



CODENAME

S.E.Z.
VRINDAVAN

World's No.1 Spiritual Economic Zone

'House of Abhinandan Lodha' has been established in 2020 and is not, in any manner, associated with 'Lodha' or 'Lodha Group'.

The Project "The Raas" is registered with UP RERA having registration number UPRERAPRJ137423/11/2025 available at <https://www.up-rera.in>. The Project is being developed by Impactum Lands Private Limited ("Promoter"). * Sale is subject to the terms of application form, agreement for sale and such other documents to be executed between the parties.

Global Truth: How economies take shape around the world

There are multiple types of economies across the world - agricultural, industrial, service-led, financial, tourism-driven, and innovation-based.

While each of these economies has powered growth at different points in history, they all share a common limitation: **They are CYCLIC in nature.**

Policy shifts, economic slowdowns, capital availability, labour mobility, technological disruption, and consumer sentiment determine when these economies grow - and when they contract.



A spiritual economy, however, operates on a fundamentally different driver.

A spiritual economy depends on belief. And belief compounds across generations.

Faith-led movement does not pause for recessions. Pilgrimage does not depend on discretionary spending. This is why cities anchored in belief have remained relevant and economically powerful for centuries.



CITIES SUCH AS VATICAN CITY, ANGKOR WAT, JERUSALEM, KATHMANDU AND MECCA DEMONSTRATE A CLEAR GLOBAL TRUTH:

- ✦ Faith creates **permanent footfall**
- ✦ Pilgrims return **repeatedly, across lifetimes**
- ✦ Land closest to belief becomes **generational wealth**



ANGKOR WAT

Angkor Wat's tourism management strategies include enhancing visitor experiences, minimizing site impacts, engaging with industry partners, benefiting local communities, improving governance, and involving stakeholders.

VATICAN CITY

The Vatican City inspires preservation of important destinations and integrating heritage buildings with new developments. The city aims to create a visually appealing environment through well-designed facades, organized open spaces, and tourist circuits. Preserving boundaries and cultural functions of buildings while incorporating urban and architectural changes.



KATHMANDU

Kathmandu stands as a benchmark global spiritual destination where faith, sustainability, and community coexist. The city has pioneered location-specific, low-impact infrastructure tailored to its sacred geography. Traditional water stewardship systems, integrated waste management, and decentralized wastewater treatment protect rivers and heritage precincts while supporting dense pilgrimage flows.



India: World's Largest Spiritual Economy

INDIA HAS ALWAYS BEEN THE SPIRITUAL CAPITAL OF THE WORLD

India is home to the highest number of living pilgrimage destinations, multiple global faith ecosystems and continuous domestic and international spiritual footfall.

YET FOR DECADES, THIS ECONOMY REMAINED:



UNTAPPED

Despite Scale



UNORGANISED

Despite Consistency



UNDERVALUED

Despite Permanence



Spirituality existed. Economic structuring did not. Pilgrims came but cities were not planned for scale. Faith generated movement but not formalised investment ecosystems. That gap is now being consciously addressed.

Uttar Pradesh: The first state to build a spiritual economy

UTTAR PRADESH RECOGNISED WHAT FEW REGIONS GLOBALLY HAVE – SPIRITUAL TOURISM IS NOT A CULTURE. IT IS AN ECONOMIC DRIVER FOR THE NATION.

With a stated ambition to become a **\$1 trillion economy**, Uttar Pradesh identified spiritual tourism as one of its most powerful growth engines.

65 CRORE+ TOURISTS IN 2024

UP recorded more than **65 crore visitors (domestic + foreign) in 2024**, including **14 lakh foreign tourists**, reaffirming its status as India's most visited state.

Source: ETTravelWorld.com

₹20,000 CRORE+ REVENUE FROM RELIGIOUS TOURISM

Tourism sources estimate UP earned **over ₹20,000 crore in 2024** from pilgrimage-related travel.

Source: The Tribune

₹4,560 CRORE SACRED ROUTE REVAMP

The UP government has allocated ₹4,560 crore to upgrade roads linking major spiritual destinations ((Ayodhya, Varanasi, Mathura, Prayagraj, Chitrakoot, Naimisharanya) to improve safety, convenience, and pilgrim movement.

Source: The Economic Times

₹1 TRILLION HOSPITALITY SECTOR INTEREST

Under UP's Tourism Policy 2022, the state has attracted ~₹1 trillion in investment proposals in the hospitality sector over the last two years.

Source: Business Standard

500+ PROJECTS AMOUNTING TO ₹85,000 CRORE

The state has launched 500+ private projects worth over ₹85,000 crore for religious and spiritual sites, with nearly 47% focused on Ayodhya, Varanasi, and Mathura-Vrindavan.

Source: Business Standard



THIS SHIFT IS NOT THEORETICAL. IT IS ALREADY VISIBLE ON THE GROUND.



VARANASI

AYODHYA

WHAT THE CITY ALREADY HAD

- Deep-rooted spiritual relevance
- Historic importance
- Large but largely domestic, event-driven footfall

- Singular, powerful religious trigger
- Massive, time-bound national attention
- Strong government push

WHAT IT LACKED (PRE-TRANSFORMATION)

- Global religious ecosystem
- Year-round consistency in visitation
- Formal hospitality depth
- Structured residential investment demand

- Global devotional spread
- Diversified footfall drivers
- Year-round stay demand
- Mature hospitality ecosystem

WHAT CHANGED

- Heavy state-led intervention (corridor, ghats, public realm)
- Expansion of tourism & conventions
- Hospitality and real estate followed infrastructure

- Rapid infrastructure build-out
- Sharp surge in land prices
- Entry of branded hospitality & organised real estate (HoABL being the first)

OUTCOME

Infrastructure unlocked economic value, but most investment upside was created after execution began.

Demonstrated speed and momentum, but remains event- and sentiment-led. Still evolving into a year-round economic engine.

However, now there's one destination in UP that's emerging as the **World's No.1 Spiritual Economic Zone - Vrindavan**

Defining a Spiritual Economic Zone

For decades, land investment in India has been driven by urban expansion, infrastructure growth, and economic migration. Today, a new class of land markets is emerging - where belief and faith sustained over centuries, has shaped continuous movement of people and transformed destinations into engines of economic activity.

This transformation marks the rise of Spiritual Economic Zones (SEZs) - destinations where faith-led footfall evolves into sustained economic growth creating long-term investment opportunities for investors.

A Spiritual Economic Zone (SEZ) is not defined by belief alone. It is defined by economic behavior anchored in spirituality. SEZs represent the next structural opportunity in land investment.



THE 3 IRREVERSIBLE SHIFTS THAT DEFINE A SPIRITUAL ECONOMIC ZONE (S.E.Z.)

A city qualifies as a **Spiritual Economic Zone (S.E.Z.)** when **three irreversible shifts occur together.**

This is the moment when **land stops being available and starts becoming strategic.**[#]

S

SPIRITUAL MOMENTUM → PERMANENT DEMAND

- Faith moves from moments to **momentum.**
- Demand detaches from calendars and festivals.
- Footfall becomes **daily, predictable, and generational.**
- Participation expands from local to **national and global.**

E

ECONOMIC TRANSFORMATION → HABITATION ECONOMY

- People don't just visit, they **stay, build, and belong.**
- Pilgrims convert into residents, investors, and operators.
- Public capital moves first, signalling permanence.
- Infrastructure, hospitality and housing scale as a single ecosystem.

