

INDIA'S MOST AWAITED
LAND LAUNCH

THE SARĀYU[®]
= R E S E R V E =



'House of Abhinandan Lodha' has been established in 2020 and is not, in any manner, associated with 'Lodha' or 'Lodha Group'



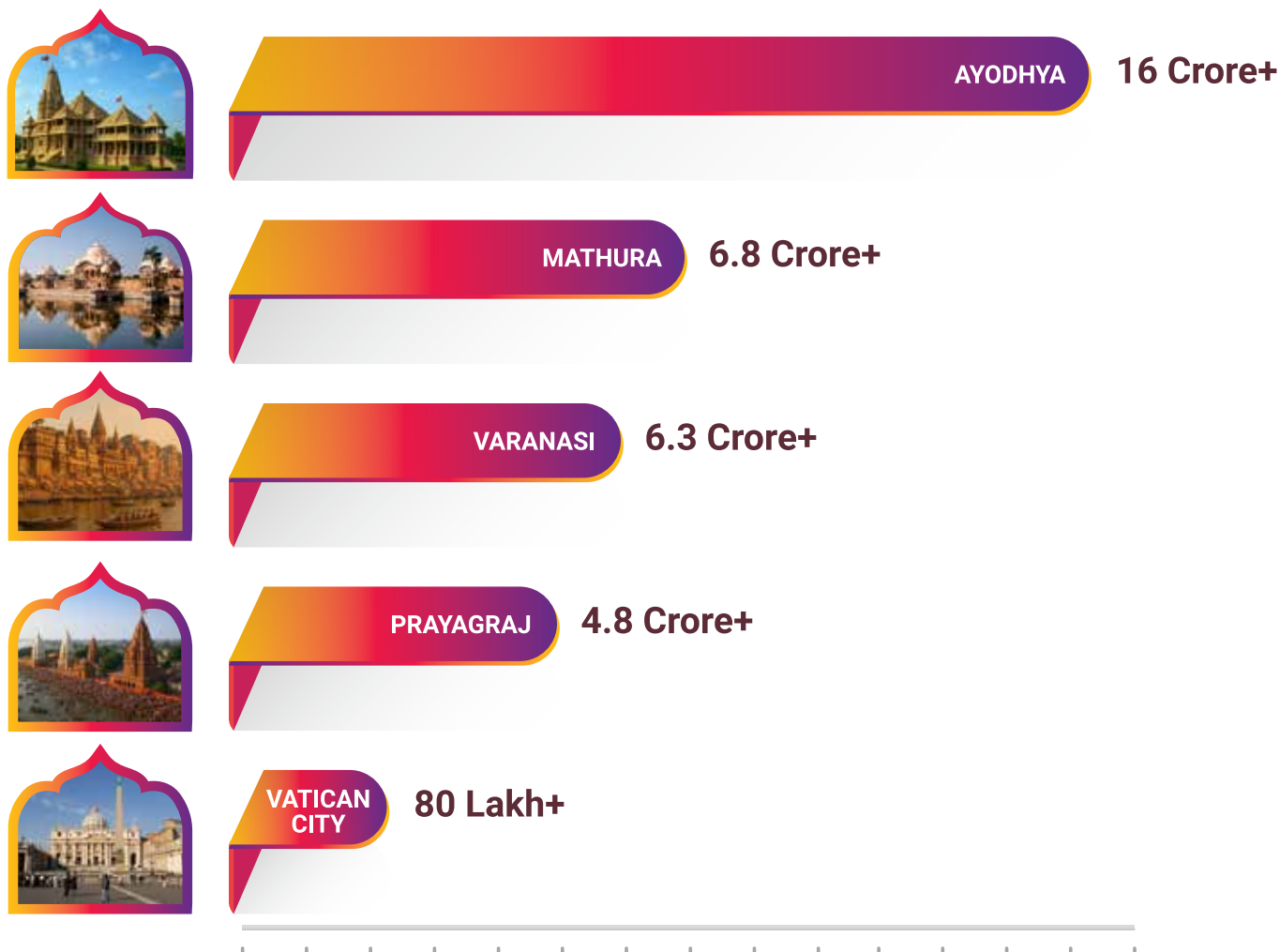
The project 'The Sarayu' is registered with UPRERA under registration nos. 'The Sarayu': UPRERAPRJ311468, Collection A/c No. 99999869521793 (Start Date: 01-12-2023) and 'The Sarayu-2': UPRERAPRJ954926/03/2024, Collection A/c No. 99999920164466 (Start Date: 01-04-2024) and 'The Sarayu-3': UPRERAPRJ774489/07/2024, Collection A/c No. 157205002124 (Start Date: 01-05-2024) and 'The Sarayu-4': UPRERAPRJ397318/10/2024, Collection A/c No. 157205002126 (Start Date: 01-01-2025) and 'The Sarayu-5 (The Sarayu Phase 2C)': UPRERAPRJ378870/03/2025, Collection A/c No. 157205002206 (Start Date: 15-01-2025) available at <https://www.uprera.in/>. The Project is being developed by HOABL RealTech Private Limited ("Promoter").

