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Note: Buyers should deposit all money/instalments/home loan instalments in the Collection Account only.

THE GOLD STANDARD OF SPIRITUAL LUXURY IS HERE

ONLY AT

THE SARAYU®

POWERED BY


THE LEELA
PALACES · HOTELS · RESORTS
HOSPITALITY PARTNER

THE HOUSE OF
ABHINANDAN
LODHA™

YOUR ONLY
GATEWAY TO
AYODHYA

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'HOUSE OF ABHINANDAN LODHA' HAS BEEN ESTABLISHED IN 2020 AND IS NOT, IN ANY MANNER, ASSOCIATED WITH 'LODHA' OR 'LODHA GROUP'.

THE HOUSE OF ABHINANDAN LODHA®

TRANSFORMING AYODHYA'S INVESTMENT LANDSCAPE

The House of Abhinandan Lodha (HoABL), India's largest branded land developer, was among the first to spot and institutionalise Ayodhya's land market. HoABL offers investors a secure and transparent way to participate in this transformation.

Ayodhya's rise as the world's top spiritual destination—16.44 crore footfalls in 2024, ₹1.5 lakh crore+ investments, and a 300–400% rise in land prices—is creating a new real estate market projected to grow 12–20X in a decade, yielding 18–24% rental returns for luxury villas.

A spirituality-led, policy-protected, high-growth opportunity; Ayodhya is no longer just a pilgrimage; it is a portfolio essential.



6,500+ CUSTOMERS



27 COUNTRIES



30 MILLION SQ.FT. LAND



AYODHYA'S SPIRITUAL LEGACY, ON THE RISE

WHEN SPIRITUALITY BECOMES AN ECONOMIC ENGINE

Ayodhya, long revered as a sacred city, is now being discussed in very different terms. Once a quiet stop for pilgrims, it is fast becoming a textbook example of how spirituality can drive large-scale economic ecosystems. This transformation, now loosely termed "Ayodhyanomics," is built on six interlocking pillars: spirituality, tourism, hospitality, mobility, infrastructure, and policy. The result is a city that is still a pilgrimage—and increasingly a symbol of how spirituality-led economic growth can reshape regions.

A spirituality-led, policy-protected, high-growth opportunity—Ayodhya is no longer just a pilgrimage; it is India's most meaningful luxury destination.



50 CRORE DEVOTEES. ONE SACRED CITY. POWERED BY AYODHYANOMICS

SPIRITUALITY | TOURISM | HOSPITALITY
MOBILITY | INFRASTRUCTURE | POLICY





A CITY OF FAITH, FOOTFALL, AND FUTURE GROWTH

In 2024, Ayodhya welcomed 16.44 crore people, placing it ahead of Mecca, the Vatican, and Jerusalem. In 2019, only 3.25 lakh pilgrims arrived. By 2022, the number had surged to 2.4 crore, then 3.5 crore in 2023, before reaching 16.44 crore last year—a 500-fold rise in just five years.



~50 CRORE | FOOTFALLS IN 2025

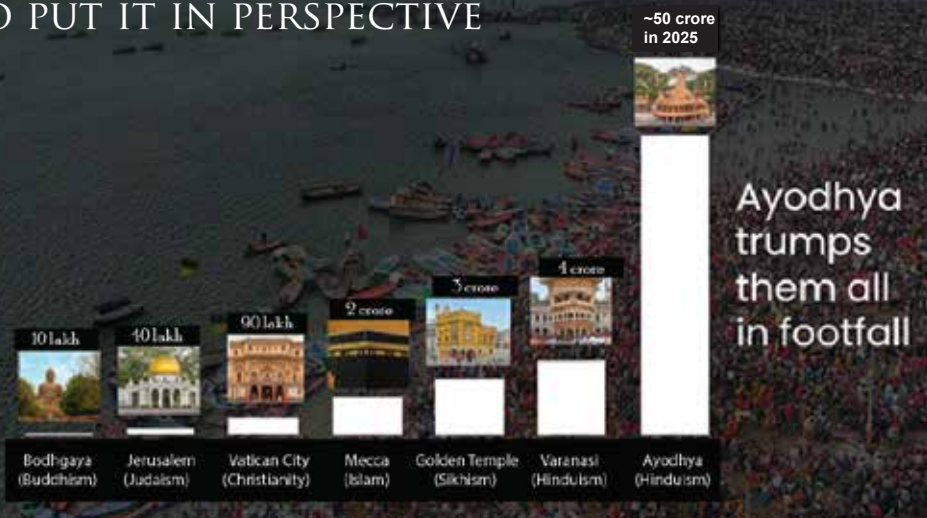
16.44 CRORE | FOOTFALLS IN 2024



>500X GROWTH IN TOURISTS | SINCE 2019

500X GROWTH IN TOURISTS

TO PUT IT IN PERSPECTIVE



THE KUMBH EFFECT ON THE SPIRITUAL CAPITAL

The Maha Kumbh 2025 showcased India's spiritual economy at an unprecedented scale: over 45 crore people arrived in 45 days, the largest gathering in human history; more than 10 crore also visited Ayodhya during this period. Uttar Pradesh projects ₹4 lakh crore in tourism revenues by 2030, with Ayodhya at the heart of this growth.



45 CRORE+ | MAHA KUMBH VISITORS



10 CRORE+ | AYODHYA KUMBH FOOTFALL



₹4 LAKH CRORE | UP TOURISM BY 2030

UTTAR PRADESH'S ECONOMIC RISE - AYODHYA LEADS THE WAY

This transformation is being steered by a PMO-chaired Ayodhya Monitoring Committee (AMC), UP RERA, and the Ayodhya Development Authority (ADA), ensuring regulatory discipline and investor confidence. The State Bank of India expects Uttar Pradesh's GDP to cross ₹41.7 lakh crore by FY28, with Ayodhya emerging as a significant contributor to this economic surge.

₹41.7 LAKH CRORE | UP GDP BY FY28



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HOSPITALITY MEETS SPIRITUALITY: BRIDGING AYODHYA'S WIDENING SUPPLY GAP

The hospitality infrastructure is racing to catch up with Ayodhya's unprecedented demand. As of early 2024, the city had an estimated 590 operational rooms. Leading national and international brands are entering aggressively-The Leela, ITC, Marriott, Radisson, and IHCL, among others, have either announced ventures or signed MoUs with the Uttar Pradesh government. Luxury and spiritual-themed resorts are also in the pipeline, with over 50 MoUs signed for hotel developments.

