

The Lodha Group, India's Premier Luxury Developer Announces **Trump® Tower Mumbai**

September 16th, 2013, Mumbai: The creator of the world's most successful real estate brand, Trump, marks its entry into India's commercial capital, Mumbai, through a relationship with India's largest real estate developer, the Lodha Group. Trump Tower Mumbai will be the signature tower at The Park at Worli, forming part of Lodha's newly-launched and immensely successful 17.5 acre master-planned neighbourhood.

"I am proud to announce Trump Tower Mumbai – which will be one of India's most luxurious residences. This incredible tower will offer the Indian consumer the very best in exclusive living, in the heart of South Mumbai. The Lodha Group, the developers of this project, are well known for their iconic developments and I am looking forward to working with them to present this masterpiece that will undoubtedly redefine the Mumbai skyline," said Donald J. Trump.

Trump Tower Mumbai, surrounded by the 7 acre Park and located in South Mumbai's preeminent location within Worli in South Mumbai, will soar over 800 feet into the city's skyline providing stunning views of the Arabian Sea. A gleaming golden edifice with a magnificent curtain-wall golden façade, the tower will have uber-luxe 3, 4 and 5 bedroom residences. The residences will come with dazzling interiors including German Poggenpohl kitchens, 5-fixture master bathrooms, indoor Jacuzzi tubs, built-in TV's, an elite 7-level security setup and the very best of every aspect of interior design. Not only will the residents have access to the Park, the exclusive 7 acres of world class landscapes, but will also enjoy world-class concierge, valet and facility management services.

Since its launch in August 2013, The Park has witnessed unprecedented interest from the market, with over 450 bookings worth over Rs. 2,500 crore being received on the first day of the applications being accepted.

“We are very excited to announce our association with the Trump Brand, one of the world’s most respected and prominent real estate companies representing the finest developments at the best locations. Through its iconic projects, Trump has changed the skyline of many global cities including New York and we are confident that the Trump Tower Mumbai, with its stunning design and prime location in Worli, will have the same impact on Mumbai. With the world-class development and operating standards set by Trump and Lodha Group’s leadership and superior expertise in luxury real estate in India, the Trump Tower Mumbai will usher in a new standard of branded luxury living in India,” said Abhishek Lodha, Managing Director, Lodha Group.

The Lodha Group has been at the forefront of developing designer luxury homes and iconic residences in Mumbai, and continues this trend in its association with Trump. Bookings for this iconic building are expected to begin in the coming months and prices are expected to be over Rs. 8 crore for the 3 BHK and Rs. 10 crores for the 4 BHK residences.

For more information, please contact corp.comm@lodhagroup.com

About the Trump Brand:

The Trump™ brand encompasses projects across the world and is renowned for its representing the highest level of excellence and luxury in residential, hotel, office, retail and golf properties. Trump branded projects have always been associated with the world’s premier luxury real estate. Trump buildings are known for their spectacular views, prime locations, five-star amenities and discerning owners. The experience of owning a Trump branded property and living the Trump lifestyle is unparalleled. With each of its branded properties, the Trump brand continues to raise the bar of superior luxurious living.

www.Trump.com

About the Lodha Group:

Established in 1980, the Lodha Group is India's No 1 real estate developer. The Group is currently developing in excess of 35 million sq. ft. of prime real estate, with over 30 projects in and around Mumbai, from Nepean Sea Road to Dombivali. The Group has further extended its promise of luxury living with successful projects in Hyderabad and Pune. The Lodha Group has several landmark developments to its credit, including World One - the world's tallest residential tower, Lodha Bellissimo - the only Indian residential development to feature amongst the top 1000 landscapes in the world, and Palava - India's most livable city, spread over 4,000 acres and located close to the upcoming Navi Mumbai international airport. The Group has made history by achieving the world's first billion dollar pre-launch for Codename Bluemoon that received IPO style applications exceeding Rs. 5,400 cr.

The Group has also recorded the biggest land deal in India till date, buying a plot for Rs. 4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA), where it is developing New Cuffe Parade, a world-class mixed use development set to become the new city centre of Mumbai. Continuing to set new benchmarks, the Group completed acquisition of a 17-acre prime land parcel in Worli for Rs. 2,725 cr., the largest realty deal in 2012.

The Lodha Group has also been at the forefront of developing designer homes and luxury residences in India through global tie ups with leading brands, including Lodha Fiorenza by Jade Jagger for yoo and Lodha Evoq with interiors designed by global design icon, Philippe Starck. Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices to large-scale office campuses to signature boutique offices for growing businesses.

The Group's tremendous success has been marked by financial investments from the finest global investors. The Group currently employs over 3,200 associates and provides site-based employment to over 25,000 workers. And going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.

www.lodhagroup.com

“Trump® Tower Mumbai is not owned, developed or sold by Donald J. Trump, The Trump Organization or any of their principals or affiliates. Jawala Real Estate Private Limited, a Lodha Group entity, is the owner and developer, and promoter of the property, and uses the “Trump” name and mark under a sub-license from DT Marks Worli LLC, which sub-license is subject to the terms of the agreement between the parties.”