

A cut above



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A cut above

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A cut above



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You've aimed high, and you've got there. You're at the top of your league, a cut above the rest. Now all you need is an address that befits your stature. A residence so luxurious, so stylish, it clearly signals your undisputed

Soaring 52 storeys high, Lodha Primero stands as tall as your achievements, perfectly located in the residential, business and entertainment hub that is Mahalaxmi.

Iconic in design and magnificent in scale, Lodha Primero places at your disposal every possible facet of a great lifestyle, from a full-size swimming pool to a world-class gym, a mini-theatre to a fabulous terrace party venue. While your spacious air-conditioned residence, with its fine fittings, private sun decks and spectacular views, proclaims luxury from every corner.

Lodha Primero. A residence that, like you, is simply a cut above.

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Location. A cut above.

Living in Lodha Primero brings you into the heart of Mumbai, squarely between the heritage charm of South Mumbai and the contemporary chic of Central Mumbai's malls and restaurants.

With its excellent location in Mahalaxmi, Lodha Primero is a stone's throw from the business complexes, premier hotels, gourmet restaurants and designer stores that make up Mumbai's new hub. While established road and rail networks connect you smoothly to Nariman Point at one end, and to the airports at the other.





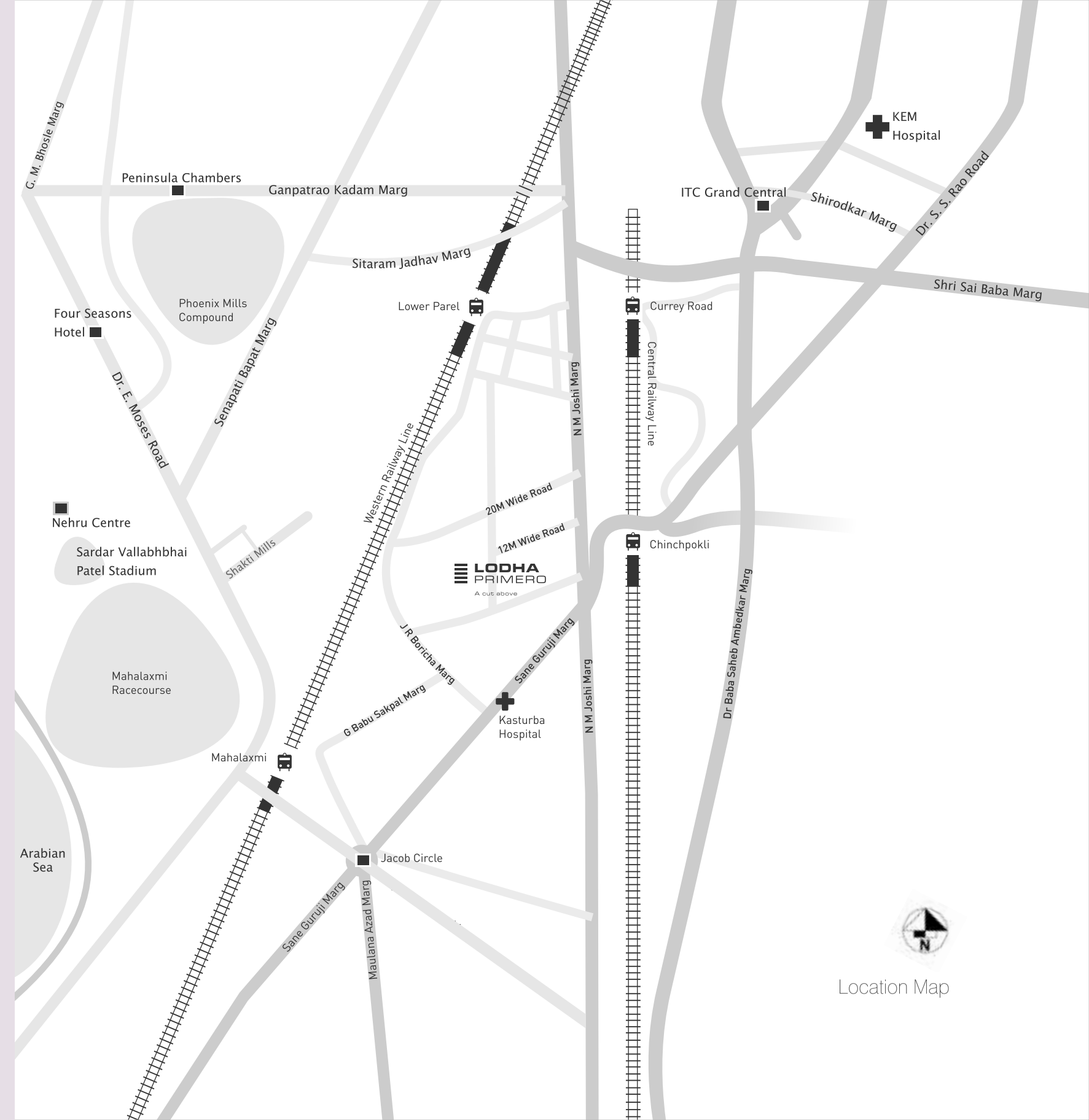
Large new 40 ft. and 60 ft. surrounding roads already built

