

# THE WAVE OF WEALTH WITH 5X APPRECIATION AT

Anjarlé | GOA OF  
TOMORROW

LAUNCHING

## TOMORROW VIEW

THEATRE TO THE OCEAN

1,400-1,600 SQ. FT.  
OCEAN-FRONT LIFESTYLE PLOTS

PRICE <del>₹ 39.99</del> LACS+ TAXES	EXCLUSIVE MAHURAT PRICE ₹ 33.99 LACS
ALL-INCLUSIVE, NOTHING EXTRA EMI OF ₹14,999* ONLY	

2,000-2,200 SQ. FT.  
OCEAN-FRONT LIFESTYLE PLOTS

PRICE <del>₹ 51.49</del> LACS+ TAXES	EXCLUSIVE MAHURAT PRICE ₹ 44.99 LACS
ALL-INCLUSIVE, NOTHING EXTRA EMI OF ₹19,999* ONLY	

2,400-2,600 SQ. FT.  
OCEAN-FRONT LIFESTYLE PLOTS

PRICE <del>₹ 58.49</del> LACS+ TAXES	EXCLUSIVE MAHURAT PRICE ₹ 53.99 LACS
ALL-INCLUSIVE, NOTHING EXTRA EMI OF ₹23,999* ONLY	

# The House of Abhinandan Lodha® brings you Anjarle: The Goa of Tomorrow

The House of Abhinandan Lodha, India's largest branded land developer, is gearing up to launch its third and final project in Anjarle, Maharashtra. The project titled 'TomorrowView', promises customers panoramic views of the Arabian Sea. This project comes after a roaring success the brand saw at Dapoli, with Cape of Bliss, where demand for more than 20,00,000 sq.ft of land was generated from all across the country.

Anjarle is a picturesque coastal town in the Konkan region of Maharashtra that is growing to become not only a tourist destination but also an extremely promising investment destination given the rapidly developing infrastructure with special focus from the government. It is located about 240 kms from Mumbai, 230 kms from Pune, and 370 kms from Goa. The nearest airport is in Pune, which is about 170 km away, and the nearest railway station is in Khed, which is about 50 km away. The NH-66 Mumbai-Goa Highway has been in the news lately, and Mr. Nitin Gadkari, Minister of Road Transport & Highways of India has promised the completion of this highway by January 2024. This highway will reduce the travel time to Anjarle from Mumbai & Pune to merely 3 hours.

Given its proximity to Mumbai and Pune, Anjarle will make for a great road trip destination with friends & family. The region is touted to be the next Goa, given the striking similarities in geography and its tourism potential. Untouched beaches, forts, temples and mouth-watering Konkani & Malwani cuisine are on offer. Nestled between the Western Ghats and the Arabian Sea, Anjarle has pleasant weather like the hills of Lonavala and the beach life of Goa coming together. Maharashtra now has a new weekend getaway.

The infrastructure boom & tourism potential make Anjarle a great investment destination. What makes TomorrowView even more special is the theatrical ocean views, adding to the appeal of the location further, with the growth in prices expected to be around 5x over the next few years.

"Anjarle is a hidden gem on the Konkan belt, which is fast gaining popularity among tourists and investors alike. Through our project, TomorrowView, the land we are offering has the potential to generate substantial returns for our customers. With the government's focus on developing the region's infrastructure, we believe, the value of this land is expected to appreciate significantly in the coming years."

**-Samujjwal Ghosh,**  
Chief Executive Officer,  
The House of Abhinandan Lodha

# LAND AS AN INVESTMENT

An average Indian at the age of 35 years keeps the below factors in mind while investing:

**DI  
NK**

## Double Income No Kid

### Investment Bracket

Can invest 30-50% of earnings

### Investment Instruments

Debt Instruments | Real Estate

Equities/ Mutual Funds

**DI  
SK**

## Double Income Single Kid

### Investment Bracket

Can invest 30% of earnings

### Investment Instruments

Health Insurance | Life Insurance

Child Plans | ULIP | Gold

It's time to add scenic beauty and wealth with waterfront branded land to your portfolio. Land curated by India's largest branded land developer, The House of Abhinandan Lodha®, isn't merely another investment. It's an investment, unlike most assets in the fluctuating volatile markets, that is backed by research and sound growth factors that opens the doors to a greater tomorrow.

