

LODHA TIMES

READ ALL ABOUT IT

LONDON'S MOST DESIRABLE RESIDENCES TO OPEN SOON

"I am delighted to welcome you to the first issue of Lodha Times, to keep our soon-to-be London residents, and those looking for a new home in the capital, up-to-date on developments about our exciting new properties, Lincoln Square and No.1 Grosvenor Square."
Abhishek Lodha – Managing Director and Chief Executive Officer, Lodha Group.

As India's leading and largest real estate development firm, Lodha has developed stunning projects around the world. With a reputation for high quality craftsmanship, Lodha's international portfolio includes some of the finest contemporary structures, including two iconic addresses in Mumbai: Altamount, on one of the world's most affluent streets, and World One Tower, the tallest residential building on the planet.

Next stop, Lodha's first residential projects in London: Lincoln Square, with its 221 apartments, from studios to

three-bedroom penthouses, is situated in one of the city's most historic neighbourhoods; whilst in the timelessness of Mayfair, the former Canadian High Commission is being transformed into No.1 Grosvenor Square, featuring 44 three-bedroom to five-bedroom apartments. Both developments have unparalleled amenities, from swimming pools and gyms to screening rooms and private parking. Reflecting the pride Lodha takes in aesthetics, quality and attention to detail, the world's finest designers have created homes that are setting a new standard in the premium London residential arena.

From Mumbai to London – Lodha expands global portfolio

Abhishek Lodha, Managing Director and Chief Executive Officer of the Lodha Group, writes: "In 1981 my father, Mangal Prabhat Lodha, founded our family company with savings of just \$10,000. Born in Rajasthan, he had been a young, idealistic lawyer in the high court, but gave up his practice when his father became a judge in the same court of law. A very fair man, he did not want to appear to have any benefit over his peers on account of his family connections, so looking for other opportunities, he started a career in real estate development and moved to Mumbai, where the Lodha business began. Forty years later, Lodha has grown into one of the world's largest real estate developers.

"I BELIEVE THAT DESIGN IS AN ART AND LODHA IS A COLLECTOR"



"I joined the family company in 2003, after working as a strategy consultant for McKinsey & Company in Atlanta in the United States. I relocated to Mumbai, driven by the idealism of bringing world-class design and living experiences to every consumer that we touch. This is the Lodha difference: we have an unparalleled recognition of the value and care that people put into their homes, and how it is vital to their quality of life.

"These principles are the same for the offices that we build as well: my personal passion for living and working in exceptional spaces is reflected in the company's approach to design. We believe that thoughtful design – from the big impact, such as the Picasso painting in



the hallway of Lodha Altamount in Mumbai, to the smallest detail such as an elegant door-handle - are the true differentiators of spaces. I firmly believe that design is an art and that Lodha is a collector.

"There is so much that goes into a successful project, and our approach to working with external designers allows us to find the best artists to design the spaces we build. We put enormous energy into working with the best in the business; some of the biggest names - including Philippe Starck, Armani Casa and Kelly Hoppen - have worked alongside Patricia Urquiola and Eric Parry for our first London projects, Lincoln Square and No.1 Grosvenor Square. We ensure that our partners understand our philosophy and our consumers' needs and desires, in order to create the ultimate living space.

"The success of a development and its medium-term economic success depends on the cost of acquisition - ensuring that the project period is optimized - and the market cycle. However, its long-term success is driven by an unwavering commitment to quality and delivering over-and-above customer expectations; this is what builds reputation and ensures success, irrespective of short-term market changes.

"I am also extremely proud of the fact that we create high-quality product across price points. Two of my current favourite examples are No.1 Grosvenor Square, for the location, design and quality, and Lodha Palava - the sister development to Altamount in Mumbai - for the impact it is creating on India's middle class by improving the quality of live-work-play-learn urbanization.

"We are keenly looking forward to the completion of our first project in London, Lincoln Square, opening in early 2019, which we believe will change the standard for prime development in Central London. Patricia Urquiola, who has designed the social areas and amenities, is one of my favourite designers and I am sure that our collaborations will be well-received by the buyers and the market at large.


"In short, Lodha is a family business and we hold our principles dear. Regardless of whether it is homes or offices, we focus on delivering exceptional quality, driven by our passion for detail, respect for talent both inside and outside the organization, and exceptional quality and taste."

PATRICIA URQUIOLA INTERVIEW PAGE 3

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LOCATIONS

FOUNDED IN 1980 AND AFTER ALMOST 40 YEARS OF PHENOMENAL GROWTH, TODAY, LODHA HAS BECOME ONE OF THE WORLD'S MOST PROLIFIC PROPERTY DEVELOPERS, AND HAS OFFICES ACROSS THE GLOBE.



UK HEAD OFFICE

CHINA

INDIA

UAE



BEATRICE AIDIN BIO

Beatrice Aidin is a five-times *Financial Times* award-winning journalist, based in London. She is a regular contributor to the FT's How to Spend It and specialises in interviews with designers, perfumers, CEOs of multi-nationals, Michelin star-winning chefs as well as pieces about new restaurants, beauty features and everything in-between. She also writes, or has written for, the *Telegraph*, *Tatler*, *Harper's Bazaar*, *FT Weekend* and the *New York Times*.