THE GOLDEN AGE OF AYODHYA HAS DAWNED.

THE WORLD'S NEXT SPIRITUAL AND INVESTMENT FRONTIER -AN OPPORTUNITY GENERATIONS HAVE AWAITED.

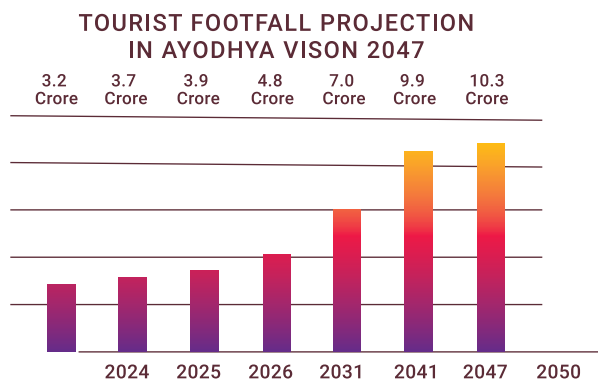
In recent years, Ayodhya has firmly positioned itself as the spiritual capital of India, drawing millions of tourists from around the globe. Its rich cultural heritage, sacred sites, and annual festivals make it an indispensable destination for religious tourism. As India's leading spiritual tourism hub, Ayodhya continues to exceed projections, outpacing other prominent destinations.

WITH OVER 16 CRORE TOURISTS IN 2024, AYODHYA HAS CEMENTED ITS PLACE AS THE EPICENTRE OF GLOBAL SPIRITUAL TOURISM



AYODHYA IS EXCEEDING ALL TOURIST PROJECTIONS

Originally projected to welcome 3.2 crore visitors in 2024, Ayodhya exceeded all expectations by drawing 16 crore tourists, a powerful signal of its rising global significance. The city is transforming into a modern spiritual and economic powerhouse. Massive investments in infrastructure, hospitality, and transport are reshaping the landscape, while keeping its timeless cultural essence intact.



KEY ECONOMIC DRIVERS

Investment in Infrastructure: Extensive infrastructure development fuels economic activity and boosts job creation.

Pilgrimage-driven Economy: Similar to Mecca and Vatican City, Ayodhya's sustained tourism growth ensures long-term economic vitality.

Real Estate: Surge in land values due to Ayodhya's global prominence as a spiritual destination.

A FLOURISHING ECONOMY ROOTED IN SACRED TRADITION

With a bold vision for the future,

Ayodhya is evolving into a global spiritual and cultural destination. Backed by state-of-the-art infrastructure, hospitality expansion, and global investments, the city is emerging as a model for religious tourism and urban development.

From expressways and an international airport to eco-friendly transport and riverfront beautification, Ayodhya is being reshaped to host the world, while retaining the soul of its ancient character.