### Short term assets VS Long term assets

Short term assets like - equity, liquid funds & fixed deposits can be converted into cash within a year. The major benefit of these assets is that they keep your cash available whenever you need them.

Long term assets like gold, traditional real estate, PPF and insurance tend to have a lock in period and give a better return over a horizon of 10 years or more. If liquidated adhering to the time frame, one can expect to double or triple their investment.

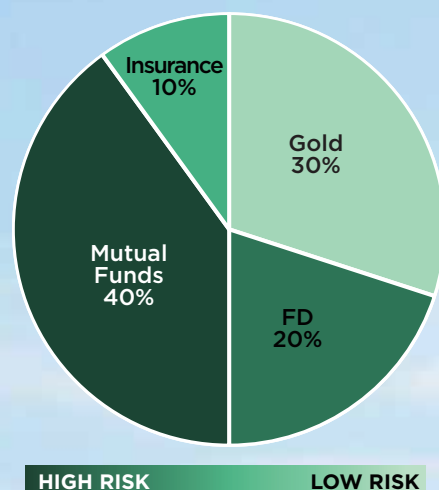


# DOES YOUR PORTFOLIO HAVE LAND?

If in 2013, Ram a 37 years old male from Mumbai, invested Rs. 100 in various asset classes. In 10 years, his portfolio would look like this:

## CUSTOMER PORTFOLIO WITHOUT LAND

Asset Class	Invested in 2013	Value in 2023	% Appreciation
Gold	30	62	106%
FD @8.65%	20	47	135%
Mutual Fund @13.36%	40	140	250%
Insurance Interest @ 8.5%	10	23	130%
<b>Total</b>	<b>100</b>	<b>272</b>	<b>172%</b>

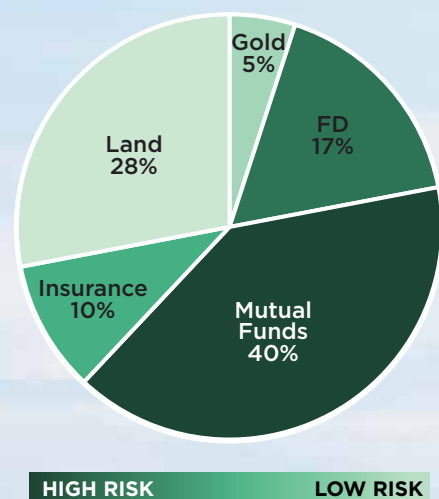


His portfolio would have grown **2.7x** in **10 years**.

However, if Ram would have added branded waterfront land, his portfolio would have looked like this:

## CUSTOMER PORTFOLIO WITH LAND

Asset Class	Invested in 2013	Value in 2023	% Appreciation
Gold	5	10.3	106%
FD @8.65%	17	39.8	134%
Mutual Fund @13.36%	40	140	250%
Insurance Interest @ 8.5%	10	22.6	126%
Branded Land with Sea Views	28	140	400%
<b>Total</b>	<b>100</b>	<b>353</b>	<b>253%</b>



Note: In 2013, if you invested **Rs. 10,00,000** in branded land with sea views, its price today will be approximately **Rs. 50,00,000**.

# 37% PREMIUM FOR WATERFRONT LAND IN GOA

According to second quarter 2022 data from Knight Frank, the average international premium for waterfront property (versus non-waterfront) is 40%. Beachfront commands the highest 63%. Searches for properties that offer a waterfront lifestyle on sothebysrealty.com have increased 63% year on year as of Aug 2022.



