

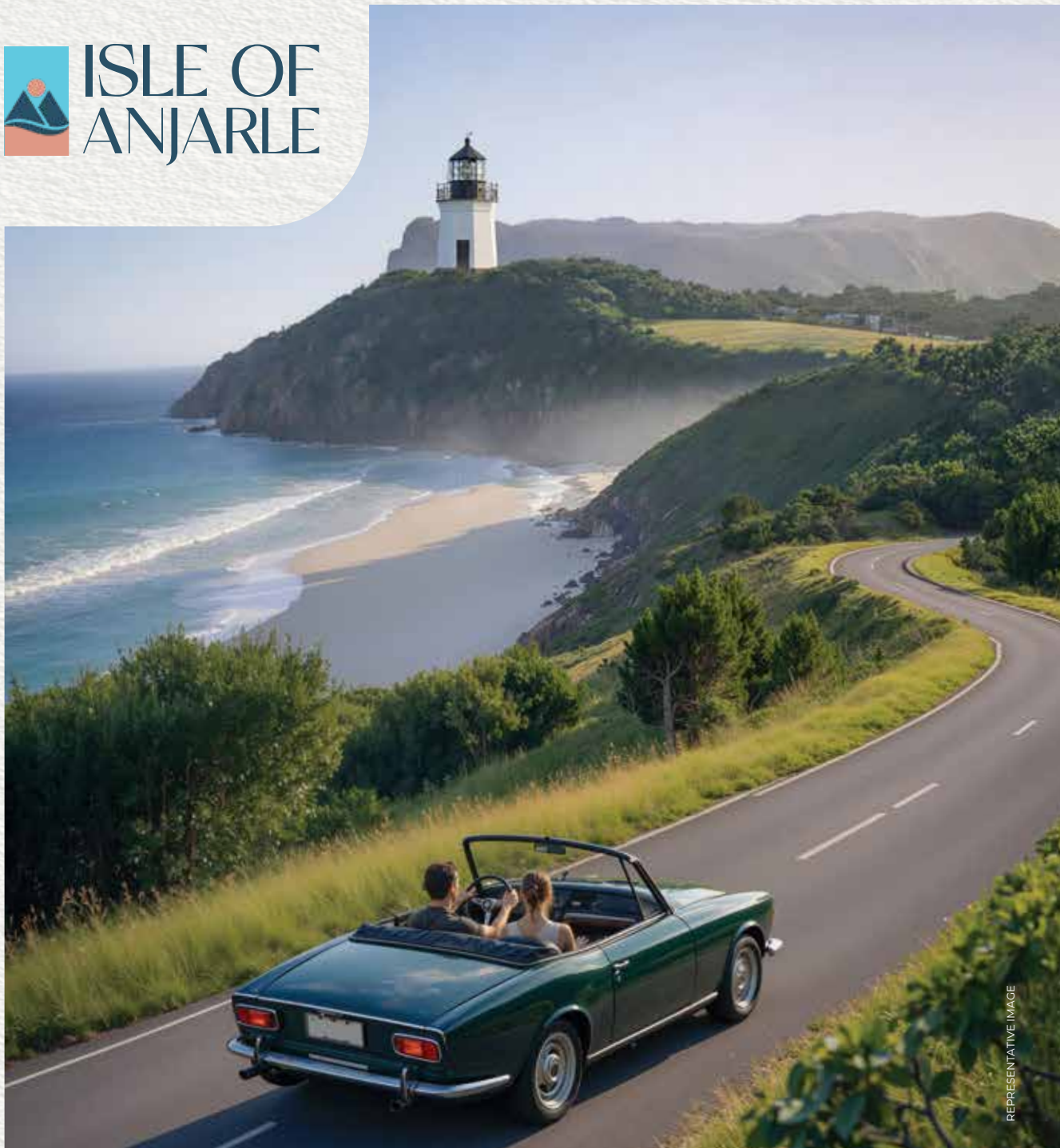
THE
HOUSE OF
ABHINANDAN
LODHA

'Isle of Anjarle' is the codename for all the projects forming part of the larger layout, bearing MAHARERA Registration No. The Ridley Phase-2: PPI281012400069; available at <https://maharera.mahaonline.gov.in/>



GOA OF TOMORROW.

THE WORLD'S RAREST SEA * HILL ADDRESS.



