



OFF THAL BEACH, ALIBAUG.

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PRIME LAND IN PRIME ALIBAUG  
AN EXCLUSIVE 5-STAR GATED COMMUNITY.

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BROUGHT TO YOU BY INDIA'S LARGEST BRANDED LAND DEVELOPER



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# INVESTING IN LAND: A WISE CHOICE FOR 2024 AND BEYOND

## Land = Intergenerational Wealth

Land is a finite resource, and as global population increases, its demand and value rise steadily.

### **DIVERSIFICATION:**

Adding land to your investment portfolio can diversify your holdings. It provides a tangible asset that behaves differently from stocks, bonds, or other financial instruments, reducing overall investment risk.

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### **STABILITY:**

Land investments often exhibit less volatility compared to stocks or other securities. Land values typically change gradually over time, offering more stability to investors.

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### **LONG-TERM APPRECIATION:**

Historically, land values have appreciated over the long term. While short-term fluctuations may occur due to economic cycles or local market conditions, well-located land generally increases in value over time.

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### **DEVELOPMENT POTENTIAL:**

Land with development potential can offer significant upside. Buying land in areas expected to experience growth or rezoning can lead to substantial profits when you build on the land.

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### **INTERGENERATIONAL WEALTH:**

Land can be passed down through generations, serving as a long-lasting legacy for families. It can provide stability and financial security for future generations while preserving a piece of heritage or history.

While land investment is advantageous, the type and location of the land play a crucial role in its success.

## CHOOSING THE RIGHT KIND OF LAND **MATTERS MORE!**

**A PRIME LAND:**  
RARE, SCARCE, IN DEMAND.

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# WHAT MAKES LAND PRIME?



## SCARCITY:

Prime land is often scarce due to factors such as limited availability in desirable locations or regulatory restrictions on development.



## STRATEGIC LOCATION:

Land located in prime areas, such as city centers, tourist destinations etc, is highly sought after due to accessibility and proximity to essential resources.



## DEVELOPING INFRASTRUCTURE:

Land situated in areas with developing infrastructure enhances accessibility, connectivity, and convenience, making the land more desirable for development and investment.



## HIGH DEMAND:

Strong demand is driven by factors such as population growth, infrastructure, tourism, economic growth potential etc. This leads to high prices & increased investment potential.



## COMMUNITY OF OWNERS:

The allure of upscale neighborhoods, luxury amenities, and exclusive communities often draws the attention of affluent individuals seeking prestigious addresses and opulent lifestyles leading to increase in land prices and making it a prime location.



REPRESENTATIVE IMAGE

# WELCOME TO PRIME ALIBAUG

LAND SO PRIME, THAT IT TICKS ALL THE BOXES


- ✓ **RARE ACCESS:** The only gated community with clear land title and transparent buying process.
- ✓ **PRIME LOCATION:** Covering major areas from Mandwa to Tadal & two major beaches-Kihim & Thal.
- ✓ **HIGH PROFILE RESIDENTS:** Home to many famous Celebrities, Cricketers and Industrialists.
- ✓ **SUPERIOR CONNECTIVITY:** Excellent transportation links to Mumbai and other regions.