Blending timeless heritage with bold investments, Ayodhya is becoming a global spiritual and economic hub, drawing millions in tourism and transforming through ₹85,000 crore in planned development

AYODHYA'S ECONOMIC RENAISSANCE

The Shri Ram Janmabhoomi Effect Tourism Windfall:

Shri Ram Janmabhoomi contributes over ₹25,000 crore annually in tourism revenue.

Regional Growth Surge:
Unprecedented footfall adds an estimated ₹5,000 crore to the regional GDP.

Festive Economy in Motion:
Annual events like Deepotsav, Ram Navami, and Parikramas generate ₹1,500 crore in economic activity.

₹22,875 CRORE INVESTED IN CITY TRANSFORMATION

The government has committed ₹22,875 crore to infrastructure upgrades, airport expansion, and smart city initiatives. Ayodhya is enhancing public transport, parking, and urban mobility to support its growth.

Tourism infrastructure is improving through better pilgrimage routes, beautification, and hospitality upgrades. Sustainability also plays a key role, with investments in green energy, water conservation, and electric mobility.

VISION 2031: AYODHYA ON THE GLOBAL STAGE

With a planned investment of ₹85,000 crore, Ayodhya aims to become one of the world's top cities by 2031. A major step includes a ₹1,625 crore airport expansion to handle 6 million passengers annually, reinforcing its position as a global cultural destination.

