

THE  
HOUSE OF  
ABHINANDAN  
LODHA

# INDIA'S MOST VISIONARY

PRE-MARKETING OPPORTUNITY

COME HOME TO

अयोध्या  
HEART OF THE NATION

# दिव्य, सार्वभौमिक नगरोद्धार आयोध्

The government of Uttar Pradesh has a divine vision for Ayodhya. A vision to transform a city with a glorious history and give it a golden future. With the grand opening of the Shri Ram Janmabhoomi temple, tourist footfall is said to increase to 10 crores+ annually. Captivating experiences, rich heritage and spiritual significance – Ayodhya is a symphony of all while it courses towards being the global spiritual center. And they have the foresight to envisage the upcoming economic boom.

## GLOBAL INSPIRATION

Ayodhya draws inspiration from the finest national and international cities, assimilating their best practices.

## INFRASTRUCTURE GROWTH

Strategic investments in connectivity & infrastructure platforms across the New International Airport, National Highway Connectivity network, Temple Construction, EV zones, sustainable town planning & riverfront development.

## TOURIST HUB

A tourist haven on the rise with the development of impeccable amenities, hospitality growth, housing facilities, recreation, sightseeing routes & heritage upkeep.

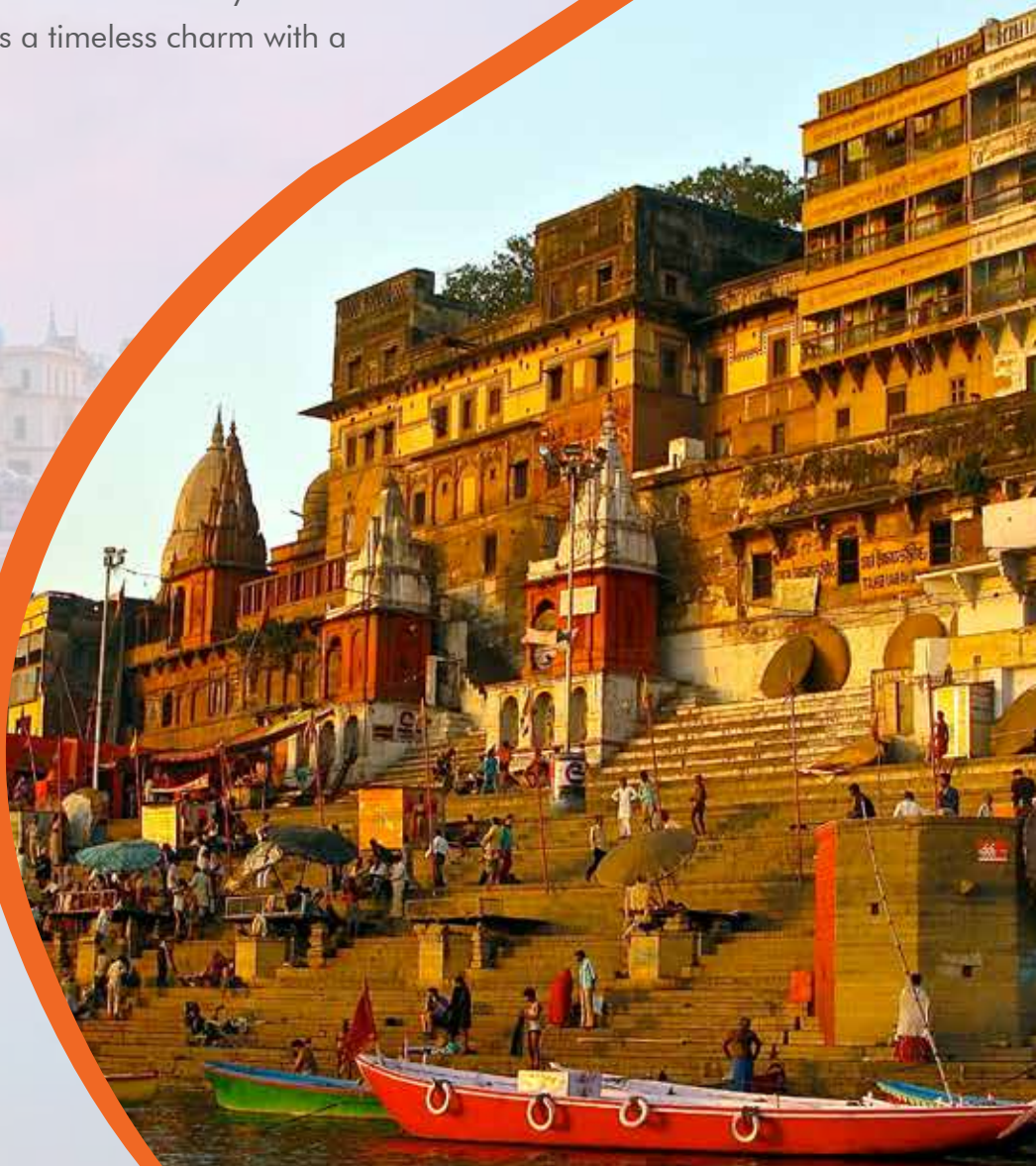
A vision so powerful, it puts Ayodhya on the global canvas with a potential of more than **600%** appreciation in under 10 years.

