

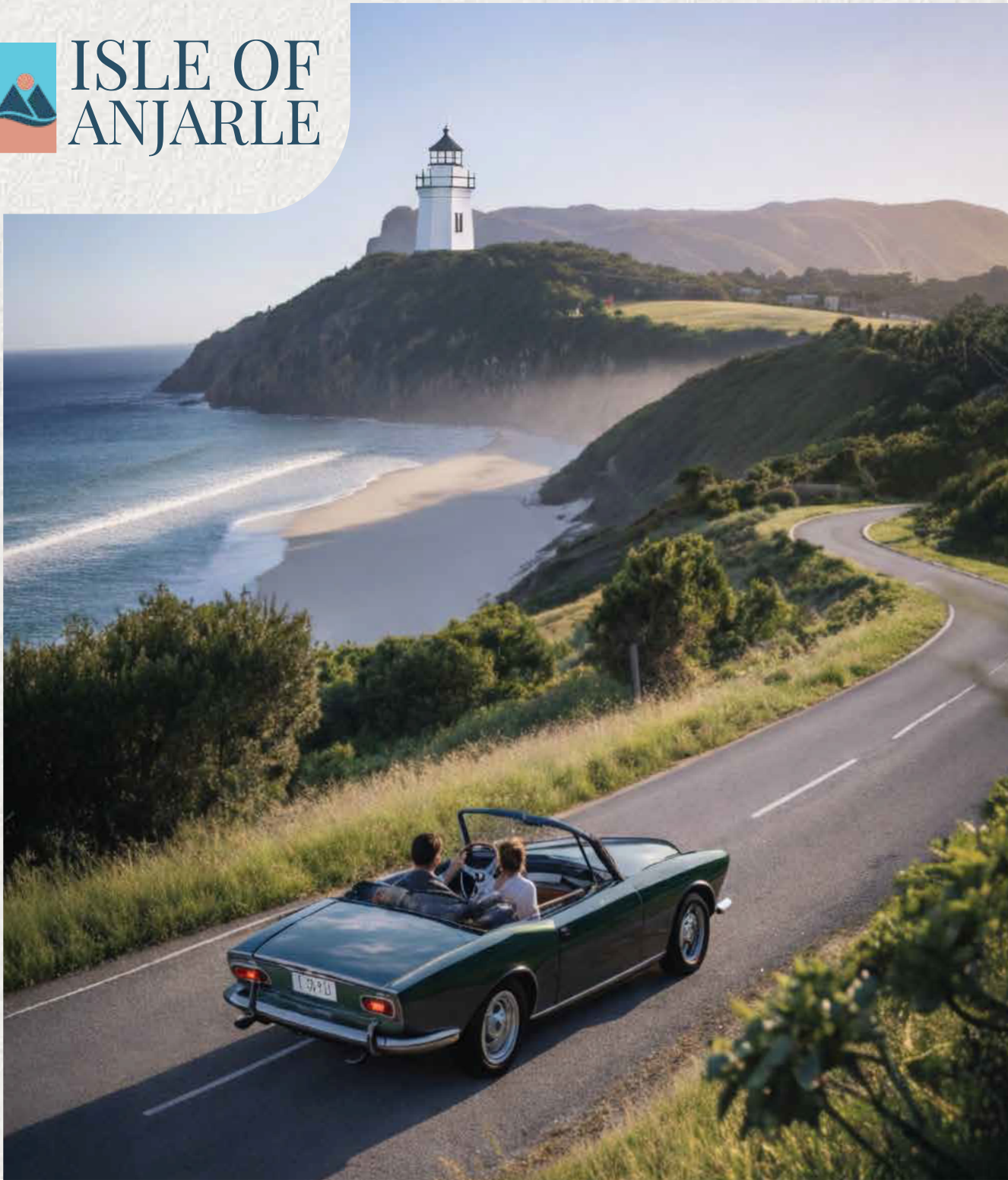


GOA OF TOMORROW.

THE WORLD'S RAREST SEA × HILL ADDRESS.



ISLE OF
ANJARLE



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.



ANJARLE.

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

Anjarle, once a hidden gem nestled along the stunning Konkan coastline, has emerged from obscurity thanks to House of Abhinandan Lodha's relentless pursuit of uncovering unique destinations.

This charming village, 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. PHILOSOPHY.

In the lifecycle of every legendary real estate market—whether it was the Hamptons in the 80s or Goa in the 2000s—there is a moment when everything aligns. 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 can only visit.**

THE "BLUE PREMIUM" PHENOMENON.

In the hierarchy of global real estate, "Waterfront" 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 "BEACHFRONT" SUPER-MULTIPLIER

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



Waterfront Standard:

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



The "Beachfront" 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 5-Star Development in the region, with an in-premise clubhouse and resort – establishing commanding rental premiums and future appreciation.

