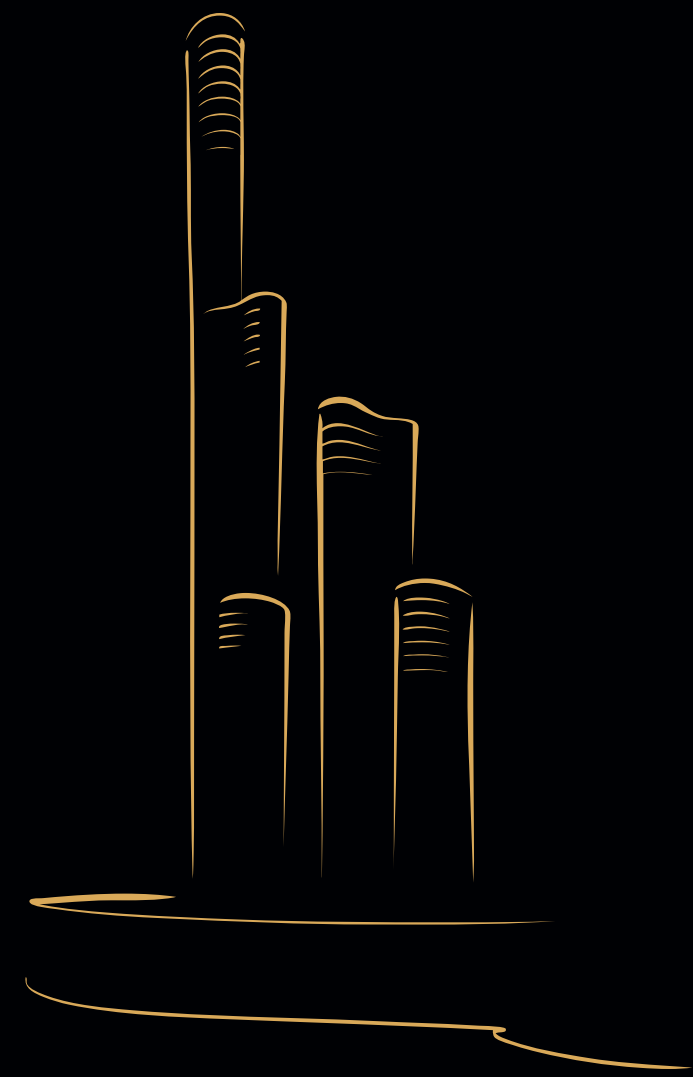


THE WORLD TOWERS





PARIS GAVE THE
WORLD THE
EIFFEL TOWER.
THE BURJ KHALIFA
DEFINES DUBAI.
PRESENTING THE
WORLD TOWERS.
INDIA'S NEW
GLOBAL ICON.

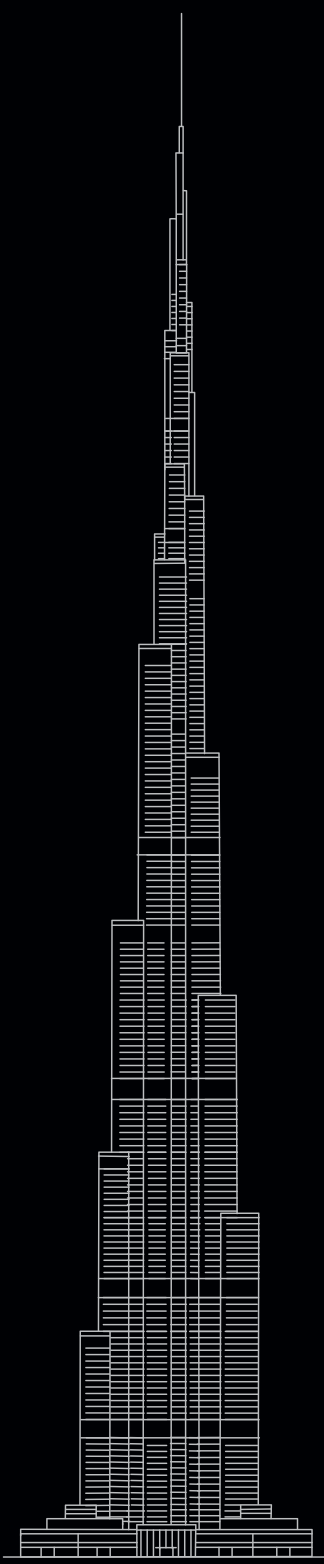


*A sculptural statement
so powerful, it will transform
Mumbai's skyline forever.*

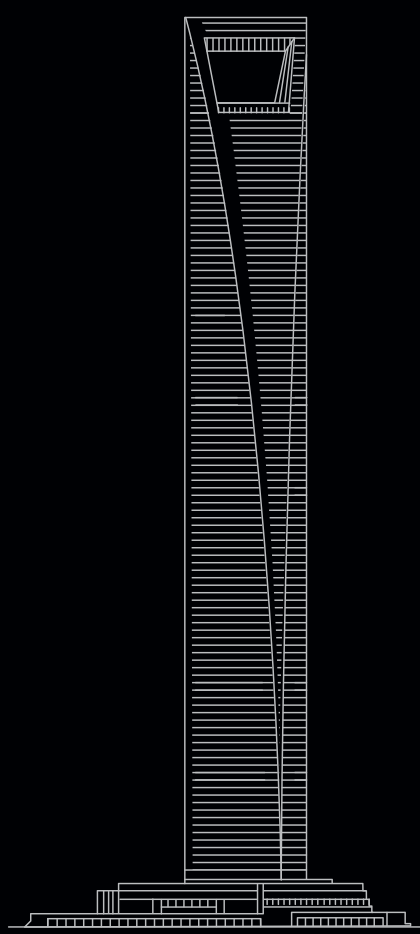


Composed of 3 towers, uniquely curvilinear in shape, The World Towers forms a stunning sculpture of glass and steel. In its midst, World One soars 117 storeys – the tallest residential tower in the world. A powerful symbol of Mumbai's unfettered aspirations and unstoppable drive, The World Towers dominate and redefine the city's skyline.

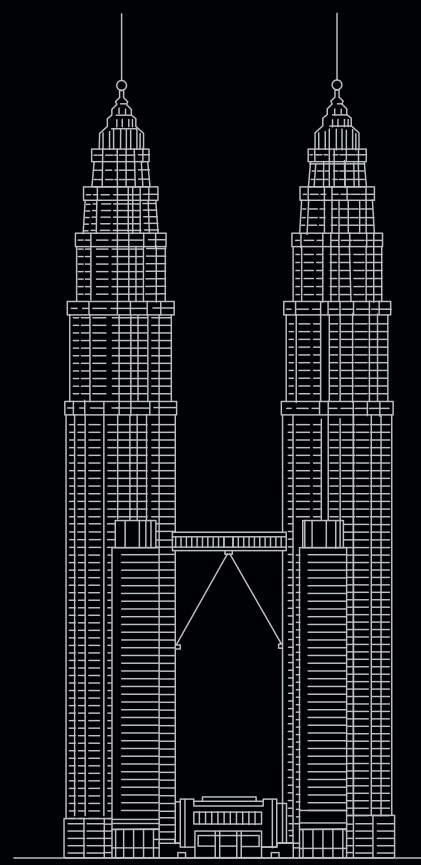
WORLD ONE,
THE WORLD'S TALLEST
RESIDENTIAL TOWER.
STANDING TALL AMONGST
THE WORLD'S MOST
ICONIC TOWERS.



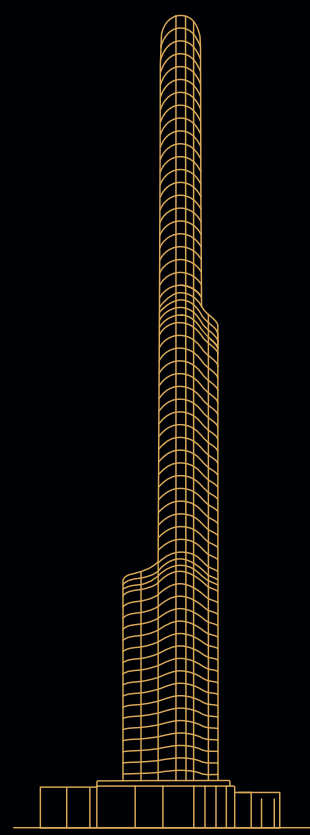
Burj Khalifa, Dubai
828 m



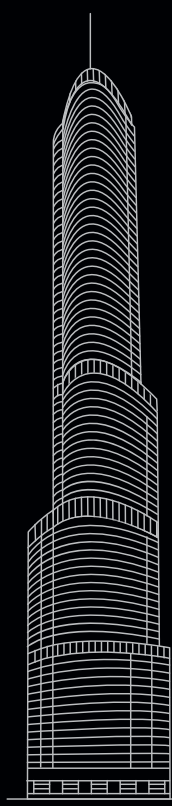
Shanghai World Financial Center
492 m



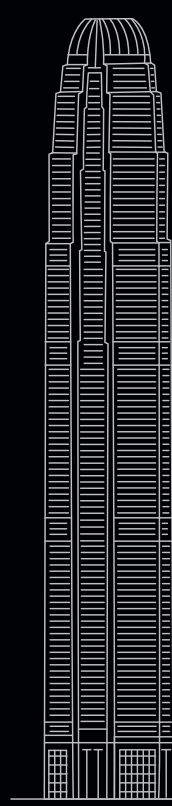
Petronas Towers, Kuala Lumpur
452 m



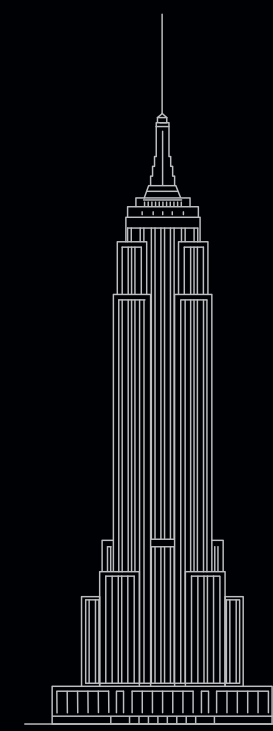
The World Towers, Mumbai
423 m



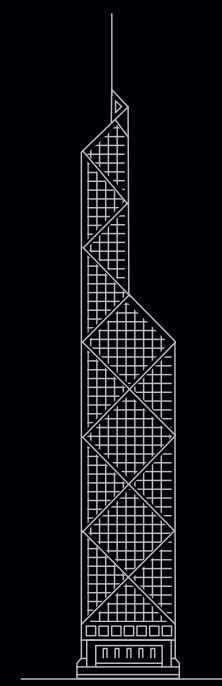
Trump International Hotel & Tower,
Chicago / 423 m



Two International Finance Center,
Hong Kong / 412 m



Empire State Building,
New York / 381 m



Bank of China Tower,
Hong Kong / 367 m

A PRIVATE WORLD
OF UNIMAGINABLE
LUXURY, SPANNING
17 LANDSCAPED
ACRES.
CAN THE GLOBAL
ELITE LIVE
ANYWHERE ELSE?



A magnificent 17-acre estate ensconced in the Golden Mile, the glittering stretch that comprises some of Mumbai's finest residences, business spaces and luxury hotels, The World Towers embody global standards in luxury. The Avenue, an elegant boulevard lined with palm trees, boasting the world's most desirable retail brands and chic cafés, ushers you into a grand landscaped entrance courtyard extending over almost 100,000 sq. ft. Here, on a 5-acre podium, amidst gardens and serene water bodies, The World Towers soar into the sky.

Never before, and perhaps never again,
will so many legendary names come
together to create a destination that
brings you the best the world can offer.

Armani/Casa, one of the world's best-known names in interior design;
Pei Cobb Freed, world-renowned architects; LERA, globally-acclaimed
structural engineers; Ken Smith, internationally awarded landscape
designer; the Six Senses Group, global legends in hospitality services;
Quintessentially, the concierge service of celebrities worldwide:
The World Towers represents a historic meeting of some of the world's
greatest legends, to create the world's newest icon.

INTERIOR DESIGN BY
ARMANI/CASA

Q
QUINTESSENTIALLY

PEI COBB FREED & PARTNERS Architects LLP

WORKSHOP
KEN SMITH LANDSCAPE ARCHITECT

Buro Happold

LERA
Leslie E. Robertson Associates,
Consulting Structural Engineers

BarkerMohandas
VERTICAL TRANSPORTATION CONSULTANTS

HBA
HIRSCH BEIDNER ASSOCIATES

SIX SENSES SPA

ACC
ARABIAN CONSTRUCTION CLUB

THE LOCATION

A rare living experience
demands the right setting.
The World Towers chose
Mumbai's Golden Mile.



The World Towers occupy pride of place in Mumbai's contemporary Golden Mile – a glittering stretch where landmark residential and commercial developments rub shoulders with the finest hotels, luxury retail stores and premium entertainment hubs, bordered by the lush Mahalaxmi Racecourse. Located between the two flyovers on S. B. Road, with S. N. Road as a secondary access road, The World Towers' residents enjoy seamless access to the city and suburbs, while remaining ensconced in a private world of absolute luxury.

* Proposed

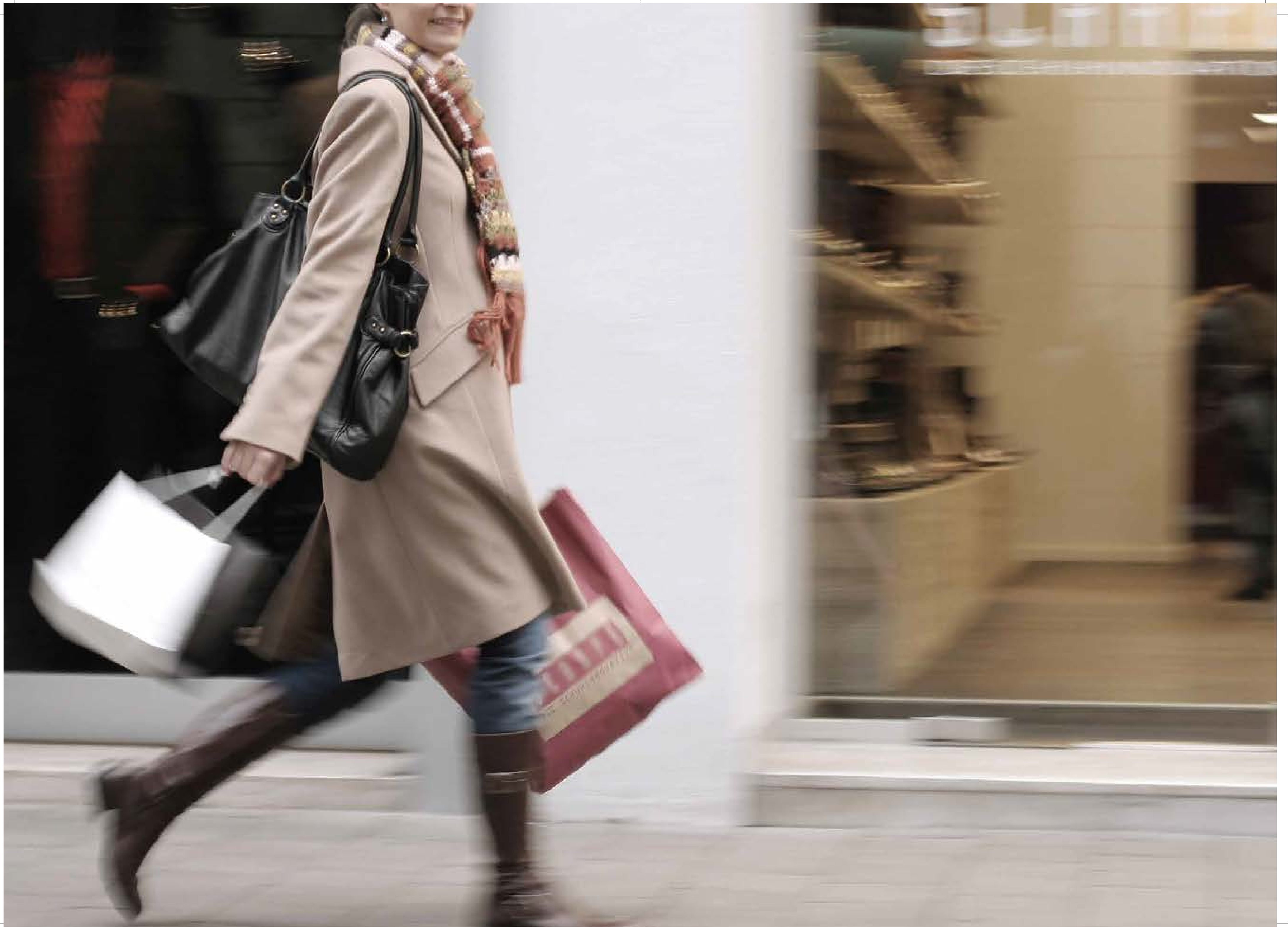


THE AVENUE. YOU WON'T MISS THE CHAMPS-ÉLYSÉES OR RODEO DRIVE.



