

A revolution called



THE TM  
HOUSE OF  
ABHINANDAN  
LODHA

India's Premier Branded Land Developer

# About Us

The House of Abhinandan Lodha®, commonly known as 'HoABL', is India's fastest growing **consumer tech brand** in real estate, changing what it means to own land.

Born out of a vision to **democratise land ownership** in India, The House of Abhinandan Lodha® is dedicated to simplifying the process through *innovative technology* and creating a platform for owning land as an appreciating wealth asset.

By leveraging **technology, innovative marketing, and robust distribution strategies**, The House of Abhinandan Lodha® has disrupted the status quo making land ownership more **accessible, transparent** and **secure**. The House of Abhinandan Lodha® has injected new life into the concept of land ownership bringing it into the 21<sup>st</sup> century, ensuring it remains relevant and appealing to new generations.



# Mr. Abhinandan Lodha

## Chairman



Mr. Abhinandan Lodha is a visionary entrepreneur reshaping real estate and investments in India, blending innovation, scale, and purpose to redefine industry benchmarks.

Before launching his own ventures, Mr. Abhinandan Lodha played a pivotal role in shaping the Indian real estate landscape through leadership positions across sales, marketing, and finance.

Since 2015, he has nurtured and built some of India's most exciting companies—Bonito Designs (the country's largest interior design firm), Xanadu Realty (a leading real estate sales and marketing specialist), and Tomorrow Capital (among India's best-performing VC funds by IRR).

As founder of The House of Abhinandan Lodha®, he's redefining land ownership—turning it from a mere investment into a lasting legacy.



**The**



**Proposition.**

# What We Solve For

In India, the desire to own land is as deep rooted as the need for Gold.

However, unlike gold, which is easy to acquire and liquidate, land ownership is complex and daunting, fraught with uncertainty and bureaucratic hurdles. The lack of clear ownership rights and physical security associated with land has created significant barriers for wide retail participation.

## Discovery & Acquisition

Limited guidance on locations, due diligence on potential, non-transparent pricing

## Lack of Security

Risk of physical encroachment, protection and maintenance concerns

## Legal Title Clarity

Ambiguity on documentation, complex approval processes make ownership risky.

## Limited Liquidity

Emergency liquidation, fair valuation & reinvestment concerns

## HOABL's resolve to change the landscape of land.

Founded in 2021, HOABL revolutionizes land ownership through a **fully tech-enabled, transparent, and secure process**. With clear legal verification and **seamless online transaction modality**, customers can easily discover, purchase, and manage land, making land ownership efficient and **accessible to all**.



What makes



different...

# Our Consumer Promises

## Security

Your investment is safeguarded by a robust security framework. Say goodbye to uncertainties and embrace peace of mind as you build a brighter future.

## Transparency

We prioritize transparency, providing clear communication, detailed records, and timely updates—ensuring confidence in your investment and our expertise.

## Liquidity

Our cutting-edge digital tools enable seamless transactions, unmatched liquidity, and full control on buying and selling —so you can navigate surprises with confidence.

## Wealth

Land offers stability against market shifts, securing your future. Our digital platform makes discovery, buying, and managing easy—helping you build a legacy with confidence.

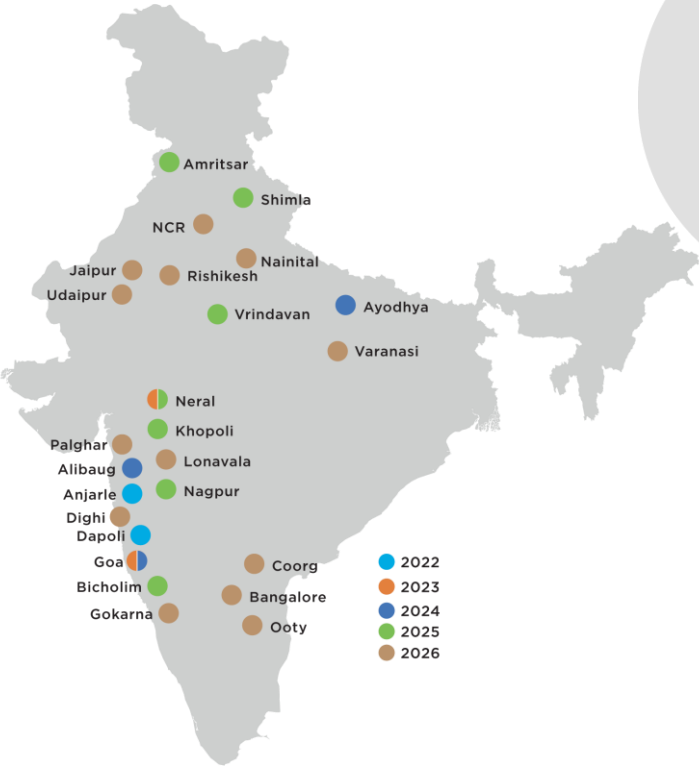
**Four Promises that power our commitment to democratizing land ownership, shaping a more accessible and secure future of retail participation in land.**