Source: TOI, Economic Times and SBI research

Hindustan Times 100

Yogi govt plans to make Ayodhya one of world's best cities by 2033

By HT Correspondent, Lucknow

Jul 01, 2024 05:17 AM IST

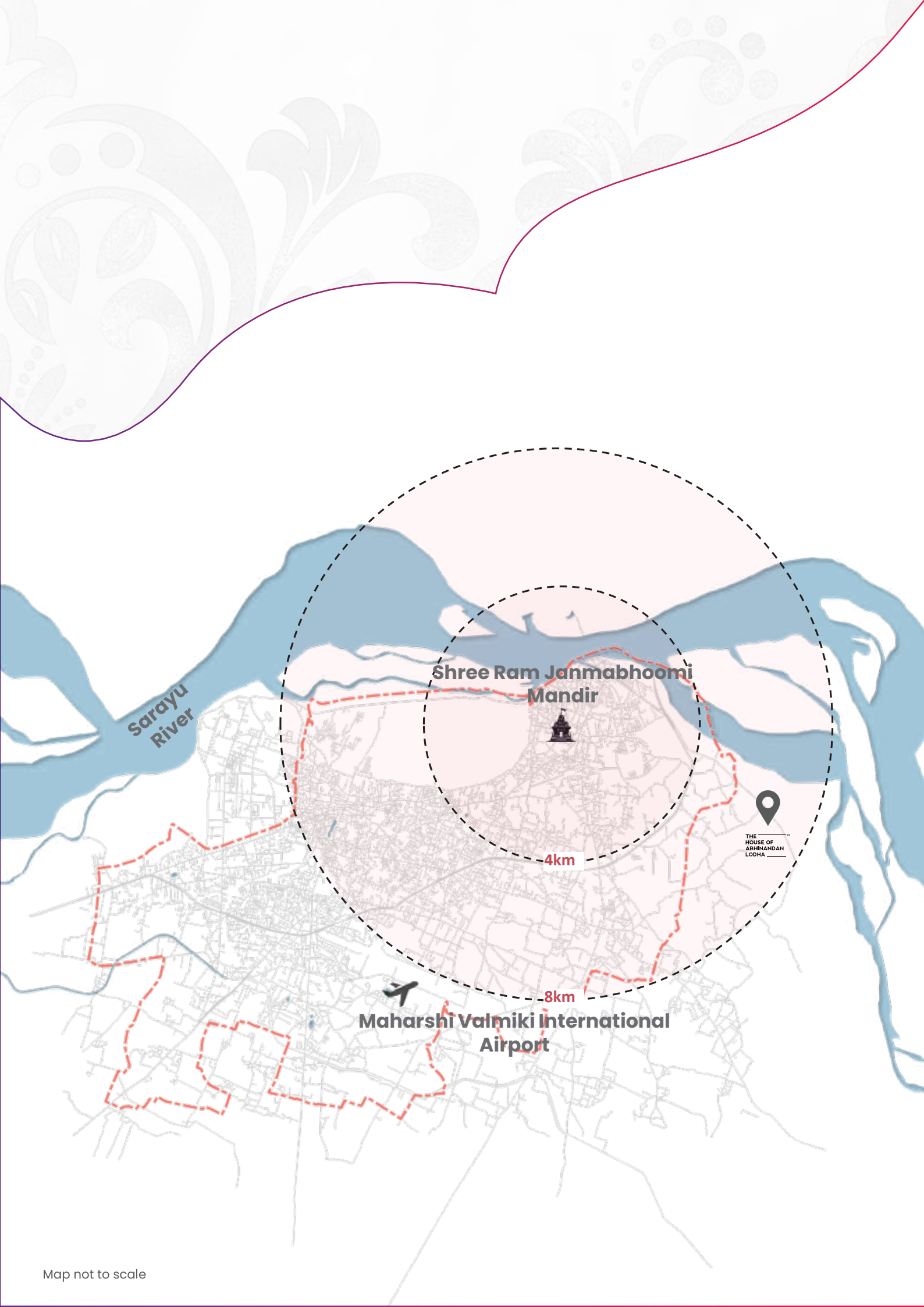


Ayodhya aims to become one of the world's best cities by 2033 with an investment of ₹85,000 crore.

Business Standard

AAI plans to invest Rs 1,625 crore to expand Ayodhya airport capacity

Move aimed to increase its passenger handling capacity to 6 million passengers per annum