The fashion capitals of the world may have their glitzy boulevards. But The World Towers has The Avenue. The last word in chic, with its luxury stores and alluring cafés, set within a supremely stylish ambience. While green walls, leafy walkways and a wealth of flowers make it a perfect paradise. Now, acquire the season's 'It' bag or the latest Armani jacket, without having to trek down the Champs-Élysées.





You're entering a world
of unimaginable luxury.
Naturally, you're ushered
in with appropriate style.

Turn off the road and you're immediately enveloped in the elegant, luxurious ambience of The World Towers. As your car glides smoothly down The Avenue, flanked by palm trees and lined by the world's finest luxury stores and cafés, the bustle of the city is left far behind. A magnificent gate opens into a stunning entrance courtyard, heralding your arrival at The World Towers. Lush green hedges and flower walls lead you down to a landscaped expanse extending over a lavish 100,000 sq. ft., with a palm tree canopy forming a natural ceiling.







A spectacular, elevated fountain and the graceful patterned movements of water jets soothe and refresh the senses. Your car whispers to a halt and you step into a quietly sumptuous reception lobby designed by Armani/Casa, welcoming you into The World Towers.

THE LIFESTYLE

6 levels above ground,
a world of infinite experiences.

The World Towers stand within a breathtaking landscape designed by Ken Smith – a podium park, elevated 6 levels above the ground and extending over 5 acres (200,000 sq. ft.). Within its lush boundaries are an organic farm, lotus pools, an art gallery, an amphitheatre, tennis courts and cafés. With the largest landscape area per residence in South Mumbai, encompassing world-class facilities to nurture the mind, body and spirit, the podium represents a range of experiences that seem infinite.





THE POOLSIDE

CLUB CAFÉ LAWN
LEISURE POOL INDOOR POOL
KIDS' POOL POOL DECK



Your first sight of Ken Smith's extraordinary landscape, curving and dipping around The World Towers, could well leave you speechless. Lush greenery, colourful blooms, fragrant herbs and sparkling water come together in a stunning, surprising, yet harmonious design. With quiet woods, organic gardens, intricately designed flower walls and serene reflection pools, the landscaped expanse at The World Towers is an oasis of beauty and tranquility you'll never want to leave.

A PRIVATE, ELEVATED LANDSCAPE THAT RIVALS THE WORLD'S BEST.



THE GARDEN
ZONE

GREAT LAWN GARDEN PAVILION

PUTTING GREENS SECRET GROVE

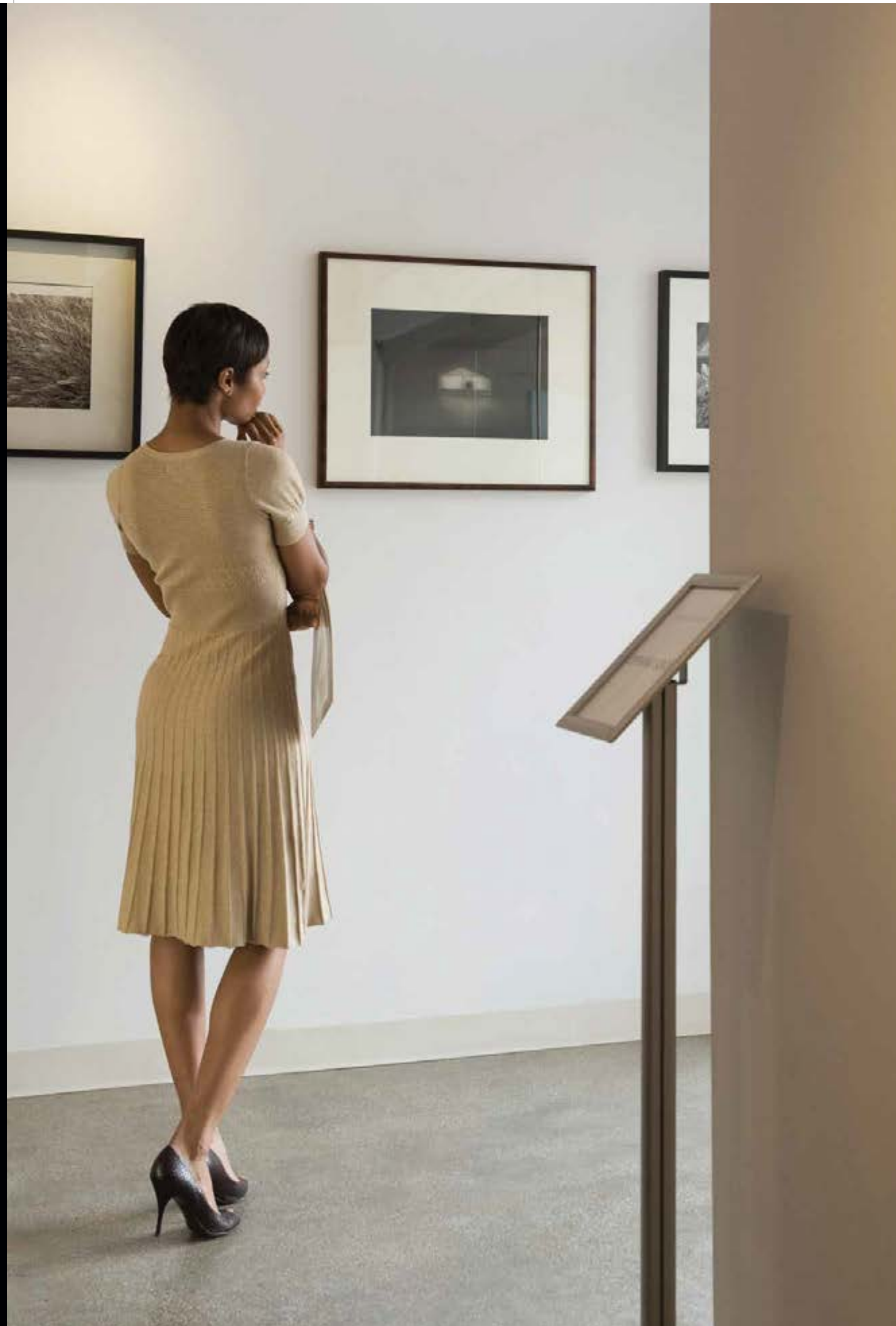
THEATRE LAWN VERANDA CAFÉ

TEMPLE LOTUS POOL JUICE BAR

EXERCISE LAWN INFANT PLAY AREA

DOG RUN ICE CREAM PARLOUR

OUTDOOR GYM



For connoisseurs of culture, a banquet of opportunities.

A life steeped in art, music and cultural pursuits is yours to enjoy at The World Towers. The elegant art gallery, set amidst carefully curated flowering plants and trees, invites you in to muse among masterpieces, or host a display of your own talent. Invite your favourite author to do a by-invitation-only reading from his latest book in the charming reading garden, designed with a flower wall tapestry. Watch a visiting theatre group's celebrated production in the amphitheatre. Even a conversation with friends in the veranda café is a stimulating, enriching experience, when it's set in a landscape that's a work of art.



ART & CULTURE
SPACES

ART GALLERY LIBRARY
READING GARDEN AMPHITHEATRE
PRIVATE THEATRE



A sports arena elevated 10 floors above the city. Now watch your fitness levels soar.

What could be more inspiring than watching the sun rise over the city or set into the Arabian Sea, while you warm up for your favourite fitness routine? You have the finest environment in the world in which to enjoy a game of squash or tennis, a vigorous swim in the lap pool or a swift round of the athletic track, all designed and built to global standards. While a full-sized cricket pitch and beautifully designed putting greens, down below, are perfect for hosting your own CEO league tournament.



SPORTS ZONE

ROCK CLIMBING WALL 25-M SWIMMING POOL
TENNIS COURTS SQUASH COURTS ATHLETICS TRACK
CRICKET GROUND GOLF PUTTING GREENS



IT TAKES THE LUXURY OF SIX SENSES TO SOOTHE FIVE.



The legendary Six Senses Group, which pampers the global swish set with healing, beauty, recreation and the finest service at some of the world's most exotic destinations, is now ready to indulge you at The World Towers. Treat yourself to a soothing range of therapies at the spa, work out at the top-notch gym or savour a sublime meal at the stylish restaurant – with the entire range of leisure and recreational facilities managed and operated by the Six Senses, you have the perfect balance of fitness, rejuvenation, calm and holistic well-being, with an unmatched level of discreet service. It's like living at a luxury resort, in the midst of one of the world's most vibrant cities.





A BANQUET FOR 300 OR AN
ELEGANT SOIRÉE FOR 10.
YOU DON'T NEED A 5-STAR HOTEL
WHEN YOU HAVE THE SIX SENSES.

With the expertise honed in the world's finest hotels, Six Senses ensures your every celebration transcends the normal. Whether it's a splendid banquet hall for a grand reception, an exquisite fine-dining restaurant, or a stunning alfresco café for an informal gathering, Six Senses serves up the superlative cuisine and service that has won a following among the global swish set.





At The World Towers, the beauty of nature and the marvels of technology have been commandeered for the pleasure of your little darlings. Gadgets vie with grassy expanses, a tree house competes with an intriguing tunnel, to entertain, amuse and pamper your little one for hours on end. Incorporating ingenuity and creativity, natural beauty and thoughtful design, the children's zone at The World Towers could well be the finest playground in the world.

GIVE YOUR
HEIRS AND
HEIRESSSES
WHAT THEY
DESERVE.
AN EMPIRE OF
THEIR OWN.



KIDS' ZONE

- FUNNY HILL SAND BOAT
- CHILDREN'S PLAY ENVIRONMENT
- WATER WHEEL WATER GATE
- VIEWING & SPEAKING DEVICES
- TUNNEL STEPS SLIDE
- KIDZFUN – INDOOR PLAY AREA
- ARCH BRIDGE SMALL HILL
- ARCHIMEDES' SCREW HILL
- TREE HOUSE SEATING WALLS

Hollywood celebrities.
Global business tycoons.
Residents of The World Towers.
Now share the same
concierge service.



Whatever your need, from the routine to the whimsical, Quintessentially will deliver. Deploying the formidable network and very British savoir faire that has made them the concierge service of choice for celebrities worldwide, Quintessentially will bring you truffles from the Black Forest, a trained chauffeur for your BMW, or tickets to the live performance of your favourite rock band.



A private observatory
1,000 ft. above ground.
So you can literally
have the city at your feet.

Perched high enough to give you a bird's-eye view of Mumbai's glittering cityscape, and the sea that enfolds it, the private observatory at The World Towers is truly a unique experience. Appropriately named 1000, it soars 1,000 ft., above ground, and commands a view that extends over 60 km. Once your guests have experienced an incredible evening at 1000's elegant lounge and landscaped alfresco deck, they may never want to come back to terra firma again.





People who appreciate the finer things in life, want to preserve them.

You know that appreciating luxury includes respecting where it comes from. That's why your superlative living experience at The World Towers comes with an added comfort – the assurance that the highest safety, security and environmental norms are in place to protect you and your family, and to preserve the environment.

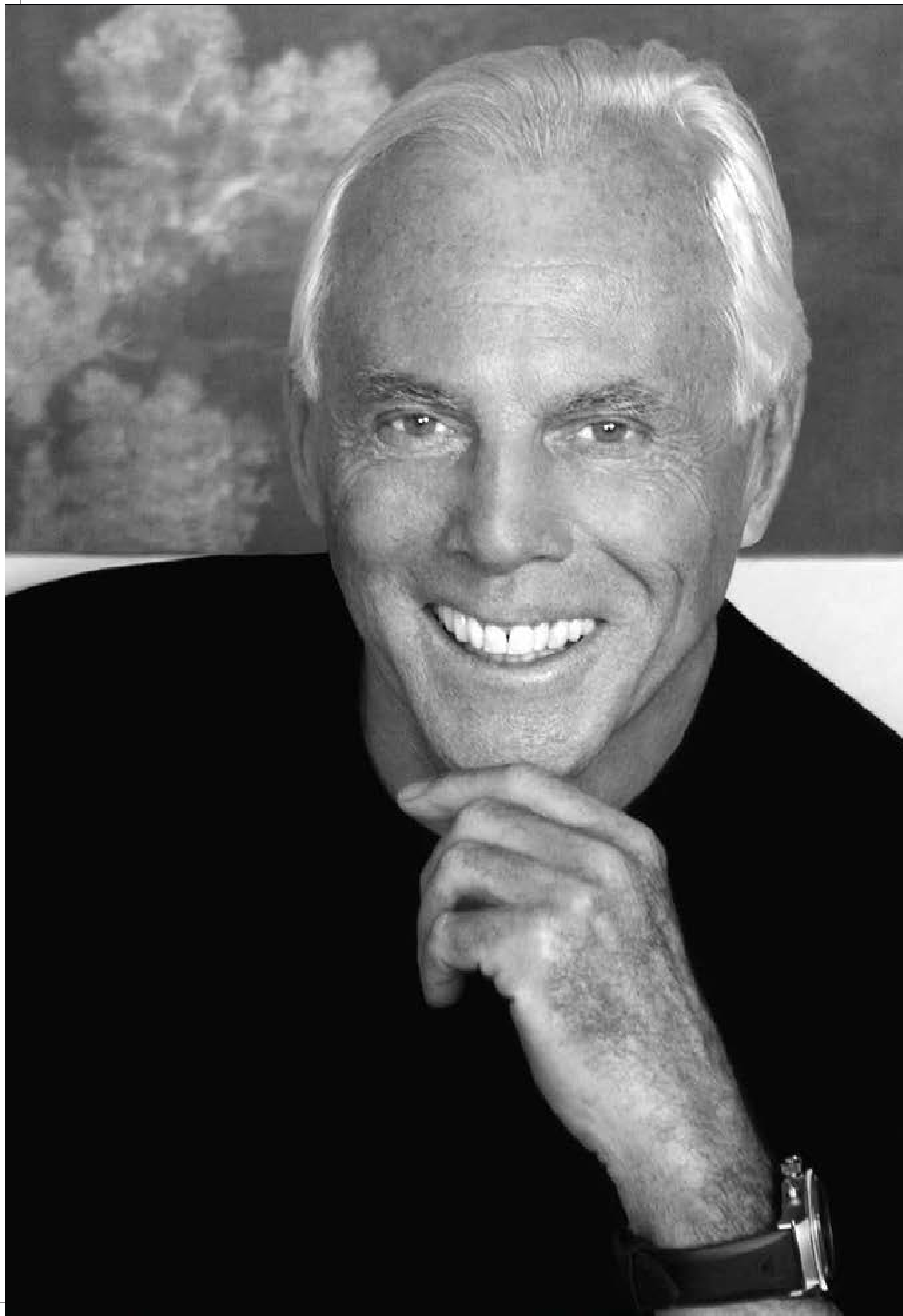
Designed and tested to withstand storms, extreme weather conditions and earthquakes, provided with fire safety systems that surpass local requirements and comply with the International Building Code, and incorporating measures like fire evacuation elevators for the first time in India, The World Towers are intended to be the safest havens on earth.