 **18 minutes by speedboat**  
from Colaba to Mandwa Jetty


 **50 minutes by RORO ferry**  
from Bhaucha Dhakka to Mandwa Jetty


 **90 minutes by car**  
via MTHL

## A MYRAID OF UPCOMING INFRASTRUCTURE

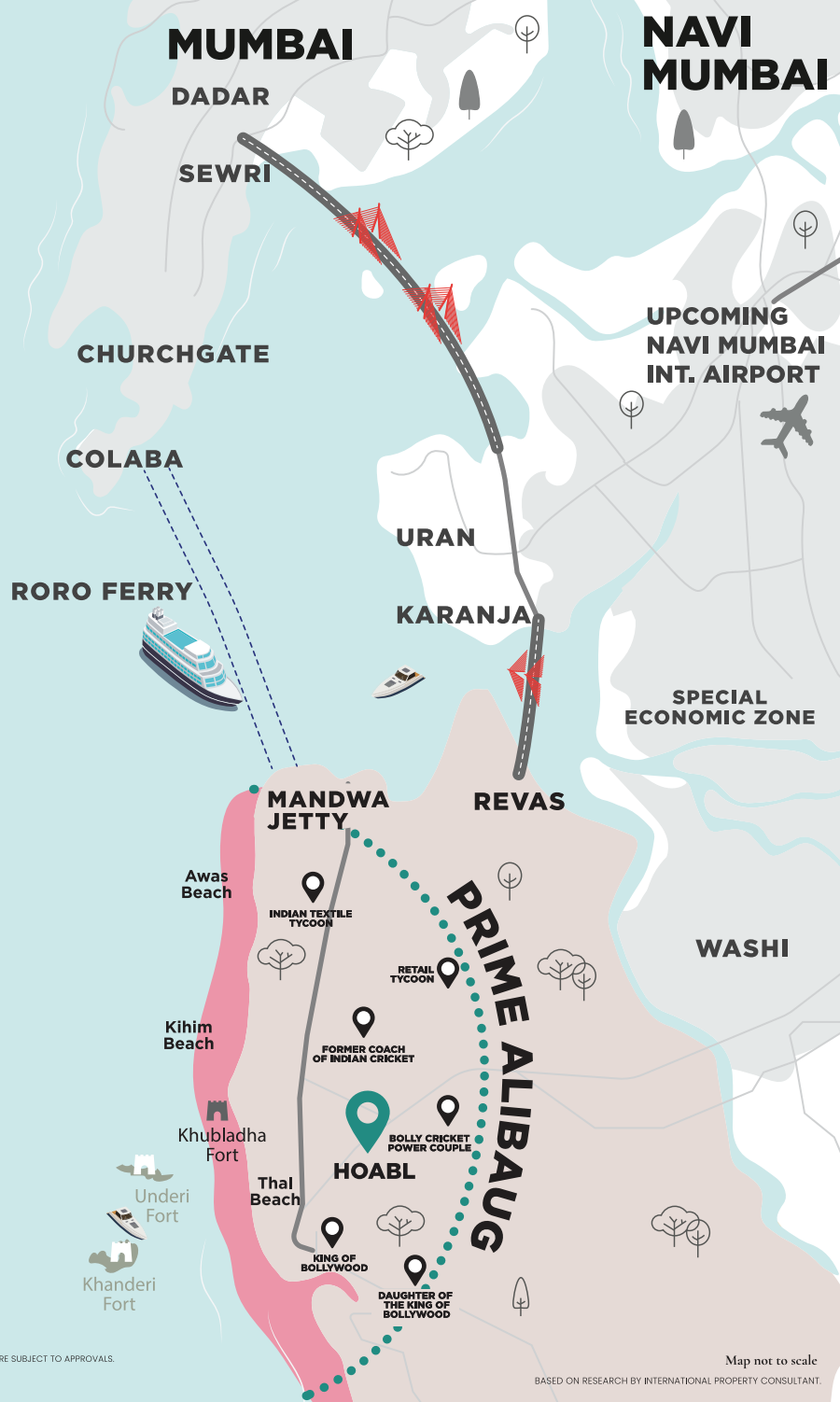
 **UPCOMING NAVI MUMBAI INTERNATIONAL AIRPORT:**  
Set foot in Alibaug in less than 1 hour from the airport post 2024

 **KARANJA REVAS BRIDGE:**  
Reach Alibaug from South Mumbai in less than an hour post 2024

 **VIRAR ALIBAUG MULTI-MODAL CORRIDOR:** Avail multi-level transport systems post 2026

 **UPCOMING MUMBAI MARINA:**  
India's second marina along the princess dock area

WITH SUCH MYRIAD INFRASTRUCTURAL DEVELOPMENTS, ALIBAUG IS SET TO WITNESS AN APPRECIATION OF UPTO 2X WITHIN THE NEXT 5 YEARS



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# A PRIVATE PLACE ON EVERYONE'S RADAR

The bigwigs of Bollywood, the business moguls, the who's who - they all love to unwind away from the lens, yet close to the city of dreams. Here beauty flows into your soul the minute you land on the sands of Mumbai's Hamptons, Alibaug.