24 premium hotels

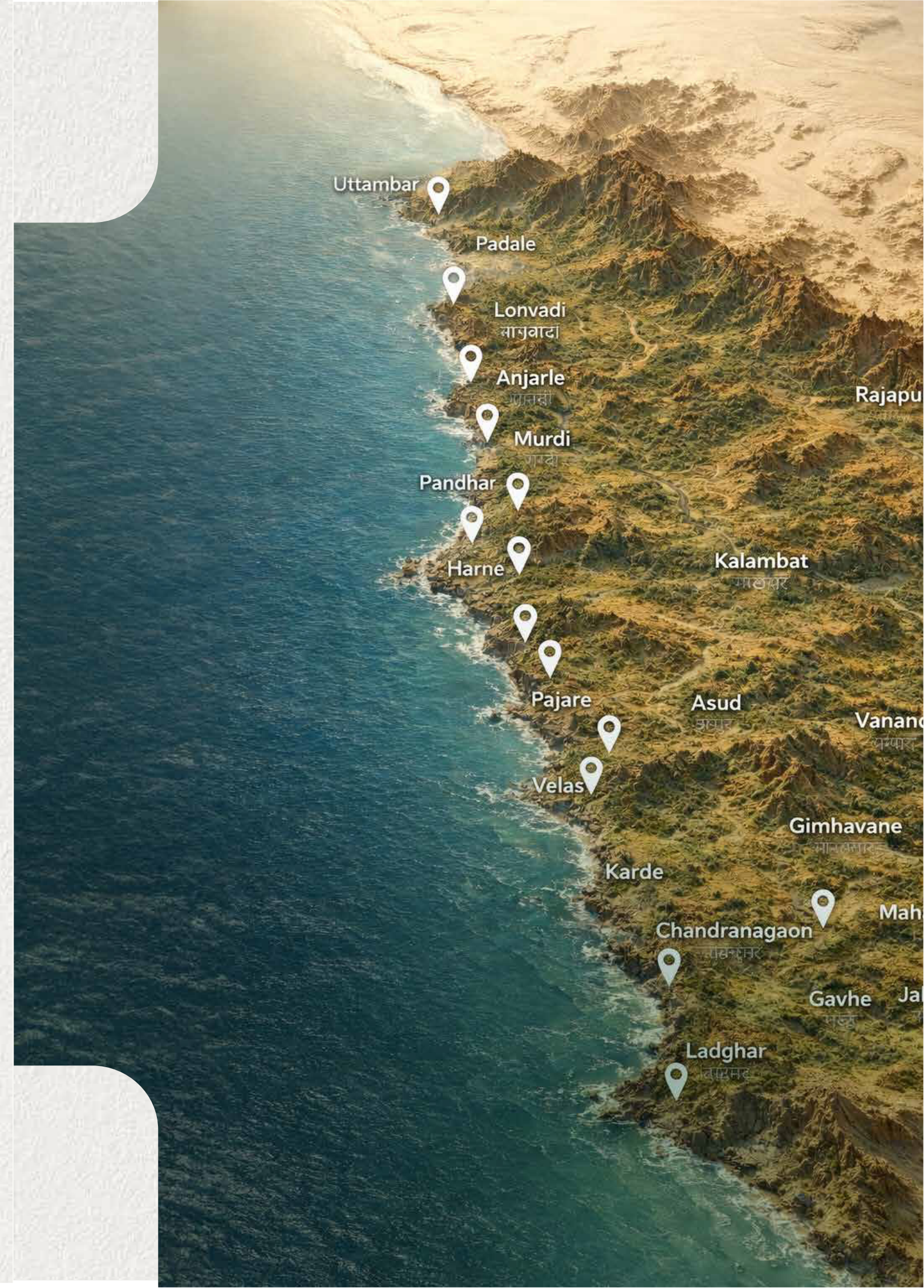
18 average number of rooms per hotel

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.



O – OPEN ACCESS

Anjarle's strategic value is defined by a multi-modal connectivity grid, linking the Konkan belt directly to the Mumbai Metropolitan Region (MMR).

Semi High-Speed Rail Transit (Vande Bharat): With the introduction of rail connectivity via the Mumbai–Madgaon Vande Bharat Express, Anjarle is now accessible within a four-hour transit window from Mumbai CSMT, via Khed station.

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

Konkan Marine Expressway: The 498-km Konkan Expressway, a ₹26,000 crore investment project by MSRDC, will be a 6-lane expressway connecting Raigad, Ratnagiri, and Sindhudurg, 3 hour drive time from Mumbai to Anjarle.

