

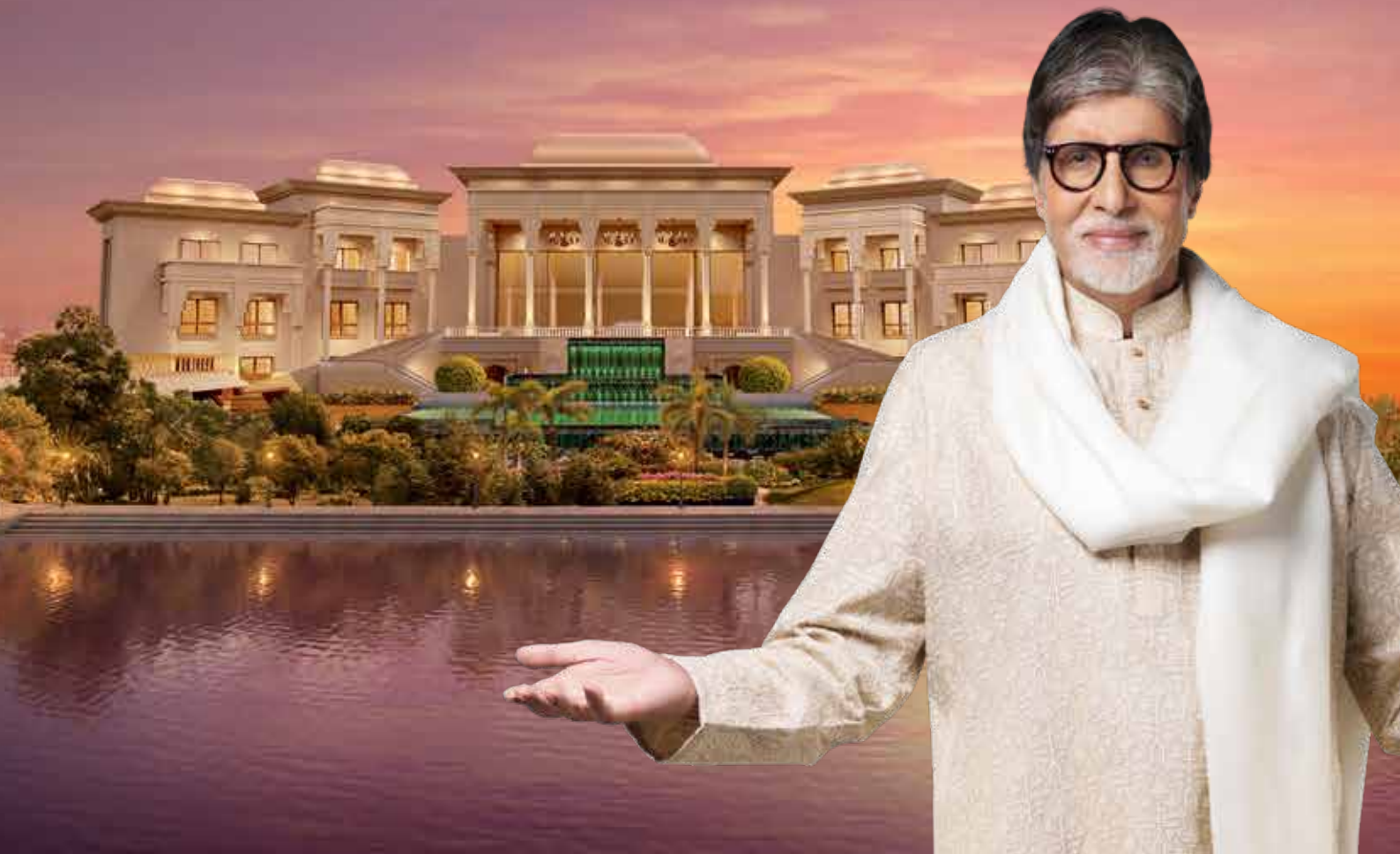
AYODHYA
A KINGDOM
REBORN

PRESENTING INDIA'S MOST
COVETED INVESTMENT OPPORTUNITY

THE
HOUSE OF
ABHINANDAN
LODHA



THE LEELA
PALACES HOTELS RESORTS
HOSPITALITY PARTNER



AYODHYA
A KINGDOM
REBORN

THE WORLD'S SPIRITUAL CAPITAL

Today, Ayodhya has emerged as a focal point not only for religious significance but also as a booming economic hub. With projections indicating a staggering influx of 3-4 lakh daily visitors and a contribution of over ₹3 lakh crores to India's GDP, The House of Abhinandan Lodha® stands as your only gateway to this economic boom.

