

'First citizen' Amitabh Bachchan hands over keys to new Palava citizens

- ***Lodha Group's Palava City hands over possession of ~400 flats***
- ***Follows strong launch success which saw over 4,200 bookings in under one month***

March 10th, 2014, Mumbai: 'Palava', the rapidly growing sister-city to Mumbai developed by the Lodha Group, on Sunday crossed an important milestone with approximately 400 families taking possession of new flats at a function hosted by world renowned star and acting legend Amitabh Bachchan, First Citizen of Palava.

Amitabh Bachchan – as the honorary first citizen – also accepted the 'Key to the City', and welcomed the new citizens of Palava.

Speaking at the event, Abhinandan Lodha – Deputy Managing Director, Lodha Group, said: "This is an important, joyous occasion. We are very pleased to hand over possession to nearly 400 families in just one day – a remarkable achievement in itself, and have the honour of having Mr Amitabh Bachchan welcome these new citizens of Palava to their new homes. The handing over of such a large number of homes in one day exemplifies our commitment to providing world-class living in the Mumbai Metropolitan Region (MMR) to large number of families.

"Palava was inspired by the best that global cities have to offer, and step by step we are seeing this vision come to life. With new families moving in everyday, a world-class ICSE school, a golf course and two club houses already operational – Palava is transforming into a dynamic community where a world class quality of life is matched only by the opportunities that surround it."

Speaking to fellow citizens at the event, Amitabh Bachchan said, "I am very fortunate that I am associated with Palava city. I believe as a sister city to Mumbai, it brings real benefits to health, environment and our quality of life by addressing growing urban issues like traffic, pollution and

strained amenities. Having seen it for myself, I can say with confidence that this will be a beautiful community and I hope that Palava would be one of the most fascinating places to live in this world.

“I too have bought a home in Palava, and I am very happy that so many citizens are already living here. I too will come to stay here, and I look forward to meeting you now and then.”

For more information, contact corp.comm@lodhagroup.com

About Palava:

- **Palava Today:** In keeping with its aim to provide opportunities across the spectrum, Palava already has operational world class facilities such as the Lodha World School and a preschool, sports facilities and training academies in clubhouses, a cricket ground, a FIFA standard football field and a 9-hole golf course, and convenience retailers. A 500,000 sq. ft. mall, 6-screen multiplex and 2nd school will become operational in the next 12 months.
- Palava aims to be amongst the top 50 most livable cities in the world by 2025. As a part of this plan, the key highlights include:
 - **Walk-to-everywhere:** All key facilities including schools, retail, places of worship, playgrounds, gardens, hospital, workplaces and even University will be within a 5 to 15 minute walk from each residence. With wide footpaths and tree lined avenues, the emphasis is on enhancing livability, health and reducing commuting time and costs.
 - **Business and Careers:** The Central Business District (CBD) will offer millions of square feet of world-class offices at competitive rates and with world-class infrastructure. Palava’s vision is to create 3.5 lac jobs by 2025 across the CBD and other high-quality jobs across retail, education and more. This will truly make the objective of ‘walk to work’ for Palava citizens a reality.
 - **Education and Sports:** Palava will be home to over 20 schools, a world-class multi-disciplinary university and an Olympic sports complex with professional sports academies.
 - **Leisure:** The Centre for Arts and Culture, lakefront and river-front plazas, a 5 lac sq. ft. mall with a multiplex, high-street retail and a 100-acre central park are just some of the numerous spaces in Palava that enable people to indulge in a range of pursuits and lead a fulfilling life.

- **Healthcare:** A multi-specialty hospital affiliated to the university to encourage research and development, and pharmacies and clinics within a 10-minute walk from home will ensure world-class healthcare at Palava.
- **Security:** 24x7 monitoring and emergency response teams, video surveillance, a highly trained security force, street level panic alarm systems, and electronic access control and automatic fire alarm systems in buildings will ensure safety, day and night.
- **Transportation:** The already operational Eco-drive buses provide service within the city and a state-of-the-art transport hub will connect with external transport facilities. The fleet management system will ensure efficient operation of public vehicles while system enablers which predict traffic will help prevent congestion.

About Lodha Group:

Privately held Lodha Group is India's No 1 real estate developer with net sales exceeding INR 8,700 crores in FY 12-13. The Group is currently developing over 35 million sq.ft. of prime real estate, with over 20 projects in Mumbai, London, Pune & Hyderabad. The company is one of the largest employers in Mumbai with over 3,400 direct associates and over 25,000 workmen at its sites. It is constructing the world's tallest residential tower, World One, in Mumbai and has brought some of the top global names including Armani/Casa, Trump, Philip Starck, Jade Jagger, Greg Norman and Pei Cobb Freed to India. In the last 12 months, the group has acquired two other landmark land parcels - the 17 acres Mumbai Textile Mills parcel for ~Rs. 2,727 cr. from DLF and the landmark Washington House property from the American government on Altamount Road in Mumbai. Most recently, the Group has gone international and acquired the landmark MacDonald House in Prime Central London from the Canadian Government for a consideration of over Rs. 3,100 crores. Located on Grosvenor Square, this property is touted as the most prestigious address in the world.

More details about the company are available on www.lodhagroup.com