Z

ZONE OF APPRECIATION → STRATEGIC SCARCITY

- Value stops spreading and starts **concentrating.**
- Appreciation ignites in **specific, advantaged zones.**
- Scarcity becomes structural, not optional.
- Land exits the commodity cycle and becomes **strategic capital.**

A Spiritual Economic Zone is born when belief creates permanent demand, policy converts faith into a living economy, and scarcity channels value into a defined Zone of Appreciation. This is the inflection point where land stops being merely available - and begins to feel inevitable.



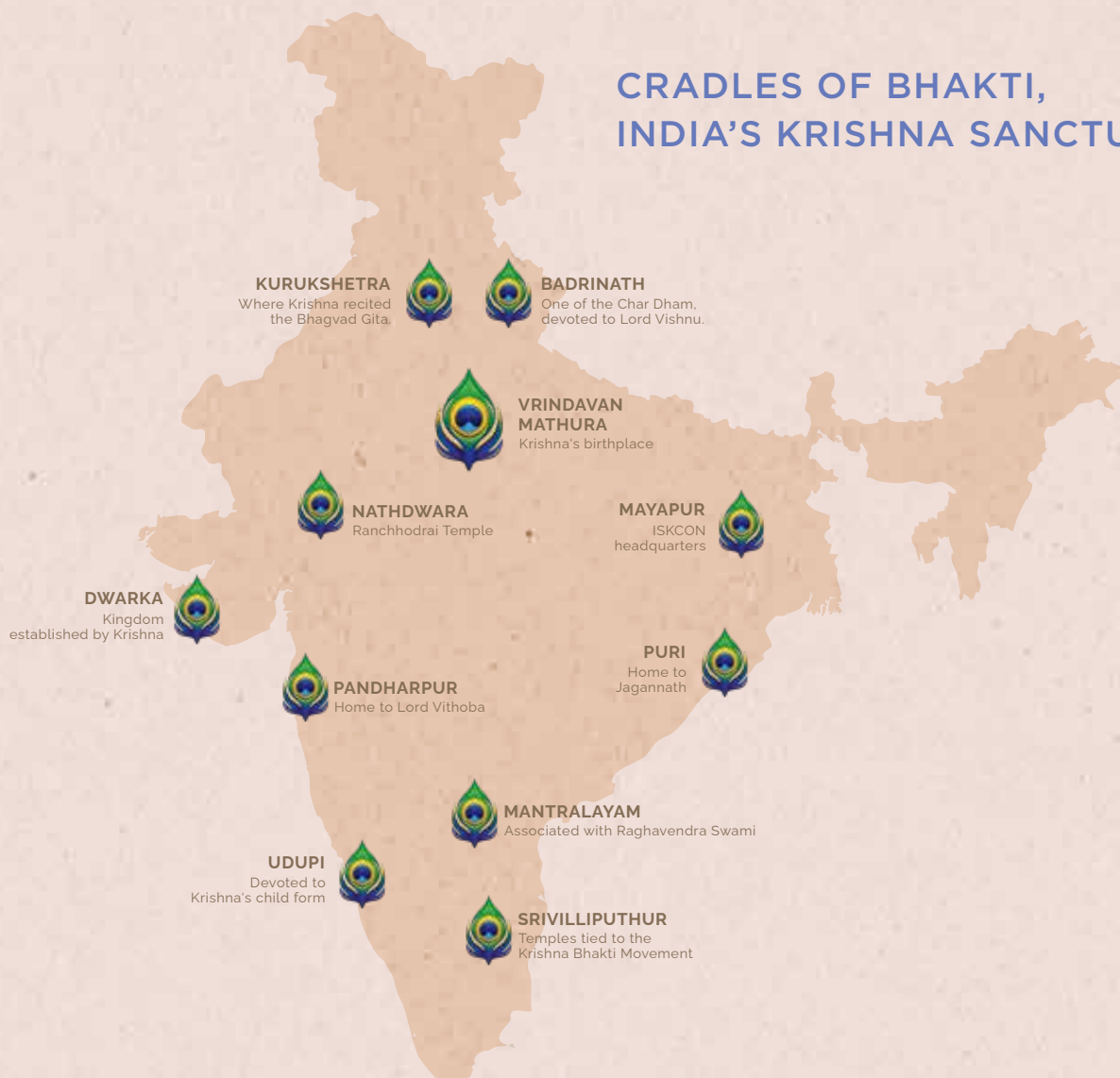
INTRODUCING

World's No.1 Spiritual Economic Zone Vrindavan

Among all destinations associated with Lord Krishna across India, Vrindavan occupies a uniquely dominant position - not just spiritually, but structurally.

While several cities are linked to Krishna's life journey, Vrindavan is where his presence is lived, not commemorated. It is not defined by a single temple, a singular festival, or a moment in time. Instead, it functions as a continuous spiritual ecosystem, where devotion is embedded into daily life, routines, and habitation. This distinction is foundational.

CRADLES OF BHAKTI, INDIA'S KRISHNA SANCTUARIES.



LEADING CITIES STEEPED IN KRISHNA'S LEGACY



VRINDAVAN

5000+ Temples
Average Annual Footfall ~60-90 Mn



MATHURA

500+ Temples
Average Annual Footfall ~60-90 Mn



DWARKA

100+ Temples
Average Annual Footfall ~1-2 Mn



BADRINATH

20+ Temples
Average Annual Footfall ~2-3 Mn



PURI

300+ Temples
Average Annual Footfall ~3-5 Mn



KURUKSHETRA

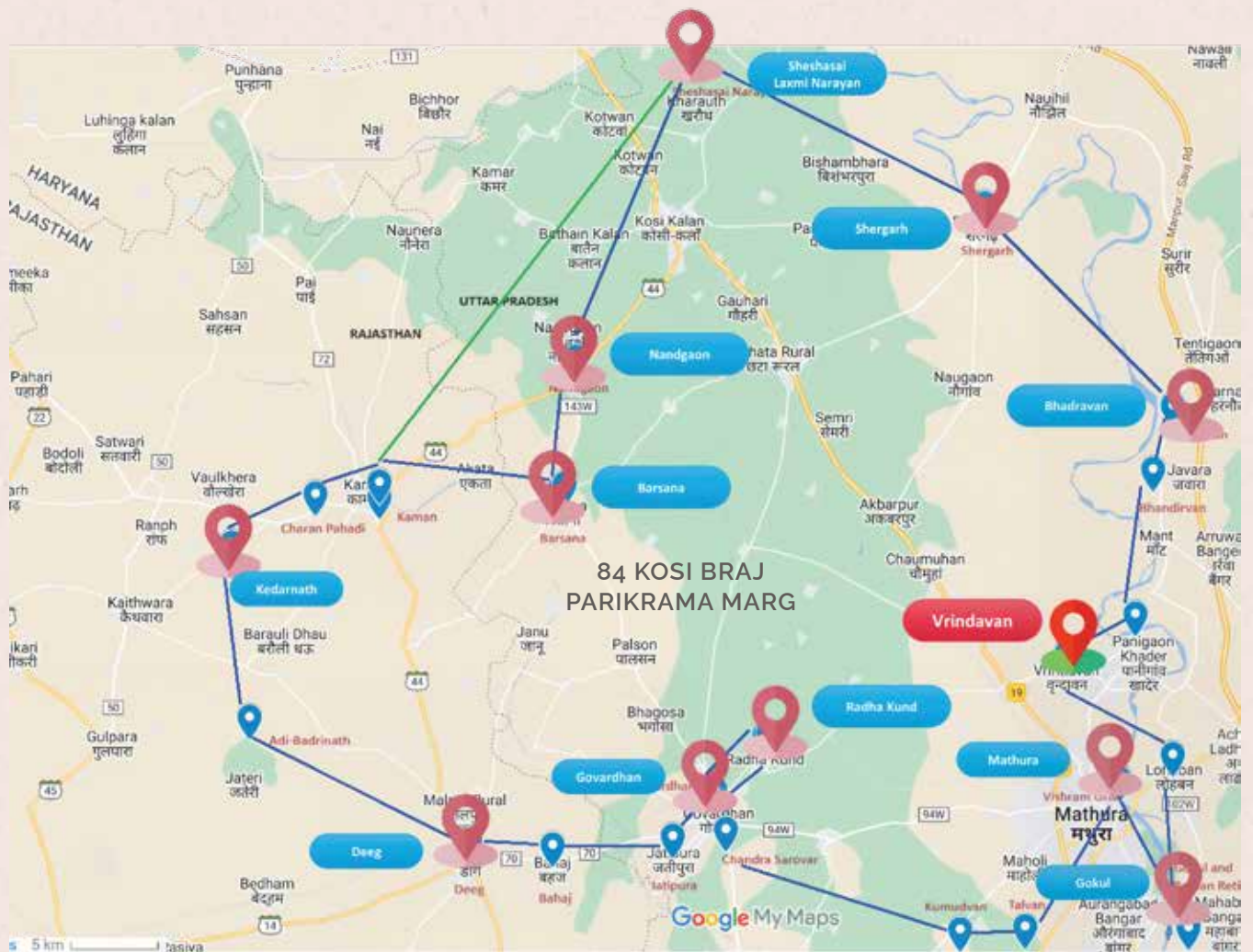
200+ Temples
Average Annual Footfall ~4-5 Mn

