

CODENAME  
**BEACHFRONT**

LESS THAN 2 MINUTES FROM RIDLEY'S BEACH

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THE PRE-LAUNCH OF INDIA'S SECRET BEACHFRONT LAND

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**THE** \_\_\_\_\_  
**HOUSE OF**  
**ABHINANDAN**  
**LODHA** \_\_\_\_\_  
*New Generation Land®*



# WELCOME TO RIDLEY'S BEACH



## India's best kept secret getaway on the coast of Anjarle, The Goa of Tomorrow

In the heart of the picturesque Konkan region, nestled within the majestic Western Ghats, lies the coastal haven of Anjarle, that harbors a secret known only to a select few - the enchanting Ridley's Beach.

As the golden sands meet the azure waters of the Arabian Sea, a rare spectacle unfolds each season.

The Olive Ridley turtles, named for its olive-colored carapace, is a rare species of sea turtle found in warm waters across the globe. These olive shelled turtles choose the coast of Anjarle, a scenic coastal destination, season after season to find a safe space for their offspring.

Nestled along the untouched coastline of Anjarle, lies this secret beach, a sanctuary of serenity shielded from the world. Its pristine sands caressed by crystalline waters invite solitary reflections and intimate gatherings. A hidden gem accessible only to those privy to its existence, offering a retreat of unparalleled tranquility and seclusion.

# AN EXQUISITE LAND FOR INDIA'S FINEST COMMUNE

Pre-Launching The Ridley - Private Beachfront Estates,  
The first of HoABL's Founders Collection

An unparalleled and exceedingly exclusive beachfront development meticulously curated for industry leaders, entrepreneurs, founders and the elite. This exceptional sanctuary is tailored for individuals not only immensely successful but also driven by a passion for a grand and fulfilling life, epitomizing luxury living with its secluded beach.

The HoABL's The Founders Collection stands as the ultimate destination for high achievers with a passion for the finer things in life. It's a bespoke haven where success intertwines seamlessly with the pursuit of a remarkable life.

It's a destination for those who look for the rare, who understand that beyond the ordinary lies a life that is exceptionally scarce and remarkably precious. For the visionaries, industry leaders, and trailblazers, this collection is a living affirmation that rare is not just a descriptor; it's a way of life.

 Ridley's Beach



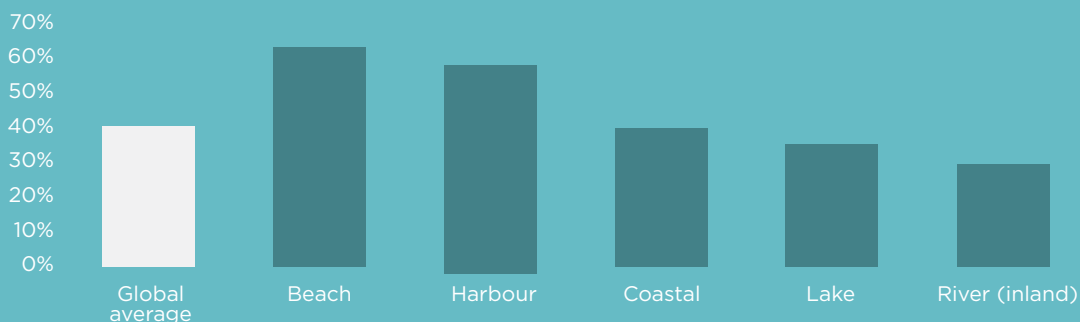
# THE ALLURE OF BEACHSIDE LIVING

India is encompassed by nine coastal states:

Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Odisha & West Bengal i.e. only **0.2%** of India's total land area. However, mere **0.1%** offer sea views.

Based on research, a staggering **68%** of affluent Indians aspire to possess these seaside properties. This desire is driven by the scarcity and rarity of such land, making it an exclusive commodity with an increasing demand.

India has ascended among the **top 10** global destinations for acquiring waterfront properties. And in 2023, there was a remarkable **63%** global surge in search volumes for waterfront properties. However, Knight Frank's report of 2023 on waterfront properties suggests that beachfront properties claimed the top spot among various types of waterfront properties and command an average premium of **76%** solidifying the appeal of coastal living in India.



Source: Knight Frank Research

## RARE LAND = GREAT INVESTMENT



# DISCOVER THE GOA OF TOMORROW

## A Hidden Gem on the Coast of Anjarle

A rare gem that lies in the heart of Konkan, Anjarle. Bound by the Western Ghats in the east, and the Arabian Sea in the west. An undiscovered location just 215 km from Mumbai and 201km from Pune.



Witness the heartwarming marvel of Olive Ridley Turtles arriving halfway from the world.



An enchanting string of 9 untouched beaches within the palms



A unique geography where the sands of Konkan run parallel to the verdant hills of the Western Ghat



A part of the Western Ghats – one of the 8 hottest biodiversity hotspots in the world and a UNESCO World Heritage Site



A unique ecosystem with rich flora and fauna



A flavoured fusion from the coasts of Maharashtra, Goa & Karnataka



Home to India's finest Alphonso mangoes

# TRANSFORMING CONNECTIVITY WITH MODERN INFRASTRUCTURE

The route to Anjarle's coastline is blessed with some of the most magnificent sights to savour. And thanks to the government's significant focus on infrastructural projects, you can be certain that this ticket to paradise is worth its price.