PREMIUM ON BEACHFRONT PROPERTIES INTERNATIONALLY



SURGE IN SEARCH FOR WATERFRONT PROPERTIES

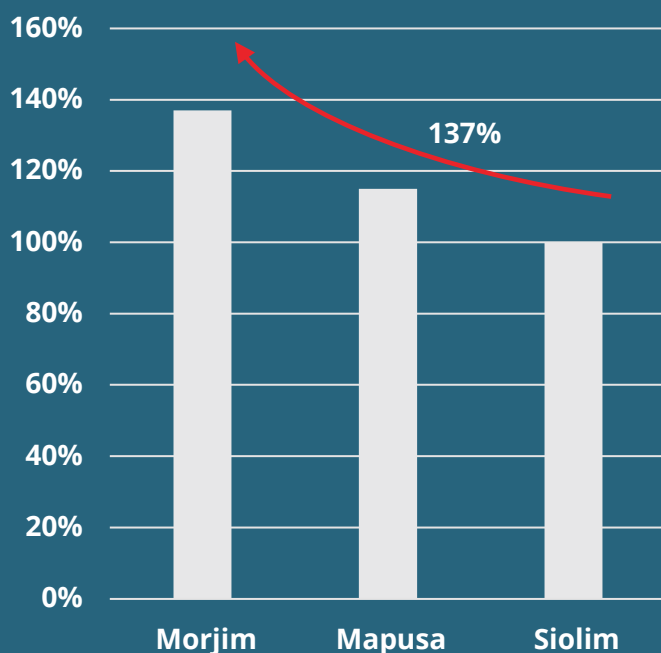


INCREASE IN COASTAL LAND PRICES IN GOA IN THE LAST 13 YEARS

## COASTLINE VS INLAND PROPERTIES IN GOA

It is observed that land prices not only increase as you go closer to the coastline, but also appreciate at a higher rate than that of land prices inland.

### Land Price Analysis



Note: 100 is considered as base for the rate of Siolim. Price for 2023 are considered for comparison.

# SHOT AT Anjarlé

## THE GOA OF TOMORROW



A rich biodiversity – Incredible scope for nature tourism. The unique coast has a large number of coastal tide pools – home to over 300 unique aquatic species and birds.



Part of the Western Ghats, a UNESCO World Heritage Site - one of the 8 “hottest biodiversity hotspots” in the world



Anjarle turtle festival: This region is unique in India as one of the nesting spots for the rare and endangered Olive Ridley Turtle.



This region is renowned for its unique Konkani cuisine and sea food dishes. The cuisine derives its flavours from all the surrounding regions and is a fusion of flavours from Maharashtra, Goa & Karnataka.



### A UNIQUE GEOGRAPHY

India's only coastal hillstation – where the white sands of the Konkan run parallel to the Forested hills of the Western Ghats.



### 9 BACK-TO-BACK PRISTINE WHITE SAND BEACHES

One of the most magnificent yet undiscovered coastlines in India.



### A PLETHORA OF SEA ACTIVITIES

From parasailing, scuba diving to dolphin spotting and snorkelling, the region is fast becoming a haven for those who love water sports and adventure



### HERITAGE

From historical wonders of the Suvarnadurga Fort, Kadyavarchya Ganapati to the Iconic TK Lighthouse, the Anjarle Coast is a treasure trove of hidden experiences waiting to be discovered.

The state of Goa, is synonymous with beaches, churches, forts and merriment. A tourist's paradise, the affinity to the coast is apparent in real estate prices and hospitality tariffs as you move closer to the sea. Similarly, Anjarle catches your fancy from the minute you set foot here. Where beach escapes are scripted by the shores of Savane, Padale, Karde, Palande, Kelshi, Ladhghar, Kolthare and Murud.



# ANJARLE, THE GOA OF TOMORROW. WEEKEND GETAWAY TODAY!

The picturesque coastal town is all set to become one of the most promising investment destinations of the decade.

Given the proximity from Mumbai & Pune, Anjarle will make for a great road trip destination with friends & family.



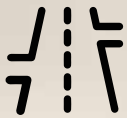
## Mumbai - Goa NH-66 Highway

The expansion of this national highway from 2 to 4 lanes will reduce the travel time of up to 1 hour from Mumbai, Navi Mumbai, and Pune.



## Coastal Road

This coastal road will cut down travel distance to Anjarle by 35 km and is intended to boost tourism in the location.



## Konkan Expressway

This proposed long green-field expressway will connect 3 coastal districts of Ratnagiri, Raigad & Sindhudurg and thus boost tourism in the upcoming years.