Alibaug stands as a top celebrity choice.

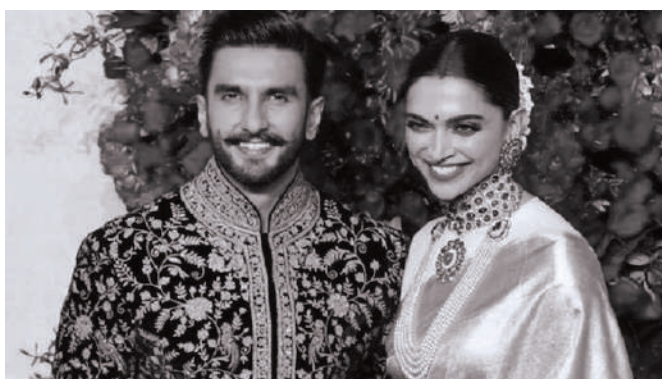
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## THE ECONOMIC TIMES



Shahrukh Khan's daughter Suhana buys one more land parcel in Alibaug near Mumbai

## FE Leisure FINANCIAL EXPRESS.com



Deepika Padukone and Ranveer Singh buy ₹22 crore home in Alibaug

## bt | Business Today



Virat Kohli, Anushka Sharma buy 8-acre land in Alibaug

## INDIA TODAY



Cricketer Rohit Sharma buys land worth ₹9 cr in Maharashtra's Alibaug

# PRIME LAND THAT COMES WITH HIGH RETURNS IN THE NEXT DECADE



## LAND IN ALIBAUG

### TOURISM GROWTH:

Growing tourism drives demand for resorts and vacation homes.

### INFRASTRUCTURE DEVELOPMENT:

Improved roads and utilities enhance accessibility and value.

### INVESTMENT POTENTIAL:

Recognized as an emerging market, prompting speculative buying.



## LAND IN PRIME ALIBAUG

### EXCLUSIVE LOCATION:

Coveted coastal areas with premium amenities attract affluent buyers.

### LIMITED SUPPLY:

Scarcity of prime land leads to heightened competition and higher prices.

### DEVELOPMENT STANDARDS:

Stringent regulations ensure superior infrastructure and aesthetics.



## BRANDED LAND IN PRIME ALIBAUG

### BRAND REPUTATION:

Trusted brands offer assurance of quality and prestige.

### CUSTOMIZED AMENITIES:

Exclusive features like private clubs and concierge services, adding significant value to the land.

### DESIGN AND ARCHITECTURE:

Innovative designs elevate the appeal of branded developments.

### INVESTMENT SECURITY:

Reputation for delivering premium projects boosts investor confidence.

Based on research by international property consultant.

## GATED COMMUNITIES VS STAND ALONE RESIDENTIAL

Features	Gated	Stand-alone
<b>ENHANCED SECURITY</b> Most gated developments feature CCTV surveillance for heightened security.	✓	✗
<b>PRIVACY</b> Limited through-traffic and controlled access ensure a quieter, more private living environment.	✓	✗
<b>EXCLUSIVE AMENITIES</b> Exclusive access to amenities like pools, fitness centers, parks, etc.	✓	✗
<b>COMMUNITY ENGAGEMENT</b> These neighborhoods promote community through resident gatherings, fostering strong bonds.	✓	✗
<b>HIGHER PROPERTY VALUE</b> Gated community homes appreciate due to exclusivity, amenities, and superior living standards.	✓	✗
<b>MAINTAINED LANDSCAPES</b> Well-maintained common areas and landscaping enhance the neighborhood's appearance.	✓	✗
<b>BETTER ACCESS</b> Well-maintained roads outside the development, ensuring easy access to key destinations.	✓	✗