Close to Lower Parel's business complexes and malls

A 5-minute drive from premier hotels like Four Seasons, ITC Grand Central and Shangri La

Easy access to Nariman Point, Bandra-Kurla Complex and airports by road and rail

Adjacent to Mumbai's most exclusive residential development, Lodha Bellissimo



Architecture. A cut above.

First impressions count, and few structures can match the immediate impact of Lodha Primo.

Soaring 52 storeys high, sleek and contemporary in design, the tower's modern façade is enhanced by beautifully planned balconies and sundecks. Crowned by a rooftop sky garden, Lodha Primo is destined to be an architectural landmark.

Besides, its world-class planning is visible from the moment you drive in. Your car purrs up a smooth winding ramp, with 8 levels of parking, past a cascading water wall. This dramatic entrance brings you to the ninth level, designated as the Club floor, for recreation and leisure.

Beyond this level, from the tenth floor upwards, is when the residential floors begin. Innovative thinking that ensures that even as the streets far below bustle with activity, you remain cocooned in serenity and peace, enjoying the scenic view.



52-storeyed tower

Contemporary, striking
façade and elevation

Crowned by a rooftop
sky garden

First residential floor
starts at the 10th floor

10'6" floor to floor height

Lifestyle. A cut above.

Living at Lodha Primero, gives you privileged access to a world of leisure and entertainment that is nothing less than spectacular.

CLUB PRIMERO

An entire floor, almost 20,000 sq. ft., has been dedicated to your lifestyle needs - a first for any residential development in Mumbai. The Club floor brings top-of-the-line recreation, entertainment and leisure facilities right to your doorstep.

You enter a beautifully landscaped environment, with reflecting pools, lush gardens and serene expanses of green. A world-class gym and a full-size swimming pool are at your disposal. Engage the neighbours in a lively game of snooker or table tennis. Or chat over a cappuccino at the airy outdoor café. Want to catch a movie with a few friends? Drop off the kids at their own secure play area, or let them frolic in their own pool, and relax in the mini-theatre at your disposal. A tranquil Senior Citizens' Corner gives older residents their own space. An elegant party venue, with its own lawn, helps you celebrate special occasions in style. While spiritual solace awaits in the calm of a beautiful Ganesha temple.



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CLUB FLOOR FACILITIES

World-class gymnasium

25 m adult swimming pool

Separate kids' pool

Indoor games arena - snooker, table tennis, carrom and other indoor games

Mini-theatre with capacity of 20 pax.

Party venue with its own lawn

Children's play area

Senior Citizens' Corner

Ganesha Temple

Gardens, reflecting pools and open lawns

Medical Desk (for first aid and emergency services assistance)





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THE ROOFTOP

52 floors high, with stars overhead and the glittering city at your feet, is the unique Lodha Primero party floor - the terrace. With fabulous party venues that few in the city can match.

Two very stylish, themed lounges give you the perfect space to entertain an intimate group of friends.

While for a larger celebration of about 100 people, you have the entire terrace at your disposal, complete with a pantry and restroom facilities.

Among other things, you can treat your guests to stunning 360° views of the city, courtesy the sky deck. While the rooftop sky garden invites your guests to unwind amidst the beauty of nature.



TERRACE FACILITIES

2 themed terrace lounges

Spacious terrace with pantry and restroom for larger celebrations

Sky deck for panoramic city views

Rooftop sky garden

TOWER FACILITIES

6 levels of parking

3 high-speed passenger elevators and 1 service elevator by Schindler / Thyssen Krupp*

100% DG power backup for common areas

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Interiors. A cut above.

As you step from the high-speed elevator into the impressive entrance lobby of your residence, you walk into a world of privilege.

Your spacious air-conditioned home commands spectacular views of the eastern seafront or the large central green of the neighbouring development, with vistas of the Arabian sea or the Mahalaxmi racecourse.

With natural Italian marble flooring, French windows and spacious sun decks, your living room and master bedroom spell luxury at every turn. While premium laminated wooden flooring makes its own style statement in the other bedrooms.