590 ROOMS | CURRENT INVENTORY

50+ MOUS | HOTELS IN PIPELINE



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LAYING THE FOUNDATIONS OF A NEW SPIRITUAL CAPITAL

India's Biggest Single-District Investment.

THE COMMITMENT BEHIND A SACRED SMART CITY

More than ₹1.5 lakh crore has been committed to transforming Ayodhya into a modern "sacred smart city." The Master Plan 2031 alone accounts for ₹85,000 crore, while a ₹75,000 crore Defence Manufacturing Hub, backed by investors such as Trafalgar Square Capital, is taking shape nearby. Adding to this transformation is the ₹2,000 crore Sarayu Riverfront Beautification Project, designed to redevelop Ayodhya's iconic ghats into a global spiritual promenade. The city also has strong solar ambitions, with large-scale renewable energy projects integrated into its smart infrastructure to ensure sustainable growth.

₹1.5 LAKH CRORE+ | TOTAL INVESTMENT

₹85,000 CRORE | MASTER PLAN 2031

₹75,000 CRORE | DEFENCE HUB

₹2,000 CRORE | SARAYU BEAUTIFICATION



AIRPORTS, BULLET TRAINS, AND HIGH-SPEED ROADS

WHEN SPIRITUALITY BECOMES AN ECONOMIC ENGINE

The Maharishi Valmiki International Airport, currently handling 3,500–4,000 passengers daily, is being expanded—at a cost of ₹1,450 crore (Phase I) and ₹1,625 crore (Phase II)—to accommodate 6 million passengers annually. The Delhi-Varanasi high-speed rail corridor, including a 125 km Ayodhya spur, will cut travel time from Delhi to under two hours. Road connectivity is also being enhanced with a ₹12,000 crore NHAI investment.

6 MILLION | FUTURE AIRPORT CAPACITY

<2 HOURS | DELHI-AYODHYA TRAVEL TIME

₹12,000 CRORE | NHAI INVESTMENT

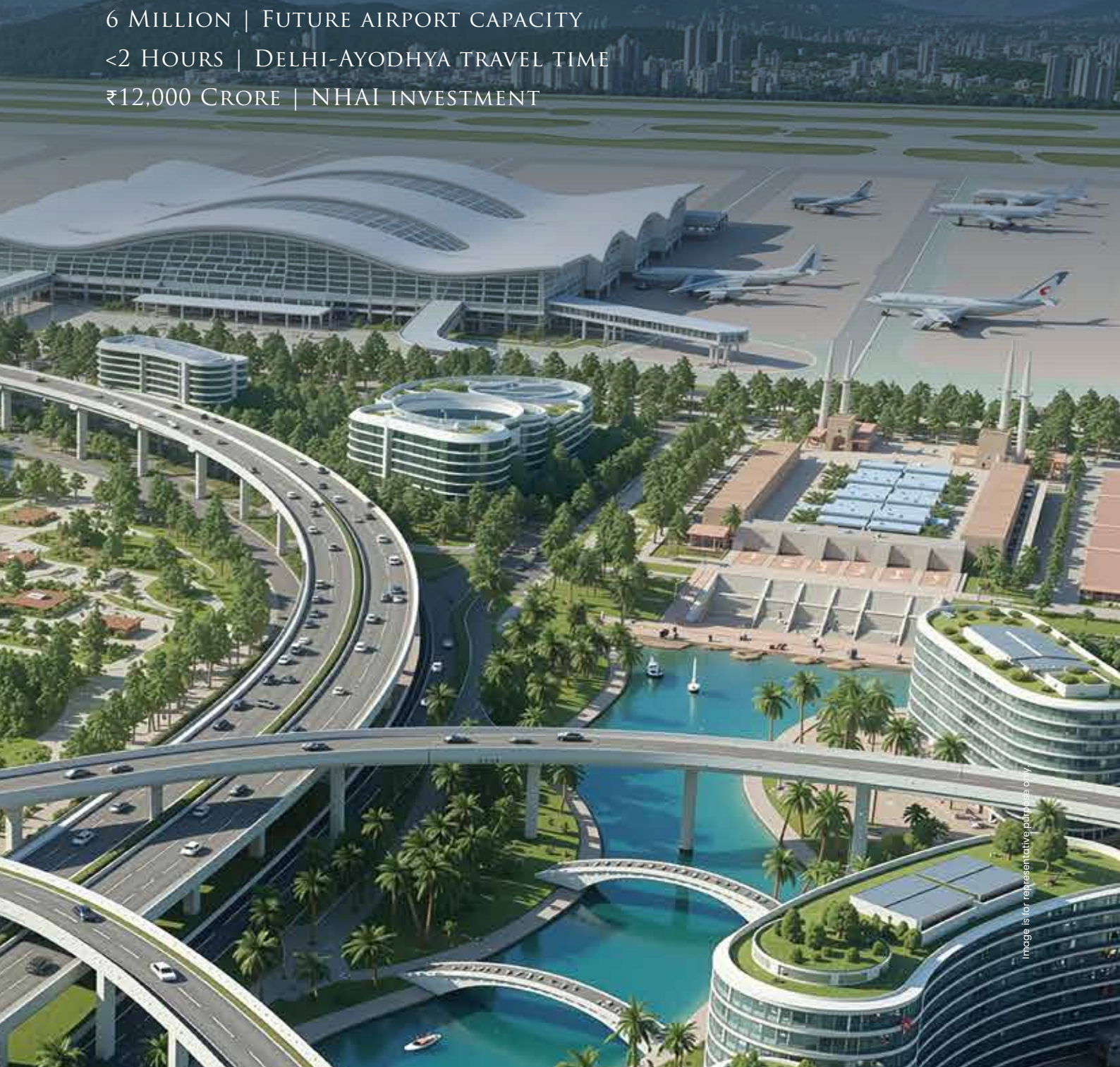




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MONUMENTS DESIGNED FOR GLOBAL AUDIENCES

Ayodhya's new monuments are unapologetically ambitious. The ₹2,500 crore, 251-metre Ram Statue will be the tallest of its kind-towering over New York's Statue of Liberty (93 metres) and Rio de Janeiro's Christ the Redeemer (38 metres). A ₹750 crore Temple Museum, developed with Tata Sons, and a Ramayana Theme Park will deepen Ayodhya's cultural appeal. Complementing these is the Sarayu Cruise experience, offering pilgrims and tourists a curated river journey showcasing Ayodhya's ghats, temples, and illuminated skyline.