REPRESENTATIVE IMAGE

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

THE UNREPEATABLE.

The world is full of echoes. Copies of copies. Standardized luxury. Replicated designs. We find comfort in the familiar, but we find glory in the unique. To find a place where the mountain descends into the ocean is not a search for land. It is a witness to a geological miracle. Nature did not use a blueprint here. She sculpted this cliff, carved this coast, and painted this horizon exactly once. And then, she broke the mold.

There is no "Version 2.0" of this view. There is no "Next Phase" of this geography. It is finite. It is absolute. This is not a Limited Edition. This is One of One. To own this is not just an investment. It is the privilege of holding a piece of the earth that will never, ever happen again.



REPRESENTATIVE IMAGE

ANJARLE.

**CREATED BY NATURE.
CURATED BY THE HOUSE OF ABHINANDAN LODHA®**

A hidden gem nestled along the stunning Konkan coastline, Anjarle has emerged from obscurity thanks to The House of Abhinandan Lodha®'s (HoABL) relentless pursuit of uncovering unrepeatable destinations.

This quaint townlet, with its pristine beaches and vibrant local culture, was waiting to be explored, and HoABL took the initiative to shine a spotlight on its beauty. By weaving together authentic experiences and showcasing the warmth of the community, not only elevates Anjarle's appeal but also opens new investment opportunities, inviting you to be part of its exciting growth story.



THE S.H.O.R.E. ADVANTAGE.

In the lifecycle of every high-return real estate market whether it was Goa in the 2000s or Alibaug in the 2010s, there is a moment when everything aligns to growth. The location is discovered. The roads open up. The lifestyle matures. That moment is now.

S.H.O.R.E. is the story of that alignment. It is the evidence that Anjarle is not just a beautiful location, but a strategic fortress built on five unbreakable pillars.



S - SCARCITY



H - HOSPITALITY



O - OPEN ACCESS



R - RICH EXPERIENCES



E - EXPONENTIAL GROWTH



S - SCARCITY

The 0.1% Sea × Hill advantage. Finite inventory protected by strict CRZ norms ensures your asset remains exclusive forever.

THE 0.1% PHENOMENON.

India has a coastline of approximately 11,098 km, spread across 9 states. Most of it is flat delta, marshland, or commercially saturated. The combination of Elevation (Hill) + Frontage (Sea) exists in less than 0.1% of this entire landmass.

The CRZ Firewall

Scarcity is legally enforced. The Coastal Regulation Zone (CRZ) norms (2011/2019) create a "No Development Zone" (NDZ) that makes owning titled, compliant land near the sea, nearly impossible.

When you own here, you own what others will never be able to.

THE "BLUE PREMIUM" PHENOMENON.

In the hierarchy of global real estate, "Waterside" is not just a view. It is a financial super-class. While cities can expand vertically, the coastline is finite. This simple law of supply and demand creates what the world's leading analysts call "The Blue Premium" - an automatic, permanent multiplier on asset value.

THE "SEASIDE" SUPER-MULTIPLIER

Across the world's prime markets from the French Riviera to Miami, proximity to water is the single biggest driver of price.



Waterside Standard:

Properties with water views command a global average premium of 48% over inland peers.



The "Seaside" Super-Multiplier:

For properties with direct beach access (like Isle of Anjarle), this premium jumps to 76%.