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



Konkan Coastal Highway (MSH-4): The “California Pacific Coast”-equivalent, this route runs parallel to the coastline. The Maharashtra State Road Development Corporation (MSRDC) has undertaken the construction of major creek bridges (specifically at Bankot and Kelashi) from where access to Anjarle will be seamless.

- 2-lanes
- Scenic Coastal Views

National Highway 66 (NH 66): The Mumbai-Goa (NH66) highway aims to reduce travel time by half, to 6 hours. Once completely expanded into a 4-lane divided carriageway with grade separators and flyovers, this would serve as the primary high-speed feeder route for traffic heading towards Anjarle.

- 466 km
- 4-lane Highway
- 6-hour drive time | Mumbai-Goa

MTHL Sea Link (Atal Setu): The Mumbai Trans Harbour Link acts as the primary connector between South Mumbai and Raigad District. By bypassing the congested Vashi bridge route, it effectively reduces the travel time from Mumbai to the starting point of the Konkan corridor by approximately 45–60 minutes.

- 22 kms
- India's Longest Steel Bridge
- 45–60 min Reduction to access Konkan highways

Navi Mumbai International Airport (NMIA): Located in the Ulwe-Panvel node, the Navi Mumbai Airport aims to reduce the catchment area for domestic and international air travel from ~5+ hours (CSMIA) to ~3 hours, for Anjarle and Dapoli.

- Global Access to Konkan
- 9 crore passengers per annum | Capacity



R - RICH EXPERIENCES

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



The Geography:

A unique "plateau by the sea" topography that keeps the air crisp and the views endless.



The Flavor:

The heartland of the GI-tagged Alphonso Mango.



The Legacy: Overlooking the historic Suvarnadurg Fort, a symbol of Maratha naval power and a UNESCO World Heritage site.



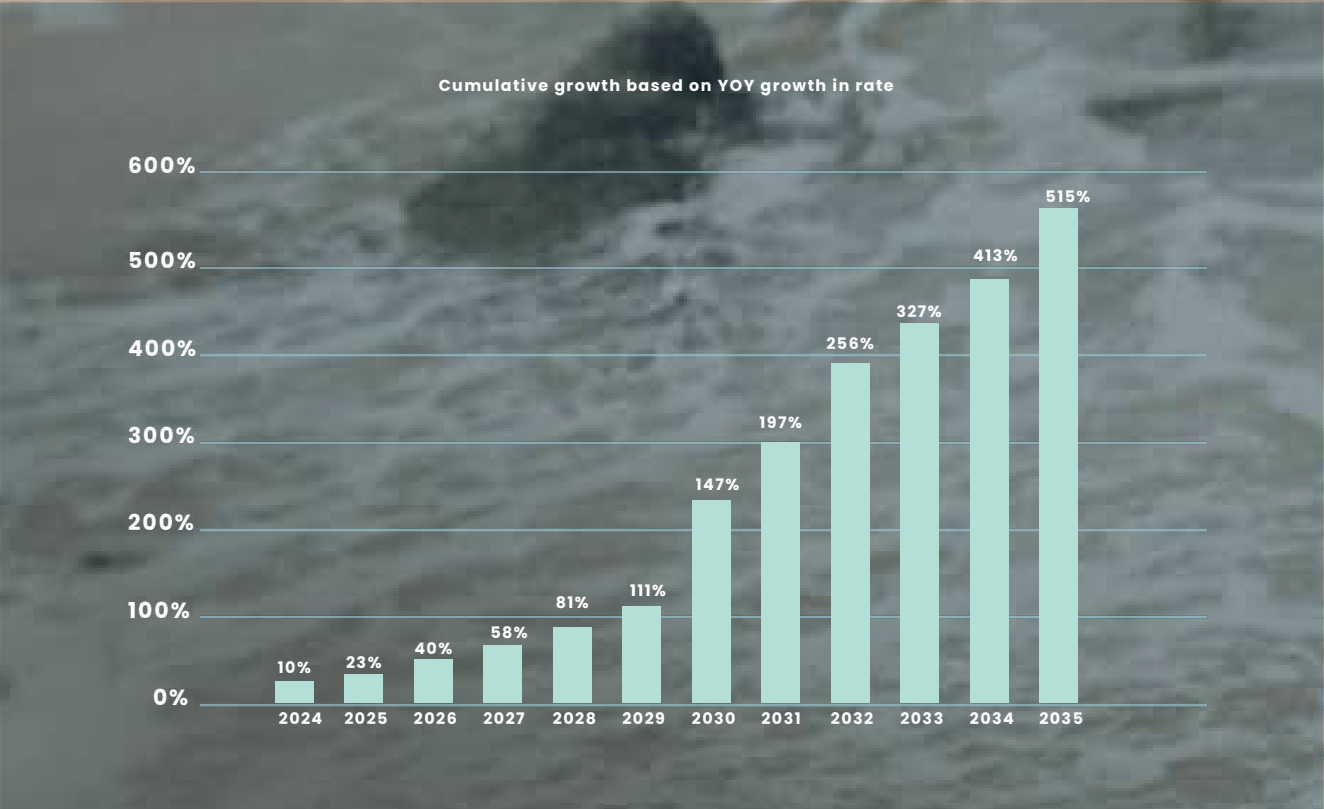
The Heritage: Home to the 'Kadyavarcha Ganpati' (Ganesh on the Cli'), a spiritual sentinel watching over the ocean for 800+ years.