Sarayu
River

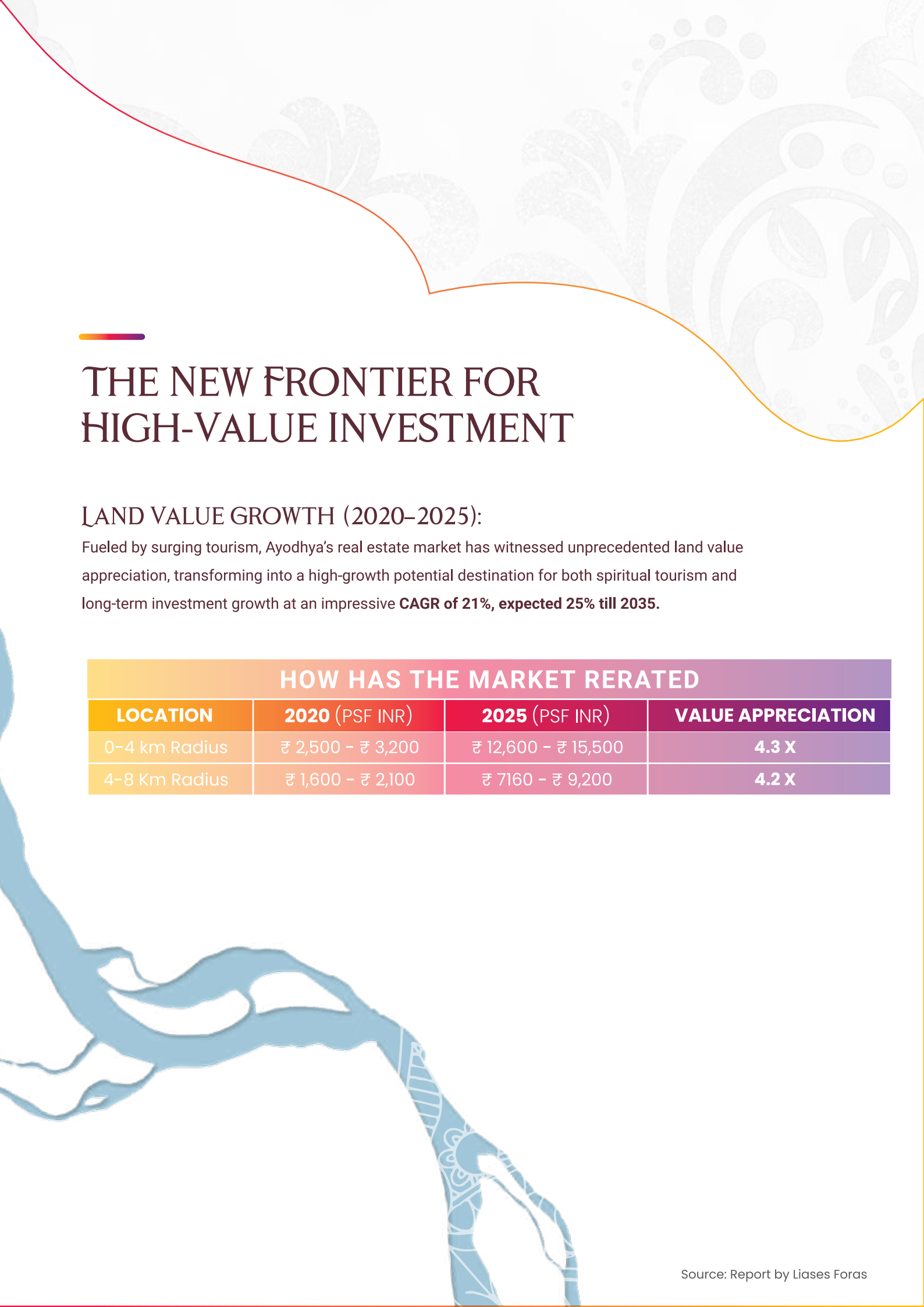
Shree Ram Janmabhoomi
Mandir

4km

8km

Maharshi Valmiki International
Airport

THE HOUSE OF
ASHVANANDAN
LODHA



THE NEW FRONTIER FOR HIGH-VALUE INVESTMENT

LAND VALUE GROWTH (2020–2025):

Fueled by surging tourism, Ayodhya's real estate market has witnessed unprecedented land value appreciation, transforming into a high-growth potential destination for both spiritual tourism and long-term investment growth at an impressive **CAGR of 21%, expected 25% till 2035.**

HOW HAS THE MARKET PERATED

LOCATION	2020 (PSF INR)	2025 (PSF INR)	VALUE APPRECIATION
0-4 km Radius	₹ 2,500 – ₹ 3,200	₹ 12,600 – ₹ 15,500	4.3 X
4-8 Km Radius	₹ 1,600 – ₹ 2,100	₹ 7,160 – ₹ 9,200	4.2 X

THE SARAYU RESERVE

WHERE LEGACY LIVES. AND LUXURY RESIDES.

A RARE CIRCLE OF PRESTIGE. A LANDMARK AMONG LANDMARKS.

In the spiritual capital of the world rises not just a development - but a destination reserved for the few who define what it means to live at the pinnacle.

The Sarayu Reserve is the most coveted sector within The Sarayu - crafted to bring together privilege, provenance, and unparalleled positioning. Flanked by icons, wrapped in legacy, and designed for distinction, this is the address that will forever be spoken of in superlatives.

THE EPICENTRE OF PRIVILEGE AT THE SARAYU

This is not just a new phase – we have curated a new sector. Every detail, every direction, and every commune has been handpicked to reflect status, serenity, and stature.

The Leela Palaces, Hotels, and Resorts stand as your northern neighbour - symbolizing timeless luxury, heritage, and grandeur.

A 2787 Sq.m (30000 sq.ft) grand **clubhouse** managed by The Leela - crafted for indulgence, wellness, and elite gatherings.