215 km from Mumbai  
201 km from Pune

With special focus from the government on infrastructural developments, the travel time to Anjarle from Mumbai & Pune will soon reduce to just

# 3 HOURS



### 400KM ROAD IN 6 YEARS

- > Greenfield Konkan Expressway will connect Mumbai to Sindhudurg via Raigad and Ratnagiri
- > Estimated at ₹70,000 crore, the 400km road will cut current travel time by half
- > Detailed project report expected in two years; another four years to complete project
- > It will require 4,000 hectares of land



# LAND WITH A GREATER TOMORROW.

The journey to Anjarle is blessed with some of the most magnificent sights to savour. The route to the choicest land paves the way to the newest weekend getaway of Maharashtra - Anjarle! Nestled between the Western Ghats and the Arabian Sea, Anjarle not only adorns a pleasant weather like the hills of Lonavala but also offers the beach life of Goa. It is the oceanic wonderland we've all been waiting for!

## **Navi Mumbai International Airport**

The soon-to-be-completed state-of-the-art International Airport will bring the beautiful locales of the Konkan, closer to the rest of the world.

## **Mumbai Trans Harbour Link**

The Mumbai Trans Harbour Link will help improve the traffic flow from Mumbai to Anjarle and help boost tourism.

## **Deccan Railway: Roha - Veer**

Doubling of track of Roha - Veer section (47 km). It will save travel time and will connect to the regions faster.

## **Tourism Jetty At Suvarnadurg**

Developing tourism jetty at Suvarnadurg fort in Ratnagiri district and Padmadurg fort in Raigad.

## **Virar - Alibaug Multi Modal Corridor**

This 126 km long corridor will be a connecting link to various MMR Region - North Western, North Eastern, Navi Mumbai, Panvel-Uran, Alibaug Region.

## **Jaigarh - Digni Rail Connectivity Project**

A 33.70 km rail line which will help the port company to haul bulk commodities from Jaigarh port to Konkan Railway and further the onward movement to the hinterland.

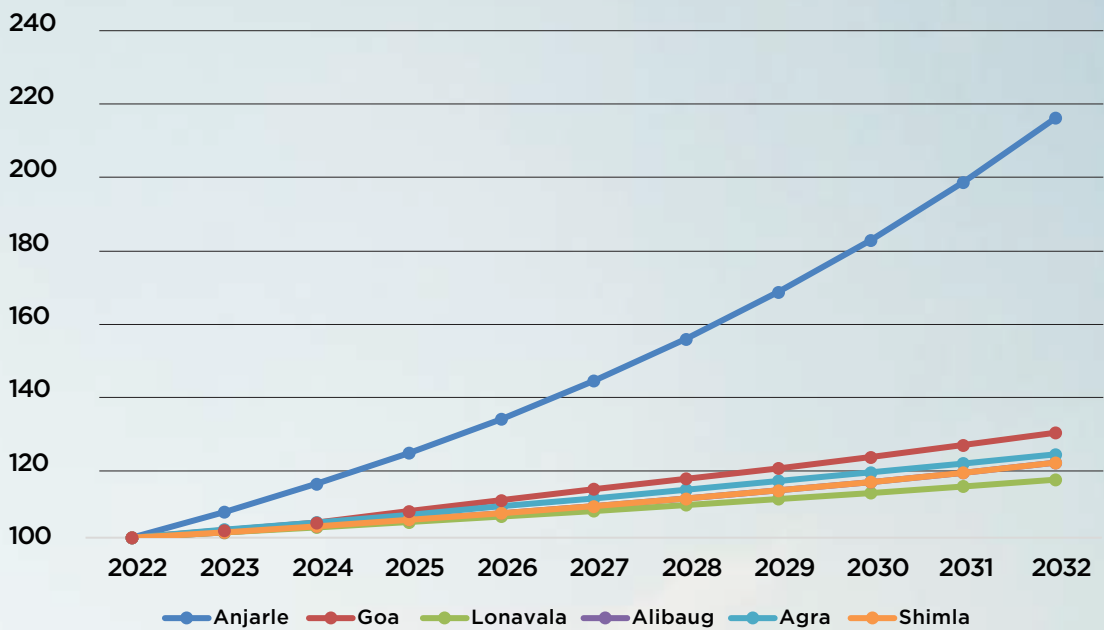
## **Road widening of Tamhini Ghat**

Most of the poud road and Tamhini Ghat Road is being rebuilt and widened.