The Braj Region consisting of Mathura and Vrindavan twin cities remains the most visited destination among Krishna inspired locations.

Spiritual Momentum of Vrindavan

Vrindavan represents the emotional epicentre of Krishna bhakti globally. It is not one stop among many - it is the reference point. Most pilgrimage destinations operate on episodic demand cycles - sharp spikes during festivals followed by long periods of dormancy.

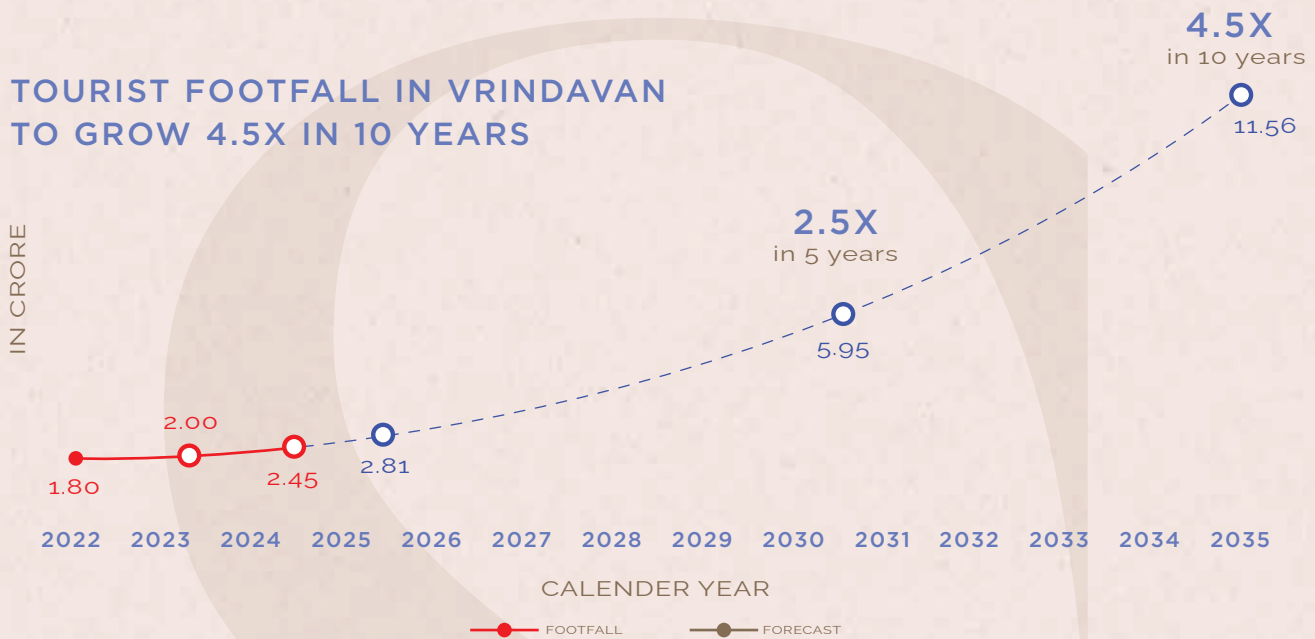
RELIGIOUS ATTRACTIONS AROUND VRINDAVAN



The 84 Kosi Braj Parikrama Marg is a sacred pilgrimage route that many devotees walk or drive along. They consider it a blessing to personally visit and experience the places where Radha Rani and Lord Krishna loved and performed their divine pastimes around 5,000 years ago.

Vrindavan, by contrast to the other pilgrimage centres, exhibits a high baseline daily footfall that remains active throughout the year, with predictable escalations during key religious periods such as Holi, Janmashtami,

TOURIST FOOTFALL IN VRINDAVAN TO GROW 4.5X IN 10 YEARS



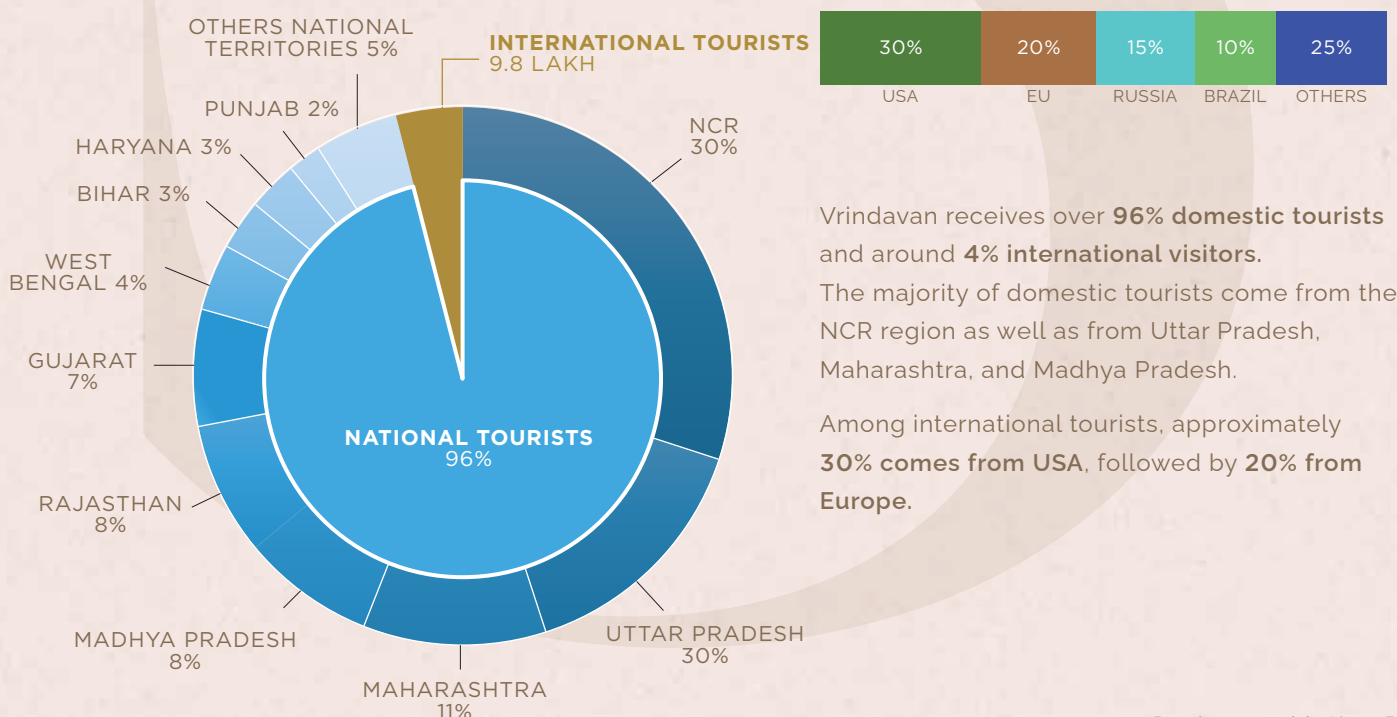
Vrindavan exhibits a high baseline daily demand throughout the year, with predictable spikes during festivals – a hallmark of mature spiritual economies.

