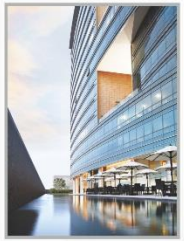


LODHA
BUILDING A BETTER LIFE

Acme Ozone

Recommendations - Design

17th June'2021



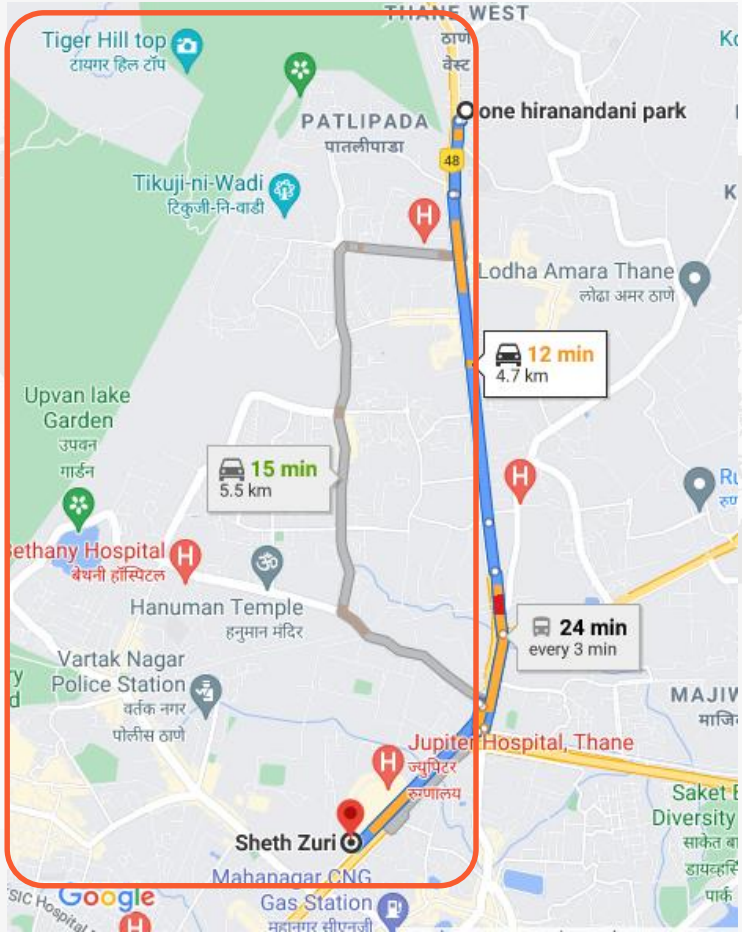






Location demarked as per Google maps – for South Thane micro market:

19 Projects considered as competition to Acme & used for analysis further:



Source: Google Maps

LODHA
BUILDING A BETTER LIFE



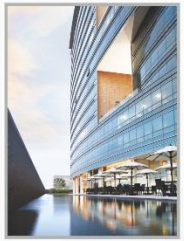


Recommendations

Recommendations have been suggested keeping in mind:

1. Aspirational positioning of the development
2. Competitive landscape
3. Location demand & existing layouts of Acme Ozone
4. CP interactions & customer interviews

LODHA
BUILDING A BETTER LIFE



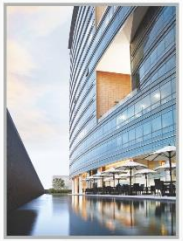



Typology recommendations

- Mix of 2 Bed & 3 Bed residences are recommended (Annexure 1.1):
    - In the proportion of 2:1 (Annexure 1.1)
    - A design option for Jodi (2+2 Jodi - 4BHK)

Source –
- ✓ Interviews with customers & CPs
- ✓ Analysis of South Thane MM – Absorption & Supply
- ✓ Brand team's recommendations basis competition visits