Advanced security systems, designed by experts from Israel, ensure the highest and most discreet levels of electronic and manual security. From RFID-controlled car entry to visitor scanning and registration, from controlled floor access in the lifts to CCTV monitoring, the security of your loved ones is always paramount.

While the most advanced technology and processes conserve, protect and recycle precious natural resources, making The World Towers a responsible, sustainable luxury living experience forever.

Rainwater harvesting and 100% water recycling substantially reduce water consumption, while monitoring electricity usage patterns, solar energy and motion sensor-driven lighting lowers the energy consumption. Moreover, an abundance of over 500 trees, flowers and greenery that surround The World Towers ensure that your children grow and flourish in a naturally cooler, fresher and cleaner environment.

THE RESIDENCES



“Each home designed by Armani/Casa reflects different and significant aspects of my personality, my tastes and my passions, my aesthetic code and my profound need for comfort and functionality.”

Giorgio Armani

Craftsmanship. Detail.
Timeless design.
The hallmarks of an
Armani/Casa
designed residence.

Milan's finest designers, working under the guidance of Giorgio Armani, arguably the world's best-known design legend, comprise Armani/Casa, the firm that has created some of the world's most exclusive private residences and hotels.

Armani/Casa's vision of the living space incorporates sophisticated comfort, subtle luxury and harmony, along with a commitment to beauty in all its forms.

For its grandest residential project, The World Towers, Armani/Casa has developed a contemporary, restrained yet rich design language. Every Armani/Casa product in The World Towers, from furniture to accessories, from fabrics to lighting, has been craftsman-made with immense skill and meticulous attention to detail, never containing anything but the finest, most carefully selected and precious materials and woods. Creating the finest, most luxurious residences in the world.



Actual photograph of the show residence

WORLD RESIDENCES

RESIDENCES OF RARE LUXURY, WITH SIGNATURE ARMANI/CASA INTERIORS.



Spacious, exquisitely designed 3-bed and 4-bed residences with wrap-around viewing decks, the World Residences are appointed with every luxury, including panoramic city and sea views. The sophisticated elegance of Armani/Casa graces the interiors of the World Residences, seamlessly fusing rich Indian influences with European design, to create a living experience like no other.

THE SIGNET FLOORS

EXCEPTIONAL RESIDENCES, WITH THE FINEST VIEWS AND MOST EXCLUSIVE PRIVILEGES.

Each tower in The World Towers incorporates a special level of extraordinary luxury and privilege, appropriately termed the Signet Floor. Envision yourself being transported from the airport to The World Towers in a chauffeur-driven Rolls-Royce. Whisked up to the exclusive Signet Floor reception lobby, you are ushered into your luxurious residence by a personal butler, ready to cater to your every whim. Unique privileges and services designed exclusively for you, are the hallmarks of the Signet Floor.



A private jet* at your disposal.



Enjoy membership privileges at Six Senses spas across the globe.



Have a Rolls-Royce motor car and chauffeur at your service.



A personal butler from Quintessentially, to attend to every need.



Actual photograph of the show residence



Actual photograph of the show residence



Actual photograph of the show residence



Actual photograph of the show residence



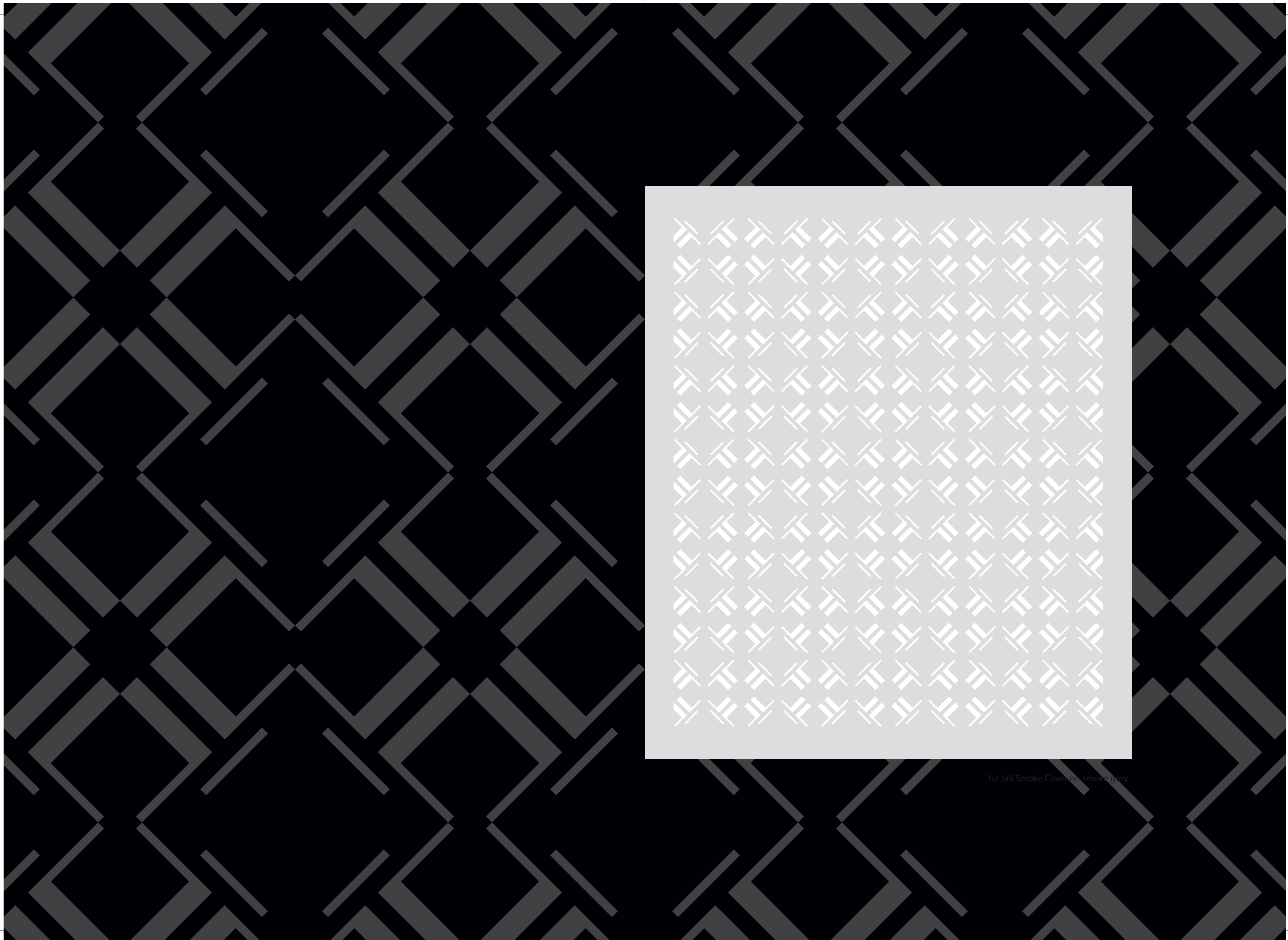
Actual photograph of the show residence

READY-TO-MOVE-IN RESIDENCES AT THE
 WORLD TOWERS, DESIGNED BY ARMANI/CASA
 WITH THESE KEY FITMENTS:

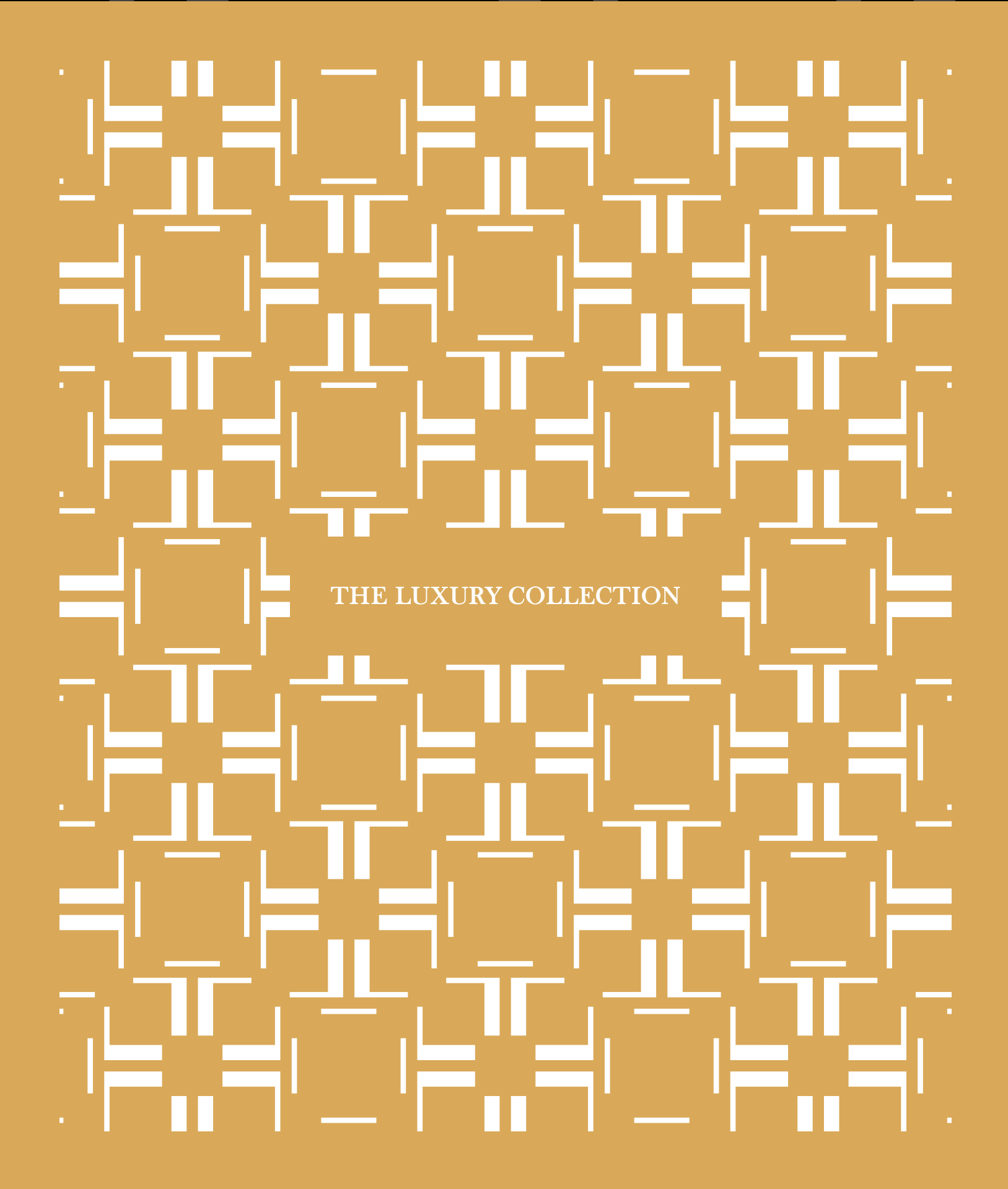
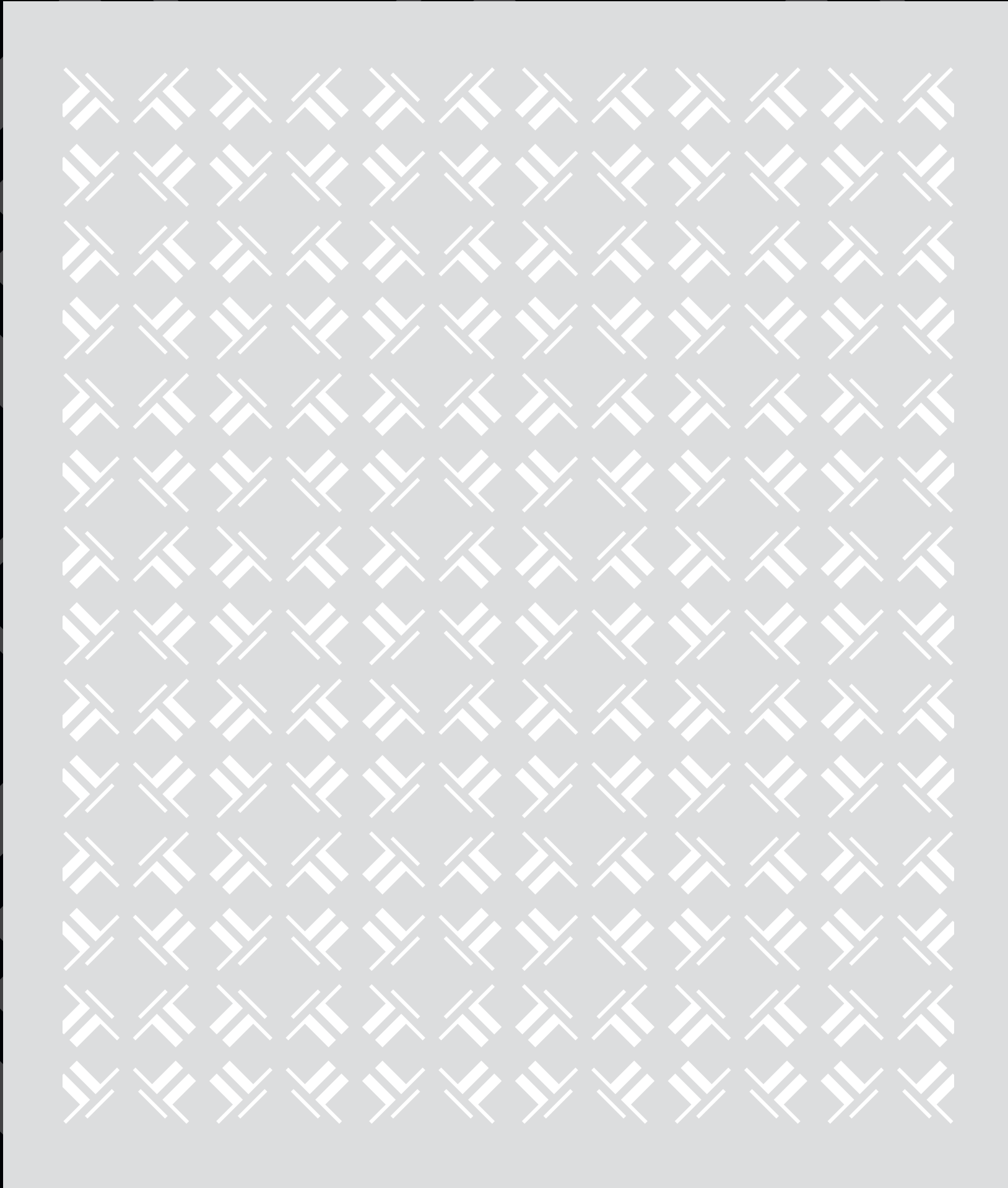
WORLD RESIDENCES

