27.8.21 v:3

Nomenclature for naming Residential units:

| Unit / Brand | Lodha | Casa | Crown |
|---|---|---|---|
| 1 BHK | 1 BHK | 1 BHK | 1 BHK |
| 2 BHK smart | NA | 2 BHK | 2 BHK |
| 2 BHK | 2 BHK | 2 BHK Ultima | NA |
| 2.5 BHK | 2 BHK w/ study | 3 BHK Optima | NA |
| 3 BHK | 3 BHK / 3 BHK Luxe (if there are other variations of 3 BHK) | 3 BHK / 3 BHK Ultima (if there are other variations of 3 BHK) | NA |
| 3.5 BHK | 3 BHK w/ Study | NA | NA |
| 4/4+ BHK | 4/4+ BHK | NA | NA |
| | | | |

- For Luxury and Hi-end, the term 'residence / home / condo(minium)' is used to describe the unit. In a Lodha product, bungalows can be referred to as villas and row houses as townhouses.
- For Aspirational, Casa and Crown, the term 'apartment' is used to describe the unit.
- A product name should have no more than one adjective (except in extraordinary circumstances) eg. 2 BHK Ultima Aura at CBG is quite a no-no from a communication perspective. In such a case, we would have continued with the name as 2 BHK Aura.
- In case there are multiple types of a unit (eg. 2 sizes of a 2 BHK) with the same/similar specs – we will call them the same name eg. 2 BHK Luxe (for a Lodha product) and differentiate using either the flat no / the area / an additional descriptor (eg. A, B) etc. – however, we will not give any additional adjectives.
- For a given unit name, try to have the same area in a given MP. If there are minor differences in areas (say largest unit is <= +2% of smallest unit of same unit name), the carpet area for allotment purposes can be taken as the average of the smallest and the largest. If the area differences are major (say largest unit is > +2% of smallest unit of same unit name) for the same unit name, the design needs to be changed to bring the difference to <= +2%.