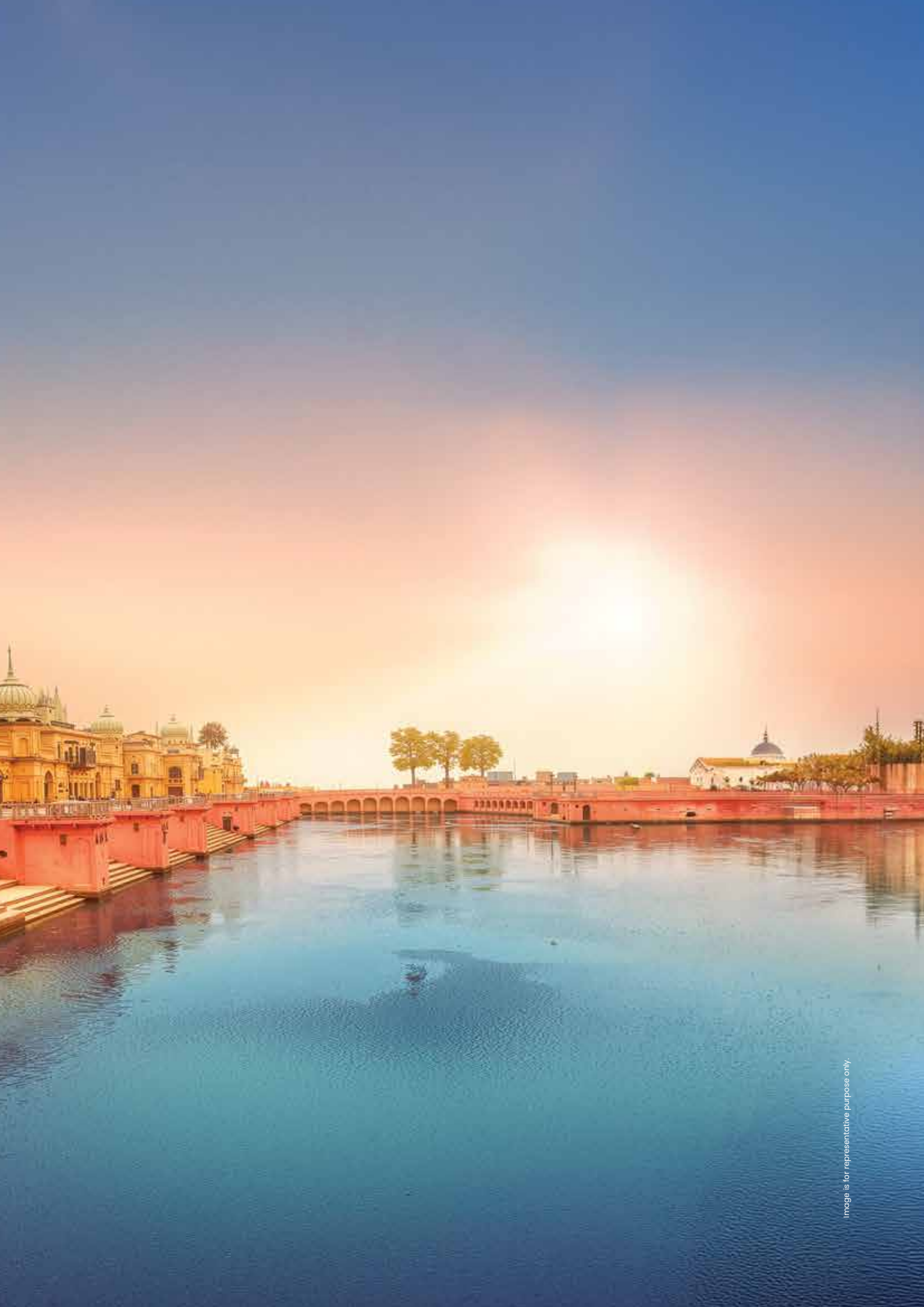
251 METRES | RAM STATUE HEIGHT

₹2,500 CRORE | RAM STATUE INVESTMENT

₹750 CRORE | TEMPLE MUSEUM

LAND RUSH:
THE MANDIR
MULTIPLIER AND
THE SARĀYU® SURGE





A REAL ESTATE MARKET REDEFINED BY SPIRITUALITY

Prices have risen fourfold in the past four years, with projections of 12-20X growth over the next decade. Top international real estate consultants also estimate an 18-24% rental yield for luxury villas in Ayodhya, reinforcing its appeal as both a lifestyle and investment destination.

12-20X | GROWTH NEXT DECADE

18-24% | LUXURY VILLA RENTAL YIELD



Sources for data:

• 12-20x: *Rupublic World, 29th Jan, 2025 | • 200% circle rate: * Indian Express June 9th, 2025
• 40% transaction: *TOI June 7th, 2025 | • 18-24% rental yield: Property Kumbh Sep 12th 2025