AYODHYANOMICS

INFRASTRUCTURE BOOST

A ₹85,000 crore investment has fueled the development of 178 projects

A railway station modeled on the Ram temple

An international airport capable of serving 100,000 passengers in just 20 months

The expansion of modern townships and road networks

TOURISM BOOM

Ayodhya's resident to tourist ratio 1:10 signals an imminent boom in tourism

Expected 10+ crore pilgrims to visit Ayodhya by 2051

Anticipated surge in Non-Resident Indians (NRIs) returning home

Set for rapid growth with pilgrims and NRIs, promising economic and developmental benefits

ENHANCED CONNECTIVITY

Improved transportation infrastructure to meet the rising tourist demand

Direct flights from Delhi and Mumbai by Indigo

Spicejet introduces non-stop routes

Indian Railways' has started operation of 1000 trains from 25 cities

HISTORY
+
SPIRITUALITY
+
TRANSFORMATION
+
GLOBAL RECOGNITION

Tourist Footfall 2022

2.39 CRORES

5.76 CRORES

Tourist Footfall 2023

In 2019, it welcomed around 20 million visitors, including premier domestic travellers. The annual growth rates for domestic & international tourists have been steady at **7%** and **10%** respectively. Tourists are drawn to Ayodhya for its rich cultural aspects, including the Sarayu River, Shri Ram Janmabhoomi Teerth Kshetra, and Chaudah Kosi Parikrama. The Ayodhya Tourism Department forecasts a **3.9%** growth in tourist arrivals by 2031, driven by the estimated completion of the Shri Ram Janmabhoomi Temple, Infrastructure upgrades (Airport, City Route), Greenfield development projects, and proposed iconic structures.

The inauguration of the temple complex has resulted in a 900% increase in property prices in and around Ayodhya, making investment in real estate a lucrative prospect for investors seeking long-term returns.

REAL ESTATE BOOM!
PROPERTY PRICES UP NEARLY BY 4X

Forbes

Ayodhya: A new economic powerhouse in the making

The holy town on the banks of the Sarayu river is revving up for a major revamp with a Rs85,000 crore investment boost

By: Neha Bothra

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THE SARAYU™

THE MOST COVETED LAND

YOUR ONLY GATEWAY TO AYODHYA

The Sarayu™ is poised to become the address for India's new royalty on the banks of the sacred river. Emerging as a grand panorama of world-class luxuries, located 15 minutes from the Temple, and 30 minutes from the newly inaugurated Airport, The Sarayu™ will spell extravagance by hosting Ayodhya's first-ever uber luxury hotel by The Leela Palaces, Hotels and Resorts. Within this majestic realm, The Leela transcends traditional boundaries to serve as a holistic hospitality partner, bringing unparalleled experiences to Ayodhya's most discerning residents and guests. A beautiful water-centred amphitheatre will be a space for connoisseurs of art, a breathtaking skydeck, and a serene area designed for residents who wish to experience peace with a touch of heritage. The grand exhibition area will contribute to the global cultural capital by strengthening community engagement and harmony. This coveted land is a home to esteemed individuals from across the globe, including renowned personalities like Mr. Amitabh Bachchan, fostering a prestigious and vibrant community atmosphere. These indulgences make The Sarayu™ a 7-star land development in its own right. Your only gateway to Ayodhya is here with The House of Abhinandan Lodha®.



ELEVATING THE SPIRITUAL LUXURY EXPERIENCE FOR AFFLUENT INVESTORS

This coveted land in Ayodhya seamlessly blends its purpose with its architectural design, embodying spirituality, wellness, serenity, luxury, and the growing trend of destination weddings. Inspired by ancient temple and palace architecture, the design reflects tradition while embracing modern comforts.

It caters to evolving needs. For instance, recognizing the emerging trend of destination weddings, the design incorporates spacious accommodations & lawns perfect for joint family gatherings, providing an ideal setting for wedding festivities and important family discussions.