LODHA
BUILDING A BETTER LIFE



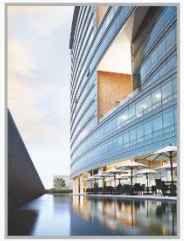



Size recommendations

2 Bed residences	3 Bed residences
<u>Proposed size of the residence</u> 2 BHK: Unit plan of Amara's 2 BHK with deck & 3 BHK: Unit plan of Sterling's Large 3 BHK 1266sq.ft. would be a good reference	
~ 700-750 sq.ft.: ✓ To establish aspirational positioning of the product ✓ Competition considered as Raymond TenX, Wadhwa Courtyward which have 2 Beds sizes: 635 sq.ft. & 762 sq.ft respectively	**~ 1200-1250 sq.ft.**: ✓ To establish aspirational positioning of the product ✓ Competition considered as Wadhwa Courtyard & OHP have 3 Bed sizes 1171 sq.ft. & 1305 sq.ft. respectively
<u>Living room + Dining area + Deck</u>	
Living room + Dining area ~ 220 sq.ft. + Deck – 50 sq.ft. ✓ Raymond TenX, Wadhwa Courtyard living & dining room – 188 sq.ft & 250 sq ft., respectively, with compact attached deck (25-35 sq.ft.)	**Living room + Dining area ~ 350 sq.ft.** (*Note*) + **Deck – 70 sq.ft.** ✓ Wadhwa Courtyard & OHP - living room + dining – 244 sq. ft. & 345 sq. ft.+ Balcony – 37 sq. ft. & 80 sq. ft.
<u>Master Bedroom</u>	
Master Bedroom – 140 sq.ft. ✓ Raymond TenX, Wadhwa Courtyard bedroom – 130 sq. ft. & 160 sq. ft.	**Master Bedroom 175 sq.ft. + Dressing Area 25 sq.ft. + Deck 40 sq.ft.** ✓ Wadhwa Courtyard & OHP – bedroom – 147 sq. ft. & 197 sq. ft.

Source –
- ✓ Interviews with customers & CPs
- ✓ Analysis of South Thane MM – Absorption & Supply
- ✓ Brand team's recommendations basis competition visits – Annexures 2 of sample layouts attached

LODHA
BUILDING A BETTER LIFE



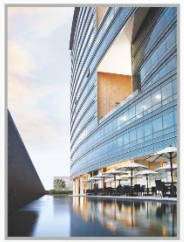



Size recommendations

2 Bed residences	3 Bed residences
2nd Bedroom	
Bedroom 2 – 120 sq.ft. ✓ Raymond TenX, Wadhwa Courtyard 2nd Bedroom – 102 sq.ft & 130 sq ft.	**Bedroom 2 – 120 sq.ft.** ✓ Wadhwa Courtyard & OHP – bedroom – 140 sq. ft. & 145 sq. ft.
3rd Bedroom	
NA	**Bedroom 3 – 120 sq.ft.** ✓ Wadhwa Courtyard & OHP – bedroom – 141 sq. ft. & 142 sq. ft.
Kitchen + Utility area	
Kitchen – 80 sq.ft. + Utility – 25 sq.ft. ✓ Raymond TenX, Wadhwa Courtyard Kitchen size – 66 sq.ft & 80 sq ft.	**Kitchen – 100 sq ft + Utility – 25 sq.ft. + Puja Area – 15 sq. ft.** ✓ Wadhwa Courtyard & OHP – Kitchen– 99 sq. ft. & 107 sq. ft.

Source –
- ✓ Interviews with customers & CPs
- ✓ Analysis of South Thane MM – Absorption & Supply
- ✓ Brand team's recommendations basis competition visits – Annexures 2 of sample layouts attached

LODHA
BUILDING A BETTER LIFE






Layout recommendations

Room Sizes & Internal Specs

Other

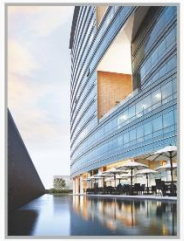
- Considering aspirational positioning of the product, we suggest bedrooms to be sized more than **10'0''*12'0''**
- It is suggested to provide a storage/niche area near the kitchen for all residences
- A demarcated study niche/space (independent) in 2 Bed and 3 Bed residences can be a good enabler catering to WFH
- Full-sized windows
- Wardrobe niche to be present across all bedrooms
- Common bathroom near the living room
- Puja room/niche can be considered for 3BHK