~30,000-50,000 VISITORS/DAY
Average weekday footfall

~1 LAKH VISITORS/DAY
Average weekend footfall

~5 LAKH VISITORS/DAY
During Holi and Janmashtami

This indicates Vrindavan is not dependent on limited pilgrimage windows, unlike many religious towns.



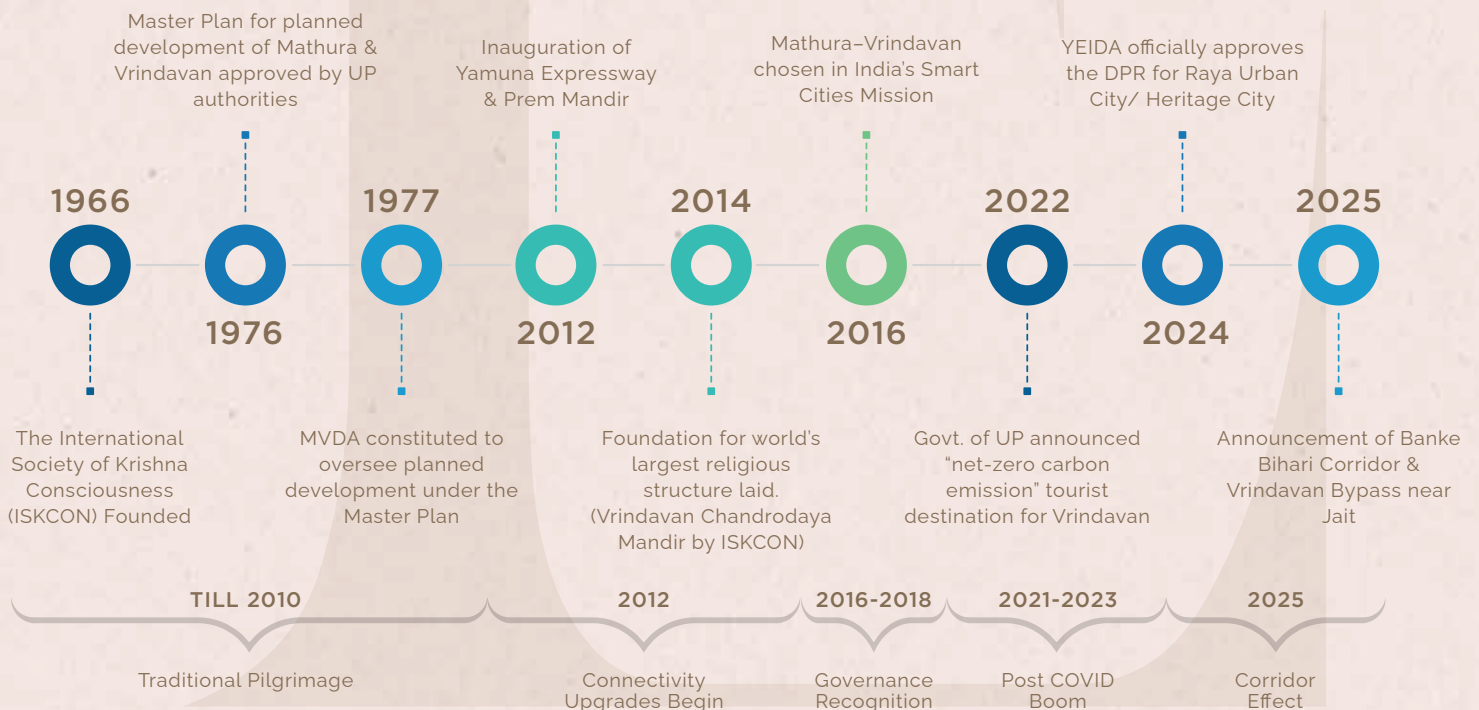
Economic Transformation

FROM A PILGRIMAGE CITY TO HABITATION ECONOMY

A Spiritual Economic Zone forms when people stay, return, and invest—not just visit. Vrindavan is entering this phase, shifting from short pilgrimages to a habitation-led economy. This change is policy-driven, state-backed, and supported by sustained long-term investment from the UP government.



EVENTS THAT SHAPED VRINDAVAN'S ECONOMIC TRAJECTORY



Each phase of Vrindavan's growth has built momentum. Today, that momentum is converging toward its biggest appreciation inflection point. Here's why:

1 INFRASTRUCTURE: THE CONNECTIVITY REVOLUTION

Infrastructure is the single largest driver of Vrindavan's current and future appreciation.

ROADWAYS & EXPRESSWAY INTEGRATION

- ₹1,645 cr Greenfield Link (approved Mar 2025) directly connects Yamuna Expressway to NH-19, cutting Delhi–Haryana travel time by 30–45 minutes.
- Vrindavan Bypass & link roads under development to decongest pilgrim traffic and improve all-direction access across UP and beyond.
- Yamuna Expressway (since 2012) made Vrindavan NCR-accessible; new links elevate it as a weekend, second-home & retirement destination.



Image is for representative purpose only

JEWAR AS THE NEW GLOBAL GATEWAY

- Jewar International Airport, 70 km from Vrindavan, enables 90-minute access to Banke Bihari Temple, dramatically expanding Vrindavan's catchment.
- Expected to serve 12+ million passengers annually, connecting 10 key domestic & international cities.
- Boosts weekend tourism, international visitation, and long-stay demand.

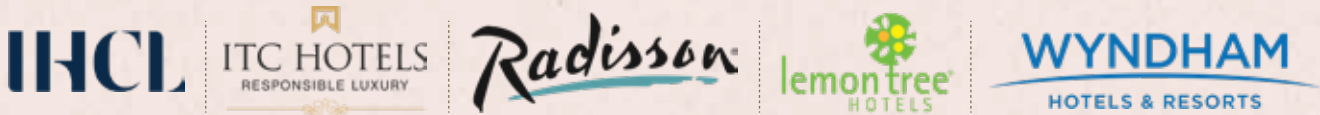
URBAN MOBILITY: METRO & LIGHT RAIL

The Uttar Pradesh government has fast-tracked the Mathura–Vrindavan Light Rail / Metro project, enabling seamless intra-city movement for the millions of daily visitors and residents.

