2.6.20 Version: 4

Project Name Guidelines:

1. We have following brands (in 2020):

Business	**Brand**
Residential	Lodha XYZ Casa (by Lodha) XYZ Crown XYZ
Office	Lodha Excelus, <location> Lodha iThink, <location> Lodha Supremus, <location> Boulevard , <location>
Retail	Experia , <location> Boulevard , <location>

2. Every project name should follow the aforesaid structure. In case of projects where Lodha is not explicitly in the project name (so decided to reduce long-term rub-off on the brand), the Lodha logo will be used with all communication during marketing phase. No deviations like neighbourhoods are permitted and if we need to create identity for 'new location', the neighbourhood can be create and used in address line eg. Casa XYZ, Upper Thane, Mumbai-Nasik Hwy, Thane <pin code>. No ATL communication is permitted for such neighbourhood, except for the 1st pre-launch and launch (where neighbourhood understanding is to be created) Note: Palava city is an exception to the 'no neighbourhood communication' rule, due to the size and ambition but it is not to be confused with a project (it is the equivalent of a suburb eg. Lodha Luxuria, <address details>, Thane <pin code> v. Lodha Trinity, Central Avenue & __ street, Palava <pin code>). ATL advertising for Palava city is permissible.
3. Each project or neighbourhood name should have a tagline, which would elaborate on the project/neighbourhood's positioning.
4. Individual project size (which needs to be integrated with design and construction):
    a. 'For sale' projects - To be determined basis the total area which can be sold within construction cycle, with sales during **Launch** (pre-launch upto launch + 6 months) of atleast 50% of the saleable area. As far as possible, these require separate entrance gate, play area and amenities. In case of larger layouts, select amenities or infrastructure (eg. larger clubhouse, STP, large greens) can be shared but these are to be minimized in order to ensure sustainable maintenance after Lodha exits. Construction cycle to also be optimized to the project sizing and physical layout. If there is more than one project in a land parcel, the minimum size of the project should not be <= 8 L sft saleable area (this does not apply to the last project which maybe smaller as a consequence of residual development available). It is necessary to have differentiation between different projects in the same land parcel to provide the sense of newness – differentiation can come through different architects, different product type etc.
    b. 'For lease' projects – To be determined basis design optimization, investment scale and time horizon with one or more buildings and no constraint to project size.