



*Jiyo Toh Aise!*



# CROWN

LODHA QUALITY HOMES

GHODBUNDER ROAD

THE WORLD'S  
FINEST DEVELOPMENTS.  
BROUGHT TO YOU BY  
INDIA'S LARGEST  
REAL ESTATE DEVELOPER<sup>^</sup>.

Whether it's giving India some of its most iconic addresses, or crafting some of the world's most coveted residences in London; adding a glittering icon to Mumbai's skyline or creating designer residences for Mumbai's glitterati; delivering meticulously designed offices for a distinguished clientele or conceiving India's No.1 smart city with the highest liveability quotient\*\* – one name is transforming the way we live with landmarks at par with the world's best: Lodha.

Our passion is to create landmarks that benchmark 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 league of the world's finest.

Today, Lodha is amongst India's largest real estate developers.\* The company has clocked sales of approximately ₹ 35,000 crore in FY 18-20<sup>^</sup>. It has delivered an area of 7.7 crore sq. ft.\*\* and has 36 ongoing projects and 18 planned projects.<sup>^^</sup> Our team of 2,000+ 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 to the needs of our consumers, and benchmarking 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, bringing every facility and convenience to the 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. With our long-term goal and commitment to act in the larger interest of the environment and society, we are 'building a better life' in more ways than we imagined.



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



The World Towers  
One of India's most iconic addresses



Palava  
India's No.1 smart city<sup>®</sup>



<sup>^^</sup>As on December 2020 | <sup>\*\*</sup>7.72 crore square feet of Completed Developable Area until December 31, 2020. Completed Developable Area refers to area where construction has been completed and units are ready to be handed over to the customer. | <sup>^</sup>Cumulative Revenue from operations for India business over FY18-20; Revenues from operations for India business for financial years 2020, 2019 and 2018 were Rs.9,576.65 crore, Rs.11,906.55 crore and Rs.13,527.19 crore respectively.

Mumbai – the dream city. A city where every hardworking family dreams to have their own home. In the past, this dream has been spoiled by high property prices forcing middle class families to accept a compromise either in the location or the quality of the development and often, both.

Lodha, India's largest real estate developer, now presents Crown – a new brand of truly affordable homes that will ensure that every hardworking family in the Mumbai Metropolitan Region (MMR) can live the life of their dreams, in a home that fills them with pride at locations which ensure convenience and easy commutes. Jiyo Toh Aise!

Leveraging Lodha's scale, engineering and design capabilities and purchasing power, Crown is able to provide world-class living to families at prices which are unheard of. With great attention to detail to ensure that every sq. inch of your dream home is efficiently used and learning from global techniques of

creating **high** quality and yet affordable homes in expensive cities like London, New York and Hong Kong, Crown provides world-class living at unheard of prices at the most convenient locations in the MMR.

## The Crown Promise: No more compromise

### High quality, truly affordable homes

- Homes between Rs. 25 L - 85 L, serving hardworking families who earn Rs. 50,000+ pm
- World-class lifestyle with global design, amenities and finishes
- Designed with great attention to detail – every inch counts

### Pay just a little more than rent

- Effective interest rates as low as 3.15%\*\*\* with PMAY and tax benefits
- Pay just 7% and bank pays the rest with the easy pay home loan scheme
- Super-low EMIs\*\*\* of Rs. 14,800/- just a little more than rent
- Reasonable maintenance charges

### Convenient locations

- Locations with good road and rail connectivity enabling you to minimise commute time
- Complete eco-system including shopping, schools, and medical facilities within walking distance
- Bus service to nearby railway stations and job hubs

*Jiyo Toh Aise!*

Crown  
Ghodbunder Road:  
A life of  
no compromise.



Crown Ghodbunder Road's location places it uniquely for easy access to both connectivity and rapidly transforming infrastructure. Situated just off the most serene stretch of the 8-lane Ghodbunder Road, one can connect seamlessly to the Eastern and Western Express Highways. The bus stop and the upcoming Gowniwada metro station is just 5 minutes away, while Thane station is located at a breezy 20-minute distance. Within this expanding suburb, you get access to ready infrastructure that includes malls, retail stores, banks and medical care, all just a short drive away. With acclaimed schools such as EuroKids School, Podar International and Lodha World School in close proximity, your kids have access to the best education.