# 3X GROWTH IN TOURISTS IN ANJARLE IN A DECADE

Increase in Numbers of Tourists over the next decade



8% year on year growth is projected as compared to 2-3% for existing tourism hotspots.

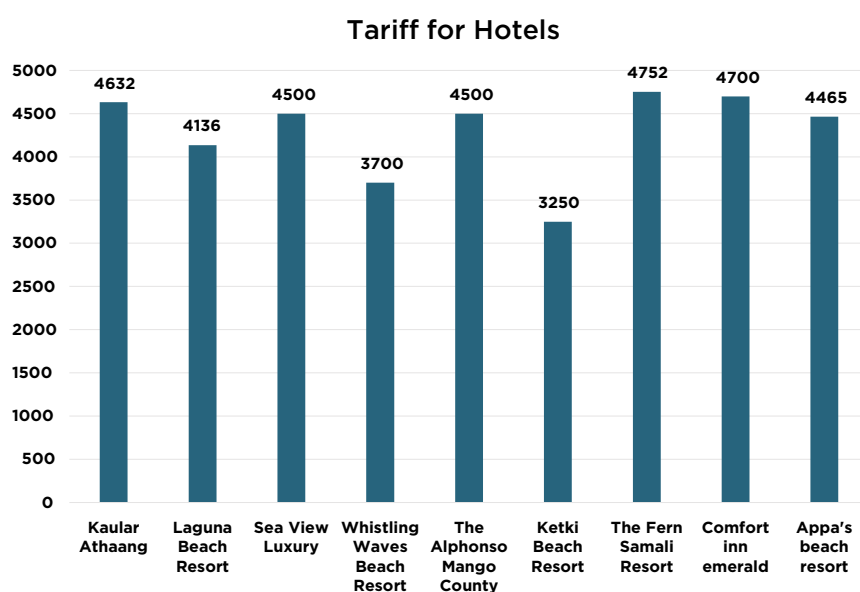
Annual percentage growth in tourist numbers with a common base of 100

## Projected Growth Numbers

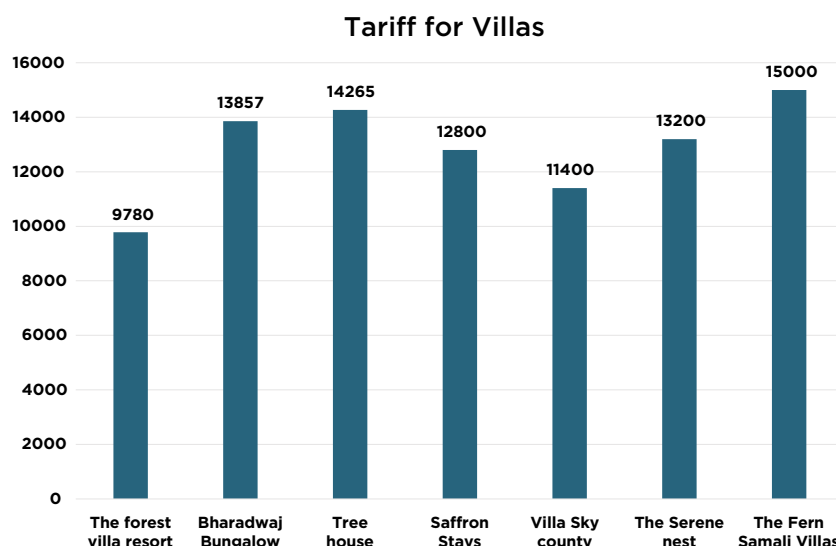
Cities	Anjarle	Goa	Lonavala	Alibaug	Agra	Shimla
Projected Tourists in 2023 (lacs)	4.1	32.1	33.2	7.5	28.0	31.2
Projected Tourists in 2032 (lacs)	9.0	41.1	38.5	9.14	34.2	38.0

# ANJARLE - HOSPITALITY

A survey of different hotels in the region (across categories) was done to find the estimated average price of a room in the region. Based on the sample, an average tariff of INR 4,293 per night per room was found.