Flooring (internal)	Exclusive imported silver Serpeggiante marble
Flooring (decks)	Weather-resistant engineered Epe wood
Kitchens	Designer kitchens by Armani Dada
Bathrooms fitments	Armani Roca
Bathrooms finishes	Exclusive imported marble: Belgium Black, Grey Fiesta
Wall and ceiling finishes	Imported fabric panelling by Rubelli Fine imported stucco paint by Marmorino
Air conditioning	Toshiba
Lighting	Deck lighting, cove lighting

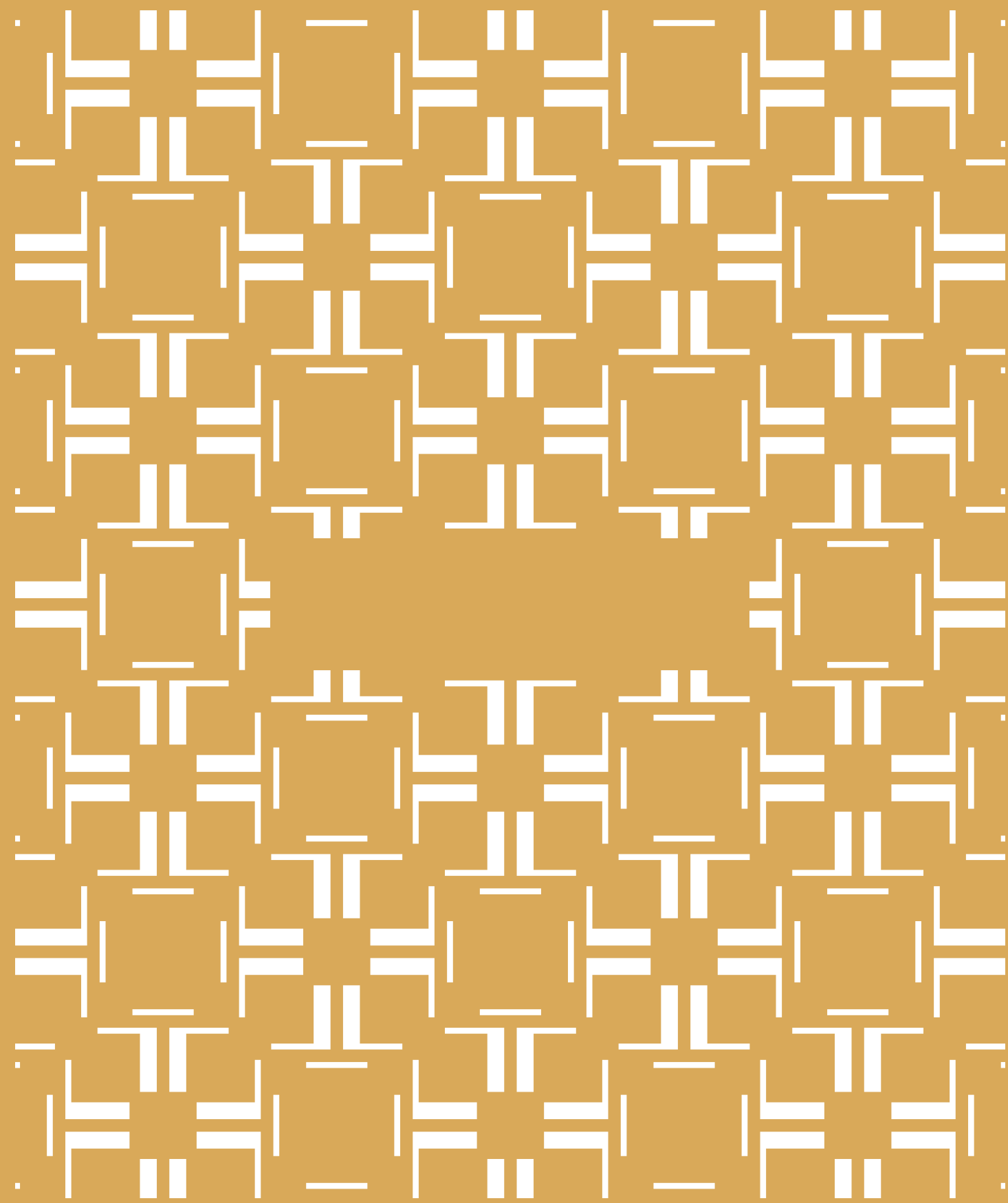
Doors	High-performance imported doors
Windows	High-precision imported windows, specially designed for wind pressure
Safety and security	Secure card-enabled access to lobbies and elevators CCTV monitoring of all elevators and key common areas Video door intercom for each unit Controlled access to parking areas with RFID Sprinkler in each room Heat detector and gas detector in kitchen Panic/burglar alarm in each residence
Elevators	Schindler – interiors designed by Armani/Casa
Hot water	Boilers – A. O. Smith



1st Jall Smoke Cover or smoke grey



THE LUXURY COLLECTION



Our passion is to provide rare
and exquisite residences at the world's
most desirable addresses,
each painstakingly crafted to perfection,
and epitomizing the values
of our family - trust, discretion,
uncompromising quality,
and a desire to create the very best.

Headquartered in London, the Lodha Luxury Collection brings you a gathering of rare and coveted real estate at the most sought-after locations in the world, offering exquisite experiences for those who seek the finest. Artfully created by master designers and crafted to the highest level of detail, these developments set the benchmark for the world's finest real estate.

The Lodha Luxury Collection is the personal obsession of the Lodha Family - founders of one of the world's most successful real estate companies: the Lodha Group.

Today, the Lodha Group is the largest real estate developer in India, with a growing presence in London and new sales of about USD 1.3 billion in FY 14-15. With a 35 year-old tradition of developing world-class homes and offices, the family decided it was time to raise the bar even higher. Focusing on their belief that the 3 key elements that make a great home are great design, unmatched service and uncompromising quality, the family seeks to create sublime environments that would be home to the world's most discerning.

With a single-minded focus to build a brand that consistently delivers the highest level of design, workmanship, and service, the family pursues its vision to create the very best, for the very best.

The family spends countless hours personally traversing the globe to understand trends and evolutions in living. Imbibing the best of Asian hospitality and Western aesthetics, the family lives and breathes the Luxury Collection with an almost monastic devotion.

Their obsession for perfection and detail is demanding but necessary. They push themselves, and all around them, to the limits, to ensure that every element of the Lodha Luxury Collection reflects their passion for excellence. Their fanatical commitment to quality is based on a single principle - no compromise. They value these residences as they would their own, and so, relentlessly pursue perfection in every aspect of design, workmanship and service.

With the launch of the Lodha Luxury Collection in 2015, the family presents homes which embody its vision of the finest in luxury living.



NO.1 GROSVENOR SQUARE

Home to the world's nobility and wealthy, Grosvenor Square in Mayfair, London, is counted amongst the world's most coveted addresses. Standing at the marquee location of 1 Grosvenor Square, Macdonald House – the 75 year-old, neo-Georgian mansion housing the Canadian High Commission – was acquired from the Canadian Government for £306 million in 2014, to be turned into a super-luxe residential enclave that befits the stature of the best address in the world.



THE WORLD TOWERS

World One – the world's tallest residential tower, and World Crest, collectively known as The World Towers, bring together the best the world has to offer. Architecture by the world renowned Pei Cobb Freed & Partners. Interior design by Armani/Casa. Landscape design by Ken Smith. And hospitality services by Six Senses. Set in a 17-acre park at Mumbai's urbane epicentre, with landscaped gardens, promenades, shopping, recreation and cafés, The World Towers will redefine luxury living in Asia with an unparalleled experience for its elite roster of residents.



LODHA ALTAMOUNT

Lodha Altamount soars high above the city at the highest point of Altamount Road, where once stood Washington House, former residence of the Consul General of the United States. Presiding over South Mumbai from its vantage point, Lodha Altamount is a vision in glass, providing its influential residents absolute privacy from the public gaze, while allowing unrestricted views of the Arabian Sea and the city beneath.



TRUMP TOWER MUMBAI

The 75+ storey Trump Tower - the first development by the Donald Trump-led 'Trump International' in Mumbai - is a marvel of design, set around a 7-acre urban park in South Mumbai's finest residential neighbourhood. With its dazzling golden façade, iconic architecture, and grand interiors, Trump Tower is the obvious choice for Mumbai's glitterati.

GIVING BACK TO THE SOCIETY WE WORK IN

As a responsible and committed corporate citizen of our society, the Lodha Group has made a significant difference to communities in the cities where the group operates:

2 per cent of its annual profits are dedicated to social welfare.

ENVIRONMENTAL STEWARDSHIP

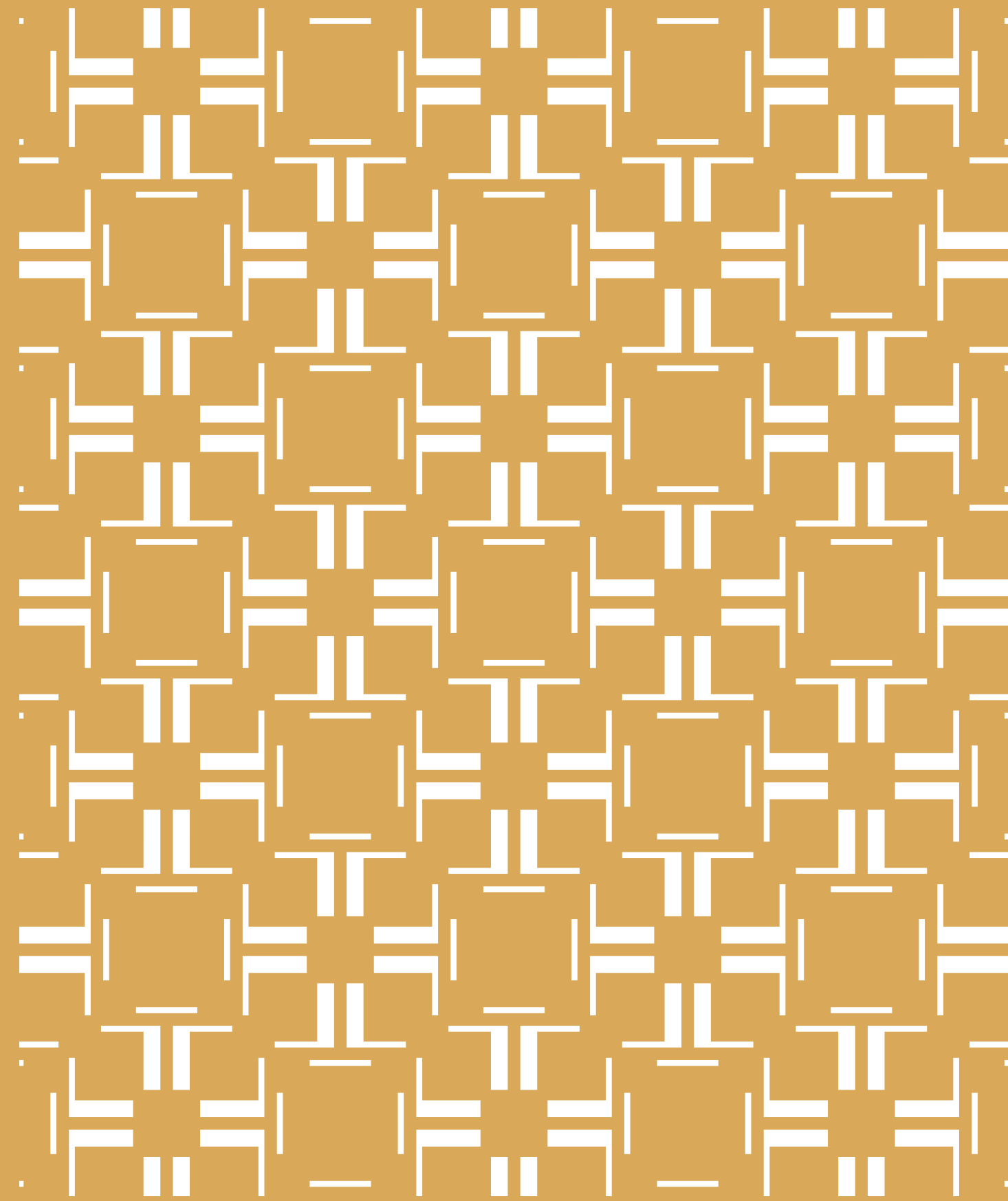
The Group is committed to ensuring that development is done in a sustainable and environmentally-friendly manner, in line with the values of modern society, and the ideals of India's ancient scriptures.