Spend more time  
with family.  
And less time travelling.



Temple

Lawns, landscaped courts, walking tracks and drop-offs

Ample 2-wheeler parking<sup>@@</sup>

Convenience retail

Environmentally sustainable development with  
waste water recycling, rain water harvesting and  
solar power panels<sup>^^^</sup>

Bus service<sup>#</sup> to Thane station and nearest upcoming  
metro station



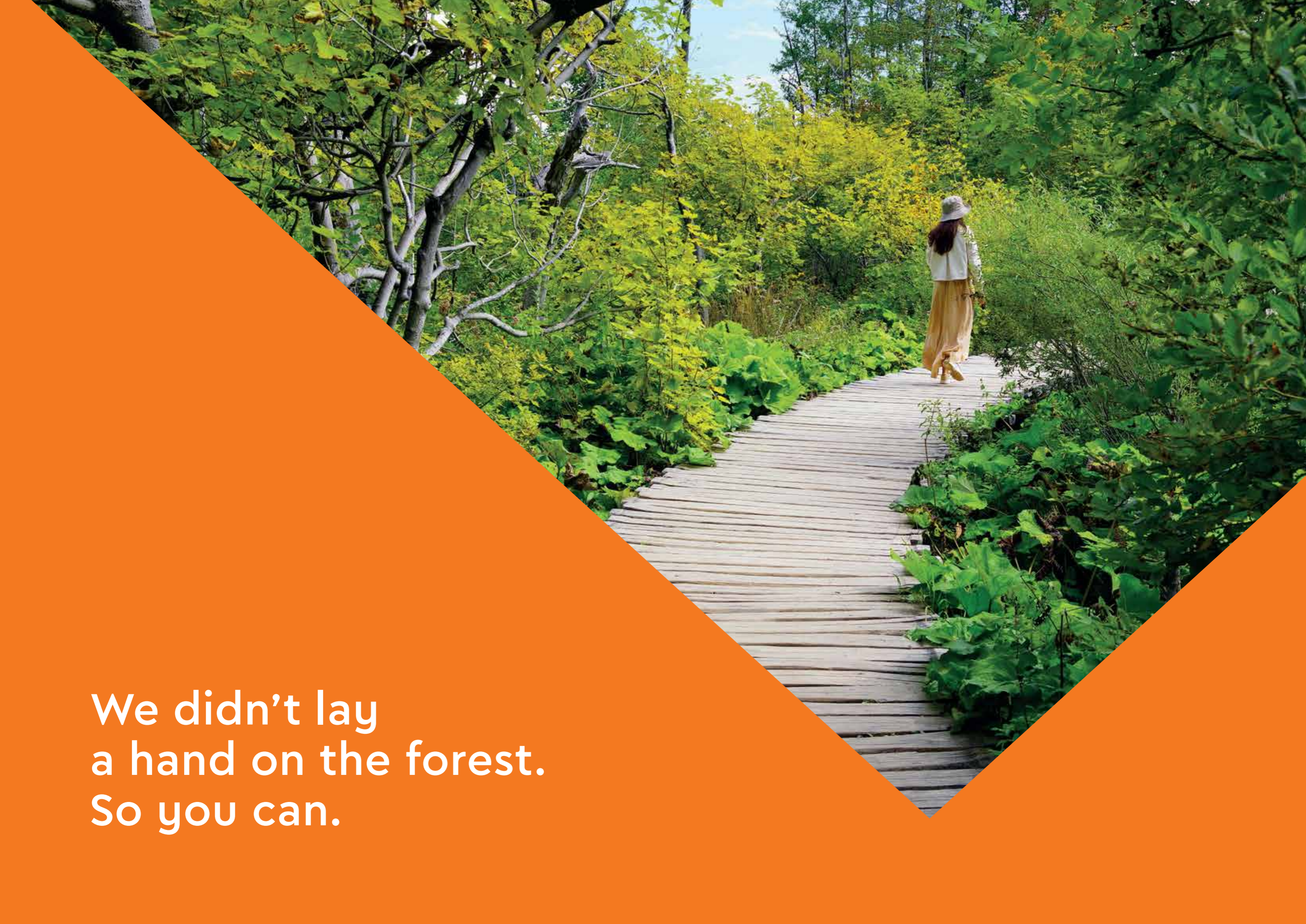


Stunning views  
from your home.  
All part of living  
without compromise.