As Ayodhya witnesses a surge in tourist footfall, the development stands as a beacon of luxury hospitality, offering tranquility amidst the bustling city. Every corner exudes sophistication and comfort for travellers and wedding guests alike.

The layout, divided into sectors named Ananta, Jal Tarang, and Atulya, adds elegance and enhances the overall user experience. It invites residents, visitors, and wedding attendees to embark on a journey of discovery, where ancient charm merges with contemporary luxury.

ANANTA

Ananta meaning infinite is what describes this space perfectly. With a magnificent 23,000 sq.ft. + clubhouse area with water bodies that add natural, aural, and visual appeal to the luxury of the space. An extravagant swimming pool, and a majestic restaurant add to the infinite experiences.



JAL TARANG

Jal Tarang is at the heart of the development integrating aqua amenities, nature's proximity, and a holistic well-being for the mind, body, and soul. Its splendid Skydeck overlooks the Sarayu River and lets one connect with the calm of the water and its serene surroundings while being within the space.

The amphitheatre amidst the many amenities here is about 30,139 sq.ft.



Pushpa Vatika



Cricket Lawn



Baal Udyaan



Kala Kunj

ATULYA

Atulya fosters a strong sense of community engagement with an exhibition area for art, culture, and coming together of people. This community building and engagement space has many amenities such as mandapa pavilion, dining decks, garden & farming , etc.



Exhibition Area

INTRODUCING
THE PRE-MARKET
OPPORTUNITY OF

SKY PALACES

at

THE SARAYU

BY INVITE ONLY

**ULTRA-LUXURY 4 BHK
SERVICED RESIDENCES**

Set within the prestigious 7-star enclave of The Sarayu™, these Sky Palaces offer a harmonious blend of heritage and contemporary sophistication, drawing inspiration from the existing theme.

Each apartment in Sky Palaces boasts traditional latticed balconies, providing panoramic views of the holy Sarayu River. Picture yourself enjoying a serene high-tea experience under the domed chhatra, soaking in the breathtaking sunset vistas. Moreover, the interior pathways and lobby of the towers serve as galleries for captivating modern art installations sourced from diverse corners of the country, enriching your living space with cultural depth and artistic charm.





WHAT MAKES THESE SKY PALACES SPECIAL?

PERFECT LOCATION:

Strategically positioned near the entrance, providing quick access to the NH-27 highway, just 2 minutes away from Ayodhya's first 5-star hotel and in close proximity to the Clubhouse.

AYODHYA'S PREMIER HOSPITALITY:

Partnered with The Leela Palace, Hotels and Resorts, ensuring unparalleled luxury and world-class hospitality.

ELITE COMMUNITY:

Home to esteemed individuals from across the globe, including renowned personalities and HNIs, fostering a prestigious and vibrant community atmosphere.

MESMERIZING VIEWS:

Enjoy uninterrupted views of the majestic river Sarayu from every apartment, enhanced by specially designed viewing gallery-like balconies.

LUCRATIVE INVESTMENT POTENTIAL:

Positioned amidst growing demand from spiritual tourists, offering lucrative opportunities for capital appreciation and consistent rental income.

SKY-HIGH LUXURY:

Experience luxury redefined with private elevator access and multi-tiered security entry to each Sky Palace. Enjoy palatial 4-BHK living spaces and terrace gardens with Sarayu River views. Privacy and exclusivity are assured with only one palace per floor.

THE HOUSE OF ABHINANDAN LODHA



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www.hoabl.com



The House Of Abhinandan Lodha



[thehouseofabhinandanlodha](https://www.instagram.com/thehouseofabhinandanlodha)

BROUGHT TO YOU BY INDIA'S PREMIER BRANDED LAND DEVELOPER

THE HOUSE OF ABHINANDAN LODHA® IS INDIA'S PREMIER INDEPENDENT CONSUMER-TECH BRAND BORN OUT OF A VISION TO DEMOCRATIZE LAND FOR THE NEW GENERATION OF THE COUNTRY

In association with
HDFC
CAPITAL

SCAN TO KNOW MORE



Disclaimer:

Project 'The Sarayu™' is registered with UPRERA under registration no. UPRERAPR331468, available at <https://www.up-rera.in/>

The Project is being developed by HOABL Realtech Private Limited ("Promoter").

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