TWO FORCES DRIVING PRICE ACCELERATION

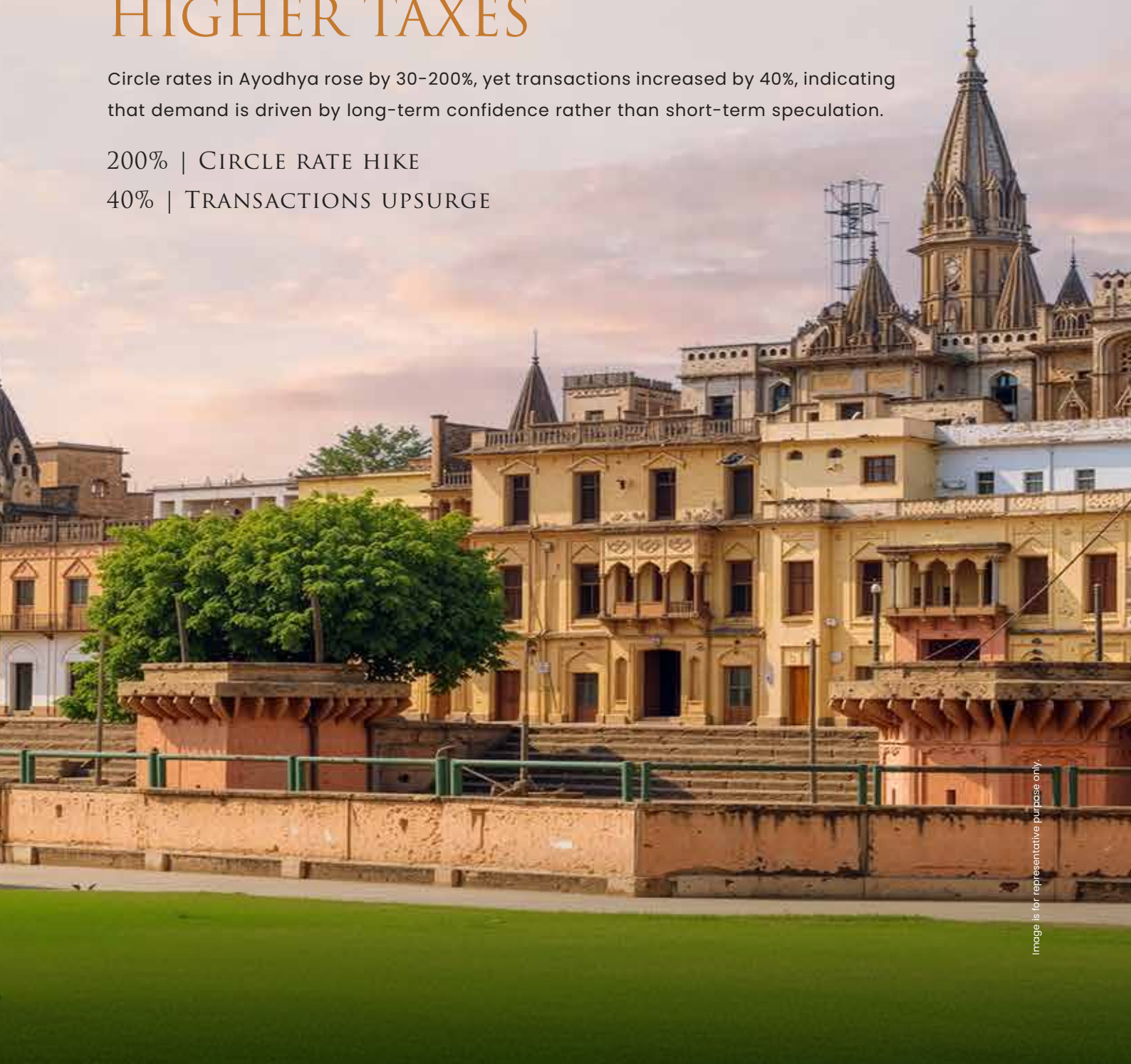
The Mandir Multiplier sees prices halve every 15 minutes' distance from the Mandir, while the Sarayu Surge drives riverfront plots to command 2-4X premiums.

15 MINUTES | DISTANCE HALVES PRICES
4X | RIVERFRONT PRICE PREMIUM

DEMAND THAT DEFIES HIGHER TAXES

Circle rates in Ayodhya rose by 30-200%, yet transactions increased by 40%, indicating that demand is driven by long-term confidence rather than short-term speculation.

200% | CIRCLE RATE HIKE
40% | TRANSACTIONS UPSURGE



INDIA'S ONLY SPIRITUAL LUXURY LAND INVESTMENT

Ayodhya is more than a destination—it is a spiritual axis that draws millions in search of meaning, faith, and belonging. Ayodhya's growing spiritual footfall demands hospitality at a global standard. Partnering with The Leela, we combine spiritual legacy with refined luxury to create hospitality-led developments that elevate the spiritual living experience.

Today, Ayodhya steps into a new era, offering something the world has never seen before:

THE SARĀYU®


THE LEELA
PALACES HOTELS RESORTS
HOSPITALITY PARTNER



THIS IMBALANCE IS STARK.

IN THE LUXURY SEGMENT,
IT BECOMES UNMISTAKABLE



~50 CR FOOTFALL IN 2025



590 ROOMS



17 HOTELS

What emerges is a rare moment in urban history - where spiritual gravity meets global influx, and tradition meets modern expectation.



YOUR LAND INVESTMENT, POWERED BY THE LEELA LIFESTYLE

The Leela Lifestyle offers a world-class experience with luxurious accommodations, featuring a range of keys and exclusive suites designed for comfort and sophistication. From intimate suites to the grand Presidential Suite, each space is crafted to provide unmatched elegance and service.



102 KEYS



12 SUITES



THE LEELA
PRESIDENTIAL SUITE



Ayodhya's first and only 7-Star land development, The Sarayu®, is a riverfront enclave just 15 minutes from the Ram Mandir. It is 30 minutes from the Maharishi Valmiki International Airport, 20 minutes from the Ayodhyadham Railway Station, and conveniently located off National Highway 27, which connects East India to West India. Prominent spiritual landmarks such as Hanuman Garhi, Kanak Bhavan, Dashrath Mahal, and Raja Dashrath Samadhi are all within 15 minutes. Demand has been validated by high-profile buyers—Amitabh Bachchan purchased a ₹40 crore, 25,000 sq ft plot, as widely reported.



7-STAR | LAND DEVELOPMENT



15 MINUTES | RAM MANDIR



30 MINUTES | NEW INTERNATIONAL AIRPORT



WHERE SERENITY MEETS SOPHISTICATION



A 30,000+ sq ft clubhouse, the largest in Uttar Pradesh, and over 40 world-class amenities complement this offering. Buyers include senior executives from Google, Meta, Sony, Shell, J.P. Morgan, Deloitte, PwC, Accenture, Motilal Oswal, Pernod Ricard, Mercedes-Benz, Tata Group, Glenmark, Paytm, and more.



THE LEELA | HOSPITALITY PARTNER



30,000 SQ FT+ | UP'S LARGEST CLUBHOUSE



40+ | WORLD-CLASS AMENITIES





Artist's Impression

ब्रह्म द्वाड़

GRAND
ENTRANCE

Where every arrival feels like
a divine homecoming.



Artist's Impression

तश्ग मंच

FLOATING
STAGE

A stage that rests on water,
alive with performance.



Artist's Impression

अनंत

CLUBHOUSE
PAVILION

The heart of community, pulsing with shared joy and quiet grandeur.



Artist's Impression

दृष्टी स्थल

VIEWING
DECK

A perch to pause, breathe, and behold life's unfolding beauty.



Artist's Impression

शग स्थल

AMPHITHEATRE
ARENA

A stage where stories echo
under the open skies.