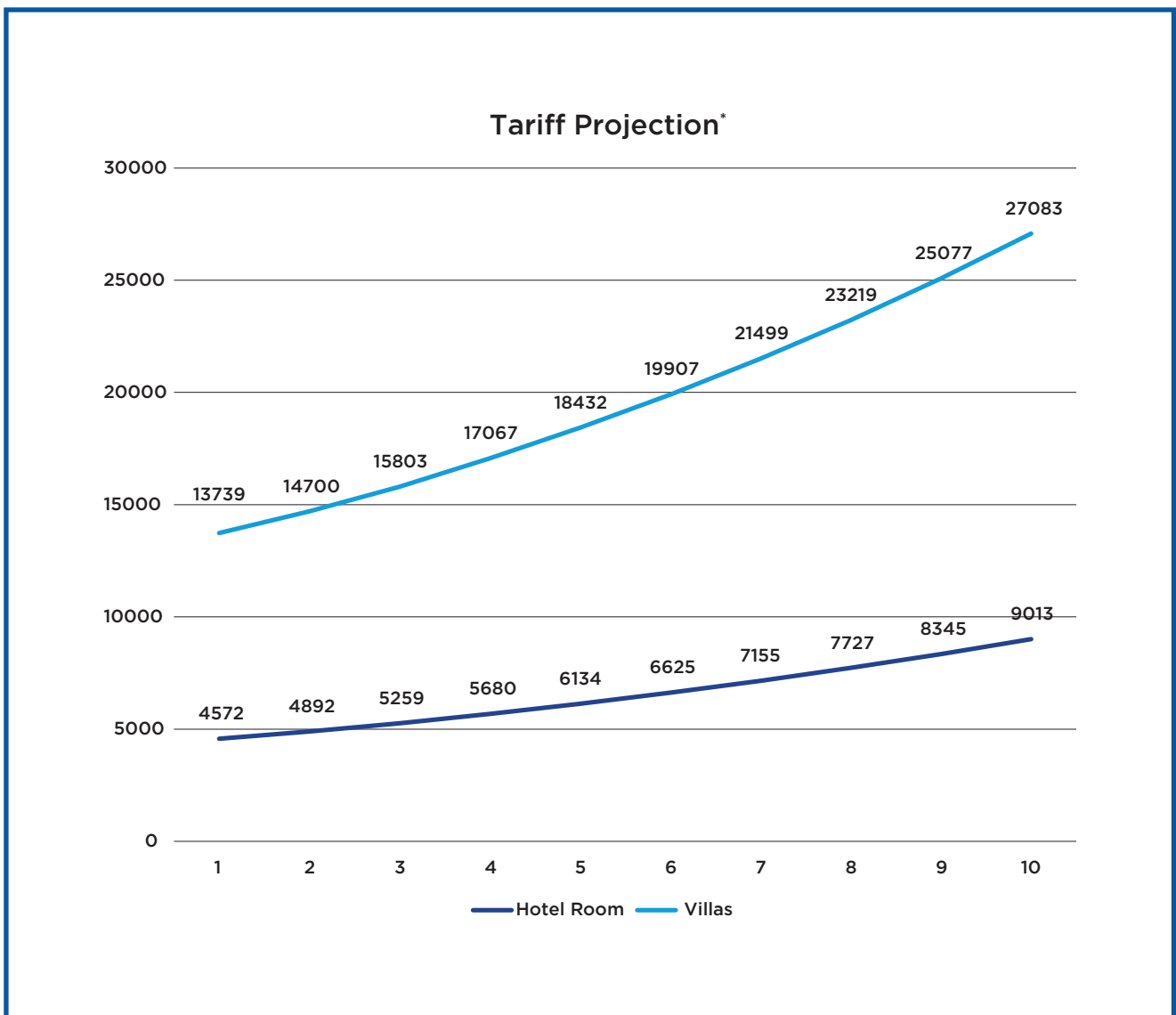
Similarly, a survey of the Villa properties showed an average tariff of INR 12,900 per room per night.