**Land in Ayodhya is scarce and this pre marketing opportunity gives access to all retail investors.**

# ALL GREAT THINGS BEGIN WITH A VISION

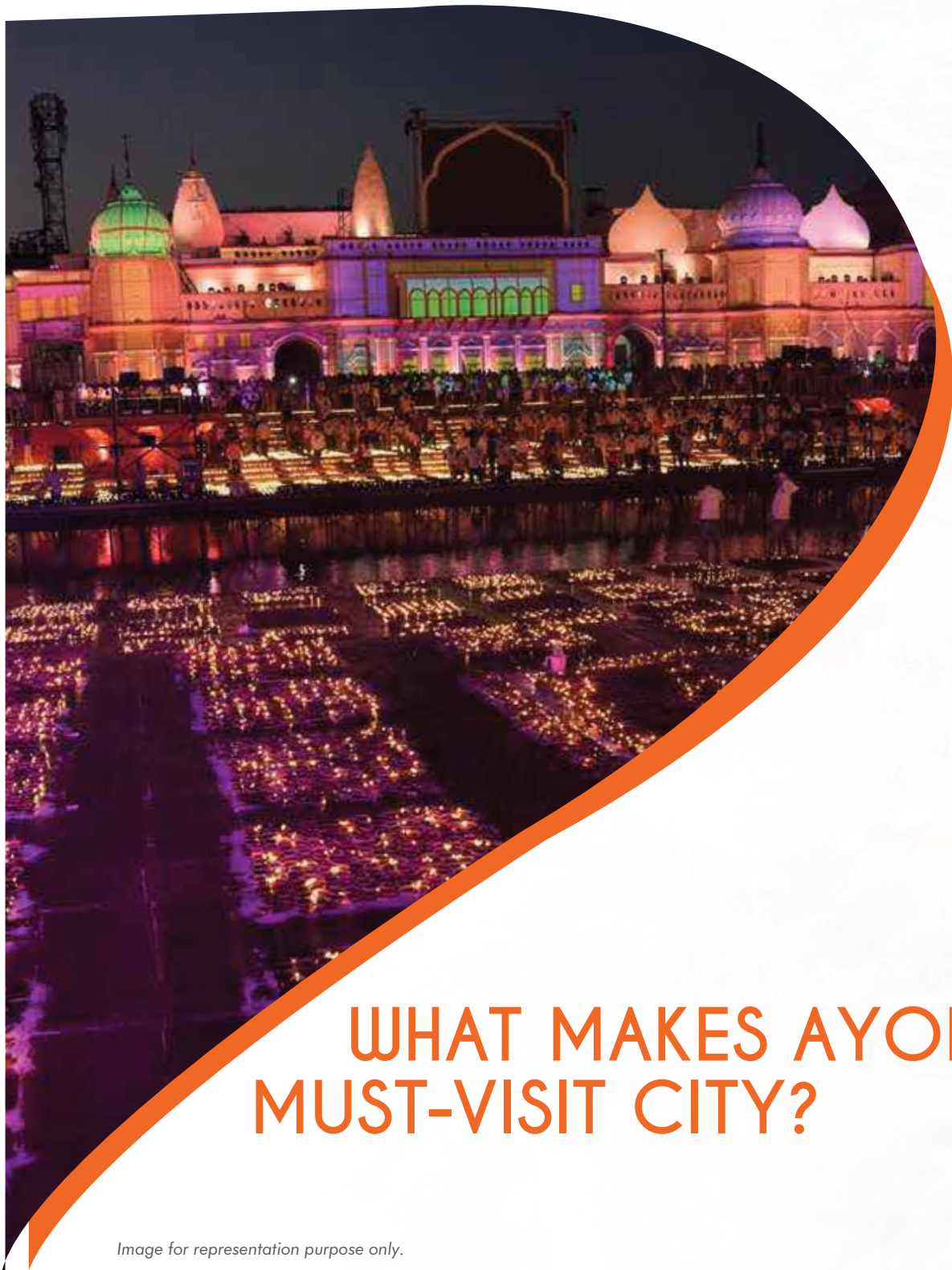
All remarkable feats find their origin in a vision. It is within the realms of such inspired imagination that the seeds of greatness are sown. When one thinks of visionaries, one cannot miss the likes of Ratan Tata, Steve Jobs, Henry Ford, A P J Abdul Kalam, Nelson Mandela, and many more who showcased one thing in common - unwavering dedication to shaping a better tomorrow and transcending the ordinary to extraordinary.

