

Donald Trump launches TRUMP TOWER MUMBAI with Lodha Group

- Mumbai's first and only Trump Tower; set in The Park at Worli
- 75+-storied tower featuring a gleaming golden edifice and curtain-wall golden façade
- Sets new standard for branded residences, exclusive uber-luxe services

August 12th 2014, Mumbai: Donald J. Trump, renowned American businessman and public figure, creator of iconic developments across the greatest cities of the world, today unveiled Trump Tower Mumbai – the first and only Trump project in the city in collaboration with the Lodha Group, India's No. 1 luxury real estate developer.

"It has been my desire for many years to be involved in a great project in Mumbai, and it is my honour to bring the Trump lifestyles to the citizens of this truly global metropolis with the launch of Trump Tower Mumbai. We are thrilled to be working with the Lodha Group, a truly fantastic team of professionals." said **Donald J. Trump, Chairman and President–The Trump Organization**.

Seconding his views, **Donald Trump Jr., Executive Vice President – the Trump Organization** remarked "Every aspect of Trump Tower Mumbai bears the distinct touch of the Trump brand – cutting edge design, incredible attention to detail and an obsession with perfection; creating a unique, luxurious property we are incredibly proud of."

Recognized worldwide, the Trump brand is synonymous with the highest levels of luxury, the finest locations and the most prestigious real estate. Trump Towers are among the most successful residences worldwide, creating exclusive value that commands significant premium over all others. Trump is very selective in choosing its projects, and Mumbai is one among chosen international cities like Vancouver, Istanbul, Panama and Manila.

Speaking at the launch, **Abhishek Lodha – MD, Lodha Group**, said: "Mumbai is today a global megapolis and the center for capital, talent and industry. It is only fitting that we bring one of the biggest names in luxury living to our home market with Trump Tower Mumbai."

"Our collaboration on Trump Tower Mumbai not only raises the bar in every sense for luxury and services, but sets a new benchmark for luxury living in India – creating a tower that redefines the Mumbaiskyline."

Trump Tower Mumbai brings the finest in luxury in a branded residence to India, and offers residents a host of exclusive lifestyle privileges, including a 24-hour Resident Manager and white-glove services, access to global Trump luxury properties and for the first time in India – a fractional membership to private jet service exclusively for Trump residents.

The Tower, with its crystal glass inspired architecture, will feature uber-luxe 3 and 4 bedroom residences with dazzling interiors designed by HBA Singapore – the world leading hospitality design firm. It also includes German Poggenpohl kitchens, five-fixture master bathrooms, indoor Jacuzzis, built-in TV's, elite seven-level security and the very best in every aspect of interior design.

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About the Lodha Group: Established in 1980, privately held Lodha Group is India's No. 1 real estate developer and amongst the world's select multinational real estate developers with presence in India and the United Kingdom. The company had net sales exceeding INR 8,700 crores in FY 12-13. The Group is currently developing over 35 million sq.ft. of prime real estate, with over 20 projects in London, Mumbai, Pune & Hyderabad.

The Lodha Group has several landmark developments to its credit including World One - the world's tallest residential tower and Palava City – one of the largest private developments in the world. The group has brought some of the top global names including Armani/Casa, Trump, Philippe Starck, Jade Jagger, Greg Norman and Pei Cobb Freed to India. The Group has recorded the biggest land deal in India till date, buying a plot for Rs. 4,053 cr from the Mumbai Metropolitan Region Development Authority (MMRDA) in 2010, where it is developing New Cuffe Parade, a world-class mixed use development set to become the new city centre of Mumbai. In the last 12 months, the group has acquired two other notable land parcels in Mumbai – the 17-acre Mumbai Textile Mills parcel for Rs. 2,727 cr. from DLF and the famous Washington House property on Altamount Road from the American government for Rs. 342 cr. In November 2013, the Group has extended its international footprint with the acquisition of the landmark MacDonald House at 1 Grosvenor Square in Prime Central London from the Canadian Government for a consideration of over GBP 300 million (Rs 3,100 crores). Early this year, the Group acquired another premium site in Prime Central London, 'New Court' at 48 Carey Street, taking the combined investment to over GBP 400 million. In April 2014, Lodha further acquired an 88-acre land parcel in the Thane region for Rs. 1,154 cr. from Clariant India. With offices in London, Dubai and Shanghai and planned openings in the USA and Singapore, the Group is on the road to substantial international presence. www.lodhagroup.com