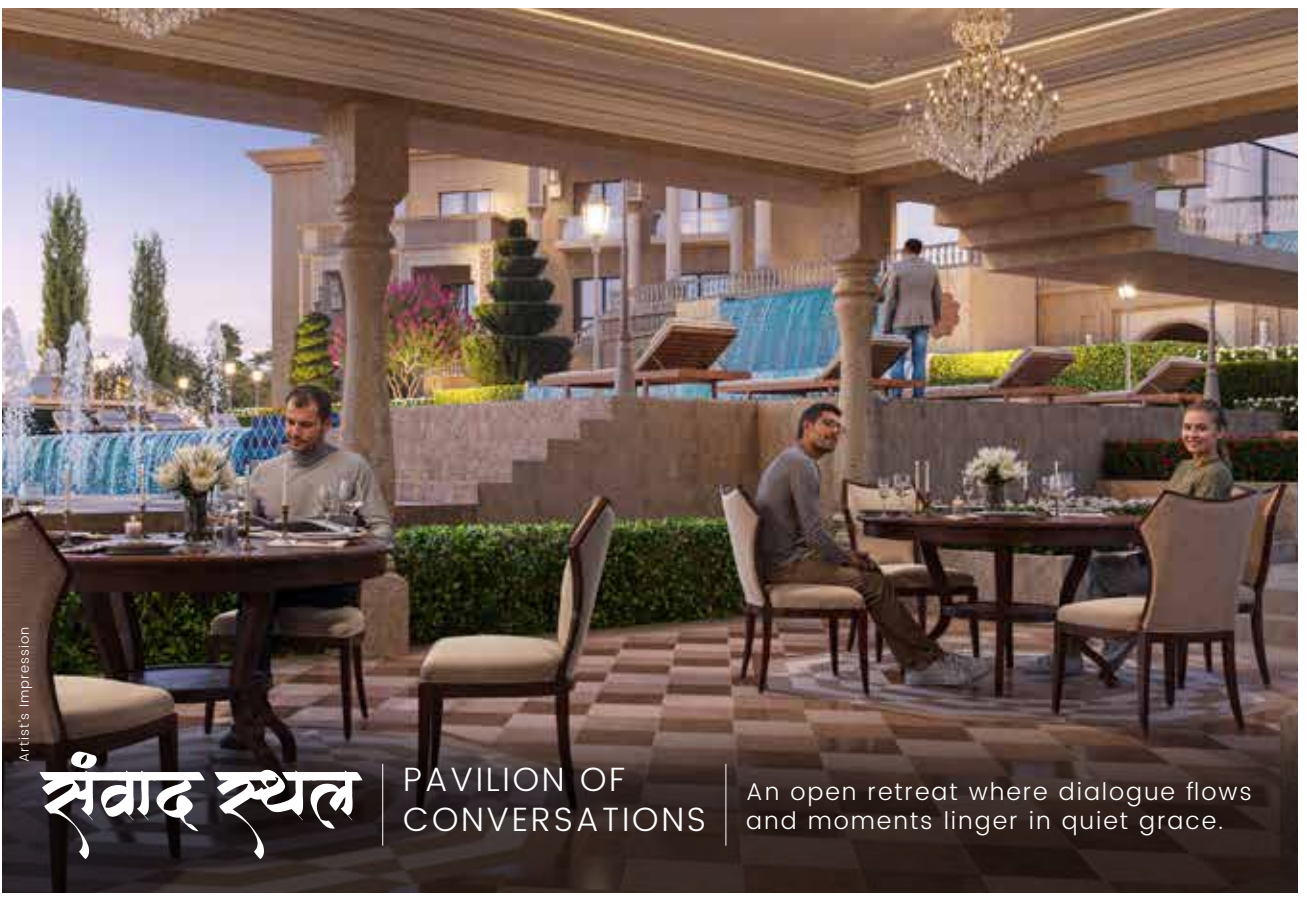


Artist's Impression

पद्म झरोखा

LOTUS
POND

A serene water sanctuary, where
lotus blossoms mirror timeless beauty.