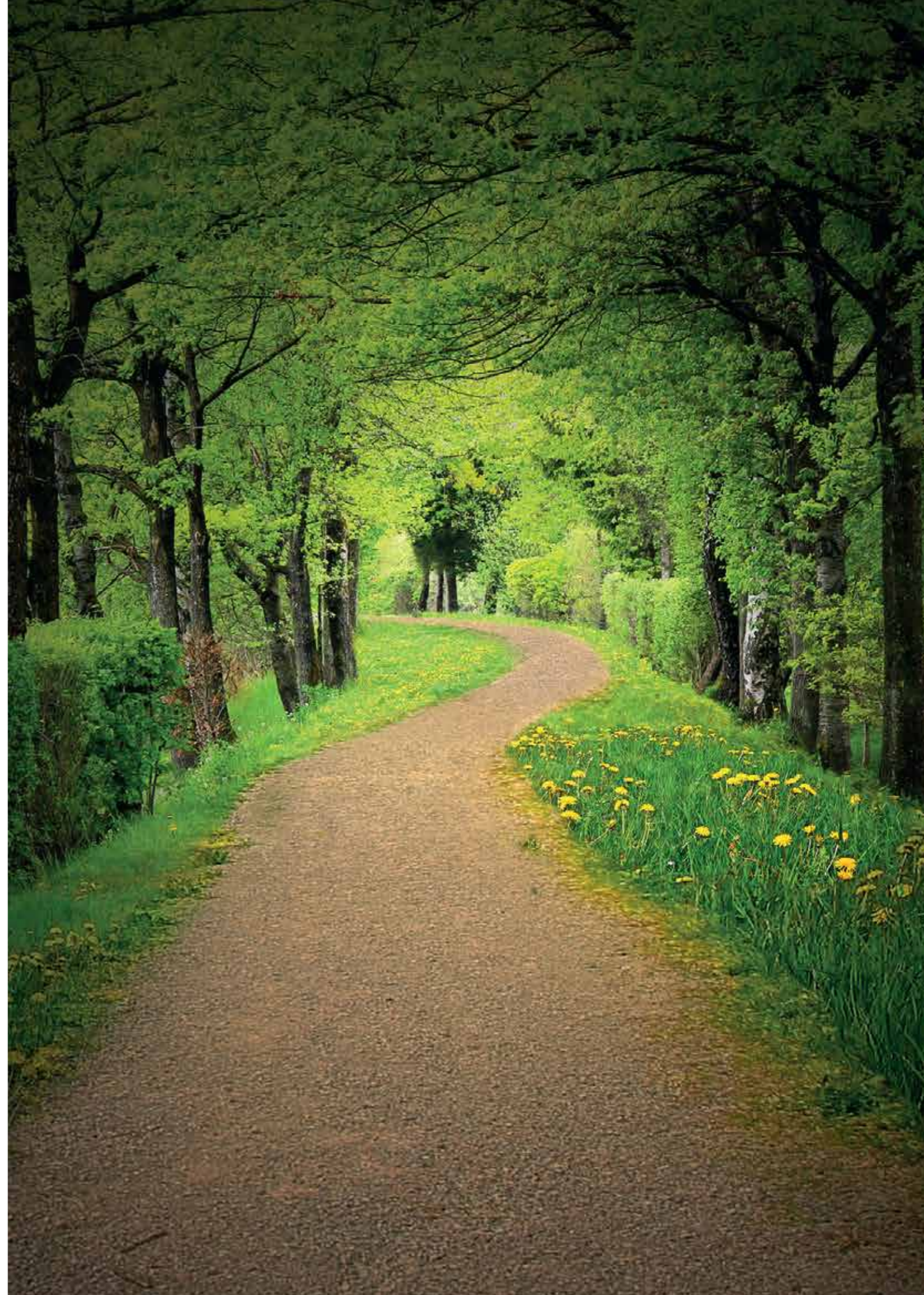
Open your windows to great views and enjoy a life of no more compromise as Crown Ghodbunder Road invites you to upgrade to a superior lifestyle. Designed by renowned master architect, Kapadia Associates, Crown Ghodbunder Road is spread over 3& beautiful acres, with open green landscapes, world-class amenities and splendid views\* of Ulhas River and Yeoor Hills.