A designer modular kitchen invites you to step in and rustle up a surprise. While agglomerated marble flooring, motion sensors and premium Hansgrohe and Kohler fittings*, make for very stylish bathrooms indeed.

Every need has been anticipated and provided for, including a separate room for your household staff, a separate store room and a separate utility area.

With superior planning and design and the finest finishes, a Lodha Primero residence is truly well above the ordinary.





Spacious, air-conditioned residences

Designer modular kitchen

French windows and large sundecks in living room and master bedroom

Natural Italian marble flooring in living room, dining area, master bedroom, puja area & passage

Premium laminated wooden flooring in other bedrooms

Separate store room attached to kitchen*

Separate servants' room*

Separate utility area for washing and drying

Hansgrohe* bathroom fittings and Kohler* sanitaryware, motion sensors and agglomerated marble flooring in bathrooms

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Security. A cut above.

In keeping with everything else, even the security and safety systems at Lodha Primero are a cut above the rest.

A top-of-the-line, three-tier system works around the clock to ensure a safe environment for you and your family.

A gated entry system and closed-circuit television monitors visitors at the gate. The access-controlled main entrance lobby serves as another security checkpoint. While your residence comes equipped with a video door phone, for additional safety.



Gated entry with CCTV

Access controlled main entrance lobby

Video door phone in each residence



- Legend**
- 1. Reflecting Pool
 - 2. Observation Desk
 - 3. Old Folk's Corner
 - 4. Sculpture
 - 5. Lap Pool
 - 6. Kids' Pool
 - 7. Bamboo Plantation
 - 8. Fern Plantation
 - 9. Timber Deck
 - 10. Trellis
 - 11. Temple
 - 12. Party Deck
 - 13. Kids' Play Area
 - 14. Outdoor Cafe



Club Floor - Podium



- Legend**
- 1. Entrance Water Wall & Pool
 - 2. Feature Planting
 - 3. Security Cabin
 - 4. Gravel Courtyard
 - 5. Lift Lobby
 - 6. Reflecting Pool
 - 7. Drop Off
 - 8. Linear Gravel Garden
 - 9. Screen / Columnnade
 - 10. Visitor Parking



Drop-off Level Plan



Floor Type A

10th, 14th, 18th, 22nd, 26th, 30th, 34th, 38th, 42nd, 46th Floor



Floor Type B

11th, 15th, 19th, 23rd, 27th, 31st, 35th, 39th, 43rd, 45th, 47th Floor



Floor Type C

12th, 20th, 28th, 36th, 44th Floor



Floor Type F

48th Floor



Floor Type G



Floor Type H



Contemporary Facade



VIEWS



A close up of the Front Facade | Terrace Pavilion | Drop-off Point



Club Level Swimming Pool

The people behind Lodha Primero.

When the industry's finest and best pool in their collective expertise, the result is Lodha Primero, a residence in a class of its own.

THE DEVELOPERS: THE LODHA GROUP

Established in 1980, the Lodha Group is Mumbai's premier real estate developer. The Group is currently developing in excess of 30 million sq.ft. of prime real estate, with over 27 projects in and around Mumbai, from Napean Sea Road to Dombivali. With Lodha Bellezza, an unparalleled super-luxury residential project and Casa Paradiso, a mid-income luxury project in Hyderabad, the Group has expanded geographically, and is soon expected to launch its first project in Pune.

The Lodha Group has several landmark developments to its credit, including World One - the world's tallest residential tower, Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, and Palava - 21st century India's largest planned city, spread over 3,600 acres. The Group has also made history by recording the biggest land deal in India till date, buying a plot in Wadala for ₹ 4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA).

Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices to large-scale office campuses to signature boutique offices for growing businesses.

The Group's tremendous success has been marked by financial investments from the finest global investors, including JP Morgan, Deutsche Bank, HDFC Ventures and ICICI Ventures.

The Group currently employs over 2,300 associates and provides site-based employment to over 25,000 workers. And going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.

Other accomplishments include:

- Winner of International Property Awards, 2011 ^ in association with Bloomberg
- Lodha Fiorenza, Mumbai for 'Best high-rise development'
- Lodha Bellezza, Hyderabad for 'Best high-rise architecture'
- Lodha Golflinks, Palava for 'Best residential golf development'
- Good Practice UN Habitat Business Award for Integrated Planning, for Casa Bella, an integrated township at Palava
- Best Developer involved in High-end Residential Properties across India, by constructionsourceindia.com
- Leaders of Indian Infrastructure & Construction Award by Economic Times ACETECH

THE PARTNERS

ARCHITECTURAL DESIGN: KAPADIA ASSOCIATES, MUMBAI
Since its inception 1991, Kapadia Associates has constantly looked beyond the conventional, continuously exploring the uncharted terrain between architecture and design. As a professional architectural firm, they combine 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.