Layout

- It is suggested to have decks across all the residences in the living room as they will act as a product differentiator and location (views of Yeoor Hills) will be the best from these 2 new towers in the entire Acme Ozone Development
- **Vaastu compliance:**
  - ✓ Placement of common bathroom opposite the kitchen to be avoided
  - ✓ Pooja room should not share any wall with any bathroom
  - ✓ South and South West direction entry and exits for residences to be avoided
- **Kitchen layout:**
  - ✓ Parallel platforms are recommended
  - ✓ Attached dry balcony to use as a utility area
  - ✓ Storage space near the kitchen

Source –
- ✓ Interviews with customers
- ✓ Interviews with CPs
- ✓ Brand team's recommendations basis competition visit

LODHA
BUILDING A BETTER LIFE



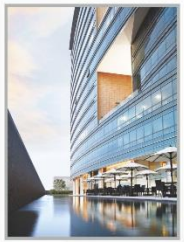



Internal fitments recommendations

Fitments	Must Have	Delighter	To be avoided
AC in living room and bedrooms	Yes	-	-
Marble flooring	-	Yes	-
Granite platform	Yes	-	-
High-end sink	Yes	-	-
Modular Kitchen (cabinets)	-	Yes	-
High end bath fitments	Yes	-	-
Four fixture bathroom – Master bathroom of 3 Bed	Yes		
Video door phone and Intercom	Yes	-	-
Full sized windows (in all rooms which do not have decks)	Yes		-
Designer homes	-	-	Yes

Source –
- ✓ Interviews with customers
- ✓ Interviews with CPs
- ✓ Brand team's recommendations basis competition visit
- ✓ Analysis of specs of competitors

LODHA
BUILDING A BETTER LIFE





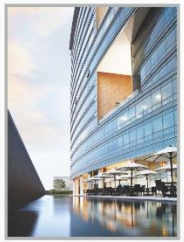

External amenities recommendations

Existing Amenities
Scale and quality of existing amenities are quite "average" **CPs also pitch OHP and Lodha Sterling as better options (amenities as well as product quality) compared to Acme.**
Swimming Pool – the current triangular shape • Is it possible to change the existing triangular shape to a rectangular swimming pool • Kids pool to be included in this layout
Most amenities have been shut for a while due to covid – needs maintenance – current pics of amenities attached in Annexure 3.1 to 3.7

Exclusive Amenities in new towers
Rooftop amenities like Jogging track , sky lounge, etc. – Views of Yeoor Hills is one of the biggest USPs of this project. Making the rooftop accessible with lifestyle amenities would further elevate the desirability of the offering
Indoor amenities - Exclusive Indoor Kids play area – **Must have**. Our TG is young couples with kids (30-45 yrs.)
Gym for these 2 towers residents – bigger than existing gym – **Must have** Existing gym is not big enough – can only accommodate 7~8 pax. at a time – attached pic in annexure

Source –
- ✓ Interviews with customers
- ✓ Interviews with CPs
- ✓ Brand team's recommendations basis competition visit & Acme project visit

LODHA
BUILDING A BETTER LIFE






Other recommendations

Hygiene requirements

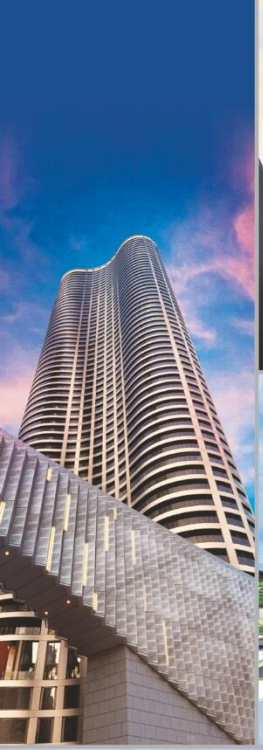
- Multi Tier security with CCTV and guards
- Convenience of pipe gas and high speed internet connection
- To maintain the privacy of the residents, apartments facing each other can be avoided
- Façade has to be unique and appealing, which will further aid in establishing the aspirational/premium positioning of the product
- Low Density – max 4 units per floor
- Some provision for Guest parking

Some delighters

- Double height entrance lobby to be spacious and airy
- Provision of separate lift and washroom for domestic help, drivers and guards

Source –
- ✓ Interviews with customers
- ✓ Interviews with CPs
- ✓ Brand team's recommendations basis competition visit