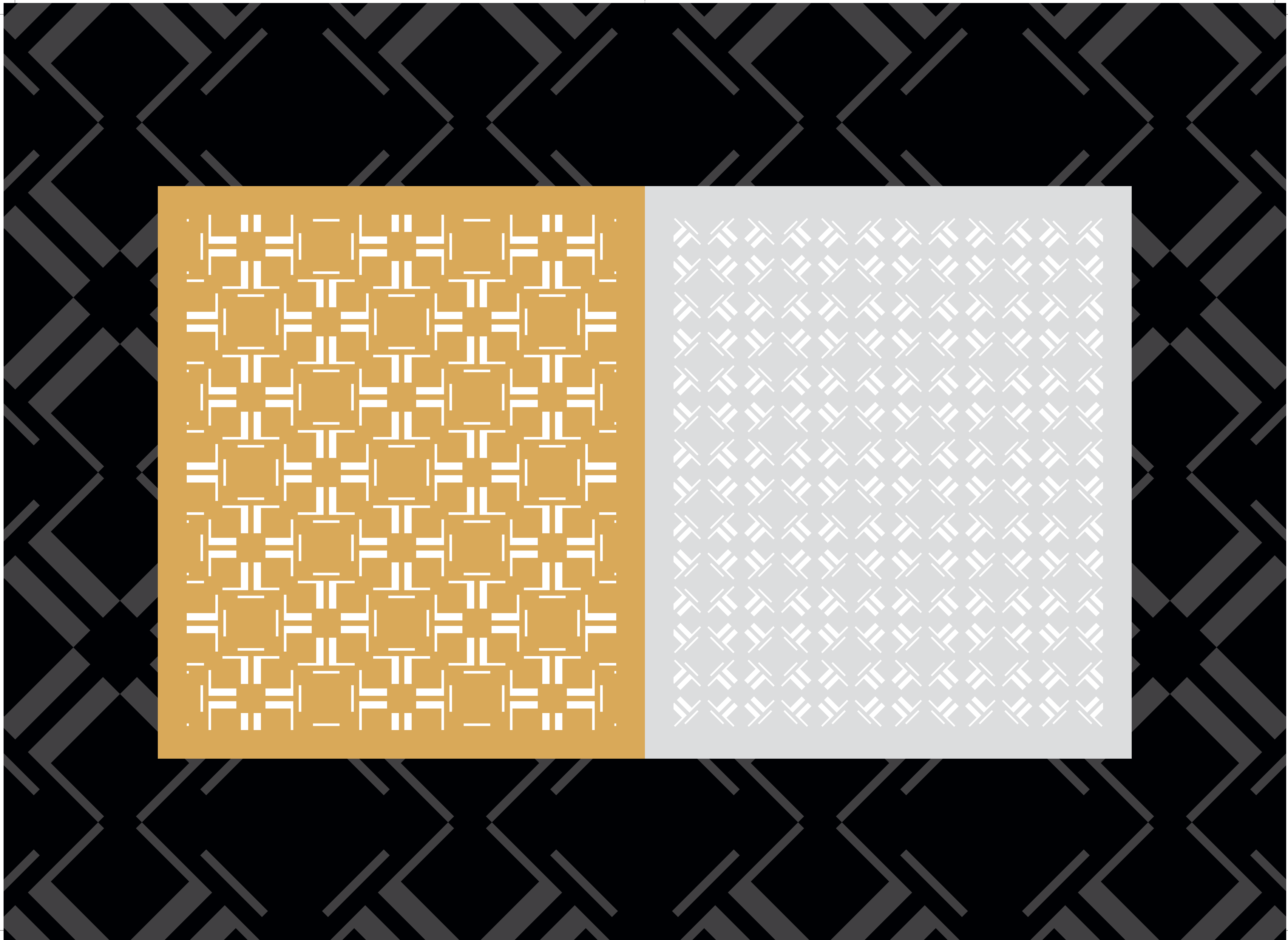
SOME INITIATIVES

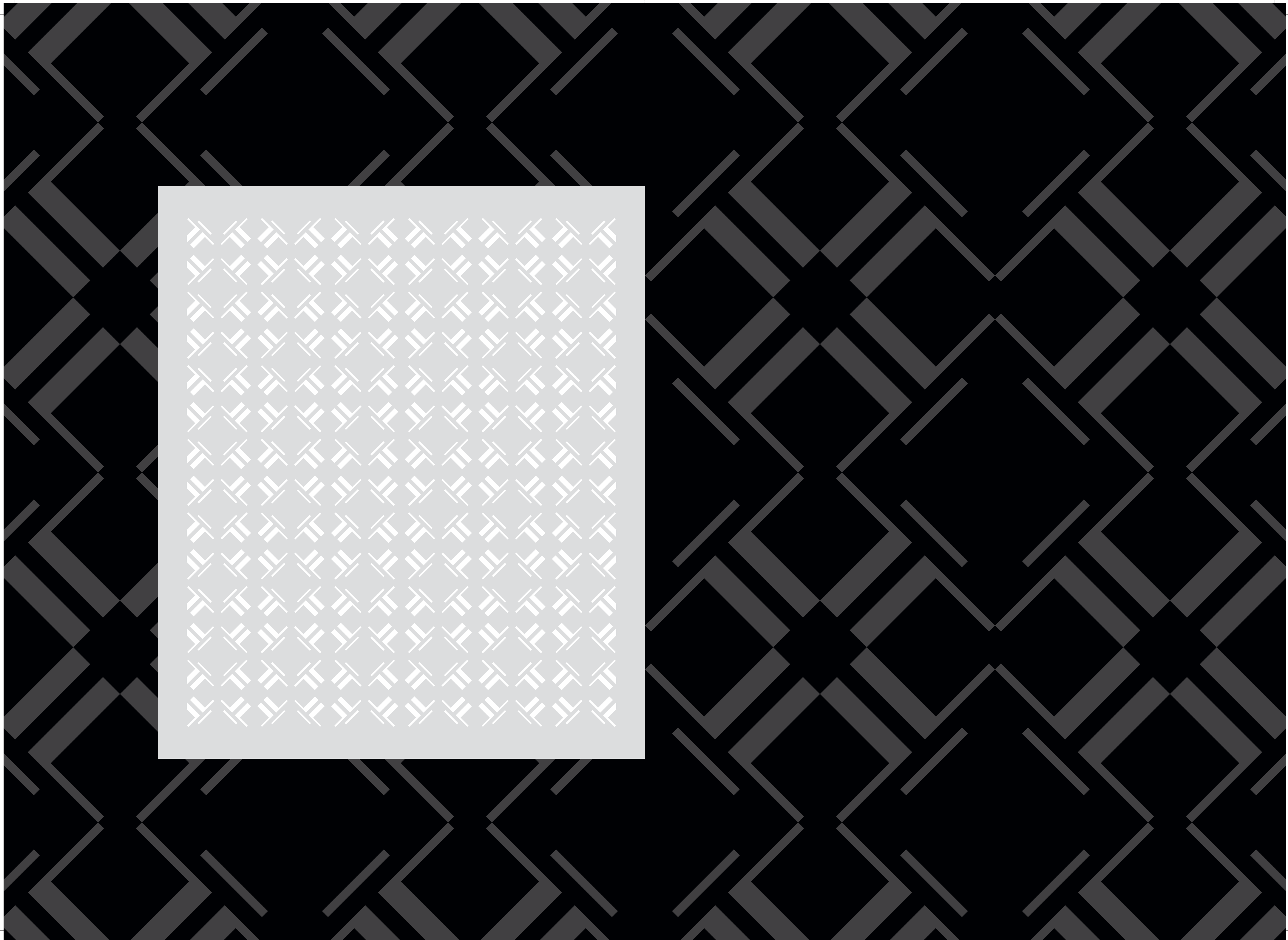
- One of Mumbai's first completed Gold LEED rated office buildings.
- Mumbai's first multi-tenant Platinum LEED office building (under construction).
- Use of solar power through solar-powered farms at various locations.
- Rainwater harvesting at various developments.
- Recycling fresh water at various developments.
- Extensive landscaping and tree planting at various developments.
- Use of local construction materials to minimize pollution.
- Recycling waste materials to minimize wastage of resources.



HQ: 3 St. James's Square, London SW1Y 4JU, United Kingdom.
T: +44 20 7004 0900 | lodha.luxury@lodhaluxury.com







LODHA PLACE



CENTRAL COURTYARD
(Ground level)

- 1. Green road divider
- 2. Tree-lined sidewalks
- 3. Grand entrance
- 4. Grand fountain
- 5. Courtyard
- 6. Trees by the fountain
- 7. Cascading fountain steps
- 8. Water feature
- 9. Flower garden
- 10. Glass-canopied drop-off

GARDEN ZONE

- 11. The great lawn
- 12. Open-air amphitheatre
- 13. Long putt
- 14. Small putt

POOLSIDE & CLUB

- 15. Garden pavilion
- 16. Secret grove
- 17. Theatre lawn
- 18. Temple
- 19. Green wall
- 20. Water jets
- 21. Lush vegetation
- 22. Dog run
- 23. Lotus pool
- 24. Infant play area
- 25. Flower garden
- 26. Outdoor gym
- 27. Exercise lawn
- 28. Flower wall
- 29. Veranda café
- 30. Café seating
- 31. Planters
- 32. Plant chandeliers

SPORTS ZONE

- 33. Seating pod
- 34. Canvas lounge chair (movable)
- 35. Lounge chairs
- 36. Juice bar
- 37. Ice cream parlour
- 38. Fragrant herb garden
- 39. Urban farm
- 40. Wooden deck ramp
- 41. Clubhouse roof
- 42. Volleyball court
- 43. Basketball court
- 44. Club lawn
- 45. Café
- 46. Leisure pool
- 47. Kids' pool

KIDS' ZONE

- 48. Pool deck
- 49. Rain curtain
- 50. Island
- 51. Rock climbing wall
- 52. Athletic track
- 53. Tennis courts
- 54. Swimming pool
- 55. Sports arena roof
- 56. Squash courts
- 57. Cypress hedge
- 58. Cricket ground
- 59. Funny hill
- 60. Sand boat
- 61. Water wheel

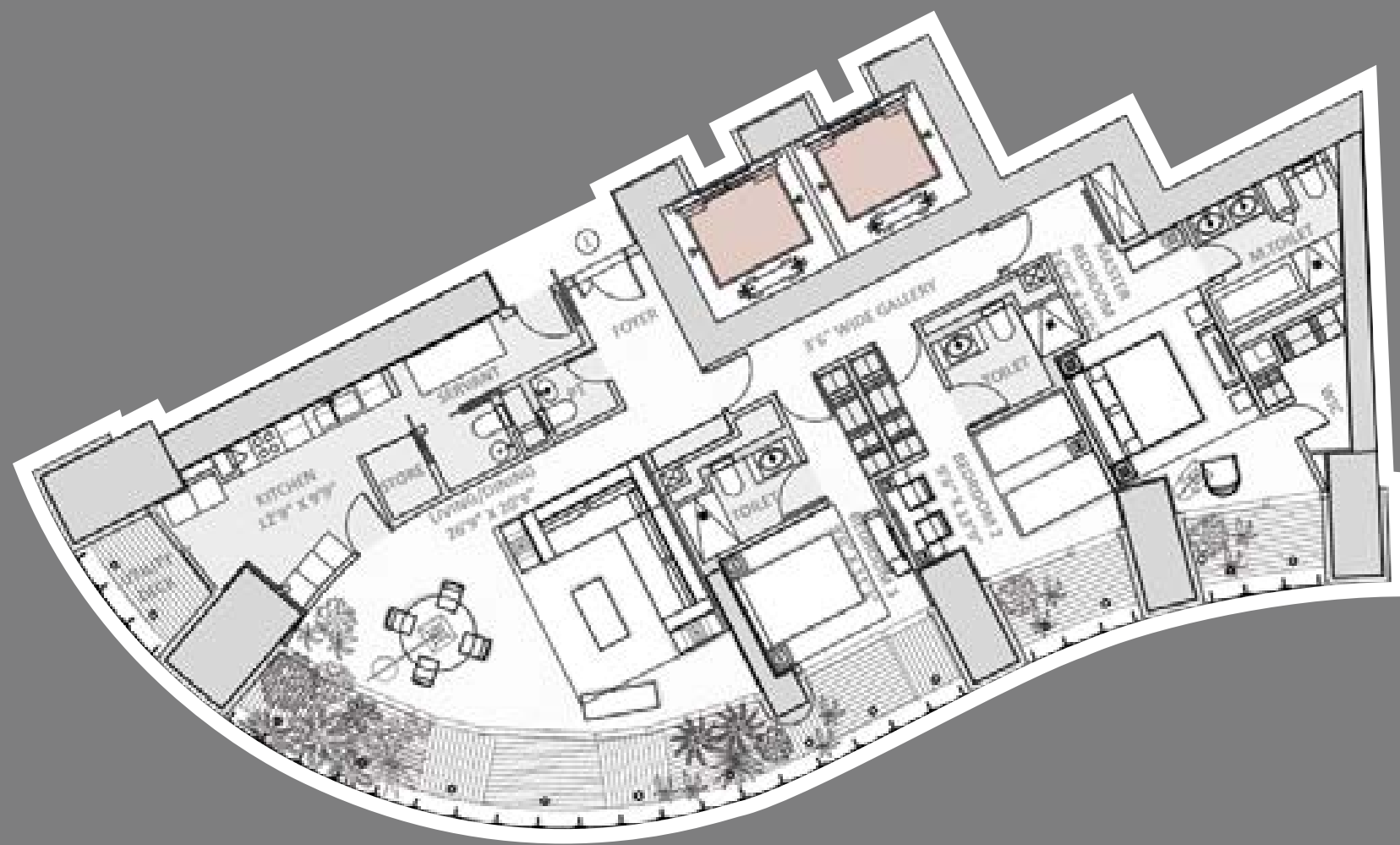
ART & CULTURE SPACES

- 62. Water gate
- 63. Slide
- 64. Tunnel
- 65. Steps
- 66. Arch bridge
- 67. Small hill
- 68. Archimedes' screw
- 69. Tree house
- 70. Viewing & speaking devices
- 71. Seating walls
- 72. Art gallery
- 73. Library
- 74. Reading garden