# BUYING LAND IN ALIBAUG IS NEXT TO IMPOSSIBLE.

A LENGTHY PROCESS THAT TAKES OVER A YEAR

STEP 1

## SCOUT FOR LAND

- Utilize online websites, brokers, and physical visits to explore potential properties.
- Explore about 20 -25 mediocre properties only to find out that 80% of Alibaug is green zone : Only AGRI LAND IS AVAILABLE
- Rest of the available land is either under CRZ rules or gives you a low FSI
- Based on ideal requirements your only option to buy is an AGRI LAND

Process Duration: Upto 6 Months

STEP 3

## REGISTER AS AN AGRICULTURE FARMER

- **Register on Aaple Sarkar Website** Fill in extensive details as requested & meticulously attach the required documents.
- Apply for Small Land Holder Certificate Navigate through the complex application process for the certificate, repeating the document upload procedure.
- Complete Payment and await Tehsildar's approval. Proceed with the convoluted payment process and endure the lengthy waiting period for the Tehsildar's approval.

Process Duration: Upto 2 Months

STEP 5

## CONVERSION TO NA LAND

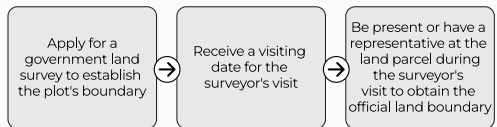
- **Architect-Approved Plan Preparation:** Engage an architect to create a detailed plan meeting regulatory standards for Non-Agricultural (NA) land conversion.
- **Initial Contact with Directorate of Town Planning & Valuation, Raigad:** Initiate contact with the Directorate of Town Planning & Valuation in Raigad to understand specific requirements and procedures for submitting your architect-approved plan.
- **Review and Approval:** Submit your plan to the DTP for review and approval. This step may involve multiple rounds of revisions and feedback.
- **Submission to Revenue & Forest Department, Raigad:** Once the DTP approves your plan, it's forwarded to the Revenue & Forest Department in Raigad for further evaluation & approval.

Process Duration: Upto 6 Months

STEP 2

## DUE DILIGENCE (POST DECISION)

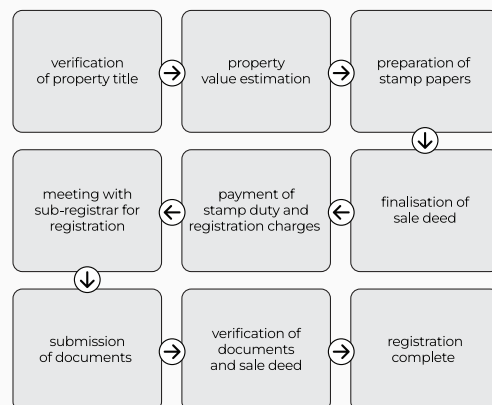
- Verify legality to ensure land is with clear titles & free of any litigations such as mortgage, etc.
- Check for regulatory constraints such as reservations on the land (e.g., forest or defense land).
- Engage a lawyer to navigate legal complexities, especially for agricultural land purchases.
- Ensure the land has official government survey approvals from the Revenue & Forest Department, if NOT:



Process Duration: Upto 3 Months

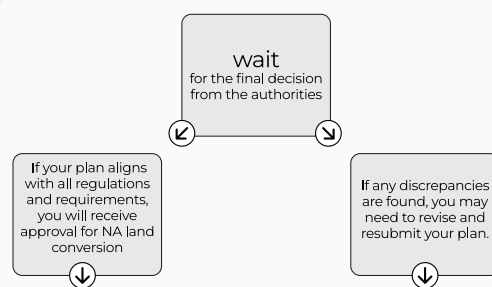
STEP 4

## REGISTRATION (BUYING PROCESS)



Process Duration: Upto 2 Months

STEP 6



Process Duration: Upto 6 Months

Your only solution is HOABL's Branded Land Development on the coastal cliffs of Prime Alibaug. We have made Alibaug easy for you.

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# ALIBAUG, FINALLY MADE EASY.

## INTRODUCING THE ONLY 5-STAR BRANDED LAND DEVELOPMENT OF ALIBAUG

20-Acres of **resort style** living designed to ensure a blend of functionality and luxury throughout the premises.