LODHA
BUILDING A BETTER LIFE









Thank You

LODHA
BUILDING A BETTER LIFE





Annexures

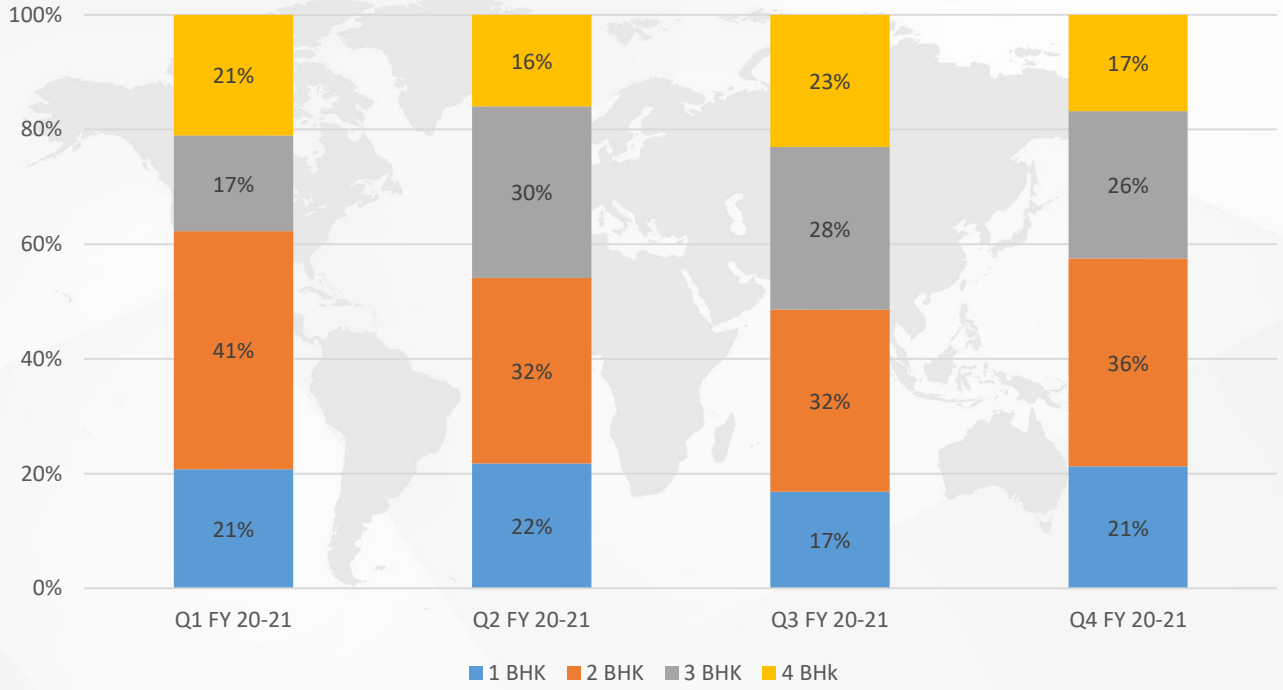
LODHA
BUILDING A BETTER LIFE



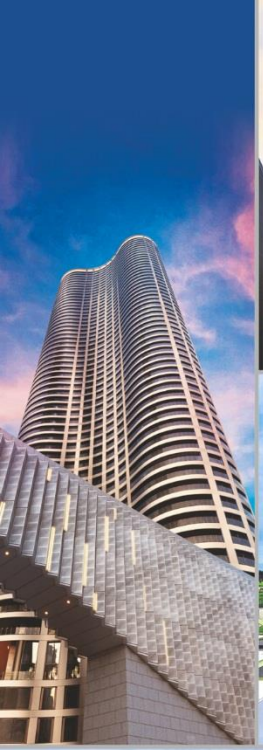


Annexure 1.1: South Thane – Typology wise Sales Mix

2BHKs have the largest sales contribution (35%) followed by 3 BHKs (25%)



LODHA
BUILDING A BETTER LIFE







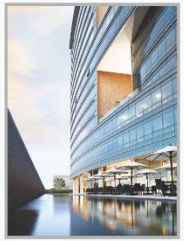


Annexure 1.2: Absorption & Supply –Typology and Area wise split

Typology	Carpet Area	Sales FY21 (Absorption)	Available Units (Supply)
2 BHK	500-550	16%	22%
	551-600	35%	18%
	601-650	27%	42%
	651-700	11%	8%
	701-750	9%	5%
	751-775	1%	5%
3 BHK	776-850	23%	14%
	851-950	8%	17%
	951-1050	11%	24%
	1051-1150	16%	25%
	1151-1250	25%	13%
	1251-1350	17%	7%