The Ecology:

One of the few nesting sites in the world for the Olive Ridley Turtles. Every year, thousands of hatchlings race to the sea here—a global ecological phenomenon.

E - EXPONENTIAL GROWTH 5X by 2035



A 5X appreciation over a 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.



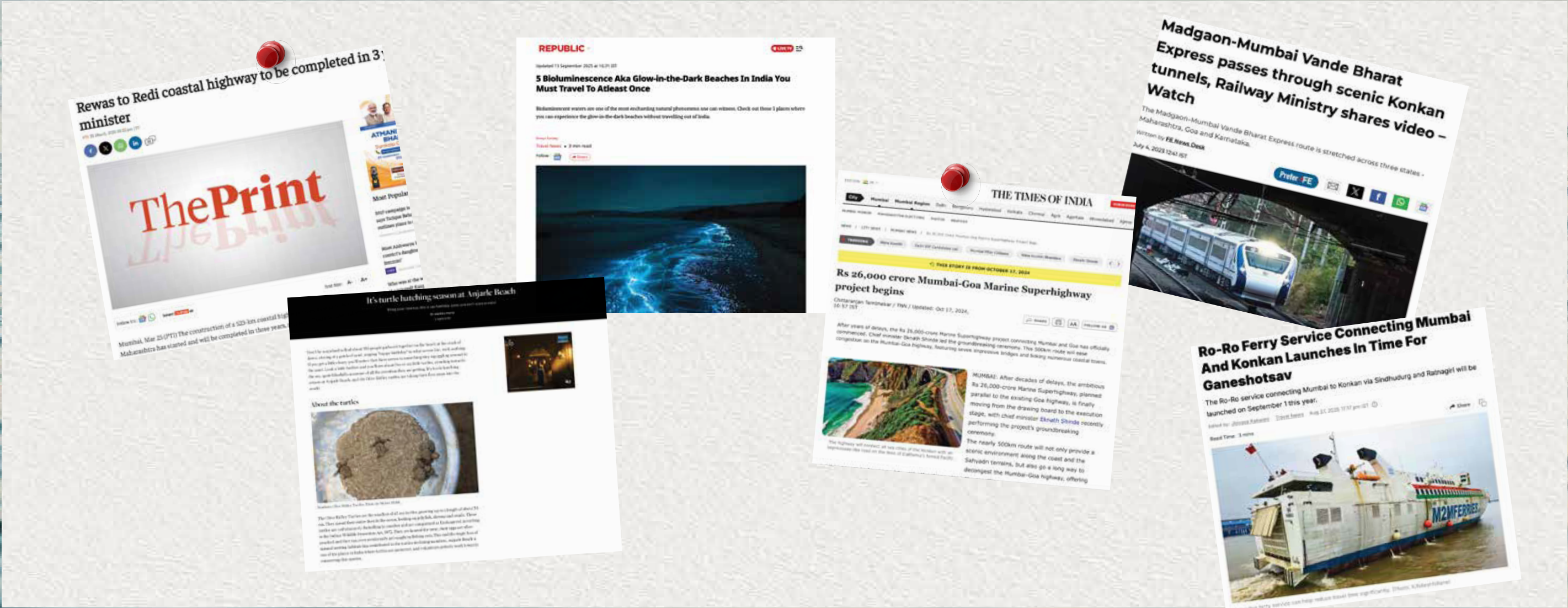
Connectivity Compression Changes Everything: Anjarle is now under 6 hours by road from Mumbai & Pune and under 4 hours via Mumbai–Madgaon Vande Bharat corridor.



Tourism Footfall ^ Hospitality Demand ^ 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.

ANJARLE, THE CONFLUENCE OF GOOD THINGS AT ONCE.



ANJARLE: THE INEVITABLE NEXT.



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.