We didn't lay  
a hand on the forest.  
So you can.

The landscaping design uses the unique concept of 'voids in the forest'. The design integrates the surrounding dense plantation with the built spaces. So residents can experience the serenity of the forest within the city. By retaining the existing trees, we keep alive the forest as it was, untouched, unspoiled. Giving you a deeper connection to nature.



Your kids  
will go  
on adventures  
every day.





While trees and natural greenery are the best playgrounds, there is also a dedicated adventure play area for your kids to explore, with a host of outdoor activities to choose from.

Ropewalk

Zig-zag walk

Spider web

Tree house

Zipline



Your clubhouse  
comes with  
extra capacity for  
added fun.



Whether you feel the need to unwind, exercise, relax, or party, the 3,250 sq.ft. clubhouse has spaces for it all.

Fully equipped gymnasium

Indoor games area with table tennis, carrom and chess

Party hall/activity rooms







Once you  
step out,  
you'll want to  
stay out.



With a range of outdoor sports and activities, you'll never mind being told to get out.

Swimming pool

Kids pool

Sports ground to play cricket, football, volleyball, etc.

Children's play area with swings and slides



Everything  
has been planned  
perfectly.  
So you can  
live joyously.



Crown Ghodbunder Road has thoughtfully designed towers that allows for maximum green spaces. In the grand entrance lobby, you'll find high-speed elevators that don't waste time in taking you to your dream home.



Grand entrance lobby

Designer lift lobby on each floor

3 elevators (including one stretcher elevator)  
from Omega/Victoria\*\*

Toilet/shower facilities for domestic help

Firefighting system

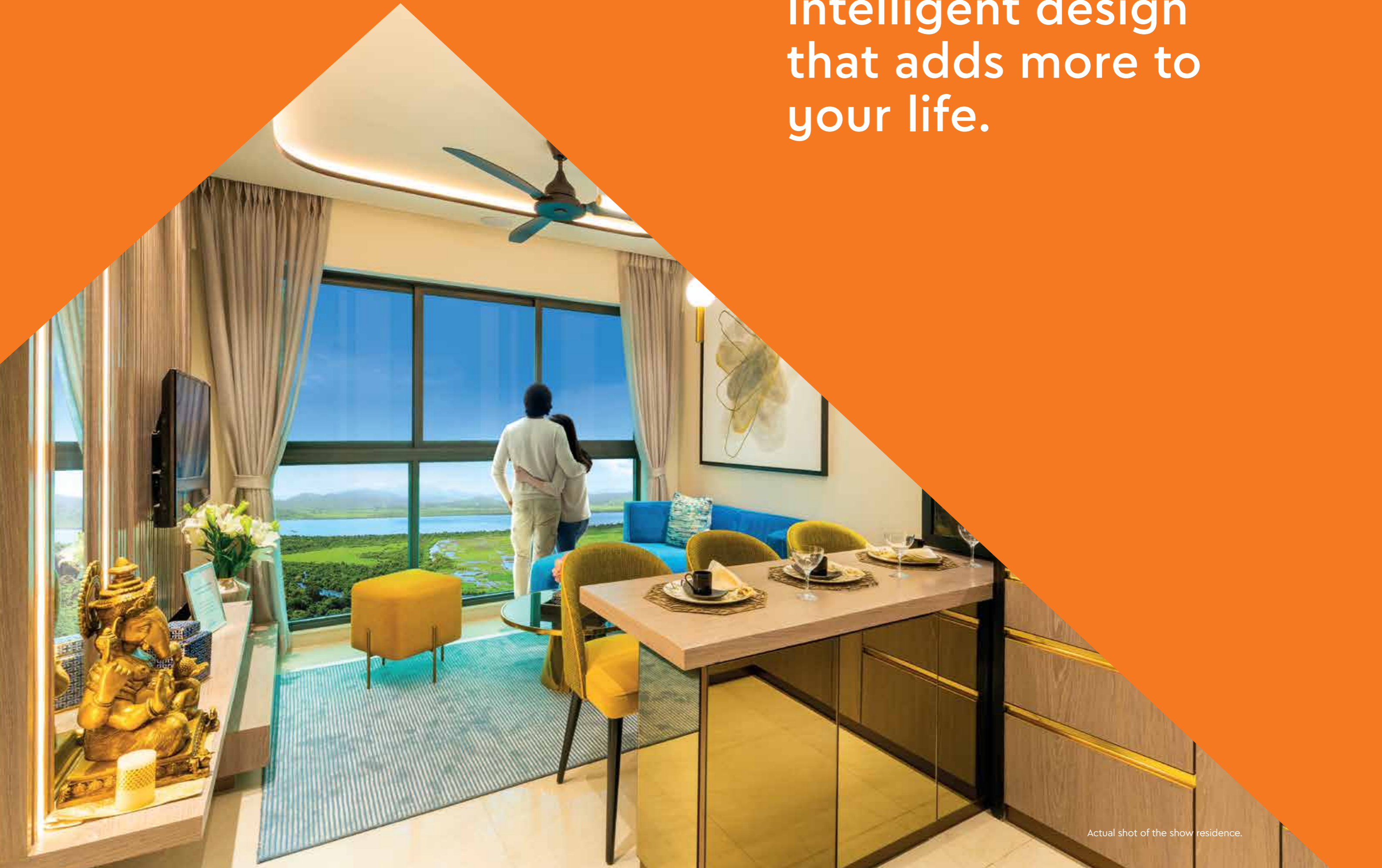
DG power back for common area lighting,  
elevators and water supply system