2 HOSPITALITY: FROM DHARAMSHALAS TO DESTINATION STAYS

The entry of national and international hospitality brands is one of the clearest indicators that Vrindavan is transitioning from short visits to stay-led demand.

Branded hospitality developments announced or underway in the broader Mathura-Vrindavan region include:



In addition, premium villas, branded residences, and wellness-led hospitality formats are being actively evaluated by global operators to cater to high-spending domestic, NRI, and international devotees.

THIS SHIFT REFLECTS:

RISING LENGTH
OF STAY

HIGHER PER-VISITOR
SPEND

DEMAND FOR QUALITY,
MANAGED ACCOMMODATION

Vrindavan is seeing strong growth in high-end stays, including boutique hotels and private rental villas, as more trusted brands enter the market. This rising demand driven by spiritual tourism creates attractive prospects for investors seeking long-term



PREMIUM VILLAS 3/4 BHK

~ ₹25,000 – ₹35,000
INR PER NIGHT



4-STAR HOTELS PREMIUM SUITES

~ ₹15,000 – ₹20,000
INR PER ROOM PER NIGHT



PREMIUM SERVICE APARTMENTS

~ ₹6,500 – ₹7,500
INR PER ROOM PER NIGHT



3

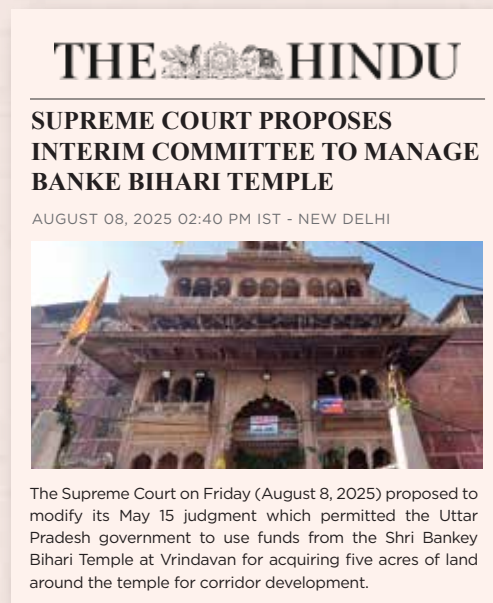
STRATEGIC GOVERNMENT PROJECTS: ANCHORING LONG-TERM VALUE

THE BANKE BIHARI CORRIDOR

Modelled on the Kashi Vishwanath Corridor, the **₹500–700 Crore** Banke Bihari Corridor is among the most transformative projects in Vrindavan. Spanning **5 acres** around one of the city's most frequented temples, the corridor aims to:

- Decongest the historic core
- Improve pedestrian movement and safety
- Create structured public spaces and parking
- Enhance the overall pilgrim experience

Early evidence of impact is already visible, with land prices in surrounding precincts witnessing sharp appreciation.



Source: India Today & The Hindu

BRAJ 2041 MASTER PLAN

The **₹30,000+ crore Braj 2041 Master Plan** represents a long-term, integrated vision for the entire Braj region, with Vrindavan at its core.

Key focus areas include:



Sustainable eco-city development



Yamuna riverfront rejuvenation



Heritage conservation



Tourism and habitation infrastructure



Integrated transport and mobility

This plan institutionalises growth, ensuring that Vrindavan's expansion is coordinated, scalable, and environmentally aligned.

84 KOS PARIKRAMA MARG & ANCILLARY PROJECTS

The transformation of the 84 Kos Parikrama Marg into a world-class pilgrimage corridor along with projects like Krishna Ki Pauri, integrated townships, and the **Heritage City at Raya**, further strengthens Vrindavan's position within a larger spiritual-economic network.

4 BUYER MARKET TRANSFORMATION

FROM LOCAL OWNERSHIP TO PAN-INDIA PARTICIPATION

Vrindavan's residential market is undergoing a quiet but decisive shift.

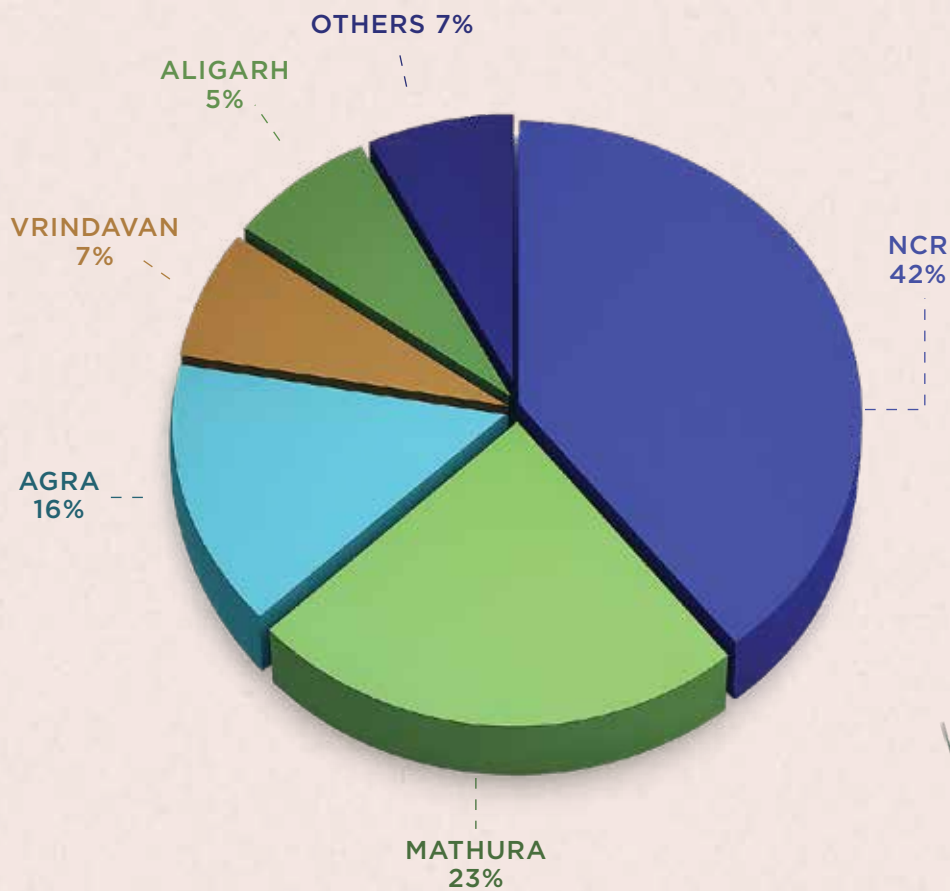
Ownership is no longer limited to local residents. Buyer profiles now increasingly include: Delhi NCR, Maharashtra, Gujarat, Rajasthan and Madhya Pradesh

BUYERS ARE PRIMARILY:

SECOND-HOME
SEEKERS

LONG-STAY SPIRITUAL
RESIDENTS

RETIREMENT-ORIENTED
HOUSEHOLDS



This shift from local usage to pan-India ownership intent is a critical marker of a habitation economy and long-term capital confidence. Infrastructure, hospitality, residential development, and services in Vrindavan are now scaling together - not in isolation.

This synchronised scaling is the defining characteristic of mature economic zones.

Vrindavan is no longer transitioning into an economy. It is locking into one.