FLOOR PLANS

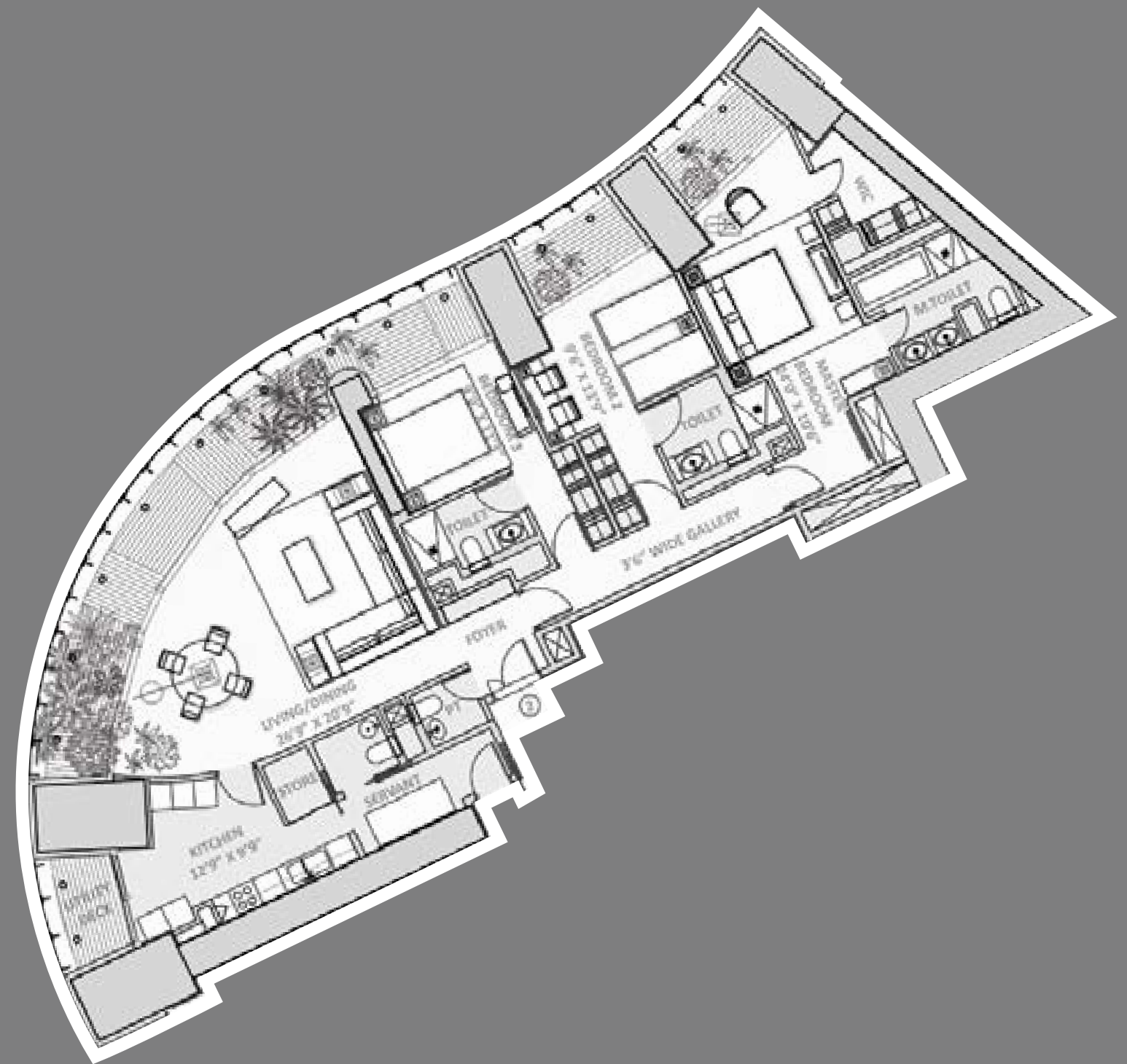
WORLD ONE
WORLD RESIDENCES
WEST WING

3-Bedroom World Residence 1



WORLD ONE
WORLD RESIDENCES
WEST WING

3-Bedroom World Residence 2



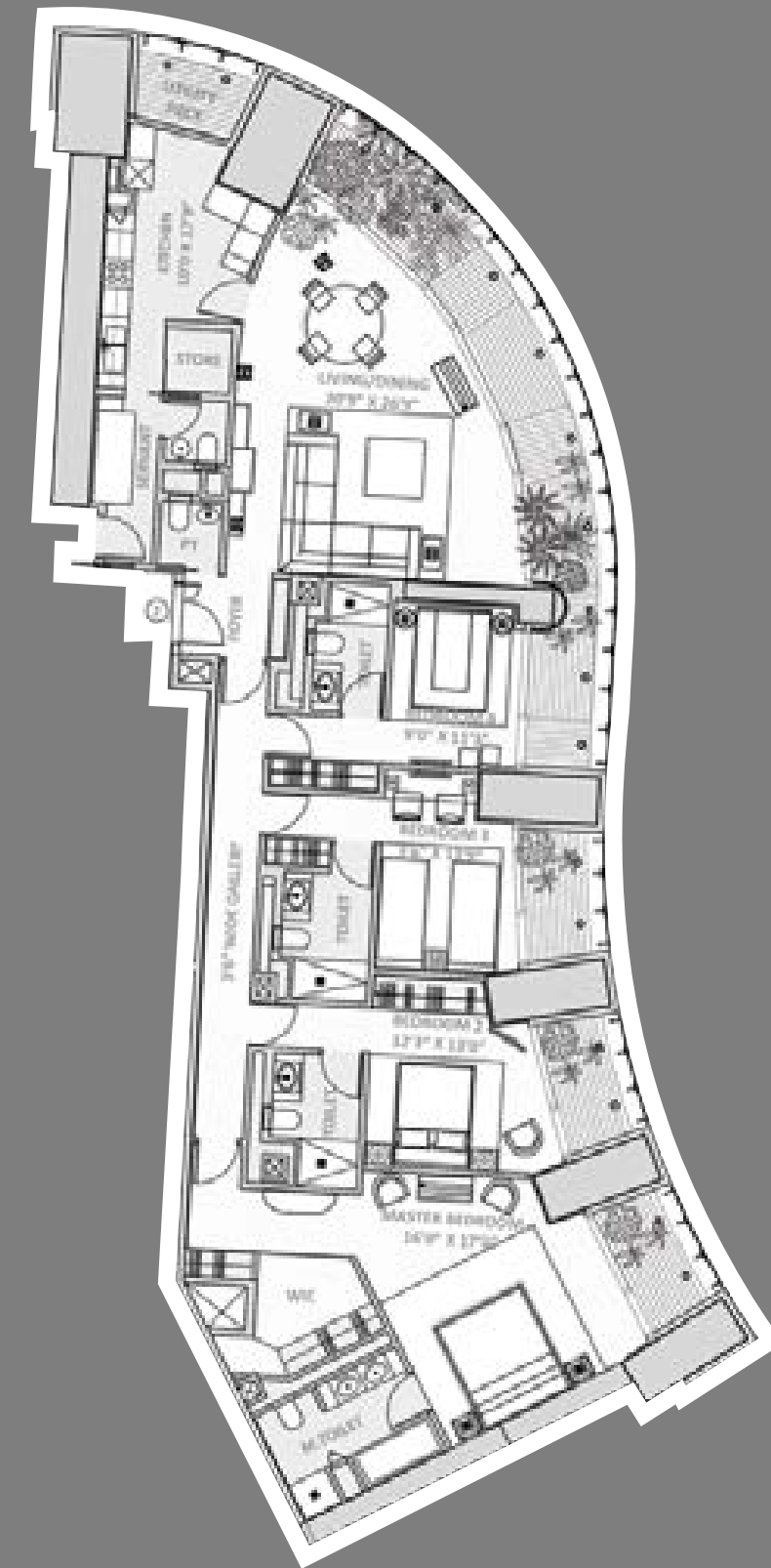
WORLD ONE
WORLD RESIDENCES
NORTH WING

4-Bedroom World Residence 1



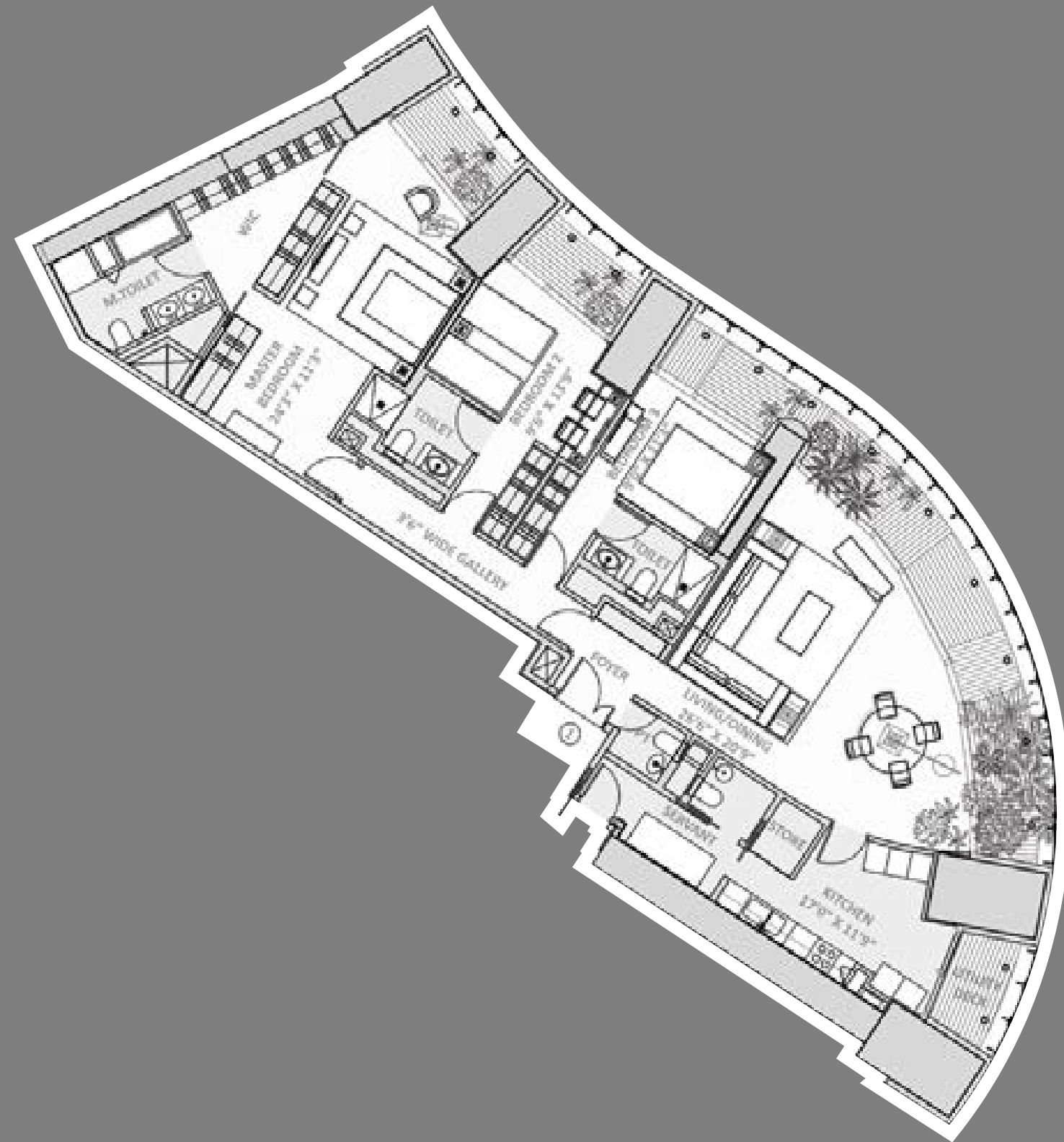
WORLD ONE
WORLD RESIDENCES
NORTH WING

4-Bedroom World Residence 2



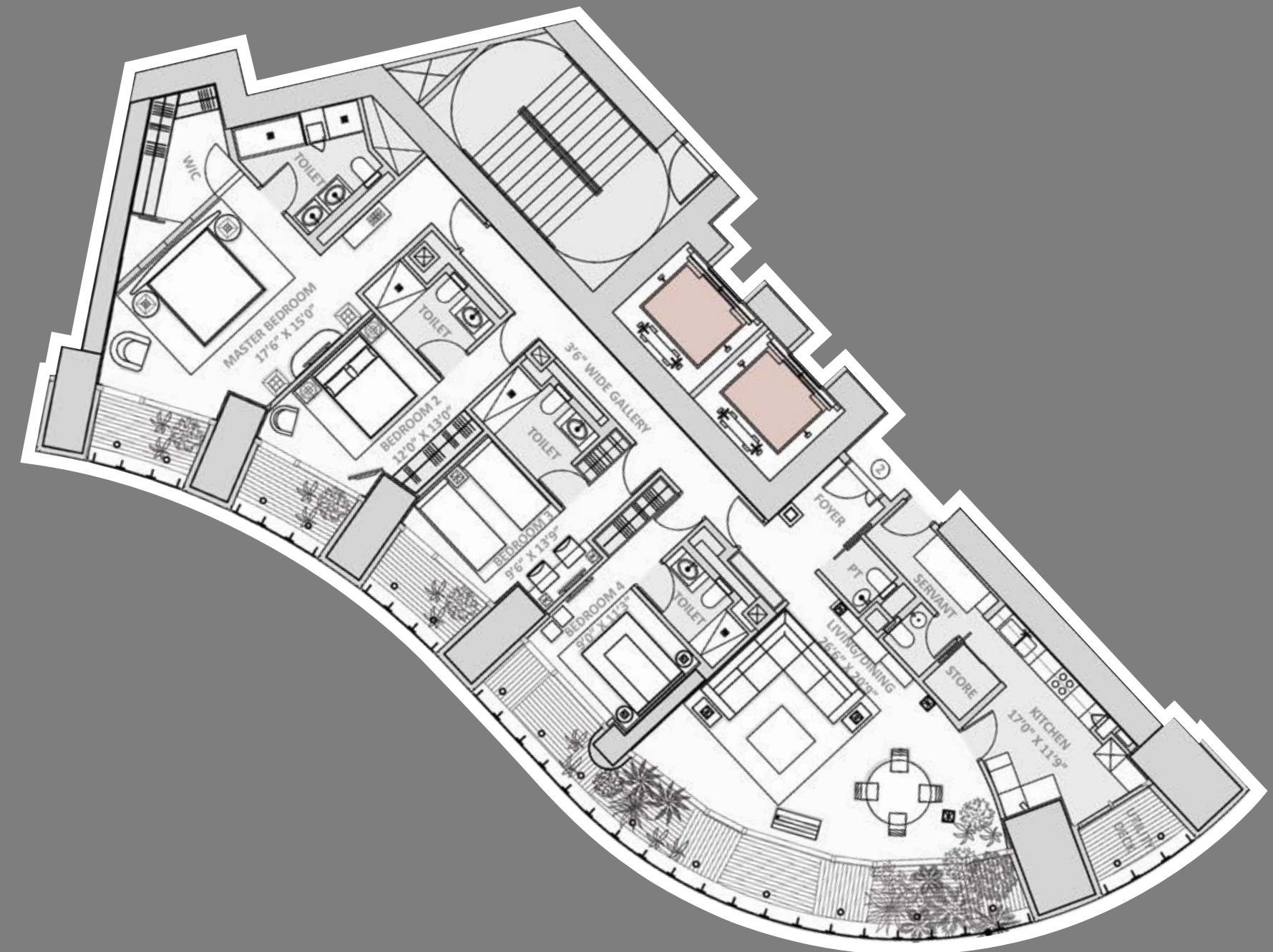
WORLD ONE