- In 2 BHKs
  - Even though 550 – 600 sq ft segment has the maximum contribution, we recommend 700-750 segment because:
    - Based on discussion with CPs and customers, this is the preferred size for 2 BHK homes with deck in this location
    - 2 BHKs of this size in key competitors like Wadhwa Courtyard & Sheth Avalon, have sold fast; currently there is scarcity of supply of these sized 2BHKs
    - We want to position the product as an Aspi offering & hence recommending medium/larger sizes
- In 3 BHKs
  - 1151-1250 sq ft segment has the maximum contribution
  - Absorption of these 3BHKs is much higher than the supply in South Thane market

LODHA
BUILDING A BETTER LIFE






Annexure 2.1: Unit Plans

Raymond TenX | 2 bed with deck small: 635 sq.ft.

Raymond REALTY
Go Beyond

TYPICAL UNIT PLAN - 1

(Flat - 1, 2, 3, 4, 5 & 8)





2 BHK TYPE 1					
1	FOYER	3'8"x4'5"	=	16.35	SQ.FT
2	LIVING & DINING	17'1"x11'	=	187.75	SQ.FT
3	BALCONY	7'4"x3'3"	=	23.59	SQ.FT
4	KITCHEN	7'x9'6"	=	66.96	SQ.FT
5	COMMON TOILET	4'6"x7'	=	31.6	SQ.FT
6	BEDROOM	10'9"x9'6"	=	102.23	SQ.FT
	C.B	4'6"x2'	=	8.88	SQ.FT
7	MASTER BEDROOM	13'x10'	=	129.89	SQ.FT
	C.B	5'x2'	=	9.85	SQ.FT
8	ATTACHED TOILET	5'x7'6"	=	37.51	SQ.FT
9	SERVICE AREA	5'x5'10"	=	29.3	SQ.FT
10	SERVICE AREA	4'9"x6'10"	=	32.65	SQ.FT

FLAT NO.	RERA CARPET AREA		BALCONY AREA	
	SQ.M	SQ. FT	SQ.M	SQ.FT
1, 2, 3 4, 5 & 8	58.95	635	3.32	36

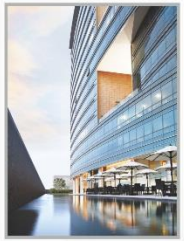
Unit Features:

- Large living and dinning space (187 sq.ft.)
- Each unit had service foyer spacer connecting the bed rooms. Can be used as dry balcony or storage. Not part of
- Balcony: 23 sq.ft

Fixtures and Fittings:

- Vitrified tiles in all rooms
- No AC
- Standard bath fittings

LODHA
BUILDING A BETTER LIFE









Annexure 2.2: Unit Plans
Wadhwa Courtyard | 2 bed : 762 sq.ft.

COURTYARD

MahaRERA Registration No.:
Ivy P51700000611

IVY

2 Bedroom

TYPICAL LEVELS
1-6, 9, 11, 13-14, 16, 18-19, 21, 23-26, 28-29



Unit No.	Usable Area	RERA Carpet Area
1	74.05m²/798sq.ft.	70.77m²/762sq.ft.



Net Area	762
Living Room	199.28
Dining	50
Kitchen	80
Deck	35
Mast Bed room	160
Attached washroom	40
Second bed room	130
Washroom 1	40

Unit Features:

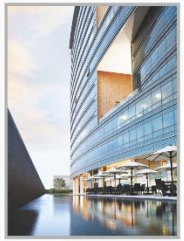
- Large living and dinning space
- Each unit had service slab space. Can be used as dry balcony or storage.

