

## **All of Thane will look up to this address. Launching Lodha Aristo: Villas in the Sky**

**Thane, March 06, 2010:** Lodha Group announces the launch of its super luxury project 'Lodha Aristo', the first 'By Invitation Only' project of Thane today. Towering magnificently above the rapidly-changing skyline of Thane, the ace luxury housing by the Lodha Group offers world class features to Thane city, which is emerging as the most favoured residential destination after Mumbai.

With Aristo, Lodha Group, creates in Thane an unprecedented luxury housing project, with a vision to build better lives through innovative solutions and the best value for money. With only one villa per floor, Lodha Aristo goes much beyond quality construction, making a definitive statement in opulence and luxury - from cutting-edge home automation technology with cell phone-operated appliances to a private theatre in the residence. Exclusivity and Privacy are the operative words here.

The residences at Aristo are 4995 sq ft AC Villas, fitted with fully-fitted Poggenpohl kitchen, Kohler Sanitary ware and Hansgrohe bath fittings as well as Agglomerated marble flooring in master bathroom.

Lodha Aristo will also bring for the first time the experience of private office space in Thane to bring the city at par with the globalised business environment. The private office space would enable the residents to operate efficiently.

Complementing the fabulous residences are high-end external lifestyle amenities like CCTV monitoring public areas, 3-tier security, and private elevators with swipe card access exclusively for the residents of Aristo.

"In spite of a rapidly growing affluent class, Thane was missing world class lifestyle residences. With Lodha Aristo, we bring to the residents of Thane the privacy of a villa combined with the lifestyle of a plush resort, the security of a gated community and the advantage of like-minded individuals as neighbours," said Mr. R Karthik, Senior Vice President Marketing, Lodha Group.

With only 29 sky villas at Aristo, the project can be accessed via prior appointment only.

### **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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