A plot owned by **Mr. Amitabh Bachchan** himself - adding celebrity presence to your everyday horizon

THE SARAYU
= RESERVE =
**THE MOST EXCLUSIVE
SECTOR FOR
A REASON**

The iconic **Sarayu Villas**, each valued at ₹10 Crore+, form part of this prestigious enclave.

ONLY FOR THE DISCERNING FEW

A Reserve, by definition, is protected. Special. Held back for those who demand more from life -not just land, but legacy. Not just views, but vision. Not just amenities, but admiration.

In an age where every square foot is for sale, The Sarayu Reserve is where square feet are sacred.

Here, privacy is respected, neighbours are noteworthy, and luxury is lived.





WHERE ELEGANCE MEETS EXCLUSIVITY

A MASTERPIECE OF LUXURY & SERENITY



GRAND CLUBHOUSE

WHERE OPULENCE KNOWS NO BOUNDS

Experience boundless luxury at the clubhouse, where opulence knows no limits. Discover a breathtaking clubhouse adorned with serene water bodies, elevating the natural, auditory, and visual allure of this prestigious space. Indulge in lavish amenities including an extravagant swimming pool and a majestic restaurant. Picture-perfect weddings await on our sprawling lawn, offering the ideal venue for grand family celebrations in the heart of the world's spiritual capital. At the clubhouse, weave your legacy into the fabric of time, amidst the lavish surroundings of boundless luxury.