With special focus from the government on infrastructural developments, the travel time to Anjarle from Mumbai & Pune will soon reduce to just 3 hours via NH-66 Mumbai Goa Highway



## ATAL SETU

- ✈ Atal Setu Bridge, spanning 22 km with a 16.5 km extension over the sea, is India's longest bridge and the longest sea bridge in the country.
- ✈ Enables to reduce the travel time from Mumbai to Navi Mumbai from two hours to just 20 minutes.
- ✈ Similarly, the bridge is also expected to reduce travel time from Mumbai to Pune, Goa and South India.

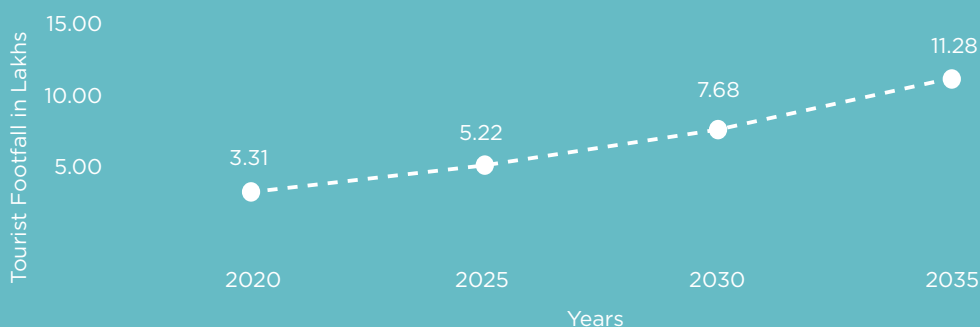


## VANDE BHARAT

- ✈ The Mumbai-Goa Vande Bharat Express which spans 586kms, is the 19<sup>th</sup> semi-high-speed train of the Indian Railways and the first for the Konkan region.
- ✈ The semi-high-speed train has seven halts between CSMT and Madgaon: 5:25am Dadar, Thane, Panvel, 8:24am Khed (Closest Railway Station), Ratnagiri, Kankavli and Thivim.

# RISE IN TOURISM LEADING TO SURGE IN HOSPITALITY

Anjarle, India's only coastal hill station is poised to become the country's premier tourist destination. Every moment spent in this picturesque haven beckons to be immortalized, offering an unparalleled blend of natural beauty and tranquility.



Tourist footfall to grow at **3.4x** by 2035

The rise in the number of people discovering this hidden locale will undeniably shape the hospitality landscape. As footfall increases, the impact on local accommodations and services is poised to be significant. Brace for a transformation in the hospitality scene as this undiscovered gem gains recognition.

🔗 As on day, 400 premium hotel rooms are available. However, Avg. annual occupancy to rise to 65% by 2032 leading to additional requirement of **1100 hotel rooms**.

🔗 Avg. Tariffs for hotels & villas in the Konkan to increase by **~90% by 2032**  
With an increase in tariffs of hotels, villas and demand for rooms, there is huge potential for whopping rental yields



# CAPTIVATING LUXURY SEAMLESSLY INTEGRATED WITH BEACHFRONT BEAUTY.

Immerse yourself in the epitome of coastal allure at The Ridley, meticulously crafted and inspired by the world's most renowned beach havens such as Santorini, St. Tropez, and Lord Howe Island. Drawing from the distinct charm and elegance of these global paradises, this development promises an exquisite fusion of inspired aesthetics. Every detail has been thoughtfully curated to transport you to the essence of these distinguished coastal retreats.



## Indulge in Beachside Leisure

- ↻ Beach game zone
- ↻ Bonfire pit
- ↻ Hammocks with sea view
- ↻ Stargazing Zone

## Luxurious Gathering Spaces

- ↻ Beach view café
- ↻ Exclusive Guest suites
- ↻ Viewing Deck
- ↻ Camping spot

## Your Private Wellness Oasis

- ↻ Open air wellness center for yoga
- ↻ Indulgent Spas





## KONKAN'S HIGHEST & ONLY 5-STAR CLUBHOUSE BUILT 300 FT ABOVE SEA LEVEL

### Other Amenities

- 🛋 Amphitheatre
- 🛋 Gardens & Flower Nursery
- 🛋 Skating Rink
- 🛋 Pet Zone
- 🛋 Outdoor Gymnasium
- 🛋 Zip Lining
- 🛋 Jogging & Walking Track
- 🛋 Flea Market



# THE HOUSE OF ABHINANDAN LODHA®, INDIA'S NO. 1 BRANDED LAND DEVELOPER

By the financial year 2024, we will be India's largest real estate organization geographically, And the most profitable by 2025. While we make sure to bring land opportunities from across the nation, The Ridley is one of the last gems of our sea-land portfolio. The House of Abhinandan Lodha began its journey in the Konkan and has successfully managed to put Anjarle & Dapoli on the global map.



## HoABL'S SEA-LAND SUCCESS

 50+

Cities participated globally

 3000+

Happy customers & celebrities

 5.3 Mn+

Sq. ft. Sold

 45%

Appreciation in  
Anjarle in only 2 Years

115%

Appreciation in  
Dapoli in just 3 Years



WATCH OUR SPECIAL  
KONKAN CUSTOMER SPEAK

Giving India what it truly deserves, to each a land of his own, by the House of Abhinandan Lodha®.


For eons, land has embraced just a few, but now it's carving a pathway for all. The House of Abhinandan Lodha has now transformed the story of the world's oldest asset. We have removed the obstacles of risks, red tape, and inconvenient processes that hindered the desirability of land.

As an investment. As a home. As a mark of legacy.

Today we are the pioneers of the finest estates making land mobile and accessible for all.




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*New Generation Land®*

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Disclaimer:



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