One such spark is now making its way to you. Captivating experiences, rich heritage, and spiritual significance – brace yourselves for a future where Ayodhya shines as a timeless charm with a forward-thinking ethos.



# A THRIVING FUTURE IS ON THE HORIZON FOR AYODHYA

Ayodhya is renowned for its natural beauty and cultural heritage and has witnessed a surge in tourist arrivals. In 2022, it welcomed 24.87 million visitors, the UP government expects the number to grow exponentially after the construction of Ram Temple. Driven by the estimated completion of the Shri Ram Janmabhoomi Temple, infrastructure upgrades, Greenfield Development projects and proposed iconic structures – Ayodhya is emerging as a thriving tourist destination with an increasing number of visitors.



## WHAT MAKES AYODHYA A MUST-VISIT CITY?

# A ₹20,000 CRORES INVESTMENT BLUEPRINT BY THE GOVERNMENT

Under the leadership of Chief Minister Yogi Adityanath, the Uttar Pradesh government aims to transform Ayodhya into a global city and a prominent tourist destination by 2024, with ongoing development ventures totalling ₹20,000 Cr.

## Ritual Space Preservation

Spaces along the Sarayu River edge are created for religious rituals, engaging locals and tourists in spiritual activities. Initiatives like audio-visual displays, cultural events, and crowd management at spiritual sites enhance the spiritual experience.

## Airway to Ayodhya

The all new Maryada Purushottam Shri Ram International Airport, where local artistry illuminates Lord Rama's journey.

## Medical and Wellness Tourism

Ayodhya seeks to become a medical and wellness hub, leveraging healthcare institutions and traditional AYUSH treatments. A Vedic-themed Greenfield Township will emerge, boasting infrastructure, cultural establishments, and leisure options.

## Roads & Rails to Heritage

The NHAI is investing ₹12,000 Cr in road construction. The Ayodhya railway terminal near the temple opens in Jan'24 expecting 3-4x more daily passengers. The station is India's first elevated concourse.



Shot at Ayodhya

## MICE Tourism

Convention centers and business hotels are being developed to attract Meetings, Incentives, Conferences & Exhibitions (MICE) tourism.

## Diversified Tourism Development

Ayodhya is diversifying its tourism offerings to include cultural, heritage, Vedic, MICE, health, wellness, recreational, adventure, and agri-tourism.

## Recreational Zone

Existing water bodies and Sarayu River edge are revitalized for water sports, tourism, and recreation. Efforts focus on creating cycle tracks, walkways, seating areas, and vendor markets.

## Heritage & Cultural Tourism Development

Ayodhya is restoring heritage sites and promoting the adaptive reuse of historical structures. The city offers thematic heritage walks to explore culture, engage visitors, and create local entrepreneurship.