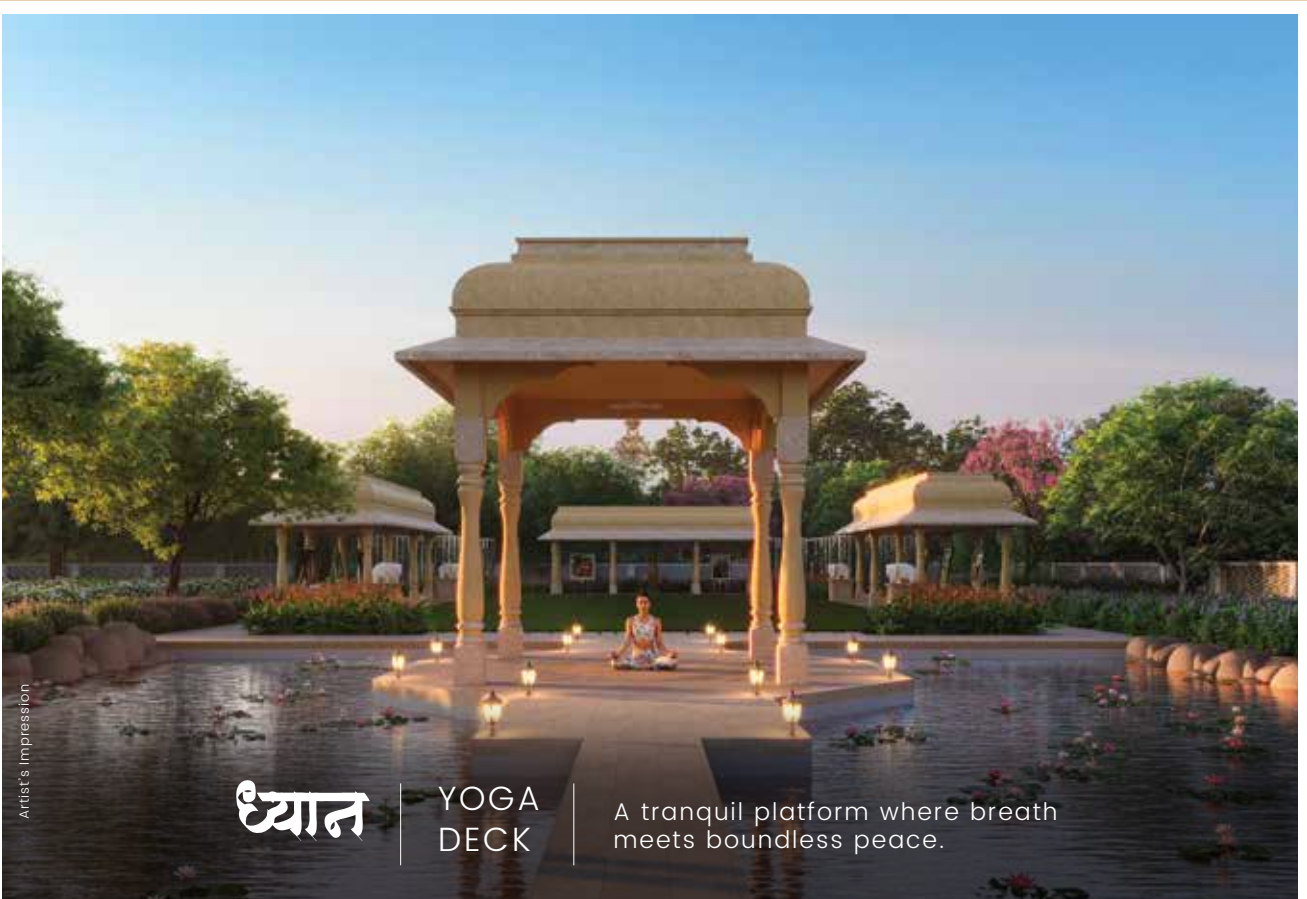


Artist's Impression

संवाद स्थल

PAVILION OF
CONVERSATIONS

An open retreat where dialogue flows
and moments linger in quiet grace.



Artist's Impression

ध्यान

YOGA
DECK

A tranquil platform where breath
meets boundless peace.



Artist's Impression

चित्र विधो

OPEN-AIR
GALLERY

A promenade of thought, beauty,
and timeless narratives.



Artist's Impression

वाक्य वन

SOCIAL
GARDEN

A regal garden where
conversations blossom.



Artist's Impression

विवाह भूमि

WEDDING
LAWN

A canvas for timeless unions
beneath the eternal sky.



Artist's Impression

सूर्य कुंड

OUTDOOR
POOL

A shimmering escape beneath
the sun's golden gaze.



Artist's Impression

अशय

LINEAR
FOREST

A green passage where trees align,
guiding wanderers in quiet grace.



Artist's Impression

क्रीडा मंडल

PICKLEBALL
COURT

A vibrant pickleball court where energy,
laughter, and spirited play converge.



Artist's Impression

धनुर केंद्र

ARCHERY
ARENA

Where focus steadies, strength refines,
and every arrow finds its destiny.



Artist's Impression

बाल उद्यान

KIDS' PLAY
AREA

A joyful realm where childhood
dances in full bloom.



Artist's Impression

विहार मंच

OPEN-AIR
THEATRE

An arena of enchantment,
where the night sings its stories.

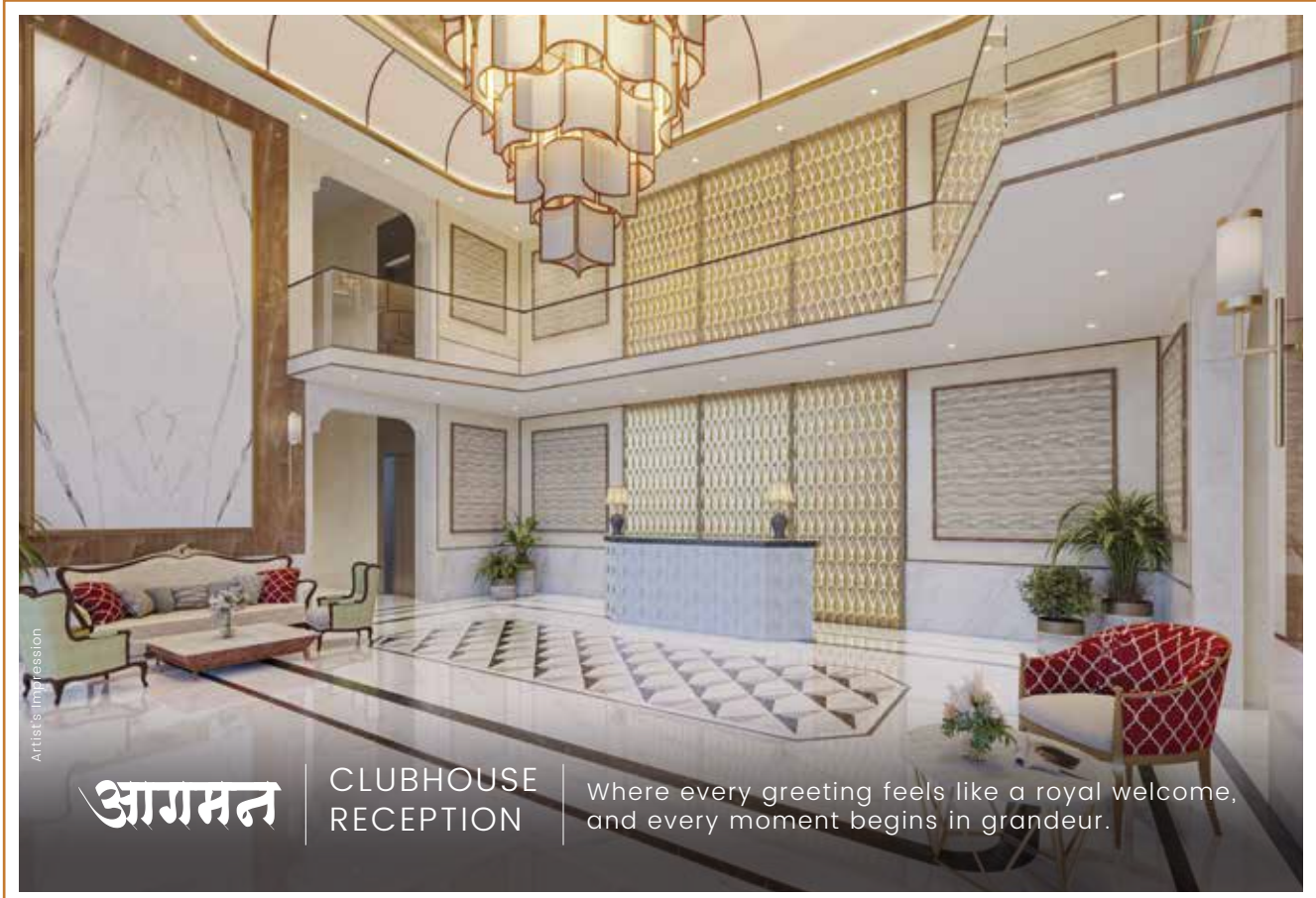


Artist's Impression

हर्ष केंद्र

INDOOR
GAMES ROOM

Moments of play, laughter,
and quiet bonding within.

