

## **Lodha presents the World's Tallest Residential Tower in Mumbai, India**

- **Over 117 stories, 1450 feet tall tower to come up in Upper Worli**
- **Symbol of India's and Mumbai's arrival on the global economic and cultural stage**
- **Created by world's finest architects and structural consultants – Pei Cobb Freed & Partners and Leslie E. Robertson Associates, both based in New York**

MUMBAI, JUNE 8, 2010: Lodha Developers, Mumbai's largest and India's No 1 unlisted real estate company, announced the launch of World One – the tallest residential tower in the world. Located on a large 17 acre site in Upper Worli, Mumbai, this masterpiece will stand close to half a kilometer tall. At over 450 meters when ready, it will comfortably dwarf Q1 in Gold coast, which at 323 meters, is currently the world's tallest residential tower. True to its global stature, World One will be concurrently premiered across the globe in New York, Tokyo and Mumbai.

World One - Over 117 storeys, 1450 feet tall tower at Upper Worli

World One will be located at Lodha Place, a landmark development on a 17 acre site, located on Senapati Bapat Marg and Shankarrao Nikam Marg in Upper Worli. The mixed-use development will include 3 residential towers, a high-end shopping avenue and a world-class office building.

At over 1450 feet tall, the tower will be the tallest residential development in the world and taller than some of the most iconic global landmarks including:

- Sears Tower, Chicago (442 metres)
- Jin Mao Building, Shanghai (421 metres)
- Empire State Building, New York (381 metres)

The final height and number of floors, shall be finalized closer to the completion of the tower.

One of the landmark features of this iconic development will be an exclusive observatory called '1000' – located at a height of 1000 feet above the city. This open-to-air observatory will allow residents to enjoy fabulous views of the city and the Arabian Sea – it is estimated that a person can see as far away as 60 kms from the building from this height.

World One shall be rated as GOLD LEED Certified building by the Green Building Council. It shall be one of the only 100+ storey buildings in the world to have this coveted certification, indicating a high level of environmental care in its construction and operations. The key environmental sustainability features include:

- 100% water recycling and rain water harvesting – reducing water consumption by upto 50% over a conventional building
- Use of VRV air-conditioning and solar energy for common area lighting and water heating - reducing electricity consumption by upto 40%
- Waste segregation and recycling

World One will include about 300 exclusive homes, including 3 & 4 Bedroom World Residences, lavish World Villas with their own private pools and a limited number of uber-luxurious duplex World Mansions. Thanks to the unique curved form of the building, the residents will enjoy spectacular 360° views of the entire city, including the Bandra Worli Sealink, the Race Course and the Arabian Sea.

One of the key features of the project is the high-end clubhouse & spa, spread over 3 levels and 20,000 sq. ft., which is expected to be managed by one of the world's leading spa operators. In addition, the site will have over 2,00,000 sq. ft. (5 acres) of landscaped areas for the residents, including a special 80,000 sq. ft. Sports Club at a height of 175 feet above ground.

The project is expected to provide its residents with the finest in luxury living. Leading luxury brands from across the globe are expected to be involved in the project:

- Kitchens– Bulthaup (Germany)
- Bath fittings – Antonio Lupi (Italy), Dornbracht (Germany), Gessi (Italy), Villeroy & Boch (Germany/France)
- Elevators – Mitsubishi (Japan), Otis (USA)
- Flooring - Imported Italian marbles

This iconic tower is expected to consume over:

- 250,000 cubic meters of concrete
- 35,000 metric tons of steel rebar
- 40,000 sq m of glass
- 14 million man hours.
- 18 elevators travelling at upto 8 metres/sec (over 25 ft/sec, more than 2½ storeys/sec).

Construction is expected to be carried out by one of the world's top civil engineering firms – those in the fray include Samsung Constructions (the constructors of the Burj Khalifa in Dubai), L&T (India's pre-eminent civil engineering firm) and Grocon (Australia's leading high-rise construction company). Best-in-class technology will be used for the construction of this tower, including high-capacity concrete pumps with ability to pump to heights over 450 metres and high-capacity construction hoists, with a speed of up to 2 m/sec (6.5 feet/sec) to move men and materials.