# Our Business Edge

## 1. National presence – bringing the finest land to the people of India

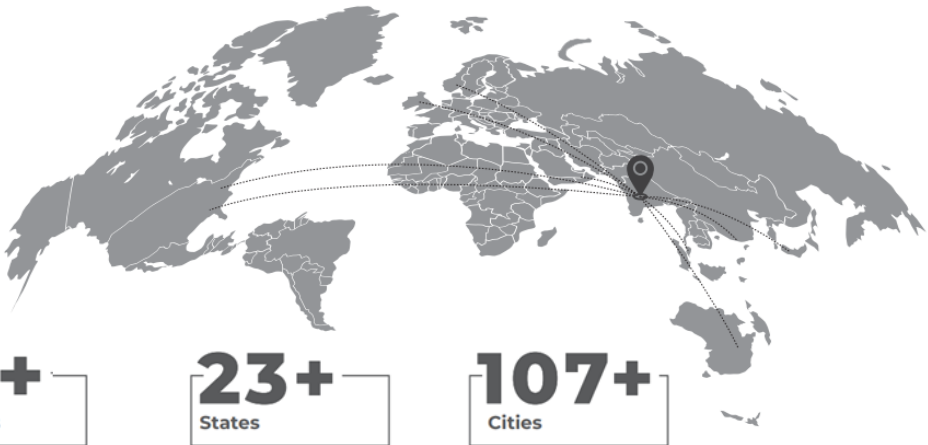
Sale of land in Acres has hitherto created a significant barrier for wide retail participation. An unprecedented level of granularity has finally made land accessible for any investment size. HoABL is revolutionizing land ownership across India, offering diverse opportunities nationwide. From Anjarle's coast to historic Ayodhya, Goa's beaches to sacred Amritsar, our seamless platform lets you buy land anywhere. With an extensive footprint, we make land ownership accessible to all. Own where you dream, with ease.



## 2. Global consumer reach

While we deal in land, our approach is far from traditional real estate. We have disrupted the status quo by creating a global platform, empowering consumers to explore, select, acquire and manage your land investments from anywhere in the world.

The Sarayu, Ayodhya boasts a mighty **17% NRI investment**, proof of our platform creating consumer trust globally.



# Our Business Edge

## 3. Technology at the forefront of our operations

### Pioneers in Virtual Sales

Our proprietary technology ensures a secure, transparent, and fully digital process, making land investment seamless and accessible. With a 100% online sales journey, customers can discover, analyze, and purchase land remotely in just six simple steps—explore opportunities, evaluate locations, apply online, register and pay remotely, receive appreciation updates, and manage their portfolio with ease.

### Global Reach through 100% Online Process

By eliminating the need for physical visits, we empower investors from over 25 countries to purchase land effortlessly, expanding market access worldwide.

### Built for Digital

From sales to support, our tech-enabled platform ensures a smooth, efficient experience, streamlining operations and redefining land ownership for the digital era.



# Our Commitment beyond the transaction



## Luxury Amenities

Our bespoke properties are set in extraordinary locations—from the serene shores of Anjarle and to the majestic hills of Shimla and the spiritual heart of Ayodhya. Each destination is enhanced with world-class amenities designed to elevate everyday living and create unforgettable experiences. We don't just sell land—we curate exceptional experiences that reflect our customers' aspirations.

## Bespoke Hospitality

Access to immersive experiences in our luxury estates & common areas offering 5-star amenities for stays and events, easily bookable through our app. Personalized wellness and care, culinary delights curated by the best chefs and attentive concierge trained to attend to the customer's every desire are just some of the services that we offer.



## Excellent Design Partnerships

Our developments are designed for efficiency, ensuring rapid delivery without compromising on quality. This allows our customers to experience exceptional living spaces faster than anywhere else. Built on strong design principles and elevated by world-class architectural collaborations, each project embodies excellence. From **Enzyme shaping One Goa** to **Sanjay Puri designing Aero Estate**, we partner with the finest to create landmark developments.



The



Journey.