Zone of Appreciation

RADHAKUND: VRINDAVAN'S FASTEST-EMERGING MICRO MARKET

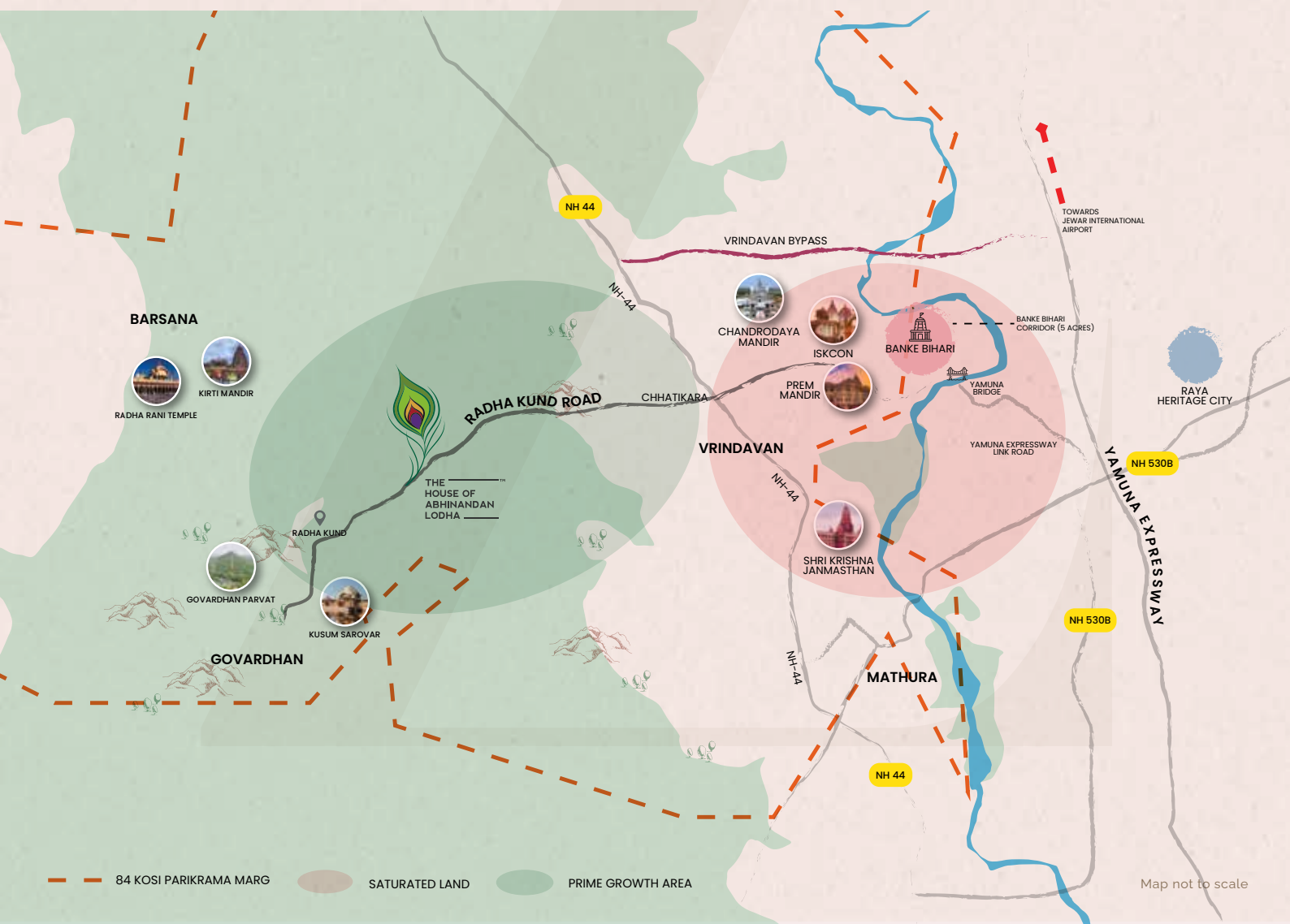
In a Spiritual Economic Zone, value does not rise uniformly across the city, it aggregates first in the micro-markets that combine spiritual centrality, connectivity, structural scarcity, and early capital formation. In Vrindavan, one pocket clearly exemplifies these characteristics and is increasingly becoming the Zone of Appreciation: **Radhakund**.

1 SPIRITUAL GRAVITY: A SITE OF SUPREME DEVOTION

Radhakund is among the holiest sites in the Braj region, revered for its intimate association with Radha and Krishna, and is considered central, often the ultimate purpose of Vaishnavite pilgrimage.

2 LOCATION ADVANTAGE: CENTRALLY SITUATED IN THE GROWTH NETWORK

Radhakund is strategically poised between Vrindavan's core spiritual circuit and the wider transport and connectivity grid.

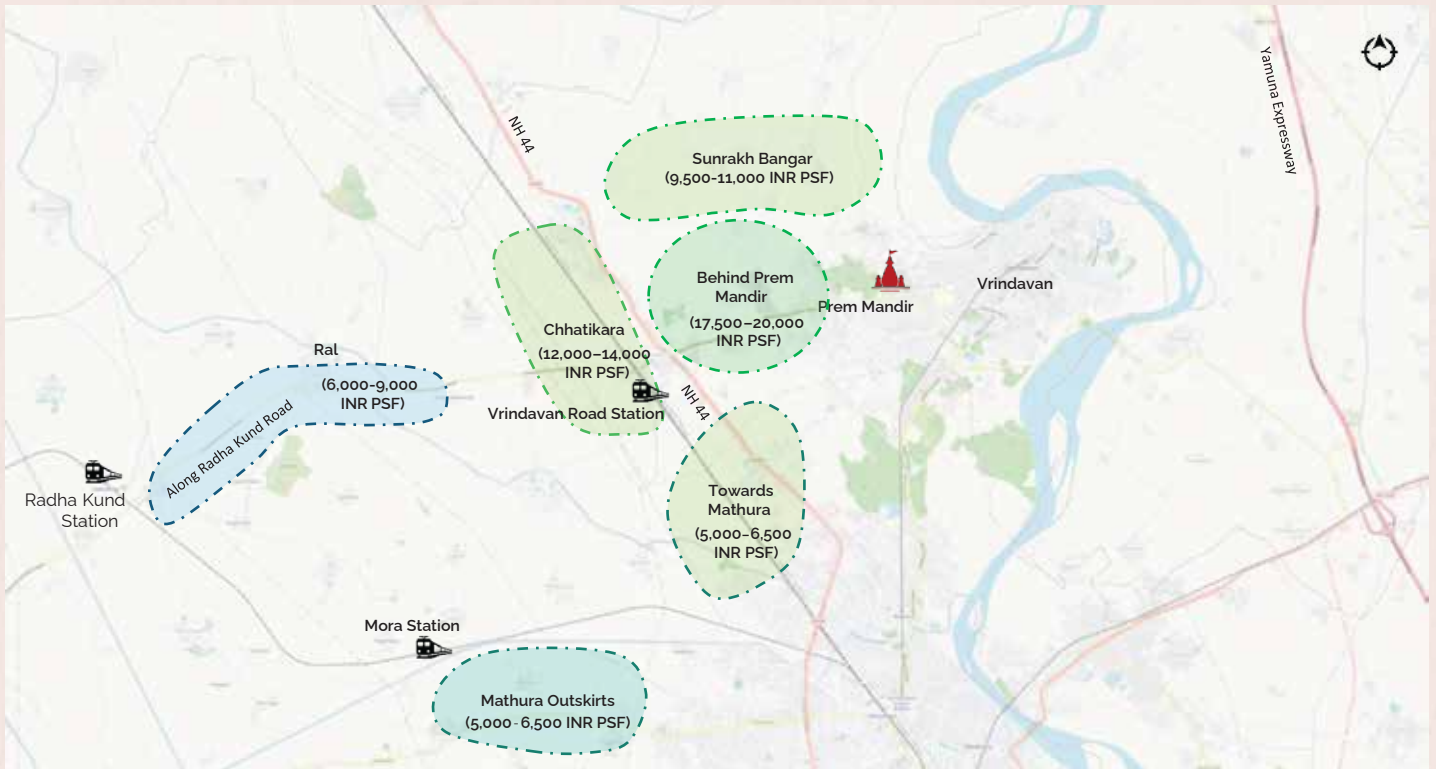


3 PRICE LEADERSHIP: INSTITUTIONAL RECOGNITION OF APPRECIATION

Real estate data confirms that Radhakund is not just symbolically important, but economically leading:

- In secondary markets around Vrindavan, price appreciation has been heterogeneous - the areas closest to core spiritual sites have outpaced broader precincts.
- Radhakund and its surrounding corridors have demonstrated superior relative quoted psf levels compared with both peripheral and even established internal pockets.
- Research highlights sustained growth potential, with select micro-markets within Vrindavan projected to sustain up to ~30% CAGR through 2035, with Radhakund among those expected to outperform.

Source: Business Standard



Map not to scale

Location	Rate as on 2020 (INR PSF)	Rate as on 2025 (INR PSF)	CAGR	Value Appreciation	Land Availability	Degree of Saturation
Behind Prem Mandir	~5,000 - 6,000	~17,500 - 20,000	▲ 27%	3.27 x	Very Low	High
Sunrakh Bangar	~3,500 - 3,700	~9,500 - 11,000	▲ 23%	2.78 x	Medium	Medium
Chhatikara	~4,000 - 5,000	~12,000 - 14,000	▲ 24%	2.89 x	Medium	Medium
Along Radha Kund Road	~2,400 - 2,600	~8,000 - 10,000	▲ 29%	3.60 x	Very High	Very Low
Towards Mathura	~2,600 - 3,000	~5,000 - 6,500	▲ 15%	2.05 x	Medium	Low
Mathura Outskirts	~1,400 - 1,600	~5,000 - 6,500	▲ 22%	2.67 x	Medium	Low

Based on research by Liases Foras

4

STRUCTURAL SCARCITY & FUTURE FUND FLOWS

Radhakund's land availability is structurally constrained:

- The zone is bounded by spiritual precincts, natural features, and heritage landscapes, limiting horizontal sprawl.
- Incremental supply is small relative to demand - which is anchored in devotional footfall, permanent settlement shifts, and organized investments.

In every matured economic zone value follows certainty:
proximity to demand, infrastructure and scarcity.
Radhakund satisfies every one of these conditions.

- Spiritual significance draws consistent and transcendent devotion,
- Connectivity and policy upgrades anchor economic permanence,
- Demand density outstrips exploitable supply,
- Capital entry accelerates pricing ahead of broader geographies,

Radhakund does not just participate in growth - it sets the rhythm of value discovery.

In the lifecycle of the Vrindavan SEZ, this micro-market has rightfully become the

Zone of Appreciation.



INTRODUCING

The Finest Development In Vrindavan's Fastest Appreciating Zone



Here, Devotion Meets Design.



Crafted in collaboration with HCP Design, Planning and Management, the very architects who reimagined India's New Parliament Building. This development is nothing short of monumental. Every pillar, pathway, and promenade has been designed to echo the values of Lord Krishna while embracing the aspirations of a modern Indian.

From the peacock-feather-inspired symmetry to kund-style water bodies, every architectural gesture tells a story. It is a township where devotion breathes through design - not replicated, but reimagined.

ABOUT HCP

HCP is a multidisciplinary professional practice focused on design, architecture and urbanism. Founded by Hasmukh C. Patel in 1960, it is now led by Dr. Bimal Patel. HCP handles architectural design, interior design, furniture design, conservation, landscape, urban design, urban planning, communications, research, engineering, project management and construction monitoring. The firm focuses on each project's specific objectives and constraints to create simple, elegant solutions that balance practical, aesthetic and ethical considerations.

SOME OF THEIR LANDMARK PROJECTS:



New Building for the Parliament of India



Sabarmati Riverfront Development Project



Gujarat High Court



IIM Ahmedabad

Accolades:



Padma Shri Award, 2019



Prime Minister's National Award for
Excellence in Urban Planning and
Design, 2006



HUDCO Design Awards for
New and Innovative Town Design
Solutions, 2013

Padma Shri - HCP Director Dr. Bimal Patel received the Padma Shri Award from President Ram Nath Kovind on March 11, 2019 at the Rashtrapati Bhavan in New Delhi.

Prime Minister's National Award - In 2006, the Sabarmati Riverfront Development Project won The Prime Minister's National Award under the category Innovative Ideas / Concepts and Plans in Urban Planning and Design.

THIS IS NOT JUST A DEVELOPMENT.

It is an immersive living Experience.

The spaces blend playfulness, devotion, and nature in perfect harmony. From forest-like canopies to divine light filtering through stained glass, every detail echoes his presence.

CORE THEMES OF THE DEVELOPMENT



Spirit of Playfulness



Mountain of Grace



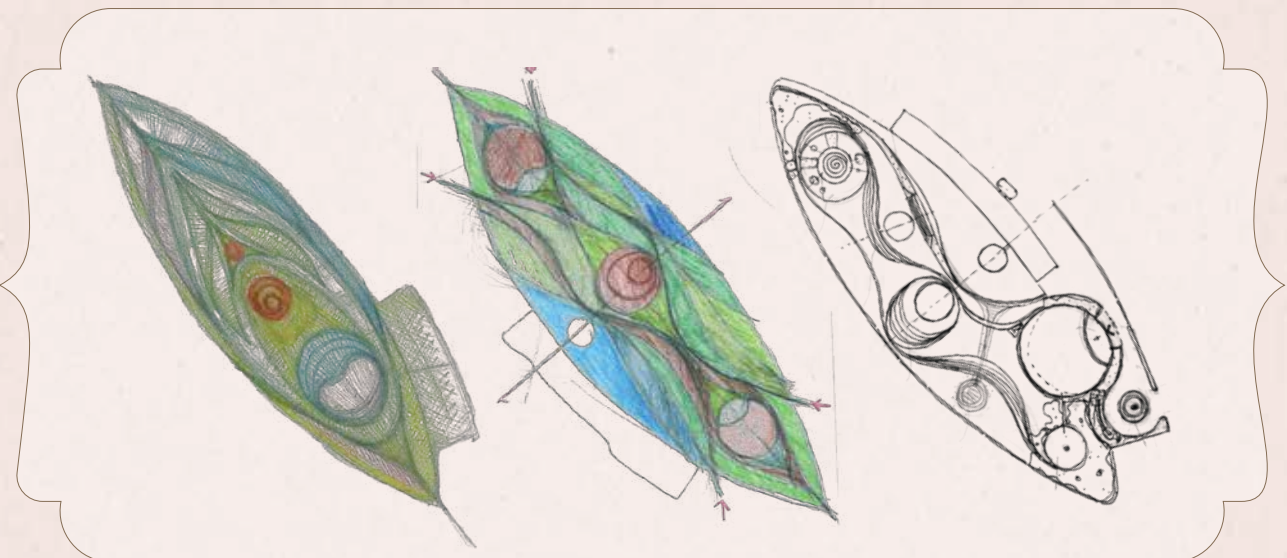
Forest of Bliss



Divine Abode

THE LEGEND OF THE MOR PANKH

Legend says, the king of peacocks gave Krishna a feather as a gift after Krishna played his flute and danced. Krishna accepted the gift and placed the feather on his turban to show his gratitude. And today this peacock feather inspires our Grand Clubhouse Arena



CLUBHOUSE INSPIRED BY THE VIBRANT HUES & SHAPE OF A PEACOCK FEATHER

The World's First and Only Sensorial Branded Development

A sensorial sanctuary where every sense is awakened - from the fragrance of sacred blooms that fill the air to the soothing rhythm of distant temple bells. Here, the rustle of peepal leaves, the texture of hand-carved stone, and the play of light through traditional jaalis all come together in divine harmony.