# THE WORLD IS INVESTING IN AYODHYA

Ayodhya's transformation is a symphony of devotion and innovation. And within this luminous embrace, visionary companies are taking center stage, each a note contributing to its progress. Various industries are flocking to Ayodhya as tourism is set to witness accelerated growth.



**Investment breakup area-wise**  
Gautam Budh Nagar (Noida) district got 27 per cent (Rs 7.85 lakh crore) of the total investment intents, Agra 8 per cent (Rs 2.1 lakh crore), Ghazabad 3.66 per cent (Rs 1 lakh crore), and Aligarh 1.65 per cent (Rs 47,000 crore). Other districts that contributed to Purvanchal rising share were Sonbhadra, which got 2.57 per cent of the intents (Rs 74,000 crore), Mirzapur 2.21 per cent (Rs 64,000 crore), Prayagraj (Rs 53,000 crore), Ayodhya and Jaunpur about Rs 48,000 crore investment intents each.

UP GLOBAL INVESTOR SUMMIT  
2023 RECORDED MoUs WORTH  
₹45000 CR FOR AYODHYA



110 EV Charging Stations to be setup



Taj group to open three hotels in Ayodhya, 2 to be ready by 2027



2 New Properties by Park Inn and Individuals



Overall to open multiple properties



₹135 Cr in Compressed Biogas

The visionary companies investing in Ayodhya are sowing seeds not only for economic growth but for a collective transformation.

# THE HOUSE OF ABHINANDAN LODHA® INVESTS ₹ 1200 CR IN AYODHYA

Many have tried to lay their hands on this golden chance to ingress into this pious town, but not all have made it. Being a place of spiritual and cultural significance, Ayodhya has received tremendous support from the Centre and State Government for urban and tourism development.

In a significant display of commitment toward the development of this city, The House of Abhinandan Lodha® has announced a massive investment of ₹1200 Crore solely dedicated to the economic development of the city. The inauguration of a new office in Ayodhya marks a significant milestone for the firm.

## THE LARGEST BRANDED LAND DEVELOPER BRINGS YOU THE BIGGEST PRE-MARKETING OPPORTUNITY

Embrace India's pride with one of India's fastest-growing consumer tech firms, born out of a vision to democratize land in India. An asset that has been fraught with red tape and age-old processes is now seamless with us. The House of Abhinandan Lodha® is pioneering a scalable future across the nation and has now set foot in Ayodhya, giving you access to an opportunity of a lifetime.



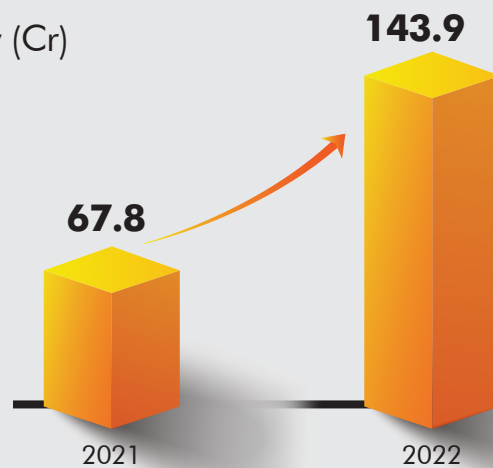
# SACRED GROUNDS, PROSPEROUS RETURNS

For centuries, the tapestry of Indian culture has been interwoven with the threads of religious tourism. With time, the landscape has evolved, shaped by the development and expansion of facilities that cater to these reverent souls. This evolution doesn't just impact the tourism industry; it breathes life into opportunities, nurturing both employment and self-employment avenues

**MORE THAN 60% OF TOURISM IN INDIA IS ASSOCIATED WITH RELIGIOUS AND SPIRITUAL TOURISM.**

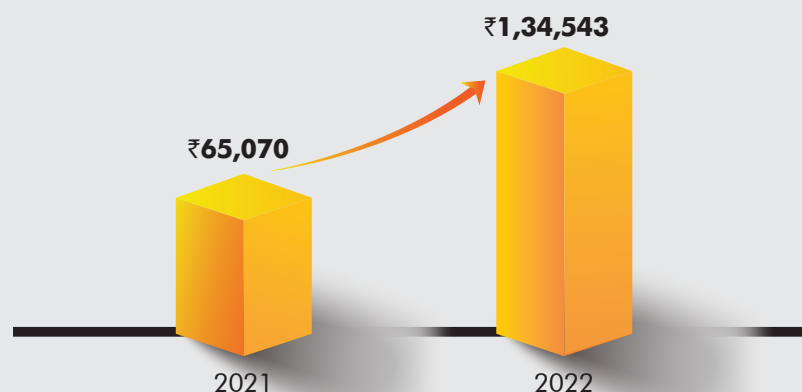
## 112% YoY Growth in Spiritual Tourism

Spiritual Tourism Inflow (Cr)