Enjoy resort living and an international lifestyle with **25+ concierge services and tailored amenities.**

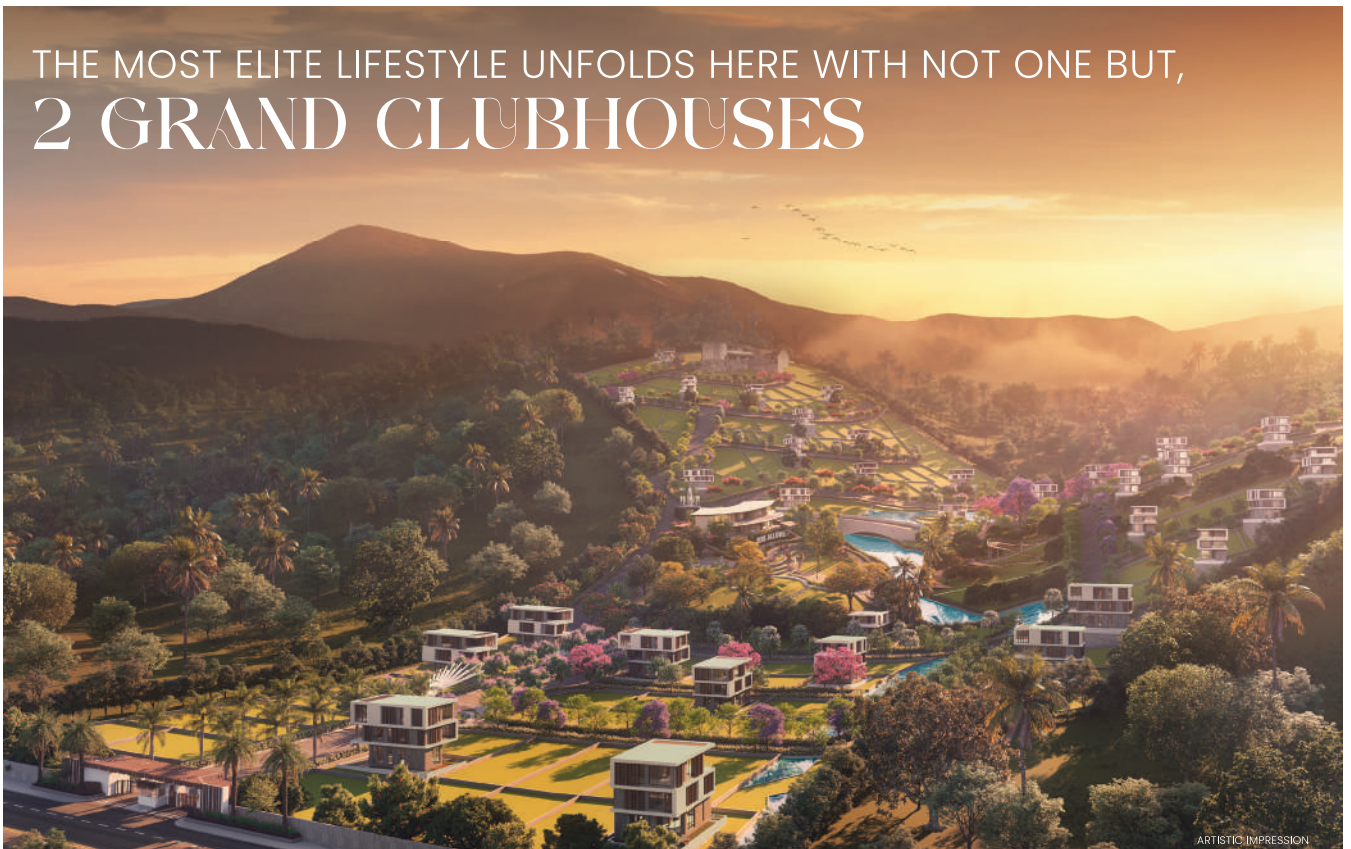


Indulge in Alibaug's only fine dine restaurant, **Indigo Delicatessen**, located within the premises.