AMPHITHEATRE

WHERE LUXURY MEETS SERENITY
ALONG THE SARAYU RIVER

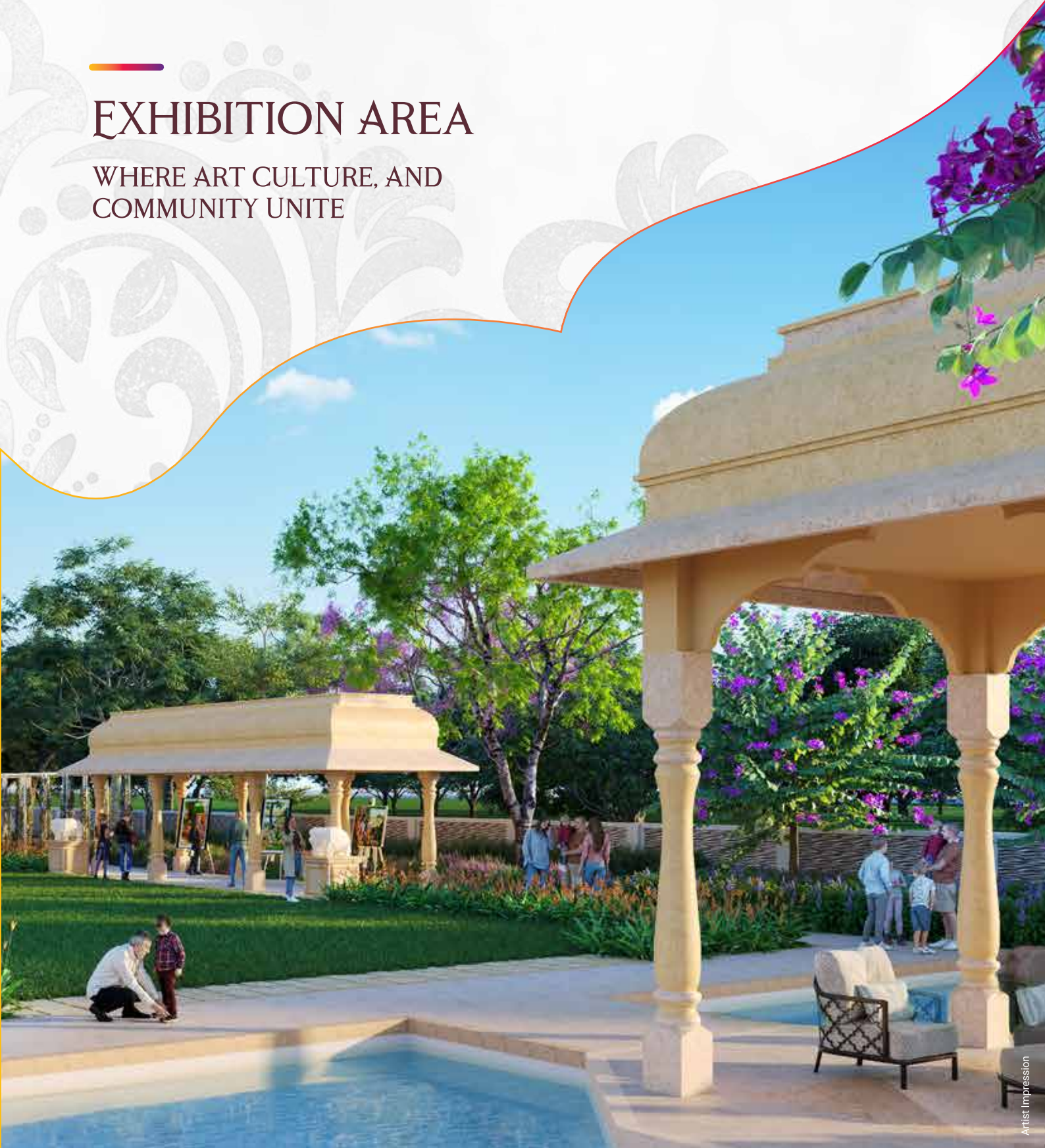


Artist Impression

Discover the amphitheatre, the epitome of luxury living, seamlessly blending aqua amenities proximity to nature and holistic well-being for the mind body and soul. Indulge in the splendid Skydeck offering breathtaking views of the serene Sarayu River, allowing you to immerse yourself in the tranquility of the water and its serene surroundings.

