Design brief for <identifier of plot> prepared by <name of who prepares> on <date of preparation> <v: __>

<table>
<tr><td>A. Name of Developer</td><td></td></tr>
<tr><td>B. Location</td><td><insert google maps link></td></tr>
<tr><td>C. Location Strengths and Weaknesses
(covering access, views, attractive or unattractive elements in vicinity eg. Slums, parks, relevant landmarks; and any other element which may be relevant to consumer)</td><td>Strengths (top 3 to 5):
1. _____
2. _____
3. _____

Weaknesses (top 3 to 5):
1. _____
2. _____
3. _____</td></tr>
<tr><td>D. Lodha Market</td><td><eg. Eastern Suburbs – MMR></td></tr>
<tr><td>E. Land details</td><td>1. Land area: _____ sq. mtrs.
2. Land status: fully vacant / ____ sq. mtrs. vacant / occupied by slums / occupied by tenants / occupied by society members
3. Any land related issues to consider for design (eg. Stringent boundary):
○ _____
○ _____
○ _____
4. <insert pdf / CAD plan of site>
5. <insert site photos – min. 2 nos></td></tr>
<tr><td>F. FSI & Approvals related</td><td>1. Approving authority: _____
2. Any restrictions due to regulations: (eg. Civil aviation height, CRZ, MoEF, Defence etc.) and impact thereto:
○ _____
○ _____
○ _____
○ _____
3. Key Regulations (DCR provisions) under which approvals will be taken:
4. FSI Statement:</td></tr>
<tr><td>G. Nature of development & unit mix for sale</td><td>
<table>
<tr><th>Segment</th><th>~FSI for Segment (sm.)</th><th>Unit Type</th><th>RERA Net Area (sft.)^</th><th>% of units*</th><th>Any USP for units in each segment</th></tr>
<tr><td rowspan="4"><segment 1></td><td rowspan="4"></td><td></td><td></td><td></td><td rowspan="4"></td></tr>
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<tr><td></td><td></td><td></td></tr>
<tr><td rowspan="3"><segment 2></td><td rowspan="3"></td><td></td><td></td><td></td><td></td></tr>
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<tr><td colspan="6">*+/- 5% variation in area is permissible i.e. 800 sft can be 760 to 840 sft</td></tr>
<tr><td colspan="6">*+/- 10% variation in unit mix is permissible i.e. 40% can be 36% to 44%</td></tr>
</table>
</td></tr>
</table>

H. Amenities / Landscape USPs

<Segment 1>	<Segment 2>	<Segment 3>
Landscape	Landscape	Landscape
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____
Sports	Sports	Sports
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____
6. _____	6. _____	6. _____
Social	Social	Social
7. _____	7. _____	7. _____
8. _____	8. _____	8. _____
9. _____	9. _____	9. _____

I. Details wrt any 'not for sale' areas to be developed in the site

Type of 'not for sale' area	**~FSI (sm.)**	**Unit Type**	**RERA Net Area (sft.)**	**No. of units**	**Finishes / Amenities / Comments**
<segment 1>					
<segment 1>					

J. Key Lodha Policies to refer to

1. Residential Room Sizing Guidelines *<for room sizing>*
2. Parking Policy *<for parking requirements>*
3. Guidelines for Design of Podium and Basements
4. Floor to Floor Height Policy *<for FTF and FTC heights>*
5. Key Conveniences in Parking & Other Common Areas
6. Vastu for Residential Projects (or if applicable, Offices or Plots)
7. _____
8. _____
9.

Choose if applicable, else delete

10. Exceptions wrt Bare shell buildings
11. Retail design guidelines
12. Office design learnings

K. Peer / Competitor projects (top 3) to learn from (can be u/c or completed)

Project Name			
Location			
Developer			
Current Status			
Type of Unit (state RNA for each in brackets)			
Key Highlights to note			

L. Lodha Team

1. RCEO: _____
2. COO: _____
3. Architecture Head: _____
4. Structure Lead: _____
5. MEP Lead: _____
6. ID Lead: _____
7. _____: _____
8. _____: _____

M. Consultant Team	1. Architecture: _____ 2. Structural Design: _____ 3. MEP Design: _____ 4. Landscape Design: _____ 5. Interior Design of KCAs: _____ 6. _____: _____ 7. _____: _____
N. Other	1. _____ 2. _____ 3. _____