**Standard List of CGIs:**

1. Entrance Lobby (any 1 typology, generally the grandest)
2. Landscape – 3 to 4 views out of
    a. Swimming Pool
    b. Exterior of KCAs like Club, Temple, other such structure
    c. Important Landscape features like water bodies, sports fields, cluster green, organic farm, kids play area etc.
    d. Any other that the landscape designer may recommend
3. 1-3 views Amenity area interiors out of:
    a. Gym
    b. Lounge/Library
    c. Indoor pool (if applicable)
    d. Spa (if applicable)
    e. Wine cellar
    f. Private Cinema
    g. Banquet Facilities / Private Dining / Restaurant
    h. Any other important amenity area.
4. Building elevation view (one for each marketing project)
5. 1 View from unit (living room / master bedroom) looking outside (focussing on the key views from the development, if the views are relevant)
6. 1 View inside unit – highlighting the most important room (of living room, bathroom, master bedroom, kitchen, any specialized room eg. Home theatre. Views should be made on the largest unit typology which makes up atleast 5% of the total units in the development)
7. Bird's eye view of development (for development's which have > 8 L sft of saleable area)

Designer Tower:

1. Lift Lobby
2. Upto 2 additional view inside unit based on 6. above

In addition, for luxury and hi-end developments, one photo to be taken (living room / balcony location) towards the important view. We should ideally have this view linked to the floor height of every unit.

Notes:

a. Once the renders + actual view shots are ~50% progressed, it is necessary to categorize them into following 3 categories in discussion with Director-Marketing, Design Team and Marketing Team:
    1. Cat A – Hero shot potential (max. 3, with a view to whittle down to 1-2 finally) – max. time to spent on these by Design + External Design Consultants + Marketing agency.

2. Cat B – Developer further for use in marketing content (not hero shot potential) (max. 10, with a view to whittle down to 6-8 finally) – to be taken to finality (50% to 100%) jointly by Design + External Design Consultants + Marketing agency
3. Cat C – Drop

b. Review '*CGI Renders Feedback*' document to understand what qualities make a good v. bad CGI from consumer appeal perspective.

c. The CGI's are meant to make the project attractive to the potential customer. Some artistic freedom is permissible (not every detail has to be accurate) as long as the look is directionally (80%+) correct. Lodha design to ensure that the CGIs are done collaboratively between the external design consultants (architect, interior design, landscape designer) and their respective strengths / specialty is used to get the best of each Cat A and Cat B CGI – this is best achieved by enabling collaboration between these consultants (including Lodha) directly (many-to-many collaboration model), rather than Lodha coordinating independently with each (one-to-many collaboration model).

d. It is critical to identify the 'hero shot' for every marketing project / neighbourhood in discussion with marketing, generally CGI or external view shot, which bring alive the exceptionalism / positioning of the MP and clearly catch the viewer's attention. We need 1 or max. 2 hero shots and not a plethora of CGIs (quality v. quantity).

e. While shoot the external view, it is important to note that the zoom and pan of the human eye is far better than that of the latest cameras (2022). To overcome this, once the most important external view is understood and if that has the possibility of becoming the 'hero shot', this photo/video should be taken much closer to the target external view (ideally reduce the distance by ~75% i.e. if the building is 1 km away from the target view, the 'hero shot' should be taken about 200-300 m away from the external view).

Final list should be gotten approved from Director- Marketing. CGIs should be available atleast 2 weeks prior to pre-launch and hence, work on the views should commence atleast 8 weeks before pre-launch.

Project Architect shall coordinate this (and also layout, building, unit and cityscape model(s) which are needed in time for the launch)