H - HOSPITALITY

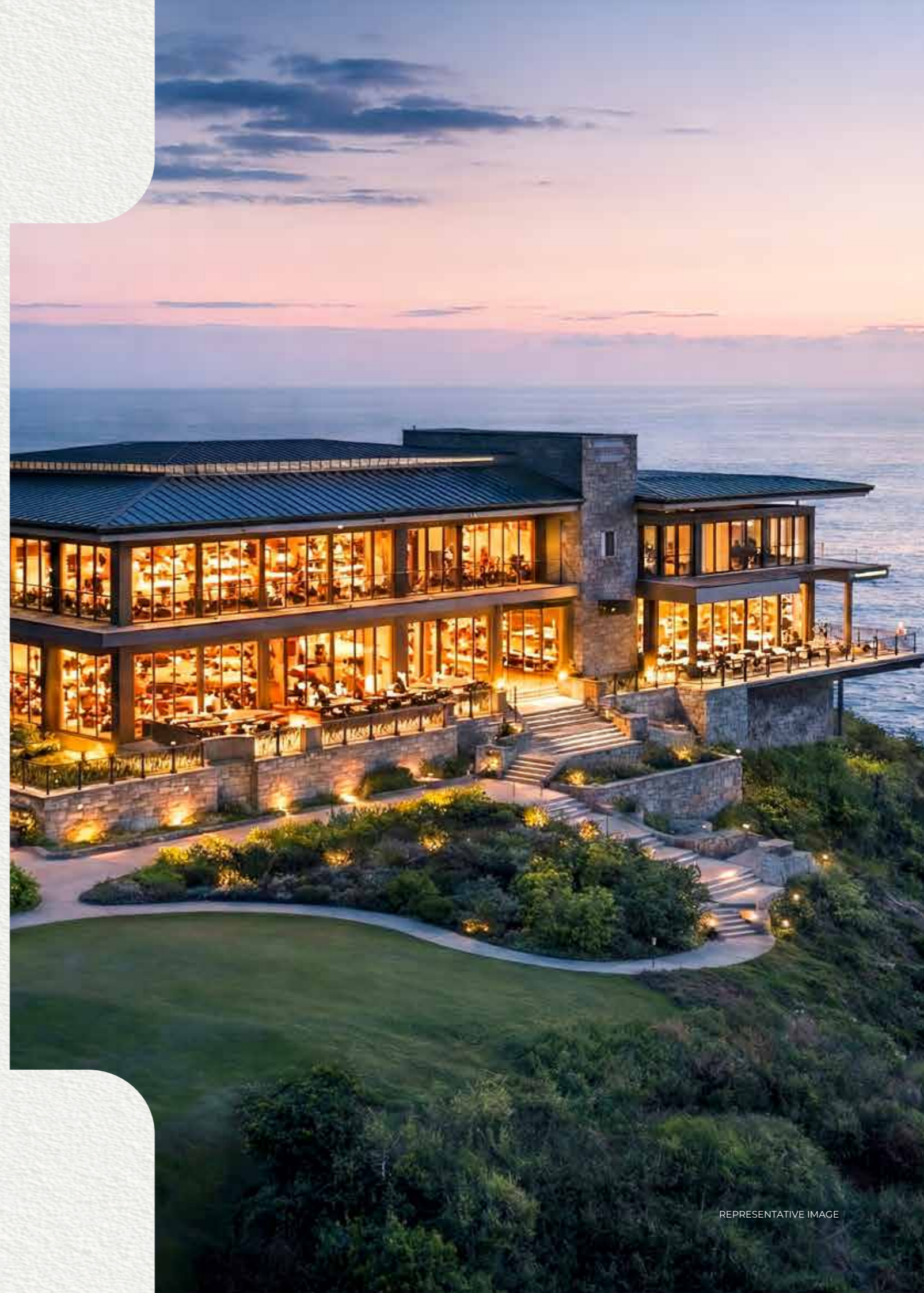
Anjarle is witnessing a tourism explosion, yet it faces a critical scarcity of premium inventory. The current market is fragmented, relying almost entirely on a few premium properties and homestays. Isle of Anjarle solves this by becoming the First 7-Star Development in the region, with an in-premise clubhouse and resort - establishing commanding rental premiums and future appreciation.

65% avg annual occupancy by 2032.

₹5,000 per night avg stay

₹13,000 per night avg villa stay

2X avg rental growth in next 6 years.



REPRESENTATIVE IMAGE

O – OPEN ACCESS

Anjarle's strategic value is defined by a multi-modal connectivity grid, linking the Konkan belt directly to Mumbai and Pune.

Mumbai-Goa National Highway (NH 66):

The Mumbai-Goa National Highway (NH 66) once completely expanded into a 4-lane highway, would serve as the primary high-speed feeder route for traffic heading towards Anjarle.

- 466 km, 4-lane Highway
- Cuts drive time from Mumbai to Anjarle to 3 hours

Konkan Marine Expressway:

The 498-km Greenfield Konkan Marine Expressway, a ₹26,000 crore investment project by The Maharashtra State Road Development Corporation (MSRDC), will be a 6-lane expressway connecting Raigad, Ratnagiri, and Sindhudurg.