SIGHT A VIEW INTO DIVINITY

From the highest point, inspired by Govardhan Parvat, gaze upon Vrindavan Global's sacred expanse.

SMELL THE FRAGRANCE OF FAITH

Walk through Tulsi, jasmine gardens and other plantations that mirror Vrindavan's divine air.



TASTE FLAVOURS OF THE LAND

Savor the land's sacred herbs & fresh produce that carry the essence of Vrindavan.

SOUND WHISPERS OF THE FLUTE

Hear the divine whisper in thoughtfully curated water structures, filling the air with calm of Vrindavan.



TOUCH TEXTURES OF TIME

Feel the craftsmanship of stone, art, and earth. This is where design meets devotion.

(9,300+ Sq. M.) 1 Lakh+ Sq. Ft. Grand Clubhouse Arena

THE LARGEST CLUBHOUSE IN VRINDAVAN

STATE-OF-THE-ART AMENITIES

Largest (40%) open spaces across
all HoABL Developments

- Spa
- Open Sky Lounge
- Gymnasium
- Pool Side Deck
- Restaurant
- Hospitality Services by Miros
- Banquet hall
- 8 Single Guest Rooms
- Indoor games
- 2 Twin Guest Abode
- Indoor Swimming pool
- Spacious Suite Room
- Outdoor swimming pool





MAAN SAROVAR

The serene Swan Lake with an outdoor pool & deck for reflection



RAAS NIKUNJ

An expansive lawn for celebrations & community bonding



MANORANJAN VATIKA

Congregation area for satsangs, stories & modern-day Raas Leela



DHYANI NIVAS

A serene open lawn for movement and mindfulness



PRAKRITI MARG

Tree-lined paths for walking, cycling, or simply soaking in the surroundings



KRIDA KENDRA

A vibrant space for kids & adults to enjoy active play in nature

THE ETERNAL HEART OF THE DEVELOPMENT

Anant Krishna Mandir

Here, art, architecture, and spirituality converge to bring alive the infinite forms of Krishna. This temple, a sacred landmark that celebrates the Nine Roops of Krishna. Each embodying a facet of His divine play, from innocence to wisdom, from joy to transcendence. It is a timeless, sensorial journey through Leela, love, and light; elevating this development from a land investment into a spiritual and lifestyle destination.



**BAAL GOPAL -
THE DIVINE CHILD**

Purity and joy in their most innocent form.



**MURLIDHAR -
THE FLUTE PLAYER**

The enchanter whose melody awakens devotion.



**MAKHAN CHOR -
THE BUTTER THIEF**

Playful, mischievous love that delights the heart.



**GOVARDHANDHARI -
THE LIFTER OF GOVARDHAN HILL**

The protector of faith and symbol of divine strength.



**GOPALA -
THE COWHERD**

Protector of life, guide of compassion.



**PARTH-SARTHI -
ARJUNA'S CHARIOTEER**

The guide who steers humanity with wisdom and truth.



**KANHAIYA -
THE DARLING OF THE GOPIS**

The eternal charmer, embodying boundless love.



**GEETACHARYA -
THE TEACHER OF THE BHAGAVAD GITA**

The voice of eternal knowledge and divine purpose.

And at the centre of it all stands the eternal union- **Radha Rani & Krishna.**
It is not just the spiritual heart of the development - **it is its soul.**

The House of Abhinandan Lodha®

INDIA'S LARGEST BRANDED LAND DEVELOPER

The House of Abhinandan Lodha® was formed on the vision to provide citizens of India and the world to access some of the most-strategic land banks, via strong tech-enabled processes. We are a new-generation consumer-tech organisation evangelising prime land banks as wealth and legacy-creating opportunities. With landmark transactions across Amritsar, MMR, Ayodhya, Nagpur, Shimla, Goa & Vrindavan - The House of Abhinandan Lodha® leads as the Largest Branded Land Developer.

6,000+

Investors

27+

Countries

23+

States

107+

Cities



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.

THE SARAYU™
AYODHYA

India's only 7-star land development showcasing 20% appreciation in 3 months. Appropriated by the legend Mr. Amitabh Bachchan.

📍 **Ayodhya, Uttar Pradesh**

**ONE
GOA**

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 enthral.

📍 **Bainguinim, Goa**

CELEBRATION LAND
AT FOOTHILLS OF MATHERAN

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

📍 **Neral, Maharashtra**

**ISLE OF
BLISS**

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**

TOMORROW LAND

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

📍 **Anjarle, Maharashtra**

TOMORROWWORLD

An exquisite sea - view land development sits atop a hill overlooking the deep blues of the Arabian Sea and is built to highlight the natural contours of the region.

📍 **Anjarle, Maharashtra**

**Sol de
Alibaug**

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

📍 **Alibaug, Maharashtra**

AERO-ESTATE
KHOPOLI, MUMBAI

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 --- ™ HOUSE OF ABHINANDAN LODHA ---

 thehouseofabhinandanlodha |  The House Of Abhinandan Lodha |  www.hoabl.com

3rd Floor, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra 400 011.

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

The Project "The Raas" is registered with UP RERA having registration number **UPRERAPRJ137423/11/2025** available at <https://www.up-rera.in>. The Project is being developed by Impactum Lands Private Limited ("Promoter"). The Codename S.E.Z (Spiritual Economic Zone) Vrindavan under the Project 'The Raas' at Vrindavan is only for information and inspirational purposes only and is presented as general information.

* Sale is subject to the terms of application form, agreement for sale and such other documents to be executed between the parties. All proposed developments are to be undertaken by third parties or government authorities and are subject to requisite approvals. ^ The information regarding upcoming infrastructure projects has been sourced from relevant official government sources. Such projects are proposed by the concerned government authorities or agencies and remain subject to their approvals, timelines, and implementation.

Prospective buyers are advised to independently verify the status, timing, and extent of such infrastructure with the concerned authorities. • Distance and timelines are indicative and may vary subject to weather, transport and infrastructure facilities to be provided.

The information provided is based on data from UP Tourism, India Watch, Times of India, ANI News, Hindustan Times and is for general reference only. The Promoter 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.

The Growth statistics and figures have been sourced from publicly available government reports and official publications. Prospective buyers are advised to independently verify all facts and figures from the original sources.

The information provided in this document, including all pictures, images, plans, drawings, amenities, dimensions, elevations, illustrations, facilities, features, specifications, other information, etc. mentioned in advertisements and promotional materials are indicative and are subject to the approval from the competent authorities and shall be as per the terms and conditions of the agreement to be executed between the parties.

The House of Abhinandan Lodha® is a registered trademark of Tomorrow Capital Enterprises Private Limited. For more information, please contact the corporate office at The House of Abhinandan Lodha, Lodha Excelus, 3rd Floor, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra - 400011. Visit: www.hoabl.com