Designed in collaboration with **Talati and Partners**, India's leading architecture & planning firm.

THE MOST ELITE LIFESTYLE UNFOLDS HERE WITH NOT ONE BUT,  
**2 GRAND CLUBHOUSES**



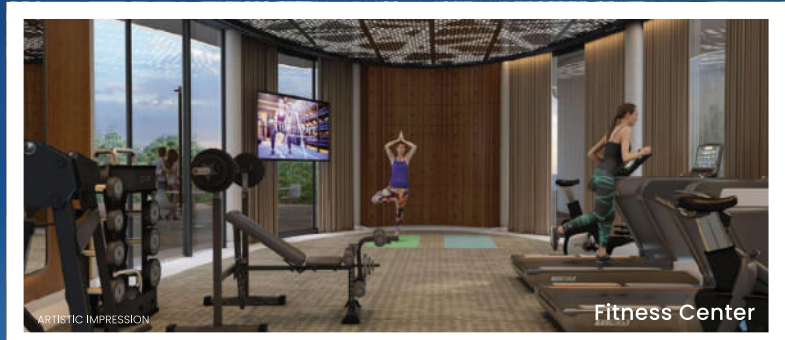
ARTISTIC IMPRESSION

1 sq.mt. = 10,764 sq.ft., 1 acre = 43,560 sq.ft.



# CLUB A

IMMERSE YOURSELF IN LUXURY LIVING, WHERE A POOL OF IMMEASURABLE PLEASURE BECKONS.