- 6-lane Expressway
- ₹26,000 crore investment
- 3 hour drive time from Mumbai to Anjarle



High-Speed Vande Bharat Rail Transit:

With the introduction of the high speed rail connectivity via the Mumbai- Madgaon Vande Bharat Express, Anjarle is now accessible within a four-hour transit window from Mumbai.

-
- Mumbai-Madgaon Vande Bharat
 - 4 hours to Anjarle via Khed

Konkan Coastal Roads:

The California Pacific Coast-equivalent, this route runs parallel to the coastline. MSRDC has undertaken the construction of major creek bridges (specifically at Bankot and Kelshi) from where access to Anjarle will be seamless.

-
- 2-lanes
 - Scenic Coastal Views

Navi Mumbai International Airport (NMIA):

Located in the Ulwe-Panvel node, the newly inaugurated Navi Mumbai Airport aims to reduce the catchment area for domestic and international air travel from ~6+ hours to ~3 hours, for Anjarle.

-
- Global Access to Konkan
 - 9 crore passengers per annum capacity
 - ₹19,650 crore Investment

Mumbai-Ratnagiri Ro-Ro Ferry:

The Ro-Ro ferry redefines Konkan accessibility from a weekend destination to a seamless coastal extension of Mumbai, promising to cover the entire Konkan stretch in just 4 hours. It compresses distance, unlocks second-home demand, and accelerates long-term land appreciation.

-
- 4 hours to Sindhudurg
 - Tourism Multiplier



REPRESENTATIVE IMAGE

R - RICH EXPERIENCES

Anjarle is a 365-day economy driven by five distinct tourism engines:



The Geography:

A unique "plateau by the sea" topography with an enchanting string of nine pristine white-sand beaches.



The Legacy:

Overlooking the historic Suvarnadurg Fort - a proud symbol of Maratha naval power - and set within a UNESCO-recognised biodiversity hotspot.



The Heritage:

Home to the 'Kadyavarcha Ganpati' (Ganesh on the Cliff), a spiritual sentinel watching over the ocean for 800+ years.



The Ecology:

A protected nesting haven for Olive Ridley turtles, this coastline is also home to graceful humpback dolphins.



The Flavor:

The heartland of the Geographical Indication (GI) tagged Alphonso Mango.

E - EXPONENTIAL GROWTH



5X by 2035

A 5X appreciation over the next decade is not fantasy when three structural forces align: irreversible scarcity, rising demand gravity, and frictionless access. Anjarle sits at the intersection of all three.



Scarcity That Cannot Be Manufactured: Unlike urban expansion zones where supply can be extended endlessly, Anjarle is physically capped by nature.



Connectivity Compression Changes Everything: Anjarle is now under 6 hours by road from Mumbai and Pune – and soon-to-be ~3 hours with enhanced connectivity – while the Mumbai–Madgaon Vande Bharat already offers faster rail access.



Tourism Footfall X Hospitality Demand X Land Valuation Uplift: As demand for high-yield hospitality formats rises, underlying land values get repriced upward. Land appreciation in such regions often accelerates in stages, not linear growth.

THE CONFLUENCE OF GOOD THINGS AT ONCE.



REPRESENTATIVE IMAGE



THE INEVITABLE NEXT.



REPRESENTATIVE IMAGE

THE COORDINATES

Anjarle lies in the North Ratnagiri district, the crown jewel of the Konkan belt. Situated at the mouth of the Jog River where it meets the Arabian Sea, it commands a unique geography of estuaries, cliffs, and pristine white sands.

THE DISTANCE MATRIX

Anjarle is currently the sweet spot for the "Drive-to" luxury traveller from Maharashtra's two biggest wealth hubs.

Mumbai to Anjarle: ~225 km (Current Drive: ~6 Hours | Post-Infra: ~3 Hours)

Pune to Anjarle: ~180 km (Current Drive: ~5 Hours | Post-Infra: ~3 Hours)