EXHIBITION AREA

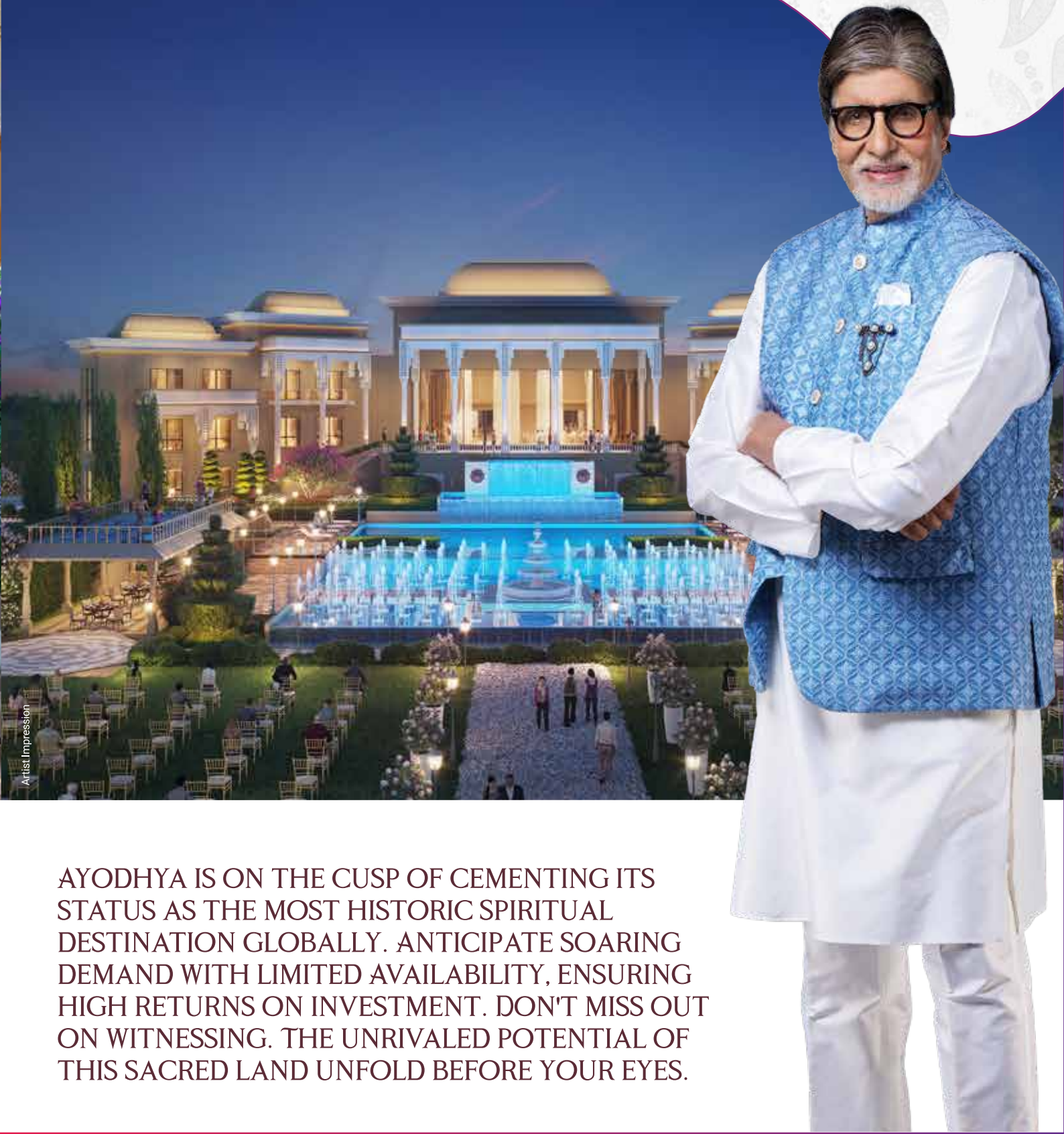
WHERE ART CULTURE, AND
COMMUNITY UNITE



Artist Impression

The exhibition area fosters a strong sense of community engagement with art, culture, and coming together of people. This community building and engagement space has many amenities such as mandapa pavilion, dining decks, garden & farming.

THE ULTIMATE AMALGAMATION
OF A GREAT DEVELOPMENT
& AN INVESTMENT
OPPORTUNITY LIKE
NO OTHER.



AYODHYA IS ON THE CUSP OF CEMENTING ITS
STATUS AS THE MOST HISTORIC SPIRITUAL
DESTINATION GLOBALLY. ANTICIPATE SOARING
DEMAND WITH LIMITED AVAILABILITY, ENSURING
HIGH RETURNS ON INVESTMENT. DON'T MISS OUT
ON WITNESSING. THE UNRIVALED POTENTIAL OF
THIS SACRED LAND UNFOLD BEFORE YOUR EYES.

THE HOUSE OF ABHINANDAN LODHA®

Welcome to The House of Abhinandan Lodha®, where innovation meets inclusivity in real estate. We break barriers, democratizing land ownership. Our mission extends beyond profit; it's about enabling individuals to shape history and heritage.

WITH THE HOUSE OF ABHINANDAN LODHA®, YOU GET:



Clear-title,
ready-to-own land



Transparent pricing,
no hidden fees



Expert local
guidance



Peace of mind with a
future-ready investment



Avoid the hassle. Invest in Ayodhya
with confidence - only with The House
of Abhinandan Lodha®.

27+

Countries

23+

States

107+

Cities

6000+

Customers

1.8 MILLION

Sq.m. (20 Million sq.ft) Land Sold

2.7+ MILLION

Sq.m. (30+ Million sq.ft) Under Development

INDIA'S PREMIER BRANDED LAND DEVELOPER

THE
HOUSE OF
ABHINANDAN
LODHA™

YOUR ONLY
GATEWAY TO
AYODHYA