 Concierge & Lounge

 Guest Rooms

 Jacuzzi

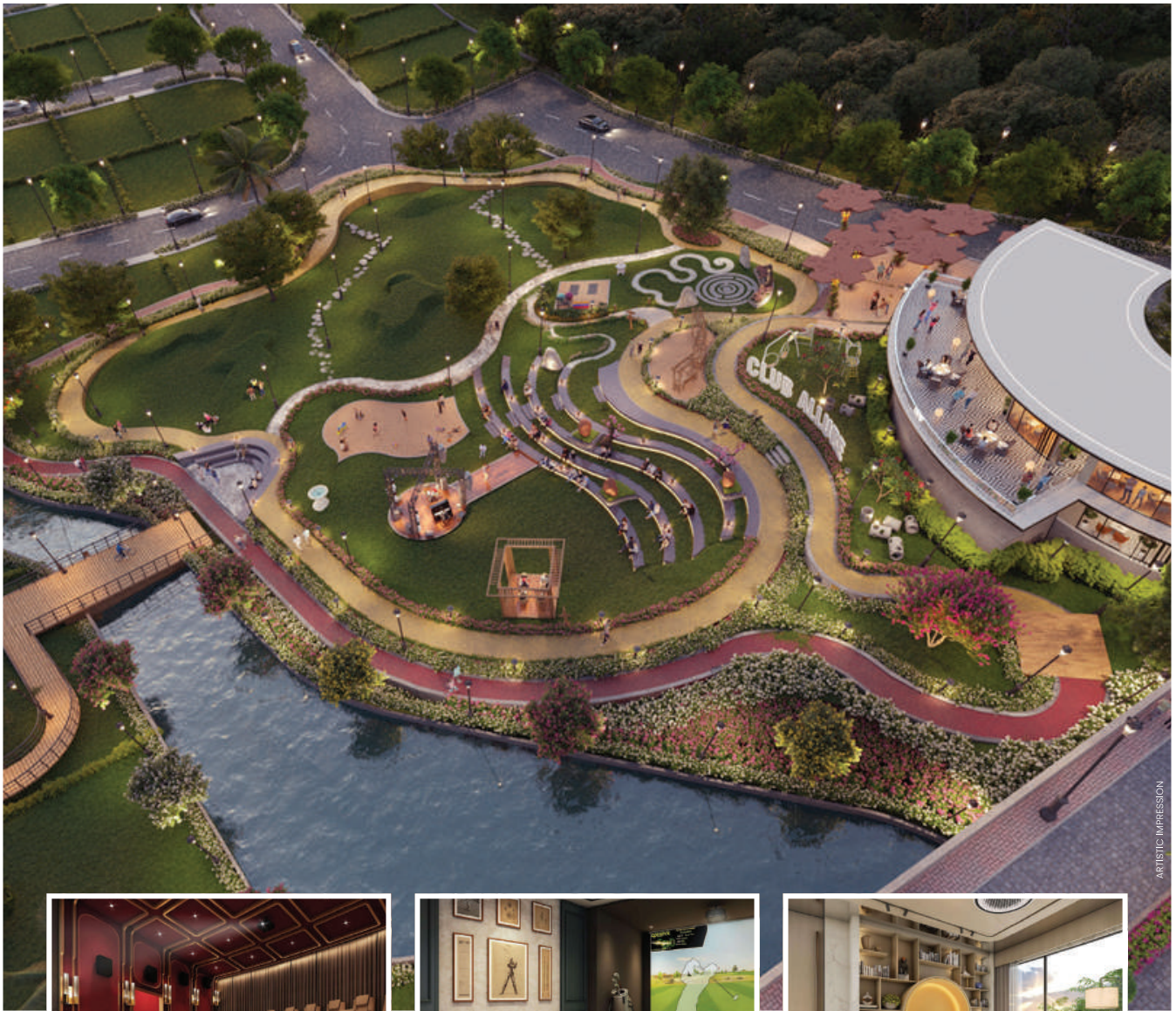
 Oval Shaped Pool

 Poolside Juice Bar with Shacks  
and many more...

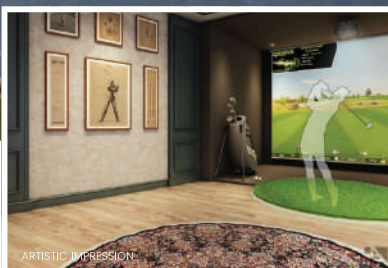


# CLUB ALLURE

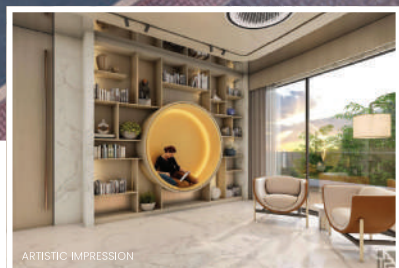
CAPIVATING LUXURY SEEMLESSLY INTEGRATED WITH ALIBAUG'S ALLURE



Theatre Room



Golf Simulator



Library

## OPEN AMENITIES:



EV Charging Station



5 Sense Garden



Campfire



Stargazing Deck



Serenity Garden



Kids Play Zone

and many more...



THE HOUSE OF  
ABHINANDAN  
LODHA

📍 3<sup>rd</sup> Floor, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra 400011.

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

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



The House of Abhinandan Lodha is India's premier independent consumer-tech brand born out of a vision to democratize land for the new generation of the country.  
Disclaimer : Project "A' Alibaug" is registered with MahaRERA under registration nos, 'A' Alibaug Phase 1: P52000049721 and A Alibaug Phase 2: P52000052368, available at <https://maharera.mahaonline.gov.in/>. The common areas and amenities are common and to be shared by purchasers of all phases of the Project. Sale is subject to the terms of application form, agreement for sale and other documents to be executed between the parties. All images, information, drawings and sketches are for representation purposes only unless otherwise stated. #All future developments and infrastructure facilities to be provided by third parties, municipal authorities and are subject to approvals. Distance and timelines are indicative and may vary subject to weather, transport and infrastructure facilities to be provided. \*\*Data collected is indicative in nature and presented from online websites like 99acres.com, housing.com and magicbricks.com. It is solely under the discretion of the reader to interpret the data | \*Terms and Conditions Apply | For more information, please contact The House of Abhinandan Lodha, 3<sup>rd</sup> Floor, Lodha Excelus, Apollo Mills Compound, N M Joshi Marg, Mahalakshmi, Mumbai-400 011, visit [www.hoabl.com](http://www.hoabl.com).

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