# We've Come a Long Way, and We are Only Getting Started.



6000+  
CUSTOMERS



27+  
COUNTRIES

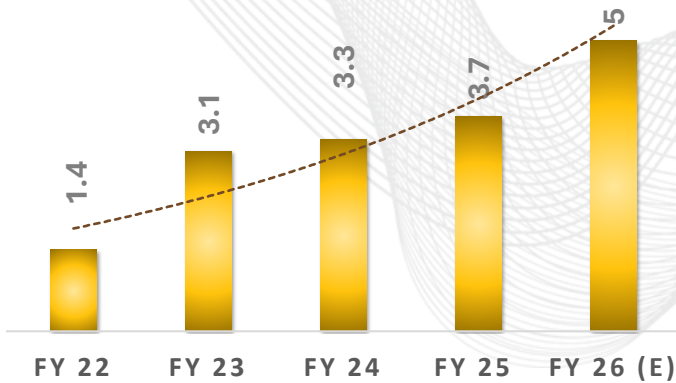


12 MN SQ. FT.  
LAND SOLD

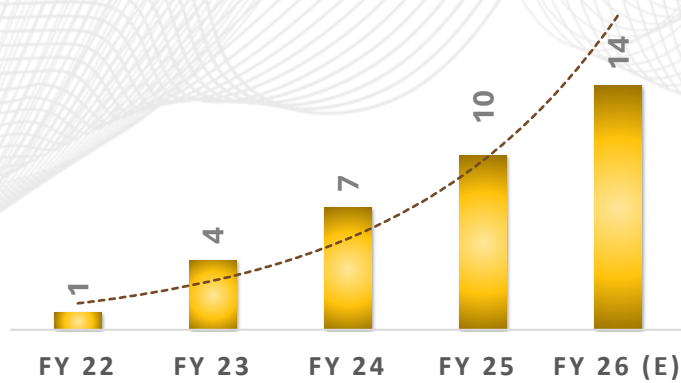


30+ MN SQ. FT.  
UNDER DEVELOPMENT

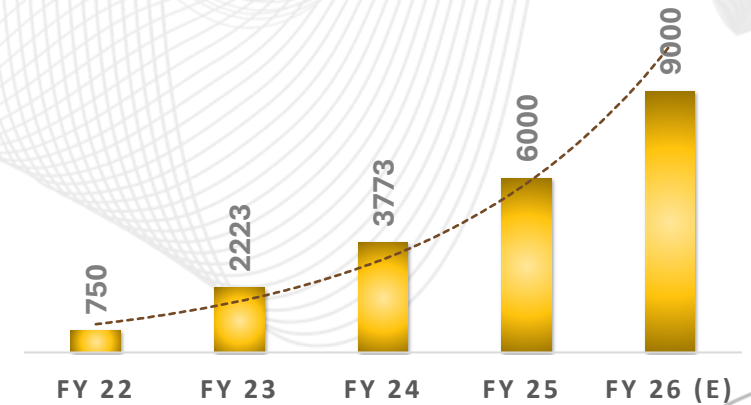
AREA SOLD (MN SQFT)



LOCATIONS

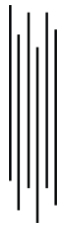


HAPPY CUSTOMERS





# Our Flagship Projects



  
**THE LEELA**  
PALACES AND HOTELS



**THE SARAYU**  
— A Y O D H Y A —

INDIA'S FINEST 7-STAR DEVELOPMENT

India's only 7-star land development showcasing 20% appreciation in 3 months. Appropriated by the legend Mr. Amitabh Bachchan. Partnered with Leela Palaces, Hotels and Resorts to open a fully vegetarian luxury hotel within Sarayu

 **Ayodhya, Uttar Pradesh**



50-acre world-class land development in one of India's most promising air growth corridors, Khopoli. Designed by 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**



Goa's first and only 130+ acre, 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**



Sol de  
Alibaug

PRIME ALIBAUG'S ONLY 5-STAR  
BRANDED LAND DEVELOPMENT

India's first signature land development in the Hamptons of Mumbai has garnered interest from all over the globe. One of the finest developments where Mr. Amitabh Bachchan and Ms. Kriti Sanon are landowners

 **Alibaug, Maharashtra**



**CELEBRATION**  **LAND**  
*Gold*

The grandest land celebration in the country with 2X subscriptions and a fully sell-out launch in one of the most picturesque locations in Maharashtra

 **Neral, Maharashtra**



Goa's finest and best 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**



**TOMORROW**  **LAND**

Spread 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 blue hues of the Arabian sea and is built to highlight the natural contours of the region.