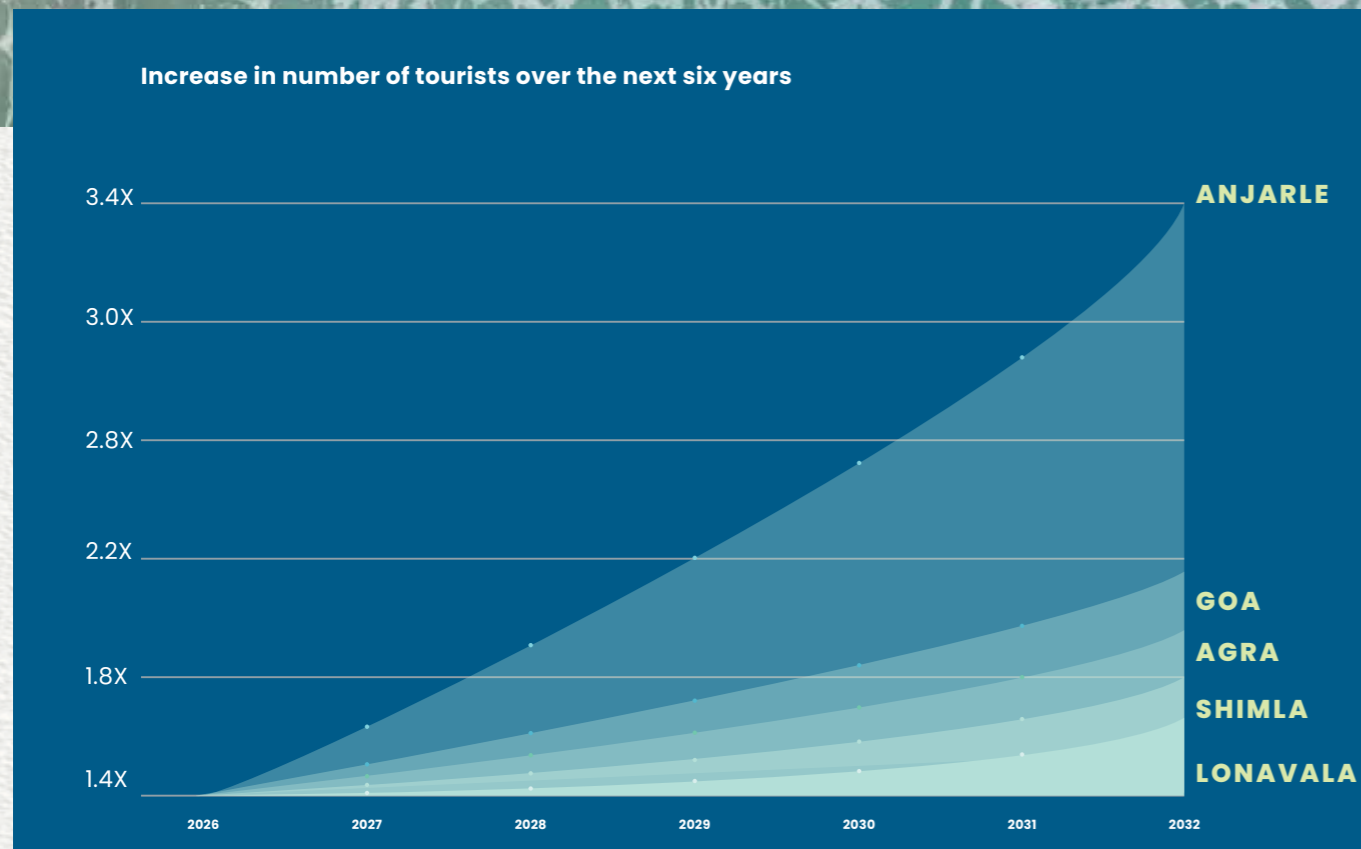


REPRESENTATIVE IMAGE

THE NUMBER OF TOURISTS VISITING ANJARLE ARE EXPECTED TO INCREASE

3.4X BY 2032.

REPRESENTATIVE IMAGE



Based on research by an International Property Consultant

THE “THIRD WAVE” OF LUXURY.

A brief history of India’s West Coast luxury timeline:



Wave 1 (2000s): GOA. The party capital. Now saturated and commercialised.



Wave 2 (2010s): ALIBAUG. The first suburb. Now priced out, overcrowded, and effectively an extension of South Mumbai.



Wave 3 (2025): ANJARLE. The next frontier. Pristine geography meets massive infrastructure unlocking. The sweet spot of early entry.