LANDSCAPE DESIGN: SITETECTONIX, SINGAPORE

Established in 1995, Sitetectonix is a professional consulting firm based in Singapore - providing landscape design and planning. Their work has been acknowledged and acclaimed the world over, with numerous international awards to their credit. They have a significant portfolio which includes the Anglo-Chinese School, Singapore, Far East Square, Singapore, ITE First Regional Campus, Singapore, Kanuhura Beach Resort, Maldives, Hotel Sofitel Central, Hua Hin.

SERVICES DESIGN: SPECTRAL SERVICES

Spectral Services is a multi-disciplinary engineering consultancy organization specializing in providing mechanical, electrical, vertical transport, low-voltage communication, public health engineering, fire suppression, building management systems and security system engineering. The firm has a varied experience in offering services to high-rise residential, corporate and commercial offices, IT parks, institutional buildings, hotels and hospital buildings.

STRUCTURAL DESIGN:

VAKIL MEHTA SHETH, MUMBAI

Established in 1959, Vakil Mehta Sheth is a leading structural consulting firm in India - with a wide portfolio of projects including multistoried buildings, retail complexes, office buildings, healthcare facilities and industrial projects, in India and abroad. Its main clients include Kalpataru, K. Raheja Corp, K. Raheja Universal, Satellite Group and the Pantaloon Group.

STRUCTURAL REVIEW CONSULTANT:

LESLIE E. ROBERTSON ASSOCIATES

An 80-person structural engineering firm that has designed some of the world's best-known commercial, cultural and civic projects, Leslie E. Robertson Associates now handles several high profile projects in Mumbai too.

The company is a pioneer in wind and seismic engineering, with extensive experience in the design of high-rise buildings. Its landmark projects include the 492 m Shanghai World Financial Center, the 368-m Bank of China Tower in Hong Kong and the leaning towers of Puerta de Europa in Madrid, Spain. Currently, Leslie E. Robertson Associates has been entrusted with the design of World Trade Center Tower 4 in New York City, review services for World Trade Center1 (The Freedom Tower), the Shenyang International Finance Center in China, the 70-storey Ritz-Carlton Hotel in Astana, Kazakhstan, a 293-m, 68-storey tower for Bitexcoland in Ho Chi Minh City, Vietnam and the 442-m Canal Point tower in Dubai, UAE.

PROJECTS COMPLETED

Lodha Bellissimo, Mahalaxmi | Lodha Excelus, Mahalaxmi | iTHINK by Lodha, Kanjurmarg | iTHINK by Lodha, Thane | Lodha Costiera, Napean Sea Road | Lodha's Château Paradis, Worli Seaface | Lodha Aria, East Parel | Lodha Grandeur, Prabhadevi | Lodha Palazzo, JVPD Scheme, Juhu | Lodha Paradise, Thane | Lodha Goldcrest, Lonavala

ONGOING PROJECTS - OFFICE SPACES

Lodha Supremus, Upper Worli | Lodha Supremus, Kanjurmarg | Lodha Supremus, Thane

ONGOING PROJECTS - RESIDENCES

Lodha Primero, Mahalaxmi | World One, Upper Worli | World Crest, Upper Worli | Lodha Fiorenza, Goregaon | Lodha Aurum, Kanjurmarg | Lodha Aurum Grande, Kanjurmarg | Lodha Imperia, Bhandup | Lodha Aristo, Thane | Lodha Luxuria, Thane | Lodha Aqua, Dahisar | Lodha Golf links, Palava | Lodha Bellezza, Hyderabad | Casa Univis, Thane | Casa Ultima, Thane | Casa Royale, Thane | Casa Essenza, Dahisar | Casa Bella, Palava | Casa Bella Gold, Palava | Casa Rio, Palava | Casa Paradiso, Hyderabad

OUR PROJECTS TO COME

Lodha Supremus, Powai | Residences at Walkeshwar, Prabhadevi, Andheri and Thane | Bungalows at Palava and Pune

*Conditions apply.

^Based on gross sales value for the period Apr-Sep 2010: LodhaGroup ₹ 3881 cr., DLF ₹ 3017 cr., Unitech ₹ 2312 cr.

All specifications mentioned herein are true to the best of our knowledge. However, the same may be subject to change as per the discretion of the designers.

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