WORLD RESIDENCES
EAST WING

3-Bedroom World Residence 1

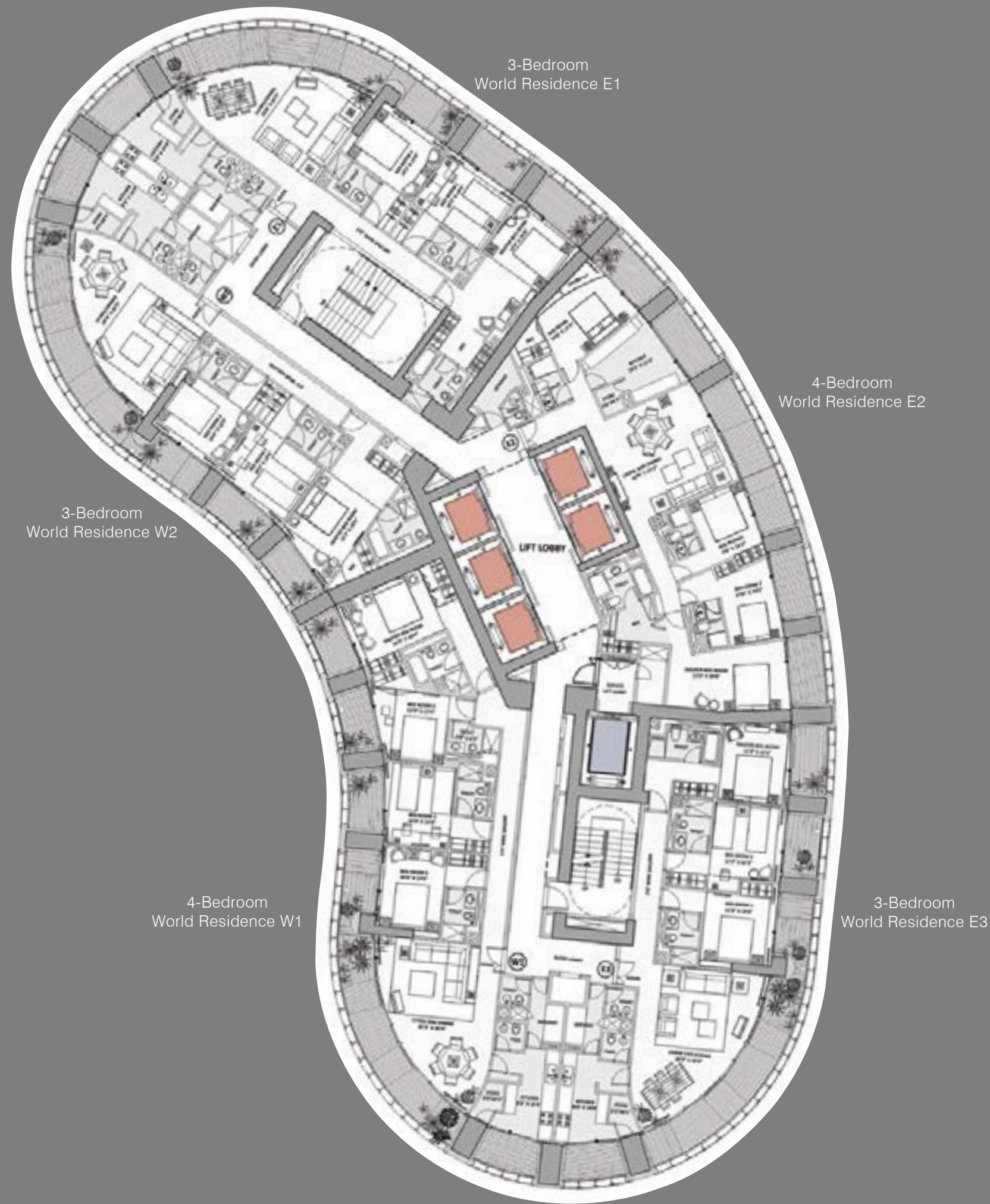


WORLD ONE
WORLD RESIDENCES
EAST WING

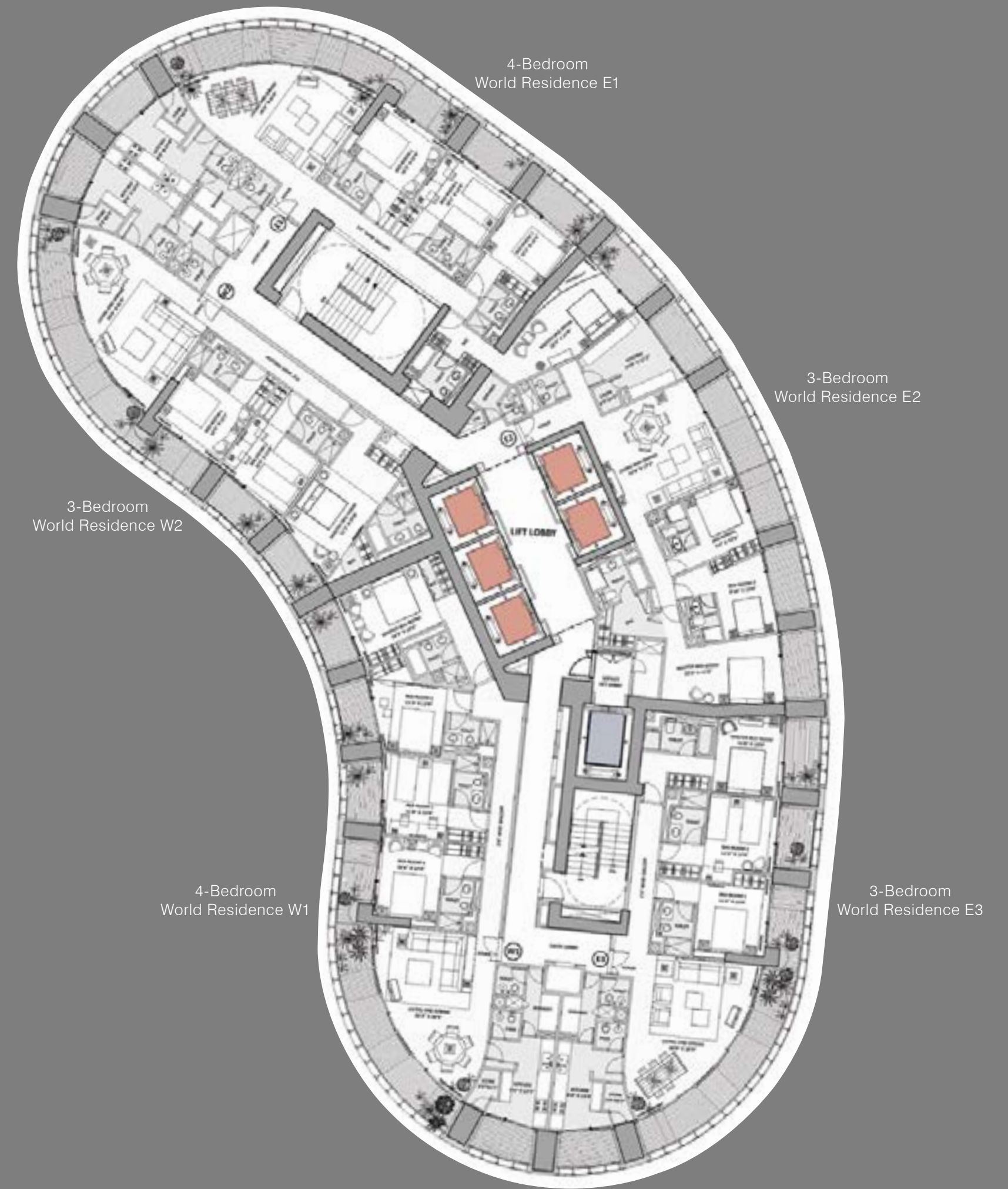
4-Bedroom World Residence 2



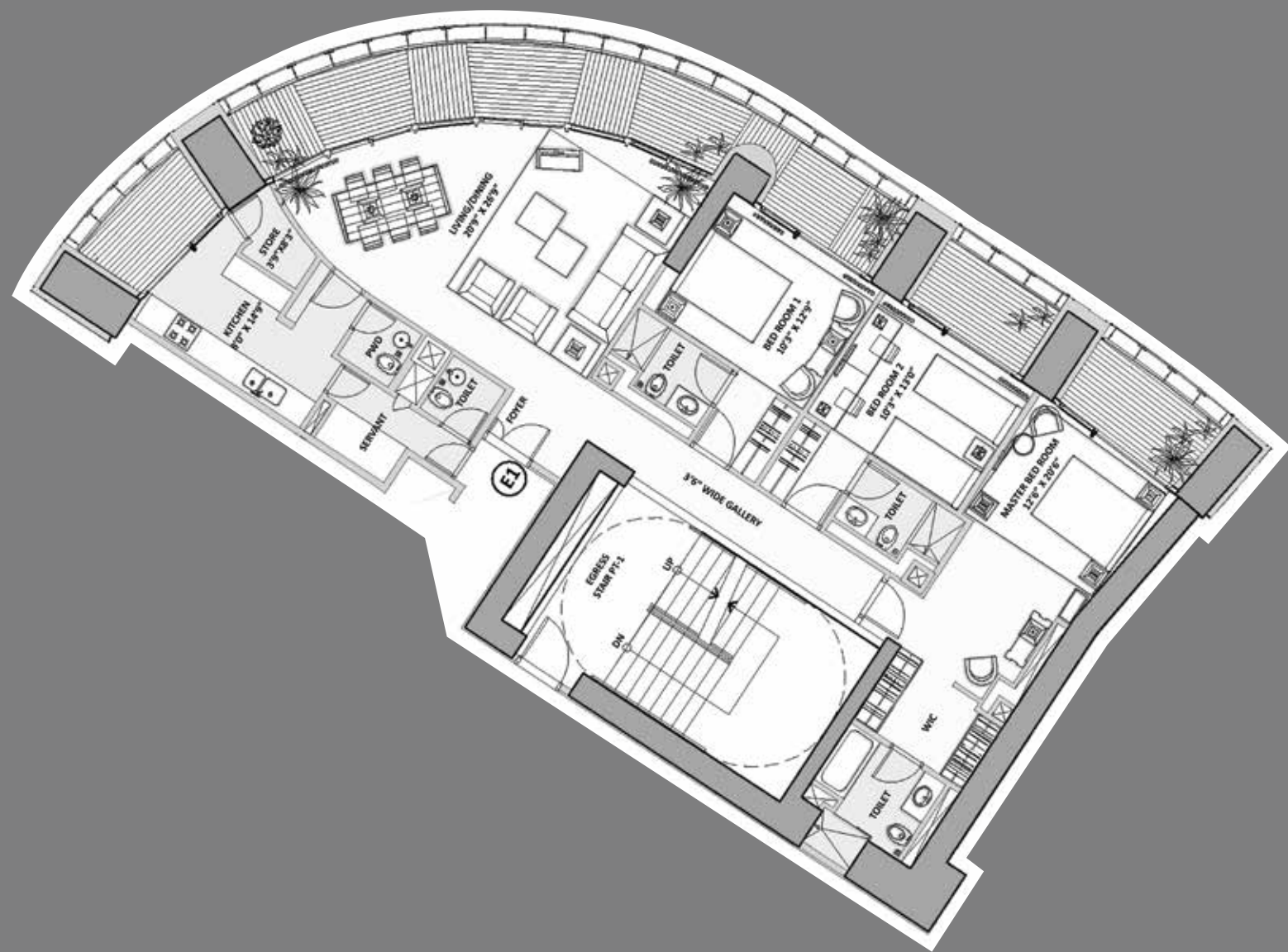
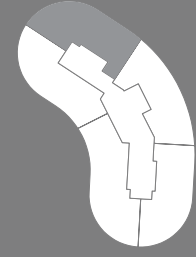
WORLD CREST
TYPICAL FLOOR PLAN
9th to 18th Floor



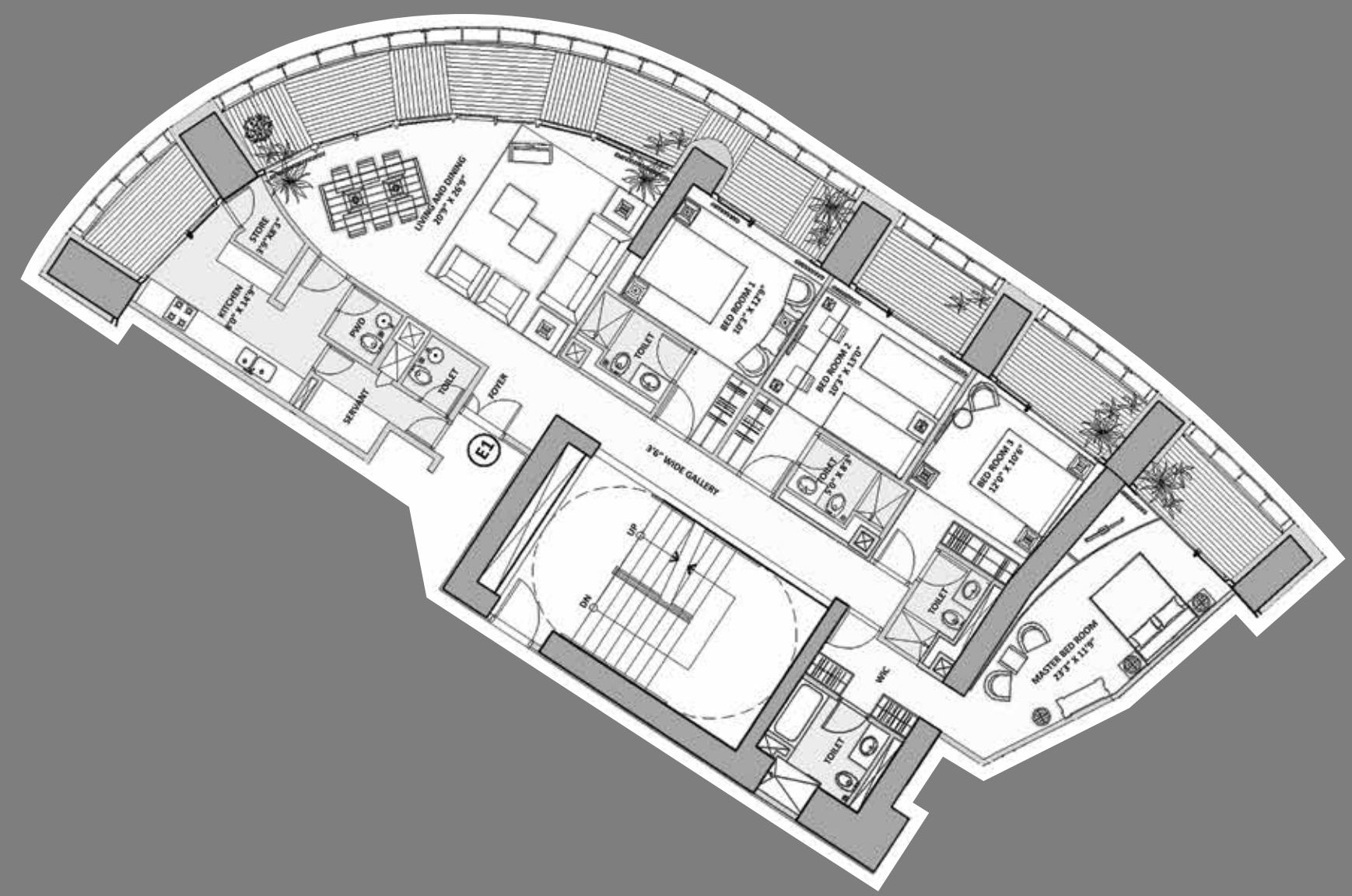
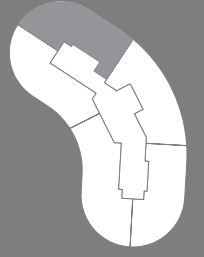
WORLD CREST
TYPICAL FLOOR PLAN
19th Floor Onwards