Fixtures and Fittings:

- Tiles in all rooms except Master bed has wooden flooring
- No AC
- Standard bath fittings
- Internal finishing of actual units aren't great – sprinkler pipes visible

Source - Brand team's competition visits

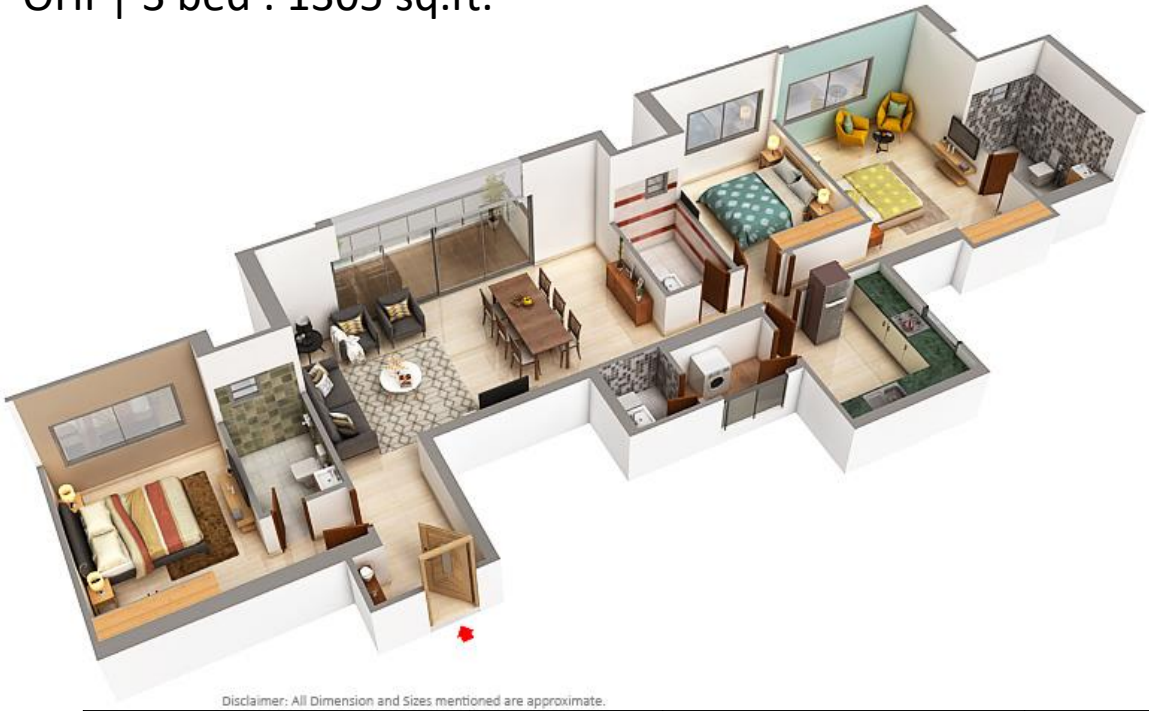
LODHA
BUILDING A BETTER LIFE






Annexure 2.3: Unit Plans

OHP| 3 bed : 1305 sq.ft.



Disclaimer: All Dimension and Sizes mentioned are approximate.

Net Area	1305	**Attached washroom**	51.77
Living + Dining Room	346.76	**Second bed room**	144.97
Kitchen	106.44	**Third bed room**	141.92
Deck	80.35	**Domestic help room**	39.4
Mast Bed room	197		

Source - Brand team's competition visits

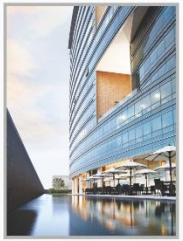
Unit Features:

- **Split unit Acs in living/dining, bedrooms**
- **1 deck provided**
- **Wallpaper provided on one wall in each room**

Fixtures and Fittings:

- **Marble flooring (living / dining, kitchen and bedrooms) | Vitrified tiles with marble counter (bathrooms)**
- **Aluminium double glazed windows**
- **Modular kitchen with white goods**
- **Premium bath fittings**

LODHA
BUILDING A BETTER LIFE






Annexure 2.4: Unit Plans

Wadhwa Courtyard| 3 bed : 1171 sq.ft.