Feature	Goa (North)	Alibaug	Anjarle (Isle of Anjarle)
Topography	Flat / Congested	Mostly Flat / Marshy	Rare Sea × Hill
Entry Price	Saturated (Very High)	Peaked (Expensive)	Discovery (High Value)
Growth Phase	Plateaued	Stagnated	Exponential (Early Mover)
AQI	Moderate (116-166)	Moderate (89-106)	Satisfactory (50-100)
Crowd	Commercialised	Overcrowded	Exclusive & Serene

ISLE OF ANJARLE.

Nestled on the lush Konkan Coast, Isle of Anjarle is where nature shapes the spaces we live in. Designed by renowned architect Sanjay Puri, this 100+ acre Sea x Hill Address overlooks the Arabian Sea, blending biophilic design with breathtaking landscapes. More than just land, it's a lifestyle, one where every day brings a new adventure.



REPRESENTATIVE IMAGE

Introducing the Grand Clifftop Clubhouse.

Let your hosting skills take centre stage at Konkan's Highest Clubhouse at 300 ft. above sea level as you welcome your loved ones to a spacious 1,858 sq. mtr. (20,000 sq. ft.) space with an indoor gymnasium, table tennis court, snooker table, foosball & a grand banquet.



Celebrate each festivity with fervour.

A magnanimous party arena that enables you to attend music festivals, colourful flea markets, food festivals and grow as a community.



Unwind amidst nature.

End your day watching the sunset, then enjoy a stroll through pathways lined with native plants. Spend time with your pets in the dedicated Pet Zone and explore the community farm, where you can enjoy fresh produce grown steps from home.



WHERE THE LAND PAMPERS YOU.

- Viewing Deck
- Hangout Spaces
- Party Lawns
- Yoga Zones
- Amphitheatre



WHERE RECREATION ENLIVENS YOU.

- Outdoor Gym
- Spa
- Multipurpose Hall
- Indoor Dining & Barbeque

REPRESENTATIVE IMAGE

WHERE ADVENTURE TRAINS YOU.

- Skating Rink
- Swinging Pavilions
- Ziplining
- Rock Climbing



WHERE NATURE NURTURES YOU.

- Herbal Gardens
- Organic Gardens
- Flower Nursery



FROM THE MAKER OF SOME OF THE WORLD'S FINEST MARVELS: SANJAY PURI ARCHITECTS.

'Number 32 on Archello's list of Top 100 architects world-wide'

'Top 100 Architects Worldwide'
Archdaily

'Top 130 design firms worldwide'
Architizer, New York

'Top 100 architectural firms'
World Architecture Community, UK

Founded in 1992 by Ar. Sanjay Puri, the firm Sanjay Puri Architects today is one of the most sought after architectural and design firms in India.

The essence of his design philosophy lies in creating spaces that nurture social interaction and engage people on a holistic level. His work explores evolving spatial relationships shaped by context, ensuring each design emerges as a distinctive and thoughtfully crafted response.



REPRESENTATIVE IMAGE

Auriga, Mumbai



REPRESENTATIVE IMAGE

Narsighar, Rajasthan



REPRESENTATIVE IMAGE

The Courtyard, Raipur



REPRESENTATIVE IMAGE

Origami House, Pune

REDEFINING THE BEAUTY AND RICHNESS OF LAND.

The House of Abhinandan Lodha® was formed on the vision to provide citizens of India and the world - access to 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.

THE PROMISE OF NEW GENERATION LAND®



PROMISE OF SECURITY

New Generation Land® is safe and secure, providing you with peace of mind. Owning land made safe, secure and transparent.



PROMISE OF WEALTH

New Generation Land® serves as a hedge against uncertainties, offering the opportunity to create intergenerational wealth with just a click of a button.



PROMISE OF TRANSPARENCY

Trust is built on transparency, and we are committed to providing complete transparency in managing your New Generation Land®.

