



## Construction Week

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### PROJECTS & TENDERS

## Five-week frenzy: House of Abhinandan Lodha sells 20 lakh sq-ft of Dapoli land

A completely virtual buying process



by Staff Writer | April 6, 2023

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In a short span of five weeks, The House of Abhinandan Lodha has sold 20 lakh sq-ft of branded land, showcasing the rising demand for land as a wealth generation source, at the beachside town of Dapoli in Maharashtra's Konkan belt.

The integrated development project titled 'Cape of Bliss' saw success on the proposition that would encourage new investors to make their first ever investment in land, helping them start their journey of creating intergenerational wealth.

A completely virtual buying process, assistance throughout the journey of land ownership and a great product proposition, together was met with excellent response from all over the country. The House of Abhinandan Lodha's first national campaign saw demand and first time customers from over 25+ cities across India.

Samujjwal Ghosh, CEO, The House of Abhinandan Lodha, said, "The purpose with which HoABL exists is not just to create land investment but to have a tremendous positive impact using innovation and consumer tech. Today is the future we wanted to live in yesterday. We can achieve great things with tech innovations and enabling virtual purchase of hidden gems like Dapoli, and the success of it is just the start to a whole new wealth product category we aim to create."

Additionally, the company has sold 3.3 million sq ft land so far across popular destinations like Dapoli, Anjarle and Foothills of Matheran in Maharashtra. In FY 23-24, HoABL will successfully deliver 6 million sq ft space to the customer base.