhania in Alibaug on New Year's Eve.

The land of endless shores
where an escape transforms into
exquisite experiences.

It's a name that pops up in your mind the minute you hear the word weekend. An inviting place where the shores can lull you into a world of fun, frolic and fabulous moments. A sweet spot that borrowed its name from a Bene Israelite, Ali. For his acres and acres of plantation wove him a name from the locals - Alichu Baug.

But there is more than that which wins this place its fame...

HISTORIC, YET UNEXPLORED.

Home to UNESCO-accredited heritage sites, Alibaug is a beachside town that comes loaded with the stamp of scenic beauty and some of the oldest forts of Maharashtra - **Murud Janjira Fort, Sagargad Fort & Korlai Fort.**

**THE FIRST CHOICE
OF THE UPPER ECHELONS**

Tucked away in close proximity to the city, here is where the A-listers unwind as they mingle with quietude and yet find the quintessential luxuries that befit their way of life.

BEJWELED WITH BEACHES.

This serene town wears an enormously beautiful coastline. So you can let loose the water baby in you and dive into the endless pleasure of exploring the beaches at Alibaug.

Take your pick from **Alibaug Beach, Kashid Beach, Kihim Beach, Nagaon Beach, Mandwa Beach, Murud Beach, Rewas Beach, Kasim Beach, Varsoli Beach, Korlai Beach, Akshi Beach, Saswane Beach, Revdanda Beach, Awas Beach & Thal Beach.**



WHEEL INTO WATER SPORT ADVENTURES.

Feel the adrenaline rush as you get here, for there is no scarcity of adventure and you can take on the thrilling experience of varied water sports with your tribe. **Jet Skiing, Parasailing, Sea Kayaking, Dolphin Sightseeing, Scuba Diving, Kite Boarding & Speed Boat Rides, to name a few.**

MEET NEW SEA BUDDIES.

A place replete with beauty and impressive sea species for you to sight and gush over. **Humpback Whales, Green Turtles, Whale Sharks, Dolphins, Sting Rays, Jellyfish, Barnacles, Fiddler Crabs, Milk Sharks & Flying Fish.**

Land at Alibaug from Mumbai in a New York minute.

Let the trouble of tedious navigation disappear.

Let the hours spent in Mumbai's infamous traffic be wiped away.

For now, you can swoosh your way to Alibaug and land on those dazzling sands in mere 18 minutes. It's not only a holiday destination but a nexus of convenience and connectivity.



So are you ready to escape from the crowded shores of Mumbai to the secluded shores of Alibaug?



SAIL - 18 MINUTES

The waterways between Mumbai & Alibaug have served as a game changer for connectivity between the two regions, as it now takes only 18 mins. through a speedboat. On the other hand, RORO ride gets you and your vehicle to the shores of Alibaug in less than 50 mins.



DRIVE - 1 HOUR 30 MINUTES

The Mumbai Trans Harbour Link, India's longest sea link, is scheduled to open in 2023. Once it's open to the public, it will reduce the travel time significantly between Mumbai & Alibaug. The MTHL will bring down the travel time to as less as 94 mins. & just 56 kms. from the current 2 hrs. 48 mins. The picturesque drive from Pune to Alibaug takes less than 3 hrs.



FLY - 2 HOURS

The upcoming International Airport at Navi Mumbai is going to open up the Hamptons of Mumbai to the world. For globetrotters who would like to take a pitstop at this upcoming international leisure destination, getting here would only be a 2-hour affair once you land at India's financial capital.

Meet the reinventors of famed land who have taken luxury living to a new level.

The highly esteemed estate curators, The House of Abhinandan Lodha, changed the narrative of land. They vaulted over the challenges associated with land buying and devised a brilliant yet simple way to build intergenerational wealth for the new generation of India. By making land accessible, digitized and an investment instrument that can be readily monetized.

HANDING THE OWNERS NOT JUST AN ASSET BUT A PIECE OF THEIR ASPIRATIONS BACKED BY VALUE-FILLED PROMISES:



THE PLEDGE OF SECURITY



THE BOND OF TRANSPARENCY



THE SYMBOL OF WEALTH



THE HALLMARK OF HONOUR

EMBARK ON A JOURNEY TO CREATE WEALTH WITH INDIA'S LARGEST BRANDED LAND DEVELOPER.

The House of Abhinandan Lodha have opened the doorway for everyone to own land. An asset that holds within its palms the lines of fate that predict a bright future. Where you and generations ahead of you can cash upon this ever-appreciating asset that has been decked by value-creating promises. And not depend on the fluctuating assets in your investment portfolio.

ASSET	APRIL 2021	DECEMBER 2022	% APPRECIATION
BRANDED LAND by THE HOUSE OF ABHINANDAN LODHA	₹22,50,000	₹48,75,000	117%
Sensex	50,375	63,583	26.2%
Gold	₹4,437	₹5,153	16.1%
Fixed Deposits	₹1,00,000	₹1,08,913	8.9%
Crypto	\$59,095	\$16,462	-72.1%

The success that echoes far and wide.



2400+ PLOTS



22 MONTHS



5.3 MILLION SQ. FT. SOLD

THE HOUSE OF ABHINANDAN LODHA® isn't reckoned as a legend for nothing.