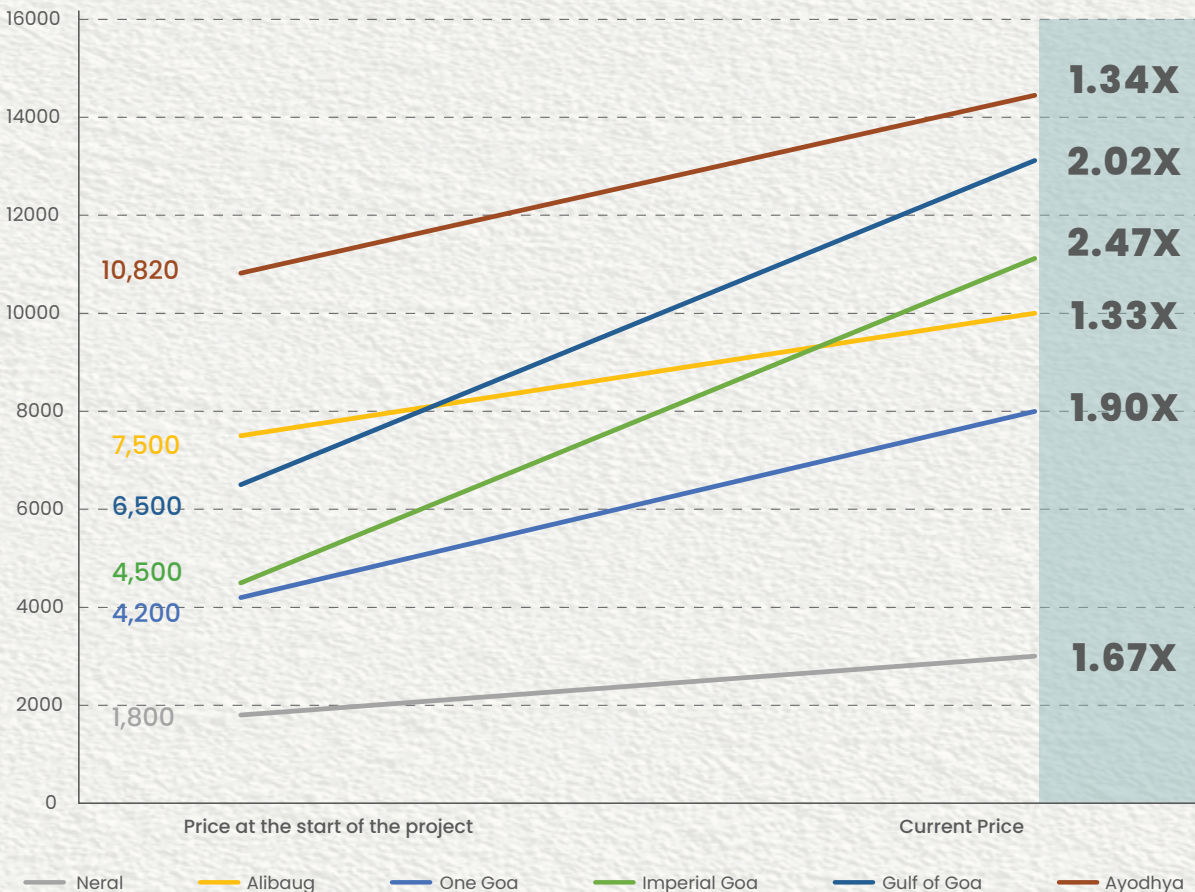


PROMISE OF LIQUIDITY

Facilitating digitally-aided, transactions for buying and selling New Generation Land®.

FROM VISION TO VALUE:

The Impressive Appreciation of Our Developments.





THE WORLD'S RAREST SEA × HILL ADDRESS.

Q HOABL.COM



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

The common areas and amenities are common and to be shared by purchasers of all phases of the Project Tomorrowland, TomorrowView and The Ridley. Sale is subject to the terms of the application form, agreement for sale and other documents to be executed between the parties. All images, information, drawings, sketches are for representation purposes only unless otherwise stated. * Distance and timelines are indicative and may vary subject to weather, transport and infrastructure facilities to be provided. All future developments and infrastructure facilities to be provided by third parties, municipal authorities and are subject to approvals. - Sea-side Land/Sea-view Land applicable for selected plots only. Codename Tomorrowland Ph-1, Codename Tomorrowland Ph-2, Codename Tomorrowland Ph-3, Tomorrowland - Tomorrowland Phase IV, The Ridley and The Ridely Phase-2 are ready for possession. The information provided is based on data from Colliers International, Times of India and other leading news sources, and is for general reference only. ^ 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. # 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 designs/pictures are for artistic impression only. House of Abhinandan Lodha is a registered trademark of Tomorrow Capital Enterprises Private Limited. Terms and conditions apply. 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. T&C Apply. | Visit - www.hoabl.com | 1 sq.mt. = 10.76 sq. ft., 1 acre = 43,560 sq. ft. / 4046.86 sq. m.