Reflecting a no-compromise approach to safety, World One has been designed to manage the effect of wind and seismic movements. High-strength concrete makes up the tower's super-structure, which is supported by large reinforced concrete mats and piles. The structure has been designed as a 'Mega Structure' to optimize the building design – the very first time that this technology has been used in India. Special measures have been taken to ensure the highest levels of fire safety, including fully automated fire detection and sprinkling systems, dedicated pressurized fire staircases and high-speed fire lifts.

The construction is scheduled to be completed by 2014. The total investment is expected to be Rs. 2,000 crores (approx USD 440 million). These residences are expected to be priced at Rs. 7.50 crores onwards (USD 1.5 million+). Sales are expected to commence from late June.

World One - Symbol of India's and Mumbai's arrival on the global economic and cultural stage

India is the fastest growing free market economy in the world, and has been one of the most resilient to the recent slowdown. At the forefront of this economic progress is its commercial capital – Mumbai, India's gateway to the world. World economies have been typically marked by iconic structures. Be it the Empire State Building which symbolized America's might in the early 1930s, to more recently the Petronas Twin Towers and Shanghai World Financial Center representing the rise of Asia. With World One, Lodha will give Mumbai, its well deserved icon.

Mr. Abhishek Lodha, Managing Director, Lodha Group, said, “Every global city is made memorable by its architectural landmarks. Be it the Eiffel Tower in Paris, the Opera House in Sydney or the Empire State Building in New York, these vibrant forms reflect the passion and culture of the city they are located in. We have strived hard to ensure that this development not only gains from Mumbai's energy but also gives back high quality public spaces to the city. In partnership with the globe's finest architects, designers and engineers, we seek to bring to Mumbai, a landmark which will exemplify the spirit of Mumbai – to always soar higher through hard work and passion. The form of the building is a tribute to Mumbai's location on the coast and its textile heritage. We have consciously tried to create a building fabric which is global in its appeal but Indian in character and are confident that World One will come to represent India's quest for excellence in the economic and cultural arenas.”

World One - Created by world's finest architects and structural consultants – Pei Cobb Freed & Partners and Leslie E. Robertson Associates.

Lodha Developers has partnered with some of the world's foremost names to bring World One to life. Famous for projects such as the the Grand Louvre Expansion and Modernization (Paris), the Bank of China Tower (Hong Kong), and the John Hancock Tower (Boston), Pei Cobb Freed & Partners (founded as I.M. Pei & Partners) is renowned for projects whose iconic skyline or streetscape presence is equally balanced with a concern for the quality of public space they engender as well as a deep commitment to the craft of building. Responsible for landmark global projects such as the 492 meter Shanghai World Financial Center in China, Leslie E. Robertson Associates (LERA) is a consulting engineering firm providing structural engineering design services for architects, developers, contractors and owners. Present on the occasion of the launch were Mr. Jay Berman – Partner, Pei Cobb Freed & Partners and Mr. William Faschan – Partner, Leslie E. Robertson Associates.

Speaking at the launch, Mr. Jay Berman, Partner at Pei Cobb Freed & Partners said, “We approach each project by drawing inspiration from the particularities of program and place. Accordingly, we have designed World One as a unique and iconic response to luxury living in Mumbai. We are confident that the building's height, unique cloverleaf configuration, the unobstructed panoramic views from each residence, and overall luxury and services will make World One unquestionably the country's most coveted address.”

Mr. William Faschan, Partner at Leslie E. Robertson Associates said, “World One will not just be an architectural and engineering masterpiece but a symbol of human achievement. At World One, we have focused our expertise to create a mega-structure with a unique structural design system to ensure maximum safety and performance in testing conditions. This project will inspire future generations and change the way construction is perceived in India.”

## Profiles

### Lodha Developers

Established in 1980, the Lodha Group is India's premier real estate developer headquartered in Mumbai. With over 1600 of India's best and brightest professionals, the group is currently developing in excess of 29 million sq. ft. of prime real estate over 38 projects; making it the largest developer in Mumbai and one of the largest in the country. With several innovative firsts to its credit; be it Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, Lodha GolfLinks – Mumbai's first golf housing development or Lodha Luxuria – Mumbai's first fully automated township, Lodha was also one of the first in India to introduce the concept of branded office spaces through its unique offerings: Lodha Excelus - signature offices, iThink by Lodha – the ultimate office campus for and Lodha Supremus - boutique offices. According to the JP Morgan Property Report 2008, Lodha Group was ranked second in the list of companies most sought after for PE investment in the realty sector. The group was also selected as one of India's top 10 builders by Construction World.