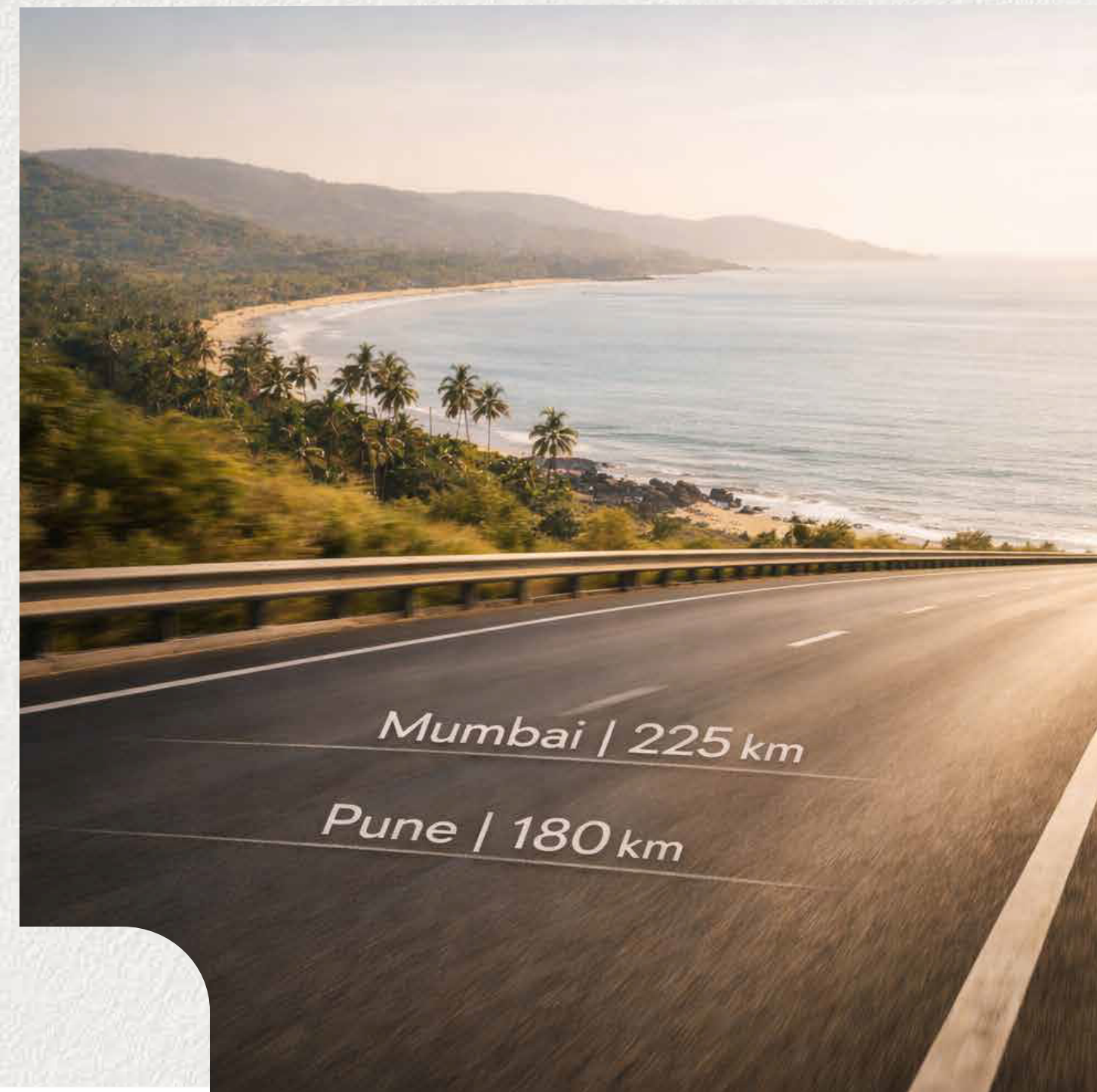
THE DISTANCE MATRIX

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: ~5.5 Hours | Post-Infra: ~3-4 Hours)

Pune to Anjarle: ~180 km (Current Drive: ~4.5 Hours | Post-Infra: ~3.5 Hours)