 **Anjarle, Maharashtra**



# HOABL

**Dreams Delivered.**



**Computer render**



**Image shot on location**

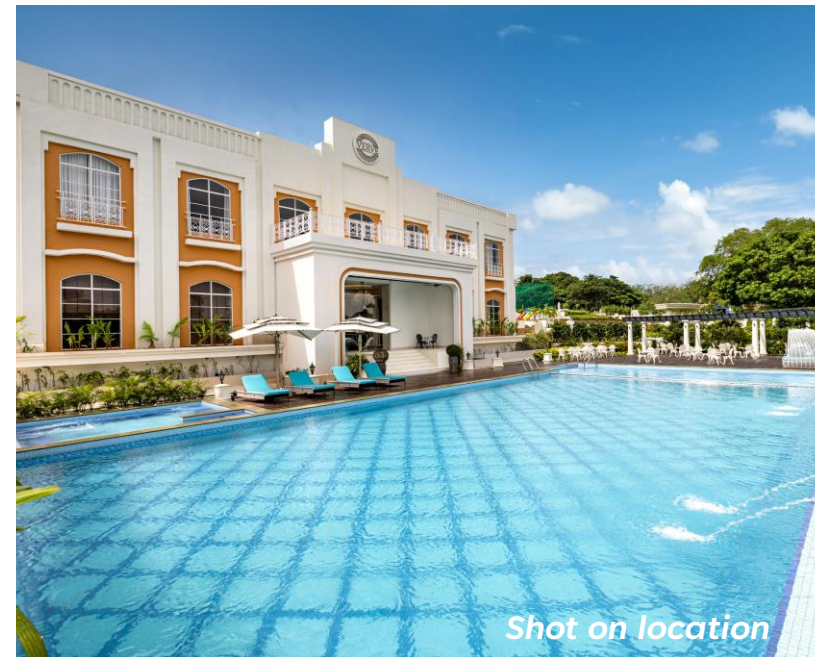
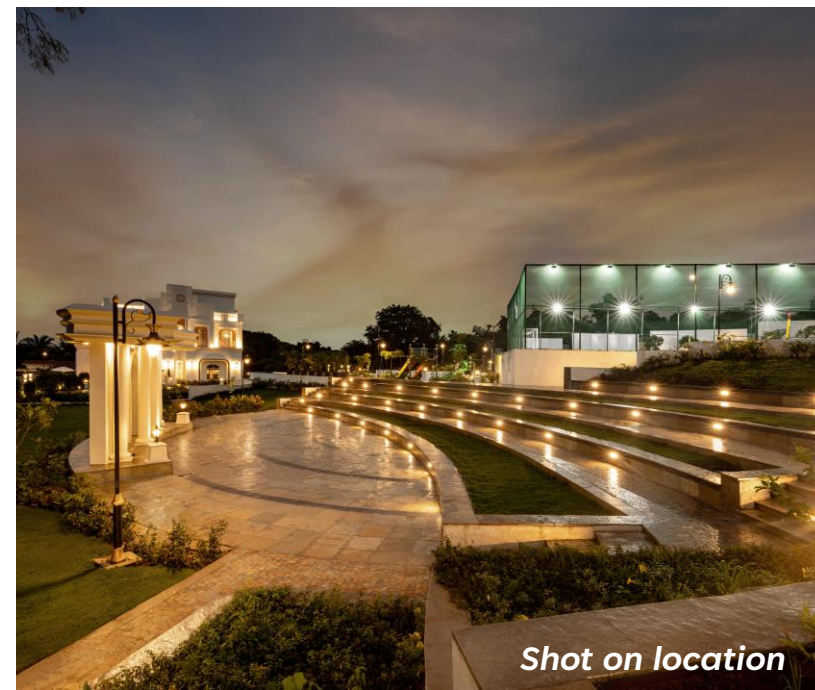
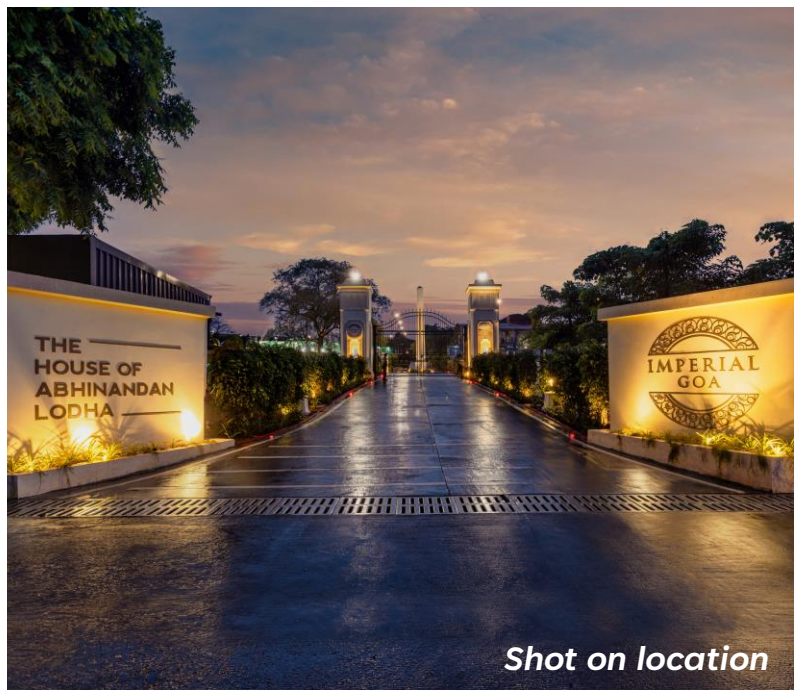
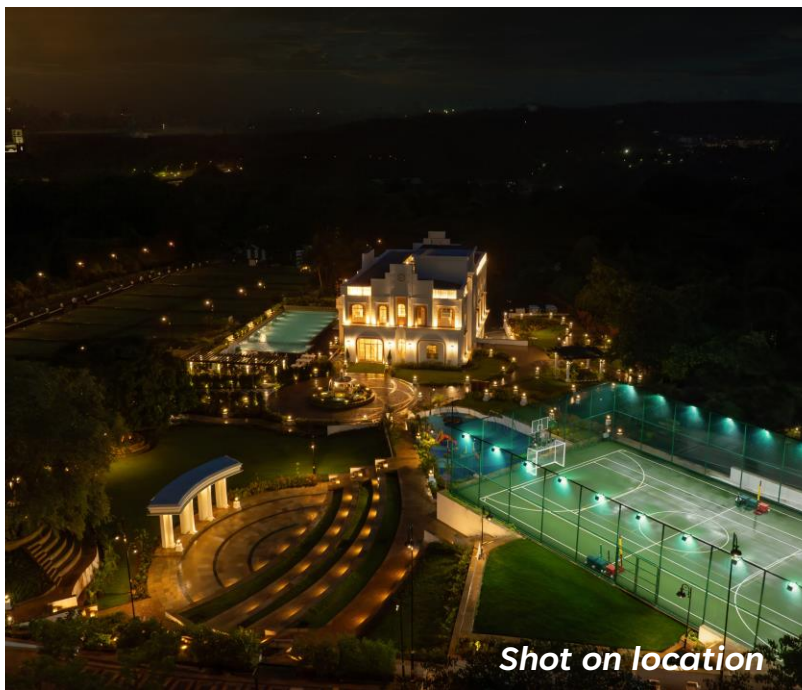


