Project Segment Classification:

Office Projects:

Type	Min. leasable/saleable area (sq. ft.) per unit	Max. no. of offices planned on a typical floor	Segment Served
Excelus	10,000	2	Front office for large corporate, MNC's and professional firms
Supremus	1000	4 or more	Small/medium businesses and professionals
iThink	10,000	2	Back of house operations of large businesses (including IT/ITES)

Retail Projects:

Type	Total leasable Area (sq. ft.)	Max. no. of habitable levels
Experia (or other project specific name)	=> 200,000 sq. ft.	NA (as per international norms for Grade A malls)
Boulevard	<= 100,000 sq. ft.	1B+G+2

Residential Projects:

1. Shall be based on average unit value (total amount payable to Lodha, excluding any government levies like VAT, Stamp Duty, Service Tax etc.) in any project at time of launch of project (based on expected psf rate at time of start of project).
2. Shall be decided on project-wise basis (a project is defined as a set of buildings/wings which are co-located, share common facilities and are planned together). It may be noted that if any particular wing/building in a project has pricing which is min. 20% higher than the project average, the same may be treated as a separate project.
3. The limits are as follows:

Category	Average Unit Price (Rs. Lakhs) of Project
Casa	10 – 50
Aspirational	50 – 250
Hi-end	250 – 750
Luxury	750+

The aforesaid limits shall be deemed to be increased @ 5% p.a. on first date of each calendar year, starting from 1.1.2011 onwards.

Please note that original classification, followed till date, was as follows:

Category	Average Unit Price (Rs. Lakhs) of Project
Casa	10 – 50
Aspirational	50 – 250
Hi-end	250 – 1000
Luxury	1000+

This aforesaid 'original classification' shall be used as the basis of application of policies for all projects which have been launched (full marketing launch) on/before 30th October 2010.