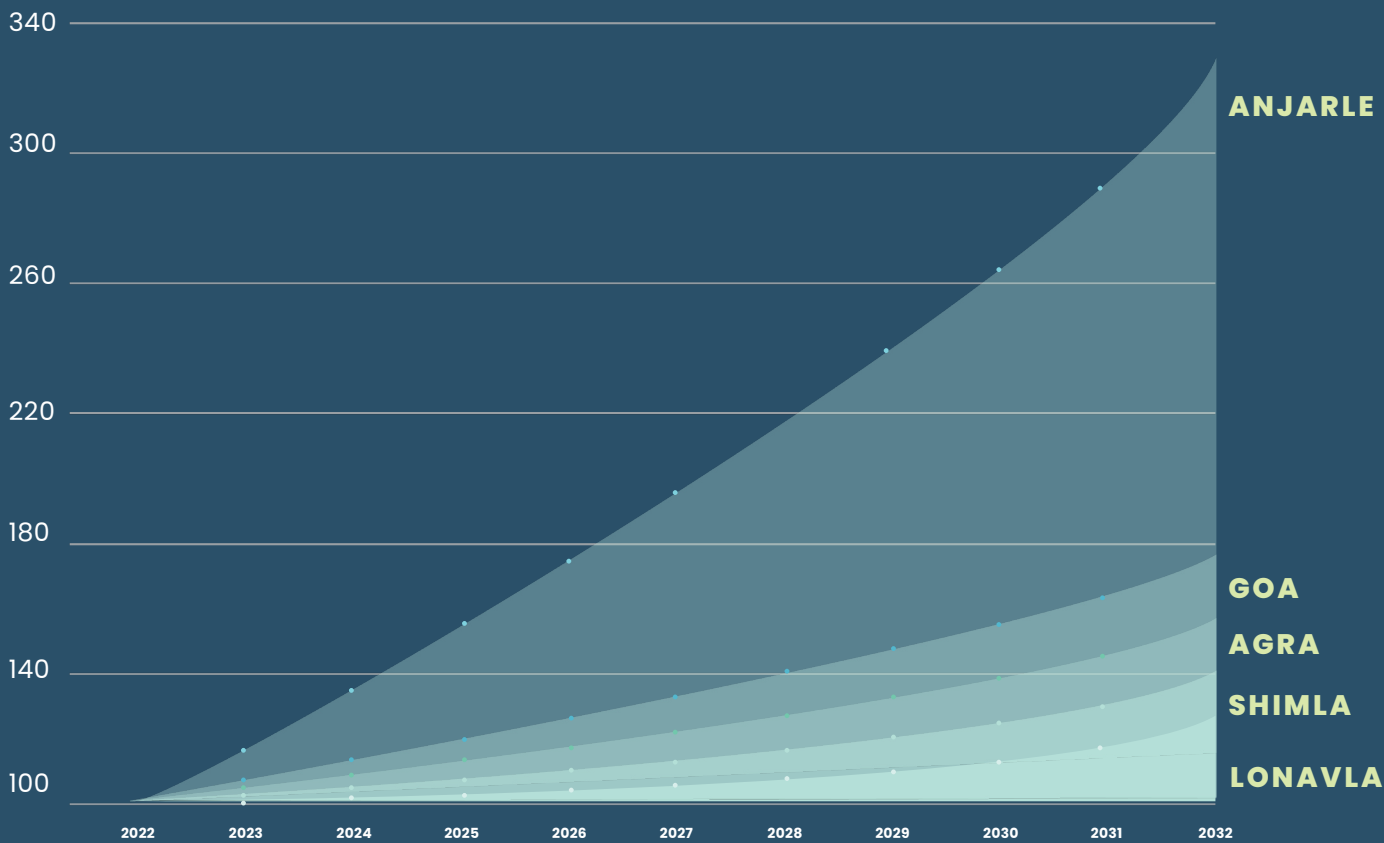
With the location becoming more and more accessible with each passing day, one can see a notable growth in tourism numbers of 8% y-o-y as compared to 2-3% for existing tourism hotspots.



THE NUMBER OF TOURISTS
VISITING ANJARLE ARE
EXPECTED TO INCREASE

3X
BY 2032.

Increase in number of tourists over the next decade



THE “THIRD WAVE” OF LUXURY.

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

- 

Wave 1 (2000s): GOA. The Party Capital. Now saturated, commercialized, and a flight away.
- 

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

Wave 3 (2025): ANJARLE. The Sanctuary.

Feature	Alibaug	Goa(North)	Anjarle (Isle of Anjarle)
Topography	Mostly Flat / Marshy	Flat / Congested	Rare Sea × Hill
Entry Price	Peaked (Expensive)	Saturated (Very High)	Discovery Pricing (High Value)
Growth Phase	Stagnated	Plateaued	Exponential (Early Mover)
AQI	Moderate	Moderate	Excellent (50-100)
Crowd	Overcrowded	Commercial/Noisy	Exclusive/Serene
Tourism Type	Weekend Party	Party/Casino	Eco-Luxury & Heritage