*Shot on location*



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

 **Banguinim, Goa**





A 10-room boutique luxury resort, perfectly located with easy access to Goa's top tourist attractions. Designed for a truly relaxing escape, it features all modern amenities and a multi-cuisine restaurant to delight your taste buds."



**Booking.com**

Traveller Review Awards 2025



The background features a large, flowing, wavy line graphic in a light gray color that spans across the middle of the image. Scattered throughout the white background are numerous small, black silhouettes of birds in flight, some in the top left, some in the bottom right, and others near the wavy line.

# H O A B L

Marketing Expertise.

# Made land ownership aspirational nationwide.

An **industry first** brand campaign crafted by **The House of Abhinandan Lodha®**, helmed by the legendary **Mr Amitabh Bachchan** elucidating the emotional and prestige value of land in the life of an Indian consumer, has garnered more than **50 Mn views** in its first month of launch in Oct 2024.



# Celebrated Ayodhya across continents

Launched the first of it's kind luxury land development in Ayodhya across New York, Dubai and India



# Unlocked land ownership for her and business for you.

THE TIMES OF INDIA

THE HOUSE OF ABHINANDAN LODHA

## LAND IS A WOMAN

Motherland. Mother Nature. Mother Earth.

In a country where we honour and revere the feminine spirit of land, its ownership often passes on from a man to a man, in a perpetual patriarchal chain.

This Women's Day, let's break this chain and start a new chapter.

The House of Abhinandan Lodha invites women to embark on a journey of land ownership and build their own legacy of wealth for future generations, by investing in the eternal power of land.