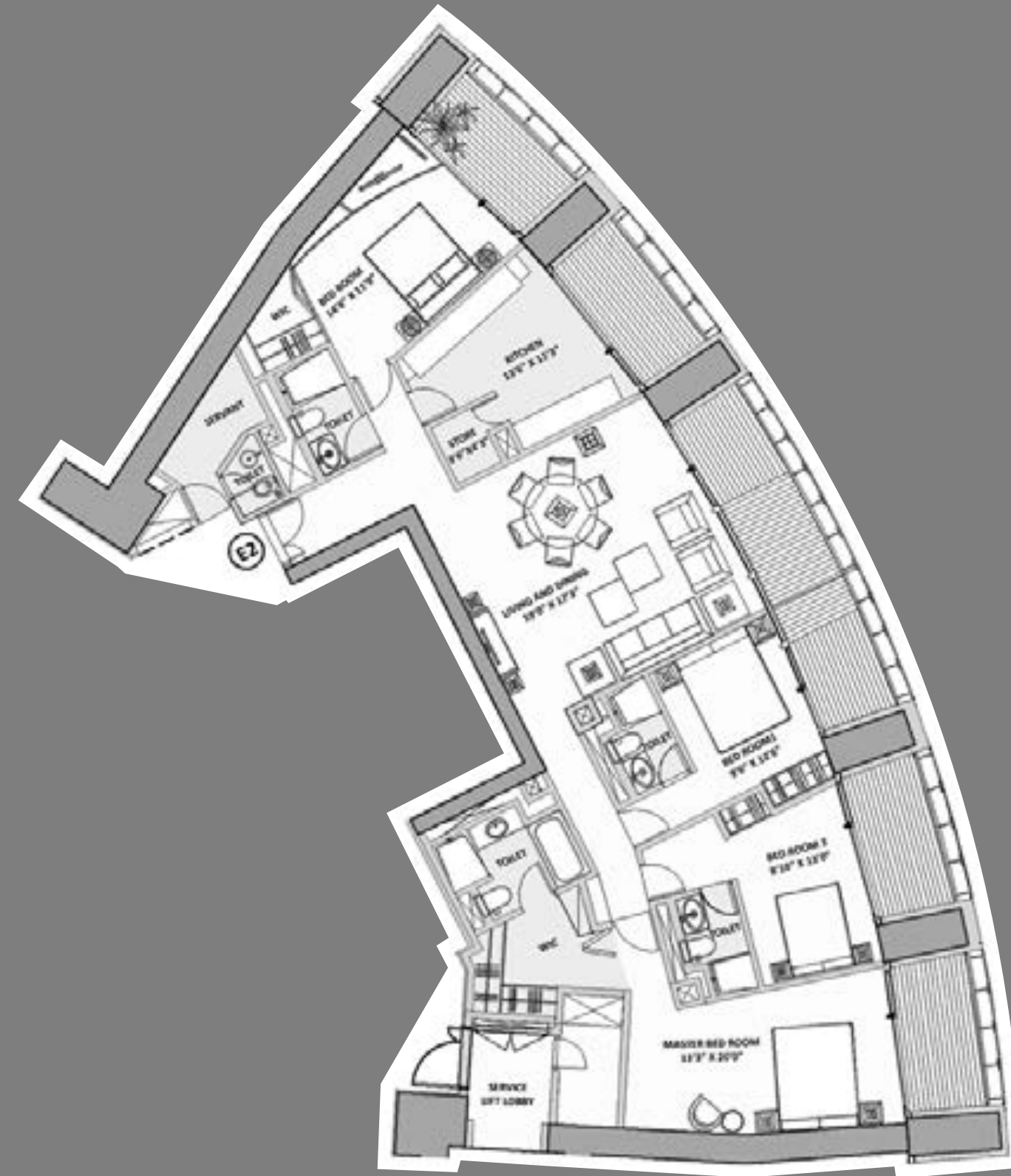
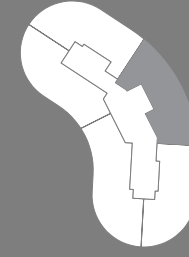
WORLD CREST
3-BEDROOM WORLD RESIDENCE E1
9th to 18th Floor



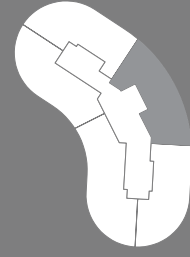
WORLD CREST
4-BEDROOM WORLD RESIDENCE E1
19th Floor Onwards



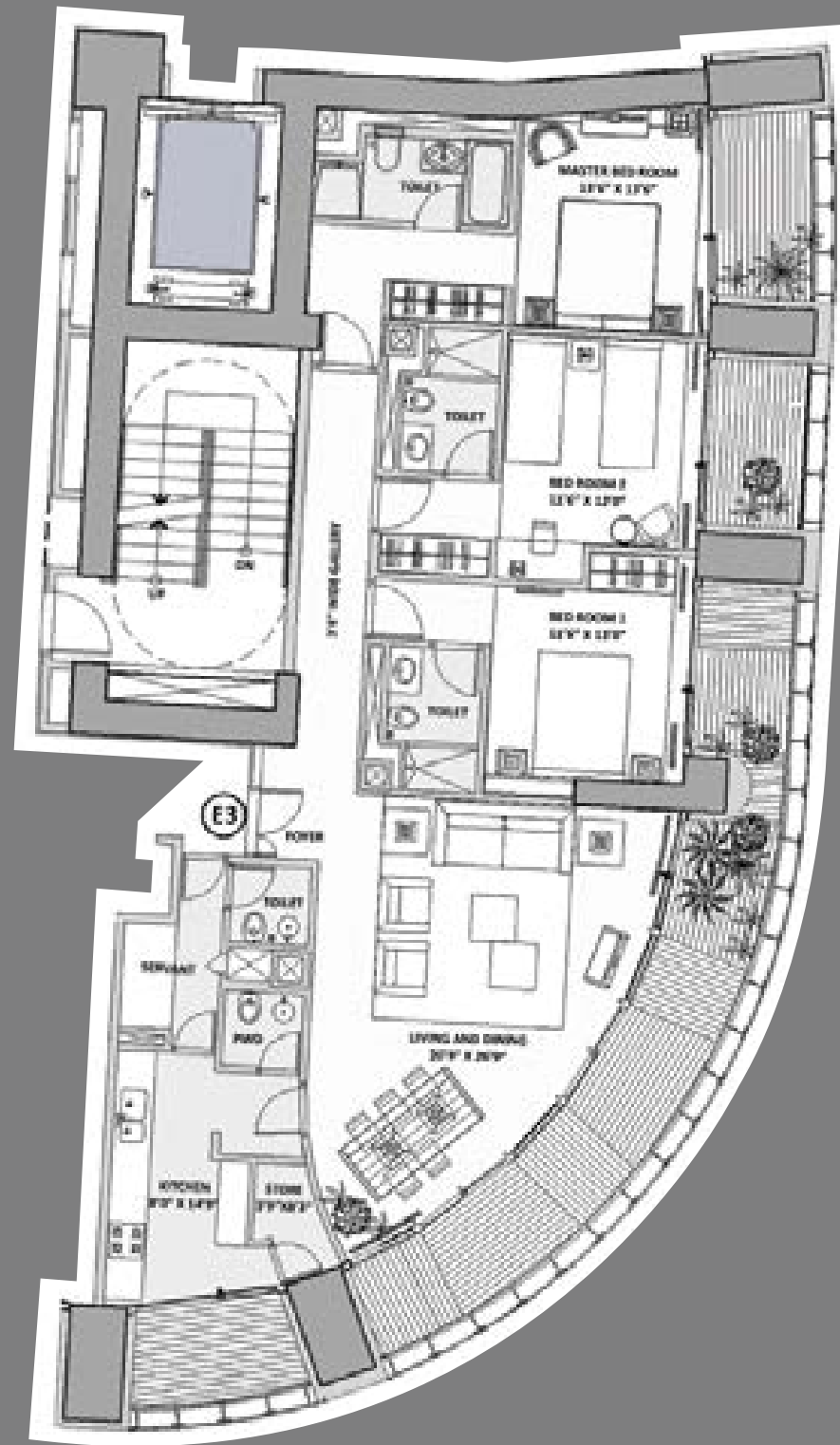
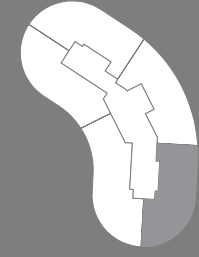
WORLD CREST
4 BEDROOM WORLD RESIDENCE E2
9th to 18th Floor



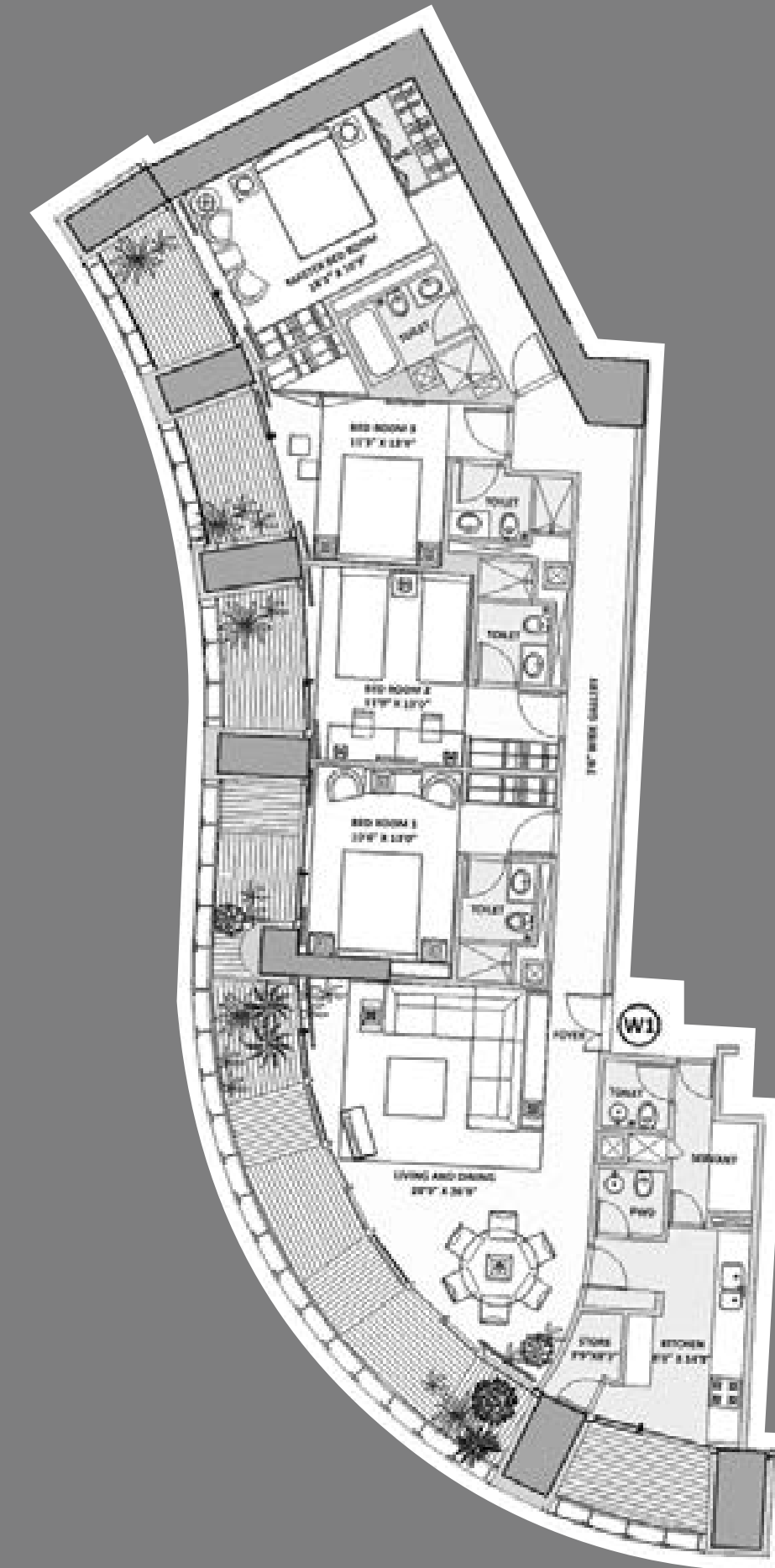
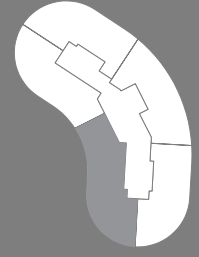
WORLD CREST
3 BEDROOM WORLD RESIDENCE E2
19th Floor Onwards



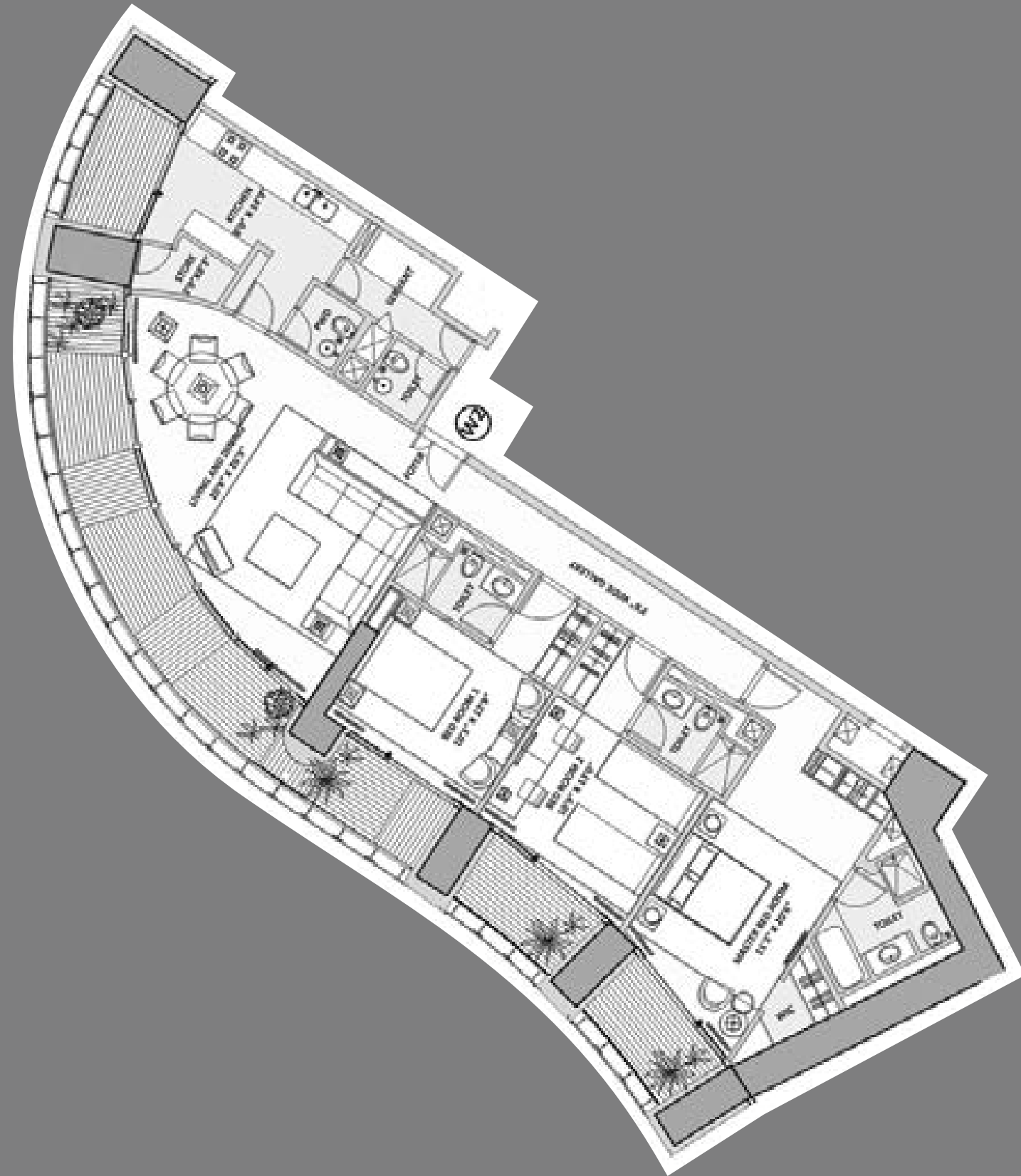
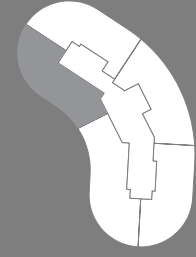
WORLD CREST
3-BEDROOM WORLD RESIDENCE E3



WORLD CREST
4-BEDROOM WORLD RESIDENCE W1



WORLD CREST
3-BEDROOM WORLD RESIDENCE W2







THE WORLD TOWERS
ABOVE IT ALL