Net Area	1171	**Attached washroom**	40
Living + Dining Room	244	**Second bed room**	140
Kitchen	99	**Third bed room**	141
Deck	37	**Washroom 2 and 3**	40 and 40
Mast Bed room	147	**Utility Area**	30

Source - Brand team's competition visits

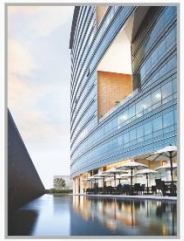
Unit Features:

- **Deck in the living room**
- **3 beds have bigger service slab area.**
- **Common powder toilet**

Fixtures and Fittings:

- **Tiles in all rooms except Master bed has wooden flooring**
- **No AC**
- **Standard bath fittings**
- **Bad internal finishing**

LODHA
BUILDING A BETTER LIFE





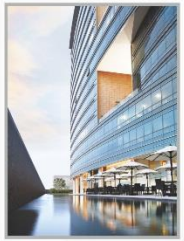

Annexure 3.1
EXISTING AMENITIES of ACME OZONE - PHOTOS






Central Greens &
Swimming Pools

LODHA
BUILDING A BETTER LIFE









Annexure 3.2
EXISTING AMENITIES of ACME OZONE - PHOTOS



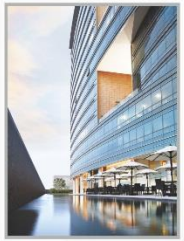


Creche Area





LODHA
BUILDING A BETTER LIFE









Annexure 3.3
EXISTING AMENITIES of ACME OZONE - PHOTOS





Cricket Pitch

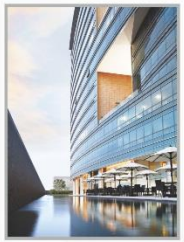




Kids Play Area

Multipurpose Court

LODHA
BUILDING A BETTER LIFE









Annexure 3.4
EXISTING AMENITIES of ACME OZONE - PHOTOS





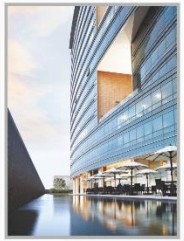


Gymnasium





LODHA
BUILDING A BETTER LIFE





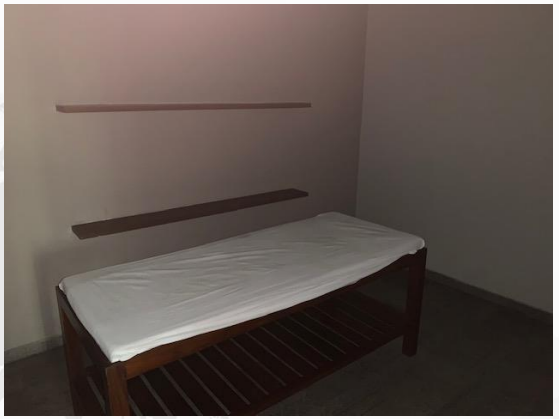




Annexure 3.5
EXISTING AMENITIES of ACME OZONE - PHOTOS





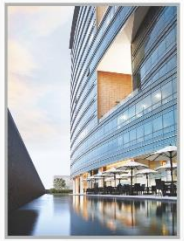






Spa with massage rooms, jacuzzi and sauna room

LODHA
BUILDING A BETTER LIFE









Annexure 3.6
EXISTING AMENITIES of ACME OZONE - PHOTOS





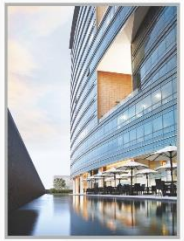






Yoga/Meditation Room,
Library Area

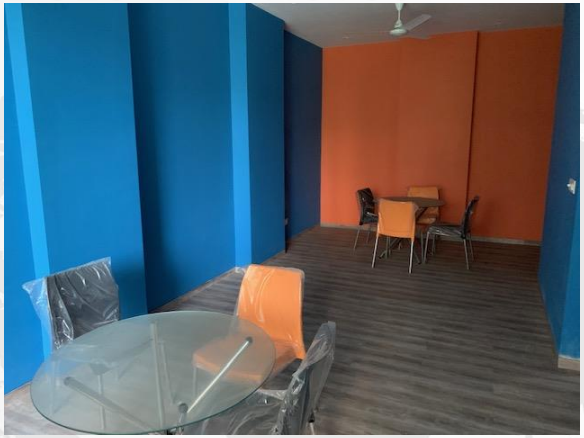
LODHA
BUILDING A BETTER LIFE






Annexure 3.7
EXISTING AMENITIES of ACME OZONE - PHOTOS







Learning Centre

LODHA
BUILDING A BETTER LIFE