A SMALL STEP TOWARD INCLUSIVE LAND OWNERSHIP FOR WOMEN

INTRODUCING

### LAND FOR HER

BOOK TODAY TO AVAIL BENEFITS

2% SAVINGS on Agreement Value	ZERO MAINTENANCE COST for 2 Years	Chance to win 3N/4D TRIP TO MALDIVES	Refer and earn 10G GOLD
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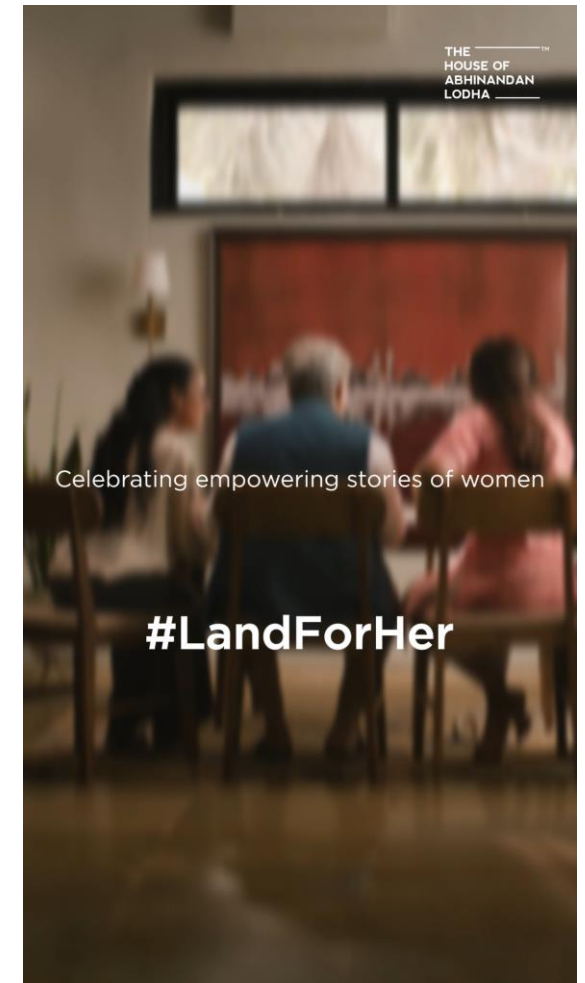
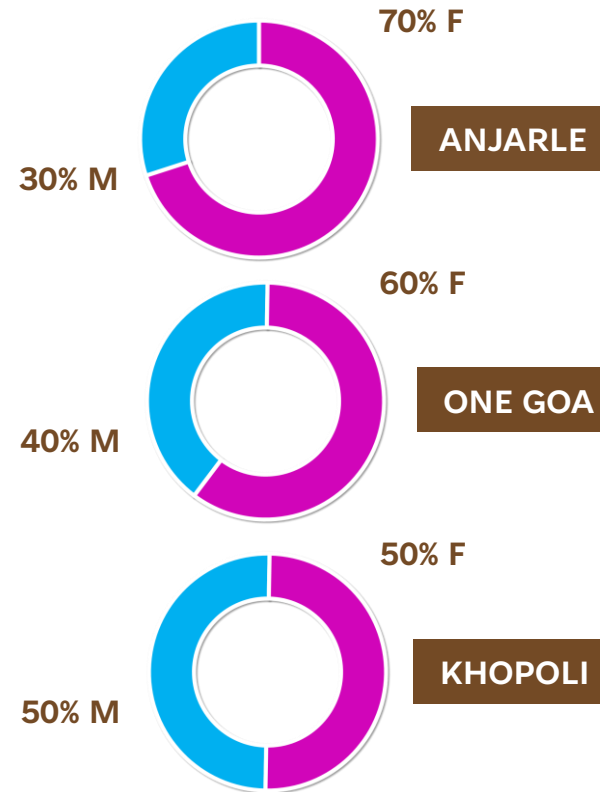
LAND PRICES STARTING FROM ₹64.99 LAKH

To schedule a curated digital experience, call us on 022-44748000

WWW.HOABL.COM

The House of Abhinandan Lodha is an independent real estate consultancy brand. We have no association with Harrowland Developers Limited or any of its subsidiaries, affiliates or associate companies.

With **80%** land investments driven by men, activated a one of a kind campaign to change the status quo & drive up conversions.



# High reach media separates us from the rest.

Round the year marketing promotions across various platforms



High impact National TV  
& Smart TV advertising



Front page, full page  
print media every weekend

# Big screens. Big streets. Big impact.

Round the year marketing promotions across various platforms



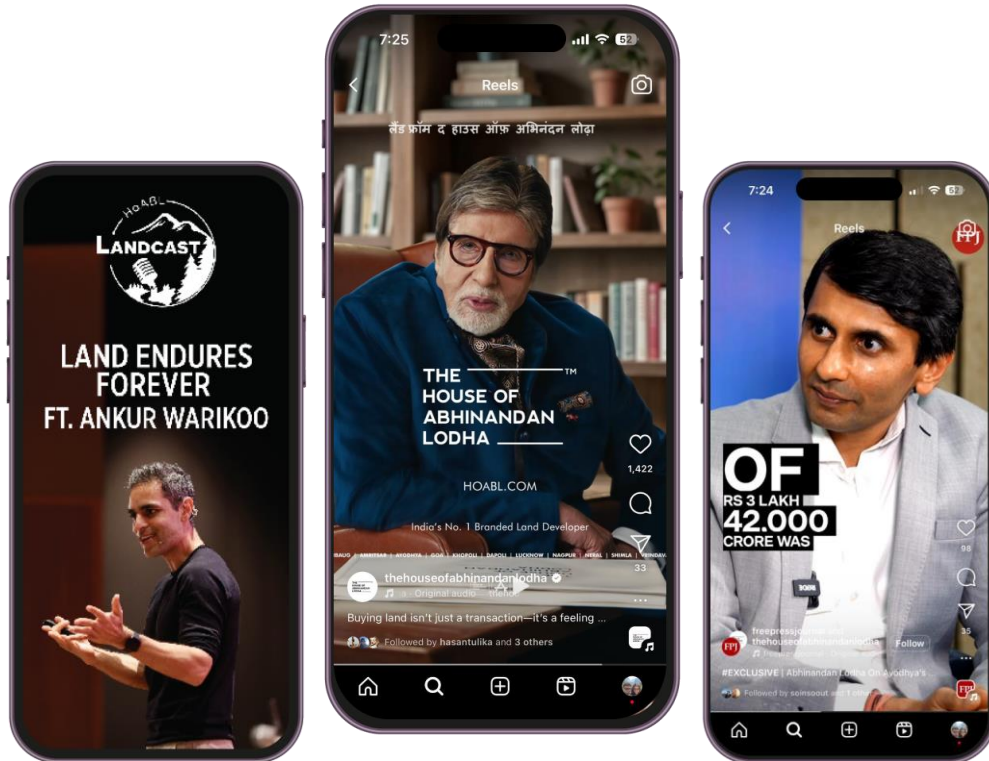
Regular Investment in cinema and blockbuster movies



Intensified outdoor campaigns at prominent sites

# Strategic, targeted high value engagement

Online, On ground, On Point.