Provision for fibre optic connectivity providing  
hi-speed internet access#

Provision for Direct-to-Home TV connectivity  
by select service providers#



Intelligent design  
that adds more to  
your life.



Actual shot of the show residence.

It takes intelligence to stay cool. Your air-conditioned home has been intelligently designed to maximise living space and minimise wastage, with virtually no passage. Step in, and you're greeted by premium finishes, superior quality finishing and best-in-class grade of vitrified tiling.

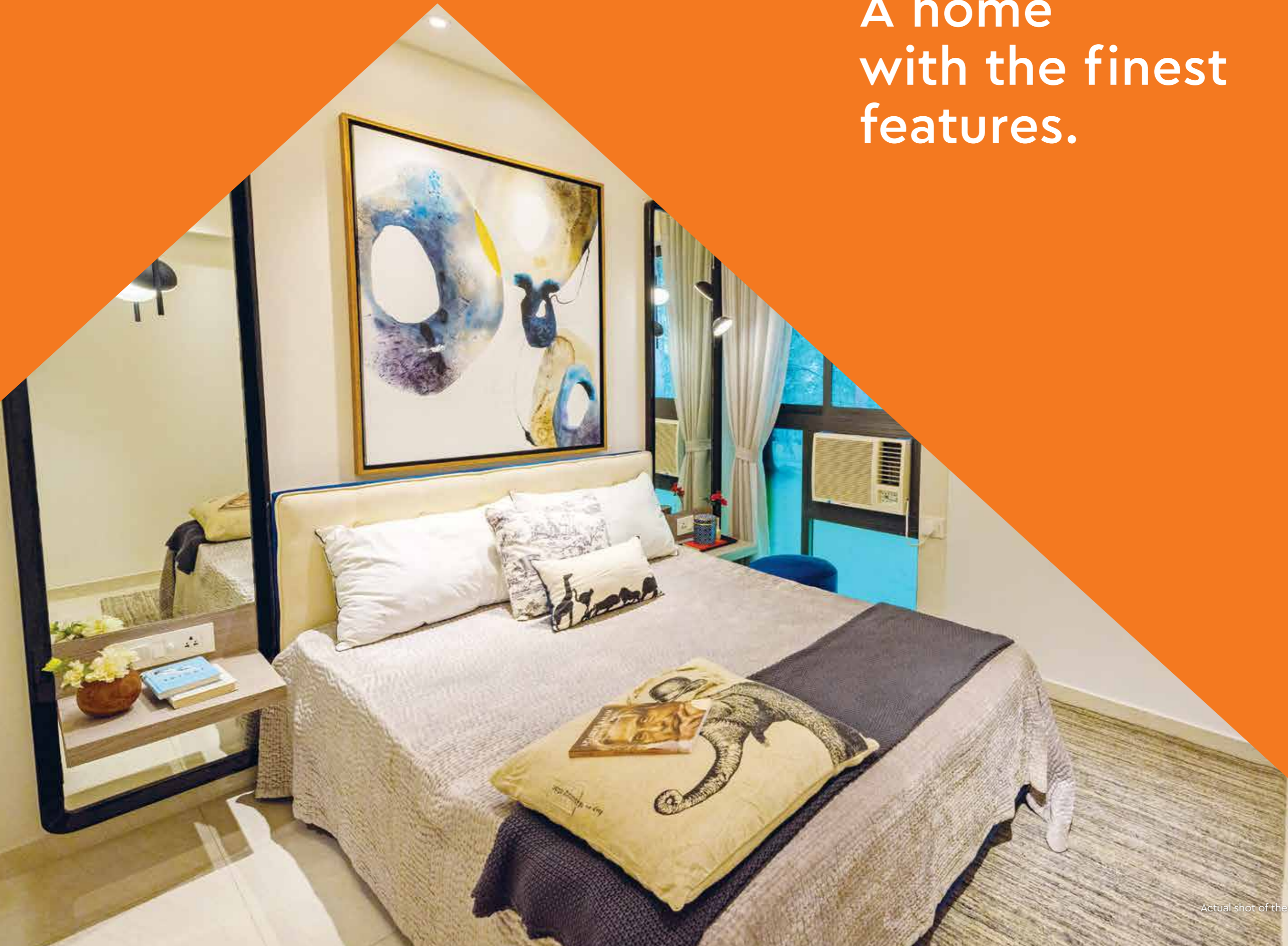




When you look out from your apartment, rolling hills and soothing waters stare back at you. The full-height windows in the living room and bedroom bring in plenty of natural light, and frame breath-taking views\* of Ulhas river and Yeoor Hills.



A home  
with the finest  
features.



Air-conditioned homes<sup>‡</sup>.

Marbital® Vitrified flooring\*\* for living, dining, passage and bedrooms.

Full-height windows<sup>##</sup> in living room and bedroom to maximize views, light and ventilation.

Designed by renowned architectural firm Kapadia Associates.

Optimal space planning within apartments with minimal passage.

Kitchen with granite platform, stainless steel sink and vitrified tile flooring.

Toilets finished with European design style sanitary ware from Jaquar/Cera/Parryware\*\* and CP fittings from Jaquar/Cera/Parryware\*\*.

Separate cupboard area in each bedroom.

Provision for fiber optic connectivity providing high-speed internet access<sup>#</sup>.

Provision for telephone and Direct-to-Home TV connectivity by select service providers<sup>#</sup>.

Piped Gas<sup>%</sup>.





Your family's safety  
comes first.  
So we made it  
our priority.

You need to know that your loved ones are safe and secure. You'll find that your home is protected with advanced security systems, three times over. Crown Ghodbunder Road is equipped with a 3-tier security system.

Intercom for each residence.

Swipe card controlled access to entrance lobby.