Lodha has also built Lodha Bellissimo, towers which at over 225 meters (730 feet+) high are amongst India's tallest buildings.

Other accomplishments include:

- Awarded 'Luxury Project of the Year' for Lodha's Chateau Paradis at Realty Plus Excellence Awards 2010
- Best Developer involved in High-end Residential Properties across India, by [constructionsourceindia.com](http://constructionsourceindia.com)
- 'Leaders of Indian Infrastructure & Construction' Award by The Economic Times ACETECH
- Good practice UN Habitat Business Award for Integrated Planning, for Casa Bella, an integrated township at Dombivali.

### Pei Cobb Freed & Partners (PCF)

During more than a half-century of practice, Pei Cobb Freed & Partners, founded in 1955 by I. M. Pei, Henry N. Cobb, and Eason Leonard, has completed over two hundred building projects in more than a hundred cities across North America and around the world. Its clientele includes major corporations,

private developers, and public authorities, as well as educational, cultural, and religious institutions. The firm's work has encompassed master plans varying in scale from a few acres to several hundred, buildings ranging from 40,000 to more than 4,000,000 square feet, more than 50 tall buildings, and numerous public and civic spaces. Among the firm's best-known works are the Grand Louvre Expansion and Modernization (Paris), the East Building of the National Gallery of Art (Washington, D.C.), the John Hancock Tower (Boston), the Bank of China Tower (Hong Kong), and the U.S. Bank Tower (Los Angeles). The firm continues to make important contributions to the built environment around the world, with active projects on four continents across all building types and contexts.

#### Leslie E. Robertson Associates (LERA)

LERA is a consulting engineering firm providing structural engineering design services for architects, developers, contractors and owners. Established in 1923, they have designed numerous landmark projects, both nationally and internationally. LERA's project experience ranges in scale from the design of mega high-rises to small renovations and represents the full spectrum of building types: office, retail, mixed-use, hotel, residential, laboratories, hospital and health science facilities, aviation, educational, institutional, sports and entertainment facilities, cultural facilities, and other specialty structures. Landmark projects completed by LERA include the World Trade Center, New York; the 492 meter Shanghai World Financial Center in China; the William J. Clinton Presidential Center in Arkansas; the Miho Museum & Bridge, Kyoto, Japan; the leaning towers of Puerta de Europa in Madrid, Spain; and the Prada store in Soho, New York.

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### **Some key benefits of living in a super high-rise**

1. Lower temperature: It is like living on a hill station - The drop in temperature (DALR) is approximately constant at 9.78 °C/km (5.37 °F/1000 ft, or about 3°C/1000 ft) viz. The temperature at the top of World One will be almost 4.5°C lower than the ground temperature in the area.
2. Lesser noise from outside: There is reduction in noise in buildings as we move up and the building and the variation noise is also less as compared to the lower floors. A difference of 30 floors reduces the maximum experienced noise by 30%.
3. Cleaner air: A steady concentration decrease with increasing height of the concentration of automotive-related pollutants, such as of PM10 airborne particulate, and of CO occurs in the immediate neighboring of the tower building.
  - i. A decrease in concentration of particulates by 10 milligrams increases life by 0.61 years for a 7 year old child.
  - ii. With the availability of cleaner air in upper floors, reduction of 20% in lung capacity can be avoided
4. Better views and visibility: In clear atmospheric conditions, you can see to a distance of 50 kilometers from the top of the building of height 650 ft (World One will be over 1440 ft. tall). Just to add perspective Thane is only 34 Km from South Mumbai. So, the entire city can be seen – Sea View is no longer about location.

1Study of Traffic Noise bevels at Various Heights of a 39-Storey Building- Norman L. Meyerson

2Height profile of some air quality markers in the urban atmosphere surrounding a 100 m tower building-Federico Maria Rubino, Lucia Florida, Manuela Tavazzani, Silvia Fustinoni, Rosario Giampiccolo and Antonio Colombi

3Fine-Particulate Air Pollution and Life Expectancy in the United States- C. Arden Pope, Majid Ezzat and Douglas W. Dockery