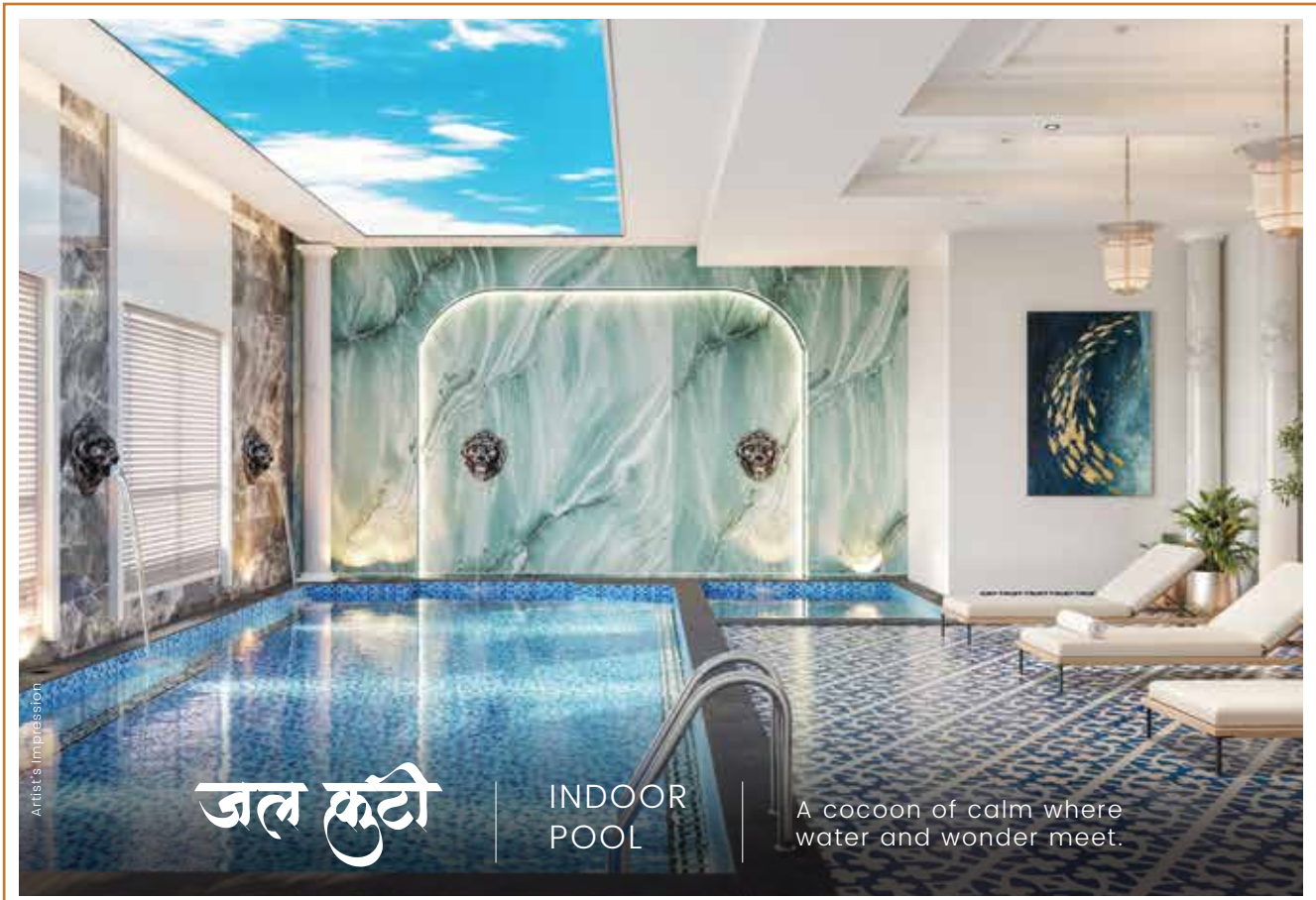


Artist's Impression

आगमन

CLUBHOUSE
RECEPTION

Where every greeting feels like a royal welcome,
and every moment begins in grandeur.



Artist's Impression

जल कुटी

INDOOR
POOL

A cocoon of calm where
water and wonder meet.



Artist's Impression

शश

FINE DINING
RESTAURANT

Flavours crafted in devotion,
served with soulful grace.



Artist's Impression

आनंद निवास

LUXURY
SUITES

Private sanctuaries where luxury
and serenity embrace.