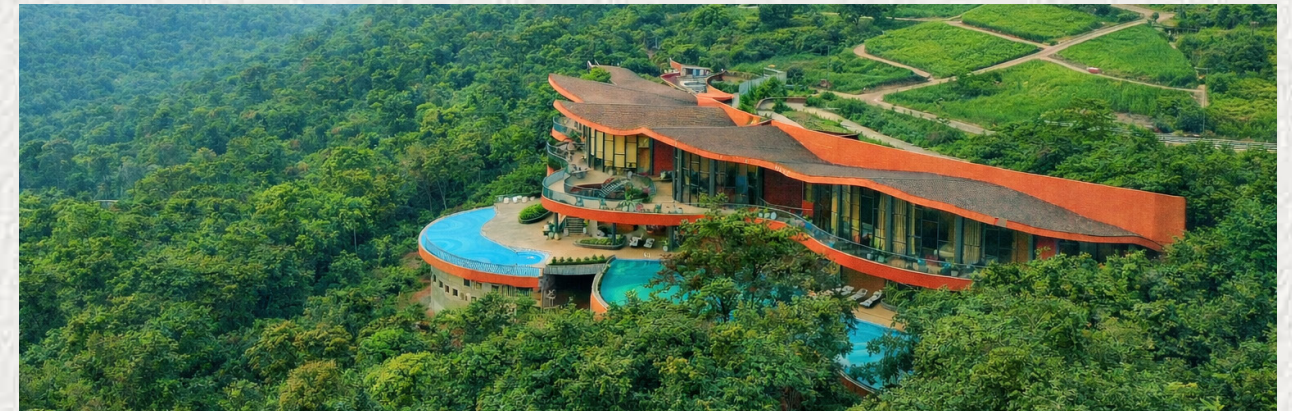
ISLE OF ANJARLE.

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 hillside estate 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.



Introducing the Grand 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 1,021 sq. mtr. (11,000 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 evenings on a high note with as you catch the splendid sunset. Later take a pleasant stroll through the inroads decked with indigenous flora from the region. Spend some quality time with your favourite furry pals at the dedicated Pet Zone. And also get a chance to tour the grounds for community farming and savour the satisfaction of fruits and vegetables grown right next to where you stay.



WHERE THE LAND PAMPERS YOU.

Treehouses

Viewing deck

Hangout spaces

Party lawns

Yoga zones

Open-air theatre



WHERE RECREATION ENLIVENS YOU.

Aqua Zone

Outdoor gym

Outdoor Spa

Multipurpose hall

Indoor dining & Barbeque



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 is to create spaces that foster social interaction and engage people holistically. The designs focus on evolving spatial relationships and responding to the context. Sanjay Puri's design mantra is to not repeat any design. Each of his projects is unique and is responsive to the site conditions and context.



GULF OF GOA, VASCO



AURIGA, MUMBAI



Narsighar, Rajasthan



The Courtyard, Raipur



Origami House, Pune



Courtyards house, Rajasthan

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

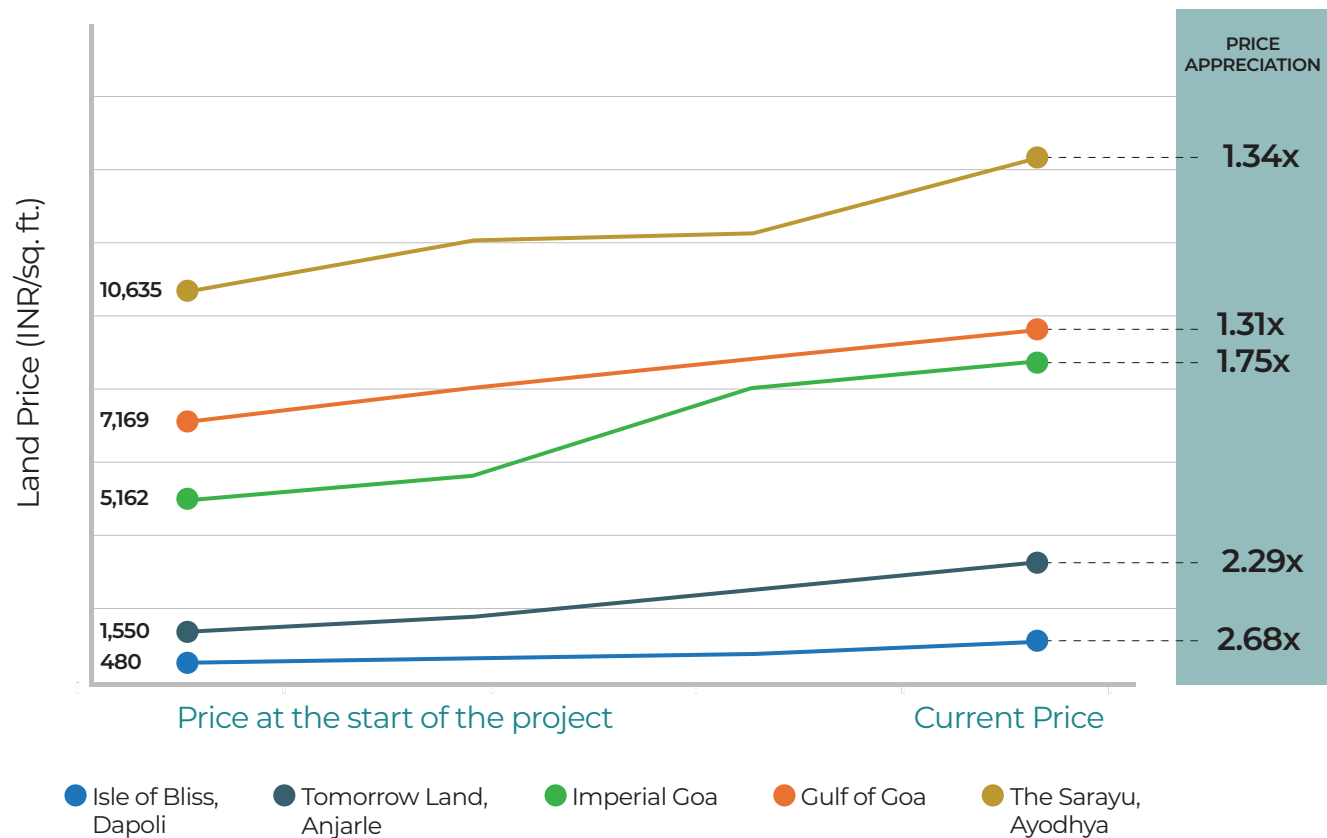
Trust is built on transparency, and we are committed to providing complete transparency in managing your New Generation Land®.