Collaborations with industry experts



HNI Events such as Bombay Gymkhana

**The**



**Partnership.**

# ONE GOA: A 2024 case study

1

## Among Goa's grandest and most ambitious developments

With a total size of 130+ acres, this sprawling development in Bicholim was our crown jewel in 2024-2025. The total revenue potential is 1200+ Cr.

2

## Year-round marketing engine for channel partner success

The first phase launched in May 2024 and it's now in its 4th phase, with each completely sold out. Year-round marketing activations enabled seamless sourcing for the channel.



3

## Unprecedented commission payouts for our top 3 partners

Our top partners earned a staggering **6%** commission with top 3 earning **₹3 Cr.**

4

## Strong earnings potential unlocked for our channel partners

One Goa's success translated to partner success generating **over ₹25 Cr** in earnings for the market



New projects. New locations. New opportunities

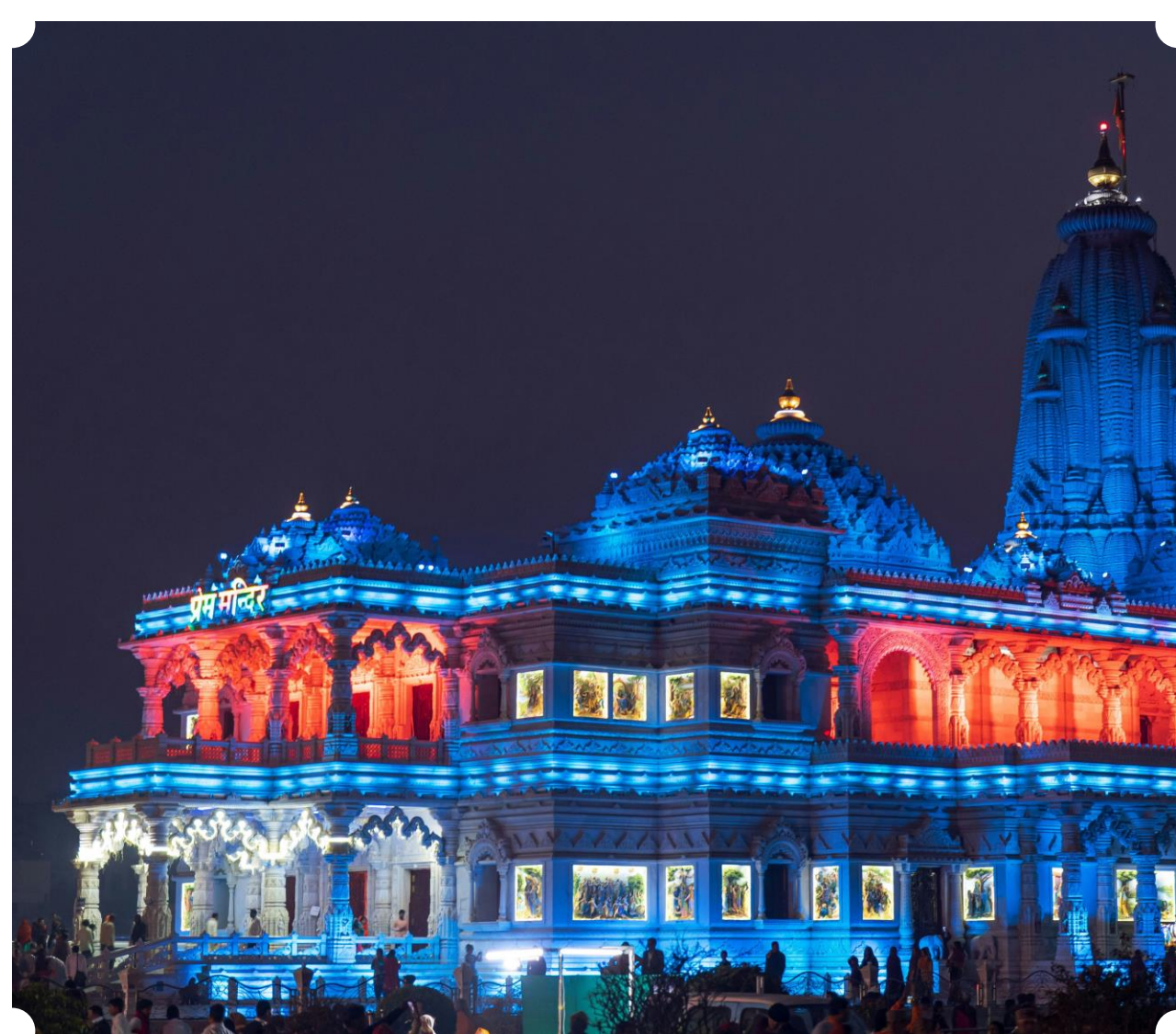




📍 Amritsar, Punjab



📍 Shimla, Himachal

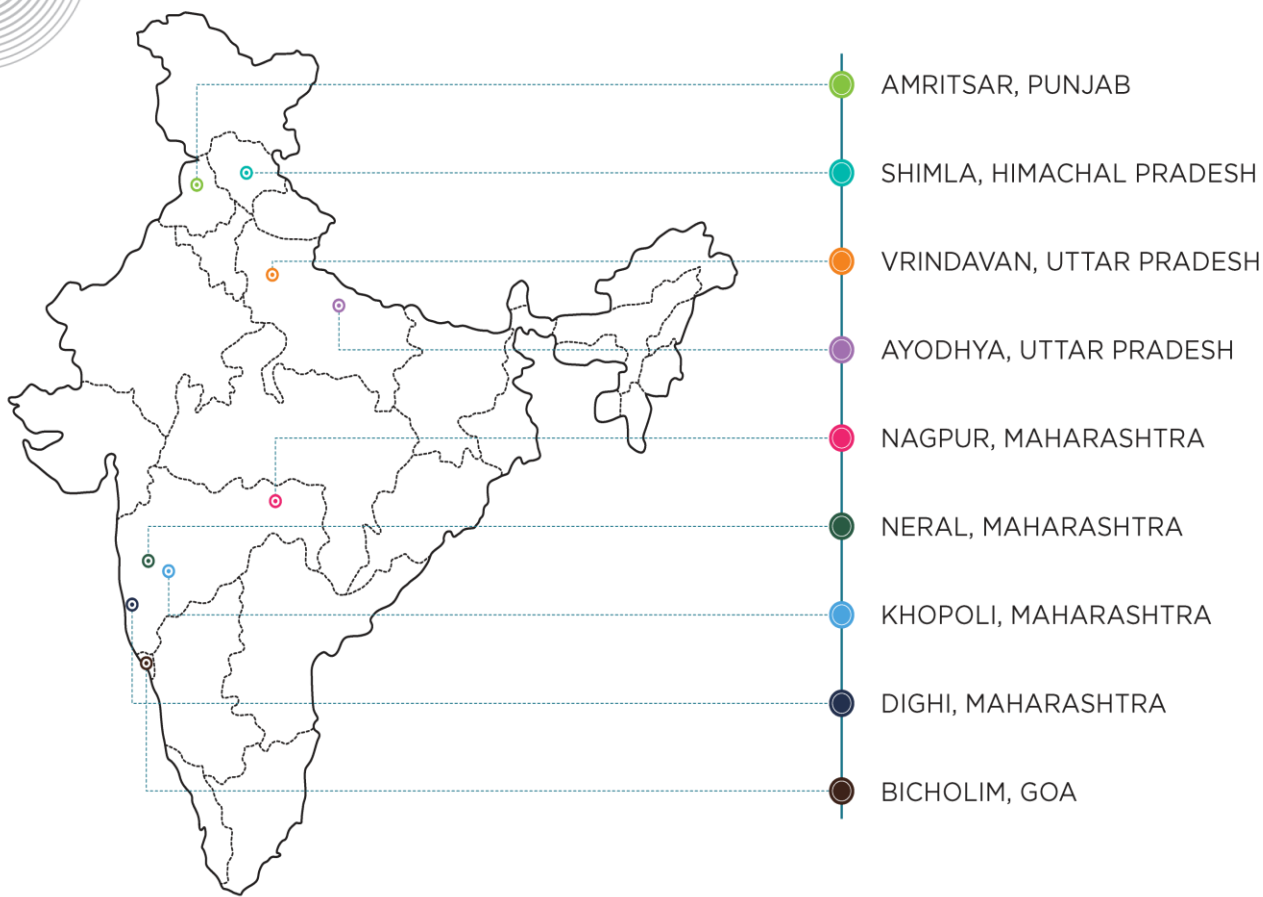


📍 Vrindavan, UP



📍 Nagpur, Maharashtra

# Step into a world of opportunity



**Project Pipeline 2025-2026**

## 6.5 Mn.

Sq. Ft. of land available for Sale

## 3500 Cr.

Revenue potential for channel partners

## 160+ Cr.

Earning potential for channel partners

# Thank you.



[www.hoabl.com](http://www.hoabl.com)



The House of Abhinandan Lodha



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



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