The grandest land celebration in the country:
2 x subscriptions
A sell-out launch



A massive **110%** appreciation at Dapoli:
450 per sq.ft. in Aug 2020
950 per sq.ft. in Oct 2022



A giant imprint of triumph on the Goan shores:
A sell-out launch in less than 100 hours



An epic land shopping festival at Anjarle that saw:
3 x subscriptions 1200+ applicants



A roaring win with **150+ Cr** revenue at India's fastest growing tourist destination:
Anjarle

And now, after leaving a trail of success at every step, the land legends are all set to add a new star to their sky of offerings. Luxury Villa Estates. This time, at the alluring coast of Alibaug.

Bringing you a world truly beyond the conventional ambit. A world wrapped in the promises of the exceptional.

Give the **investor** in you a platter full of benefits.

Brimming with possibilities, beauty and a whole new world to offer, Alibaug packs quite a punch as an investment proposition. Right from the swift connectivity within 18 minutes from the city to being the cozy escape for A-listers, Alibaug is a delight spelt right. Moreover, the rapid infrastructure promises you an assured future with growth and grandeur. And if that wasn't enough, the immersive yet exotic experiences here are sufficient to sweep the investment junkie in you off your feet.

Exquisite adventures coupled with exceptional returns.

It is only here that you experience the finest of sea adventures and aquatic life. From Dolphin tours to deep sea diving, parasailing to jet skiing & so much more. Alibaug hands you the passport to exotic experiences. Owing to which this place has caught the fancy of many tourists and led to a phenomenal increase in property rentals, with a ~10% ROI year-on-year.



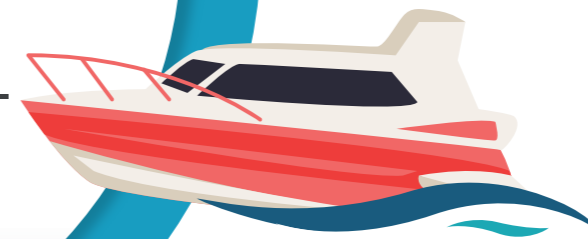
The House of Abhinandan Lodha – India's largest branded land developer.

The trail of success has been written across many regions like Dapoli, Anjarle, Neral and Goa with projects launched by The House Of Abhinandan Lodha. After bringing an unbeatable 100%+ growth in prices here, the pioneers are all set to do the same for Alibaug, ensuring you success greater than any other asset and your best bet to enter the arena of assured wealth generation.



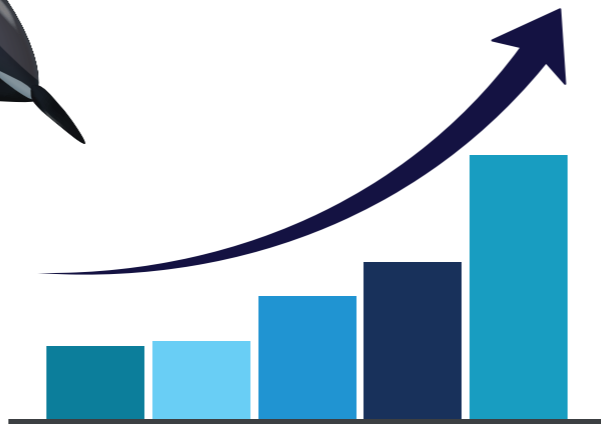
A sumptuous paradise studded by the glitterati.

The desire to stay in proximity to celebrities has led to unparalleled growth for real estate across the world. Alibaug offers a similar opportunity, as the who's who of the country - be it celebrity couples, star families, corporate honchos: have already chosen Alibaug as their escape destination, making it the Hamptons of Mumbai.



Stunningly smooth connectivity.

Alibaug, not just a serene getaway, but a swift getaway from the alpha city of Mumbai, and Pune. And great connectivity opens the pathway to growth in property rates. Imagine leaving your cares behind and landing yourself at this beach paradise in 18 minutes via speedboat. Yes, it's real. And just like people shuttling between the islands of Santorini & Mykonos, the RORO ferry ensures you can get to Alibaug with your own vehicle in less than an hour. Moreover, soon this celebrity burrow is also expected to come down to a 2-hour journey with the Mumbai Trans-Harbor Link or MTHL.



It's not just a getaway...
It's a gateway to the most spectacular life by the seaside.

So don't miss the opportunity to cruise away from the city..
And arrive at the choicest escape scripted with serenity.

For the ultimate escape to *Alibaug..*

Register now at hoabl.in/alibaug

#TheWeeklyVacation

THE
HOUSE OF
ABHINANDAN
LODHA

INDIA'S LARGEST BRANDED LAND DEVELOPER

The House of Abhinandan Lodha® is India's premier independent consumer-tech brand born out of a vision to democratize land for the new generation of the country.

Disclaimer: This is neither an offer nor invitation to offer. Sale is subject to the terms of application form, allotment letter, agreement for sale and such other documents executed between the parties. All images, drawings and sketches shown in these creatives are for representation purpose only and do not constitute offer for sale. The information and / or documents contained herein do not constitute legal/financial advise. It is sharing of generic information for knowledge purpose only. Distance and timelines are indicative and may vary subject to weather, traffic and infrastructure facilities provided by third parties/ municipal authorities. The proposed developments are provisional and subject to approval from appropriate authorities. For more information, please contact House of Abhinandan Lodha Private Limited. 3rd Floor, Lodha Excelus, Apollo Mills Compound, N M Joshi Marg, Mahalakshmi, Mumbai-400 011.