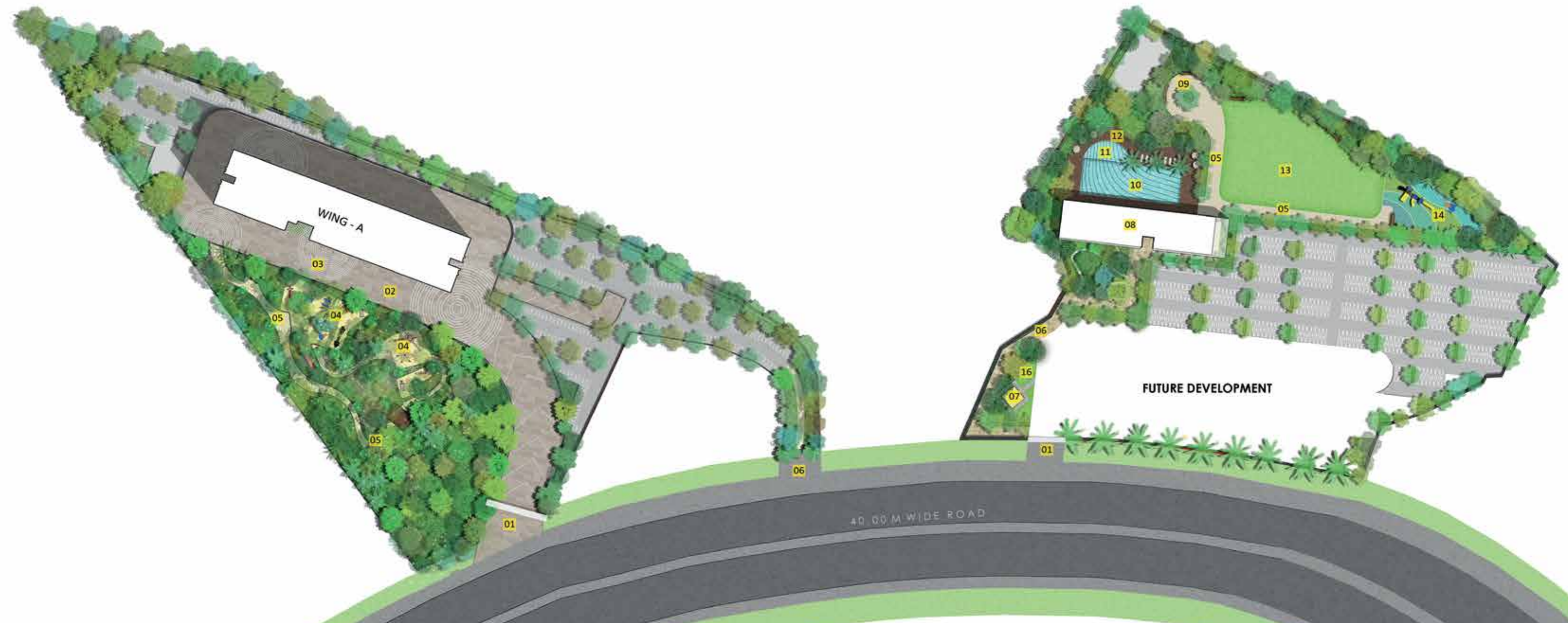
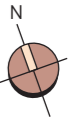
CCTV monitoring of key areas.



# Master Plan

## Legend

- 1. Entry / Exit Gate
- 2. Driveway
- 3. Drop Off
- 4. Kids Adventure Play
- 5. Walking Path
- 6. Pedestrian Connecting Path
- 7. Temple
- 8. Clubhouse
- 9. Seating Cove
- 10. Lap Pool
- 11. Kids Pool
- 12. Pool Deck
- 13. Lawn
- 14. Kids Play Area
- 15. Shop Front Plaza
- 16. Senior's Corner



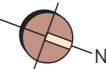
# Typical floor plan – Wing A



Yeoor Hills view



Ulhas River view



Unit plan - 1 Bed



# Partners

## ARCHITECTURE - 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.

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 finishings/options maybe available in limited units only or available at additional price and are not part of the standard unit. All brands mentioned herein maybe 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. In the master plan, individual activity maybe relocated as per evaluation of design. The garden units are entitled to exclusively use the area earmarked for private garden but ownership of the same shall be with the Ultimate Organization.

^By residential sales of FY 14-20 | \$ - Bedroom with window AC. No AC in other areas. | \* - views may vary based on unit floor and orientation \*\* - or equivalent | \*\*\* - For first-time home buyers, taking into account PMAY benefit is applied to first 3 years of servicing and tax benefits. All loans at sole discretion of the lender | @@ - Can be upgraded to 4-wheeler parking by separate arrangement | & - Total plot area, includes land to be handed over to authorities | % - subject to agreement and supply from 3rd party provider. Developer bears no responsibility for providing this and will only refund deposit/charge (if any) collected by Developer towards this. | # - Monthly services on chargeable basis from provider | ## - Above height of 150 mm above Finished Floor Level

The project has been registered via MahaRERA registration number: P51700029329 available at website: <http://maharera.mahaonline.gov.in>  
Date of Printing: 06/21



The background features a large, dark blue triangle pointing upwards, centered in the lower half of the page. Two smaller, bright orange triangles are positioned in the upper corners, pointing towards the center. The overall design is minimalist and geometric.

**Sales Gallery:** Riverview, Lodha Splendor, off Ghodbunder Road, Thane 400 607.  
**Corporate Office:** Lodha Excelus, N M Joshi Marg, Mahalaxmi, Mumbai 400 011.