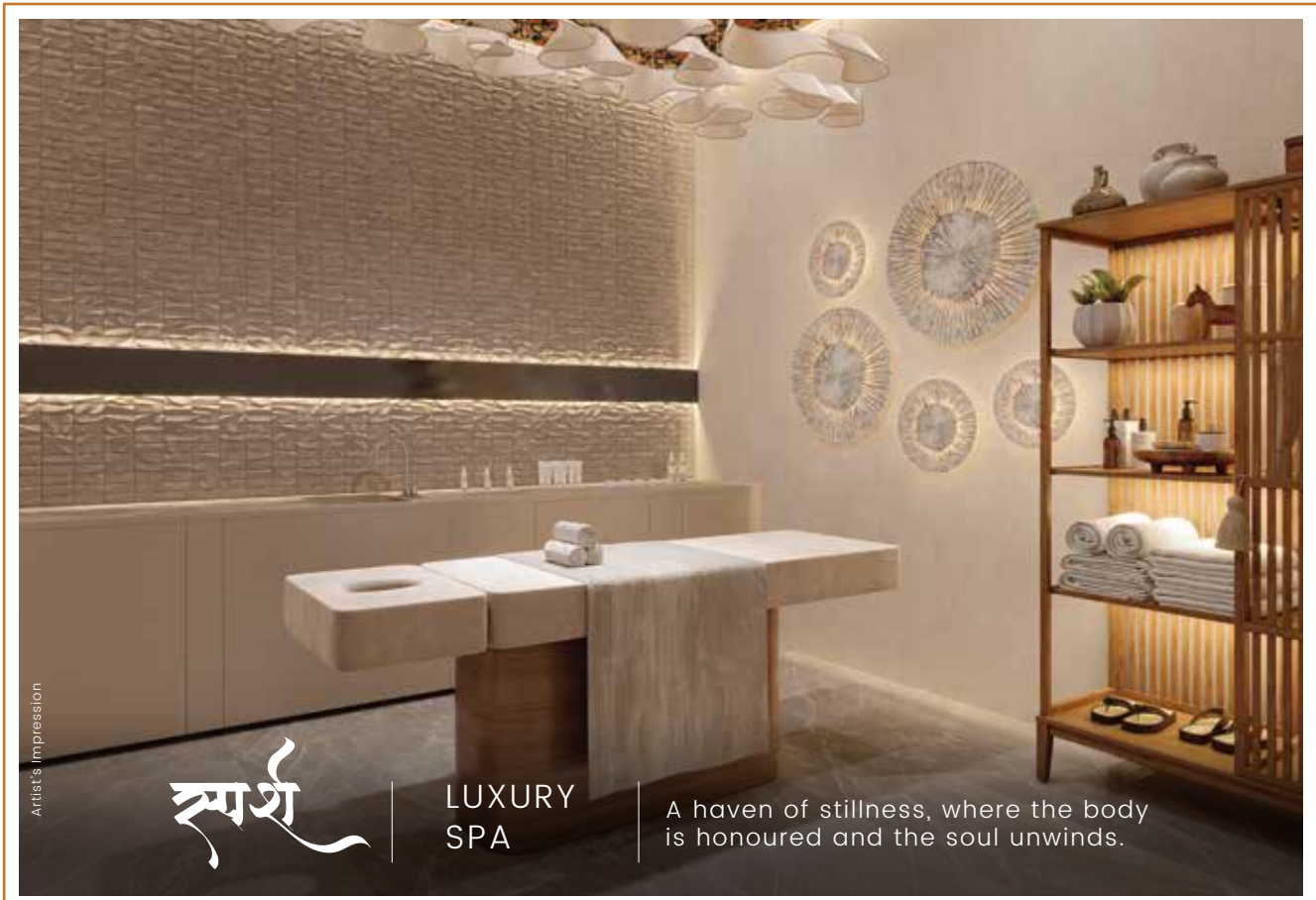


Artist's Impression

शौर्य स्थल

FITNESS GYMNASIUM

Where strength is sculpted in silence and discipline.



Artist's Impression

स्पर्श

LUXURY SPA

A haven of stillness, where the body is honoured and the soul unwinds.

OUR FLAGSHIP PROJECTS.

Our flagship projects signify not just our astonishing journey over the past three years, they reflect immense consumer confidence and our pride of delivering ever appreciating customer value.



Goa's first-and-only carbon neutral, 5-star branded land development at Bicholim, Goa, featuring a luxury hotel, multi-tiered club, branded gym, and a man-made sea and beach.

📍 **Bicholim, Goa**



Goa's first and best Goan shoreline address ensconced in a 23 acre development featuring 2 clubhouses and 20+ world class amenities. Truly the crown jewel of prime central Goa.

📍 **Vasco, Goa**



5 mins from Basilica of Bom Jesus, a select collection of villa estates in an 18 acre development. Nestled within is a luxurious boutique hotel with multiple lifestyle amenities. A match designed to enthrall.

📍 **Bainguinim, Goa**



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

📍 **Neral, Maharashtra**



Our first and fastest delivered project in 2021. Here, luxury blends with functionality to offer the perfect spot for you and your family to create an everlasting legacy.

📍 **Dapoli, Maharashtra**



Spread out across a sprawling estate of 100 acres, purpose-made for millennials, it offers the perfect blend of adventure and recreation.

📍 **Anjarle, Maharashtra**



Located in India's fastest-appreciating Spiritual Economic Zone, Codename S.E.Z. Vrindavan is the world's first sensorial branded land development featuring the city's largest clubhouse, the sacred Anant Krishna Mandir and world-class amenities.

📍 **Vrindavan, Uttar Pradesh**



India's first signature land development in the Hamptons of Mumbai has garnered interest from over the globe.

📍 **Alibaug, Maharashtra**



A 50-acre world-class land development designed by the world renowned Sanjay Puri Architects featuring a 30,000 sq. ft. hilltop boutique resort, 50+ luxurious amenities and verdant views of the Sahyadris.

📍 **Khopoli, Maharashtra**

THE MASTERS OF LEGACY-LED LAND DEVELOPMENT

The House of Abhinandan Lodha® (HoABL), India's largest branded land developer, pioneered and institutionalised Ayodhya's land market. With 6,500 customers across 27 countries and 23 Indian states, HoABL has sold 12 million sq ft and is developing 30 million sq ft more across the nation.



THE --- ™ HOUSE OF ABHINANDAN LODHA ---

 3rd Floor, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra 400011.

 www.hoabl.com

 The House Of Abhinandan Lodha

 [thehouseofabhinandanlodha](https://www.instagram.com/thehouseofabhinandanlodha)

The project 'The Sarayu' is registered with UPREERA under registration no. 'The Sarayu-2': UPRERAPRJ774489/07/2024, Collection A/c No. 157205002124 (Start/Launch Date: 01-04-2024) available at <https://www.up-rera.in/>. The Project is being developed by HOABL Realtech Private Limited ("Promoter"). Sale is subject to the terms of application form, agreement for sale and other documents to be executed between the parties. All images, information, drawings and sketches are for representation purposes only unless otherwise stated. #The infrastructure projects referred to are proposed by government authorities or agencies and are subject to their approval, timelines, and implementation. Promoter does not guarantee their development, completion, or specifications. Recipients are advised to apprise themselves of the necessary and relevant information of the project/offer prior to making any purchase decisions. Clubhouse, common areas and amenities of the Project are common and to be used by all the plot purchasers of the Project, third party members, along with the purchasers of all other projects and phases, present and future, of the larger layout. The Projects The Sarayu and The Sarayu-2 are mortgaged with STCI Finance Limited. The offer is valid for limited period and the Promoter reserves the right to modify or cancel the same without prior notice. The House of Abhinandan Lodha is a registered trademark of Tomorrow Capital Enterprises Private Limited. The Sarayu is the registered trademark of House of Abhinandan Lodha Estate Holdings Private Limited. Computer generated images, walkthroughs and render images used in this brochure are the artist's impression and are only indicative of the actual designs. *The information provided is for general reference only. HOABL Realtech Private Limited does not validate the accuracy of this data and is not responsible for any decisions made based on it. Prospective buyers are encouraged to conduct their own verification. ^Distance and timelines are indicative and may vary subject to weather, transport and infrastructure facilities to be provided by third parties. T&C apply. For more information, please contact corporate office at The House of Abhinandan Lodha, Lodha Excelus, 3rd floor, Apollo Mills Compound, N M Joshi Marg, Mahalakshmi, Mumbai, Maharashtra - 400011, visit www.hoabl.com