# HOSPITALITY INDUSTRY BOOM WITH 2X INCREASE IN TARIFF

With an increase in tariff rates for rooms in hotels, and for villas, as well as the increase in demand for rooms as tourism booms along the Anjarle/Dapoli Coast - There is huge potential for a quick return on ROI for those who build homes and run them as Airbnbs.



Average price per room per night in INR

Basis the growth in tourists - There is an estimated requirement of an additional 1100 hotel rooms by 2032.

Average annual occupancy is 45-50% which is expected to rise to 65% by 2032.

# TOMORROW VIEW

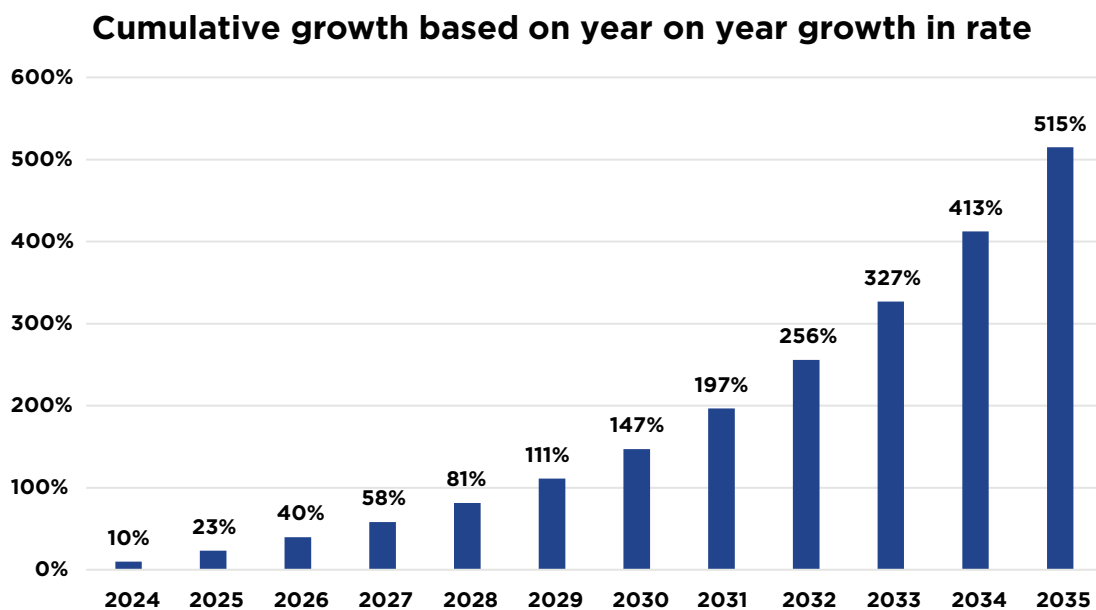
## THE VIEW WITH 5X RETURNS

A smart investment in the theatre of the ocean will usher in a tide of 5x returns within a decade.

A never seen before land parcel with a promise of uninterrupted ocean view for all. The House of Abhinandan Lodha's top-tier offering. Made for the takers of acres who enjoy the first-of-its-kind and last-of-its-kind. A land where the view offers the front row seat to the ocean.

SHOT AT TOMORROWVIEW  
**Anjarlé**

### EMBARK ON A JOURNEY OF 5X APPRECIATION



Due to the growth of infrastructure and other facilities, the land prices in Anjarle will appreciate 515% (5.1x) of current land prices by 2035.





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**MAHARERA Registration No. TomorrowView - P52800050210, Tomorrowland Phase 1 - P52800031035, Tomorrowland Phase 2- P52800031036, Tomorrowland Phase 3 - P52800033162, TomorrowWorld - P52800047713. available on <https://maharera.mahaonline.gov.in>.**

The amenities are common and to be shared by purchasers of all phases of Tomorrowland, TomorrowWorld and TomorrowView and the Developer reserves the right to modify and/or withdraw any of them as may be necessary for better planning of the project or approvals' requirement.

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