

**For Immediate Release**

**Lodha Group greets home buyers with Chevy Car on Gudi Padva  
Casa Bella Gold customer wins Chevy Spark car**

**Mumbai, March 16, 2010:** On the auspicious occasion of Gudi Padva, CASA Bella Gold announced its first lucky draw winner, Mr. Sushil R Puranik, from Dombivalli, who has become the proud owner of a swank Chevy Spark car. This lucky draw was organized as a part the mega “Save and Win Celebrations” campaign launched by the Lodha Group at its Casa Bella Gold project in Dombivli. The car keys were handed over to the lucky winner at the CASA Bella Gold site by Mr. R Karthik, Sr Vice President.

The Save and Win Celebrations campaign was announced by the Lodha Group on 6<sup>th</sup> March wherein customers making bookings during the campaign period will have saving of Rs 90 per sq ft as well as a chance to win a Chevy Spark car.

Casa by Lodha, has revolutionized the paradigm by which customers purchase homes in the mid income segment. It pioneered the concept of mid income luxury with its innovative product offering for customers in the middle of the income pyramid. CASA Bella Gold, is one of most successful projects under this brand with 3000 bookings already made since launch.

The Save and Win campaign had received an overwhelming response with Walk-ins having doubled since of the launch of the campaign

“It is our endeavor to offer home buyers not just a house but a lifestyle. CASA Bella Gold will redefine the way people live. And we are proud to have the support of so many of our customers. Our loyalty program, Club Casa, has over 900 members. This campaign was launched to celebrate the auspicious season of Gudi Padwa as well as celebrate the first anniversary of the CASA family. We are delighted by the massive response generated by this special marketing initiative. This is a testimony of the trust we have earned from our customers”, said Mr. R Karthik, Sr Vice President, Marketing and Sales, Lodha Developers Limited.

“I am overjoyed to have won this car,” said Mr. Sushil R Puranik, “I booked a flat with Casa Bella Gold because it will provide me complete home solution. Lodha Group plans to create fully integrated residential township with mall, school, medical facilities etc. Not only are they offering excellent facilities and amenities but all this available at affordable cost. To me investment in Casa Bella Gold is value for money.”

There are two lucky draws scheduled to be held during the campaign period (6<sup>th</sup> March to 21<sup>st</sup> March). The second lucky draw will be held on 21<sup>st</sup> March.

**About CASA Bella Gold**

'CASA Bella Gold – City of dreams', set to offer a world class lifestyle in Dombivali and with several major infrastructure initiatives taken around the project, will make Dombivali the destination to be in. Located in Dombivali, on the Kalyan Shil Road, CASA Bella Gold is only 25 minutes drive from Thane and 15 minutes from Navi Mumbai, 6kms from Dombivali station and around 20 minutes drive from the proposed location of the new international airport. Additionally, the township is also close to many leading IT parks such as Dhirubhai Ambani Knowledge City, Millenium Business Park and Airoli IT Park. The township will be spread over 117 acres of land with Casa Bella Gold being the 2<sup>nd</sup> phase of development. These are 1, 2 and 3 BHK air conditioned apartments.

CASA Bella Gold, a superior experience in Luxury Township living, is designed in clusters of majestic towers having 8 and 18 stories. The spacious air-conditioned apartments are immaculately planned with marble flooring in the living room, wooden flooring in the bedrooms and Spanish sanitaryware in the bathrooms. All this with spectacular views of the grand central square of the complex, the sprawling golf course and the river beyond.

The grand clubhouse spread across 30,000 sq. ft. will be one of the largest in Mumbai with two pools, a gym, multipurpose courts and a cricket pitch keep you healthy. In addition, a yoga pavilion, a café and a world-class ICSE school provides a comprehensive living experience to all. In addition to all the luxuries, the township offers abundant 24x7 power and water supply. Usarghar railway station is close by and a medical facility managed by the Hinduja Hospital takes care of any medical emergency.

The vision of Lodha group is to create an urban development in Dombivali which will provide its residents all the comforts of a modern township. From playschool to international universities, medical centres to multi specialty hospitals, gardens to golf courses, small business offices to SEZ's this development will have it all.

And with the successful launch of CASA Bella Gold engrains the fact that it is one of the most preferred residential destinations in Mumbai and its suburbs providing a perfect blend of quality, luxury and value.

### **About Lodha Group**

Lodha Group established in 1980 is the empowering real estate developer based in Mumbai. It provides comprehensive residential and office space solutions with diverse consumer segments ranging from high-end residential and commercial projects to affordable housing. Lodha Group is known for world-class solutions leading to several innovative firsts. It has created an entirely new residential category/ sub brand CASA to provide lifestyle luxury facilities to mid-income segment in Mumbai's suburban locations. Lodha Group is rewarded by number of prestigious awards recently such as construction world builders award, ET Acetech award and award by constructionsourceindia.com. They also contribute immensely in CSR activities to create a better life for its brethren in the society through proactive social initiatives.

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