## 107% Growth in Spiritual Tourism Revenue

Spiritual Tourism Revenue (Cr)





# HISTORIC TEMPLE TOWNS & THEIR ECONOMIC GROWTH

Spiritual Tourist Destinations	Before Redevelopment (No. of pilgrims)	After Redevelopment (No. of pilgrims)
Kashi Vishwanath, Varabasi	80,00,000	7,00,00,000
Char Dham Yatra, Kedarnath	4,00,000	20,00,000
Kashi Vishwanath, Varabasi	4,000	80,000

## MATHURA

Birthplace of Shri Krishna, one of northern India's most famous religious destinations with various infrastructure developments undertaken by the government, the location has over time witnessed tremendous growth in terms of investment of various industries. From the opening of Prem mandir & Yamuna expressway in 2012 to special helicopter service in 2023 the city has seen major progress leading to an increase in land prices 3.75X in the 10-12 years.



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Prem Mandir & Yamuna Expressway opened to public	JINNURM Urban Renewal Projects Announced	ISKON announced tallest Chandrodaya Mandir	Krishna Tourist Circuit Development		Mathura Vrindavan Civic Body Merger	Govardhan Parikrama Development	Highway connecting Vrindavan, Mathura, Gokul and Mahavan announced		Smart City Mathura	Vrindavan River Front development	Helicopter Service
Revamped Mathura Station, Numerous Trains from Delhi, Mumbai, Lucknow, Jaipur, and Various Other Cities			Infrastructure Projects in the City: Rail Bus Service from Mathura to Vrindavan, Braj Hat, and City Development Grants from the World Bank.						Oxygen Plant IOCL	Pepsico Greenfield manufacturing Plant, Compressed bio-gas plant,	79 City Infrastructure Projects

LAND PRICE APPRECIATED BY 3.8X

LAND PRICE APPRECIATED BY 3.9X

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Varanasi Master Plan 2031: approved.	Announcement of Rudraksh Convention Centre	Varanasi Smart City Initiatives.	Smart City: Varanasi Plan	Inauguration of Ring Road, Babatpur Airport road in Varanasi on NH-56	Varanasi Integrated Smart Solution Plan		Vishwanath Corridor to ensure easy movement of pilgrims		Namo Ghat Development Plan- Longest Ghat on the bank of Ganga



## VARANASI

Home to Kashi Vishwanath Temple and one of the twelve Jyotirlingas, Varanasi has witnessed a transformative revolution in the last decade. Before the renovation, approximately 80 L people visited Kashi Vishwanath Dham annually, but tourist footfall exceeded 7 Cr last year. The development has enabled influx of tourism from 6.7Mn in 2019, to more than 70 Mn tourists in 2022. Land Prices have increased 3.8X in the last 10-12 years.

# UNLOCKING PROSPERITY

AYODHYA'S LAND PROMISES MORE THAN 600% GROWTH IN UNDER 10 YEARS

AMPLIFYING GOVERNMENT'S VISION TO TRANSFORM A CITY WITH A GLORIOUS HISTORY INTO A GLOBAL SPIRITUAL CAPITAL WITH A GOLDEN FUTURE