PROMISE OF LIQUIDITY

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

FROM VISION TO VALUE:
The Impressive Appreciation of Our Developments.



CONNOISSEURS, PATRONS,
AMBASSADORS. A
STAR-STUDDED ENSEMBLE.



MR. AMITABH
BACHCHAN

FOR

THE SARAYU
AYODHYA



MS. TRIPTII
DIMRI

FOR

ONE
GOA



MS. KRITI
SANON

FOR

Sol de
Alibaug

A DIVERSE CUSTOMER BASE OF BUSINESS LEADERS,
CELEBRITIES AND PROFESSIONALS FROM 15+ COUNTRIES.

- A client base from across the top BFSI institutions, consultancies, manufacturing and service sectors.
- Top-notch gentry exemplified by the best designations and C-suite holders.
- A like-minded community of neighbours-turned friends.

A PIONEERING TECH-ENABLED OWNERSHIP EXPERIENCE.





ISLE OF ANJARLE

THE WORLD'S RAREST SEA * HILL ADDRESS.

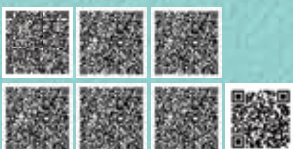
THE
HOUSE OF
ABHINANDAN
LODHA

3rd Floor, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalakshmi, Mumbai, Maharashtra 400011.

www.hoabl.com

The House Of Abhinandan Lodha

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



The project is being developed in phases, bearing MAHARERA Registration No. TomorrowView: P52800050210, Tomorrowworld - Tomorrowland Phase IV: P52800047713 (i) The Ridley: P52800076609 and (ii) The Ridley Phase-2: PPI281012400069; i) Codename Tomorrowland Ph - 1 - P52800031035, Codename Tomorrowland Ph - 2 - P52800031036, Codename Tomorrowland Ph - 3 - P52800033162; 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. Projects Codename Tomorrowland Ph-1, Codename Tomorrowland Ph-2 and Codename Tomorrowland Ph-3 and Tomorrowworld are financed by HDFC Bank. *EMI values have been calculated at 50% LTV, 7 years at 8.75% rate of interest. All offers/ discounts/ waivers are subject to the Applicant(s) completing the transaction by registering the Agreement for Sale and Deed of Conveyance as per the terms of the Agreement for Sale. In the event the Applicant(s) cancels/ terminates the transaction at any stage, for any reason whatsoever, the Applicant(s) shall not be entitled to claim any benefit of such offers/discounts/waivers, in any manner whatsoever. *T&C Apply, Codename Tomorrowland Ph-1, Codename Tomorrowland Ph-2 and Codename Tomorrowland Ph-3 are ready for possession. *Terms and Conditions Apply | For more information, please contact The House of Abhinandan Lodha, 3rd Floor, Lodha Excelus, Apollo Mills Compound, N M Joshi Marg, Mahalakshmi, Mumbai-400 011, visit www.hoabl.com. The House of Abhinandan Lodha is a registered trademark of Tomorrow Capital Enterprises Private Limited.