**100Mn+** TOURISTS



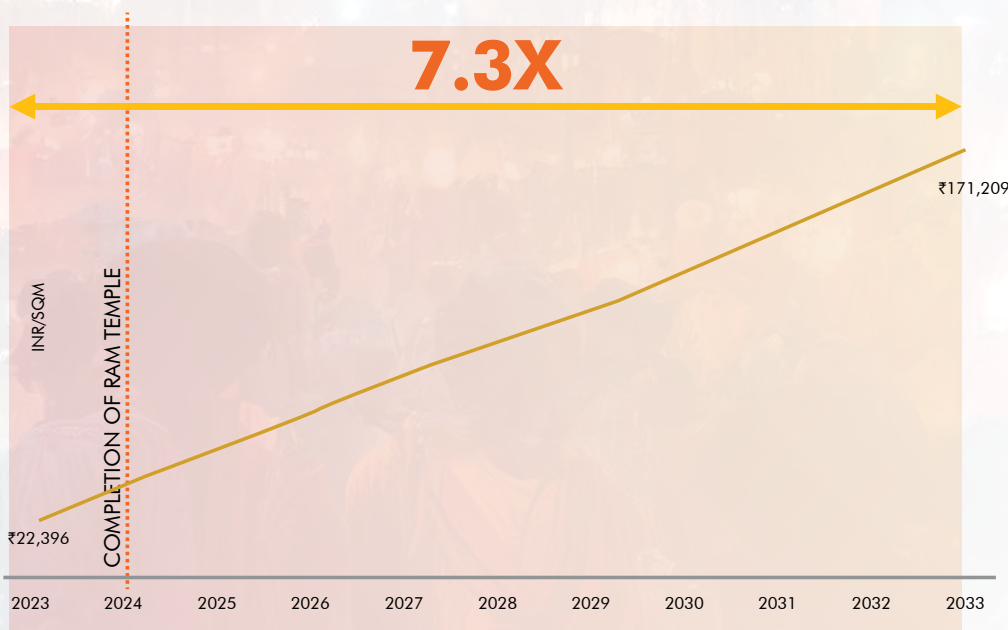
\*Source: Ayodhya Vision 2047 ADA

## THE JOURNEY TO **7.3X** GROWTH

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
14 Kosi Parikrama Project	Development in religious Inter-city travel bus services	City level infrastructure projects, Urban renewal projects		Renamed Faizabad District to Ayodhya District	The Ayodhya Verdict is announced	Shamam Yojna	Approval of the Master Plan 2031	Proposed 67.5 km long Ring Road passing through Ayodhya Gonda and Basti.	Shree Ram International Airport to be functional by Dec 2023
					Ayodhya is witnessing the implementation of projects worth ₹32,000 Cr, covering sewage, water supply, roads, parking facilities, beautification, ghats, and the construction of the world's tallest Shree Ram Statue alongside the Guptar Ghat - Naya Ghat riverfront. Additionally, a 4 Lane road project will connect Prayagraj and Ayodhya, promoting better accessibility.				

**LAND PRICE APPRECIATED BY 5.1X**

# PROJECTED GROWTH IN THE NEXT 10 YEARS



**EVERY PROFOUND VISION DEMANDS AN EQUALLY INSIGHTFUL VISIONARY TO GRASP ITS DEPTH AND POTENTIAL. JUST AS AN ARTIST ENVISIONS A MASTERPIECE BEFORE BRINGING IT TO LIFE, A VISIONARY MUST POSSESS THE ACUMEN TO SEE THROUGH FORESIGHT. AYODHYA IS THAT MASTERPIECE IN THE MAKING AND YOU CAN BE THE FIRST TO MAKE YOUR MARK ON THIS BEACON OF GLOBAL TOURISM.**

*Shankh baja hai, Surya Shikhar par.*

*Aaja pukaare, Ayodhya.*

*Jiske sparsh se, dil bhar jaaye.*

*Bhakti pukaare woh Ayodhya.*

*Vishva jo maaya, dhundhe dar-dar.*

*Aaja pukaare, woh Ayodhya.*

*Maathe pe mitti, jo tilak ban jaae.*

*Bhuumi pukaare, Ayodhya.*

*Dhyey ki yaatra, ho shuru jaha se,*

*Aaja pukaare, Ayodhya.*

*Parampara ka, udgam yaha se...*

*Aaja tu, apne Ayodhya.*

*Saare saadhan, ab hain yaha pe,*

*Aaja Pukaaare, Ayodhya.*

*Sabka sampark, ab hoga yaha se,*

*Sambandh pukaare, Ayodhya.*

*Bharat ki shaan. Vishv ka Abhimaan.*

*Ayodhya aapko pukaar raha hai.*

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