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THE HOUSE OF ABHINANDAN LODHA New Generation Land®

The House of Abhinandan Lodha's Gulf of Goa Project sold out within just two weeks of launch

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PRNewswire (/topic/prnewswire)

Mumbai (Maharashtra) [India], October 25: The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha) (HoABL) continues its legacy of achievements with the exceptional success of its prestigious project, Gulf of Goa in Vasco. India's largest branded land developer (/topic/branded-land-developer) has sold approximately 4.25 lakh sq. ft. of land of Gulf of Goa in a short span of just two weeks, marking a significant milestone in the brands growth trajectory.

During this period, The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha) garnered a staggering revenue of approximately 325 crores, with a substantial 30% contribution coming directly from its existing customers. Revenue from this project was seen from an extremely diverse customer base, which underscores the brand's ability to appeal to both PAN India and international investors. This remarkable achievement solidifies HoABL's position as a trusted and distinguished branded land developer (/topic/branded-land-developer) in India. ^

This achievement is unprecedented in the industry, as the Goa plot sale alone contributed 325 Crores in revenue. One of the key strategies that contributed to this successful endeavor was HoABL's keen understanding of the market. Recognizing that a significant portion of buyers would be business owners, HoABL strategically priced the 2000 sq. ft. units at 1.44+ Crores.

On this huge milestone, Samujjwal Ghosh (/topic/samujjwal-ghosh), CEO - The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha), said, "We are immensely proud of the triumphant sellout of Gulf of Goa, a testament to our unwavering commitment to excellence and innovation. This achievement is not just a milestone; it's a reflection of the immense belief of consumers in the brand and the organization's ability to create remarkable spaces for our valued customers."

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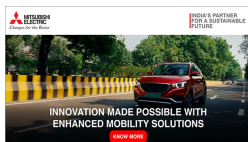
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The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha) remains unwavering in its commitment to delivering innovative, high-quality projects that captivates and satisfies its diverse customer base. As it continues its journey, it is steadfast in its pursuit of excellence, eagerly anticipating a future filled with even more extraordinary accomplishments.

About The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha):

The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha) (HoABL), India's largest branded land developer (/topic/branded-land-developer), is a new-age consumer-tech company pioneering New Generation Land in India. This bellwether venture by Abhinandan Lodha, born out of a vision to democratize land for investors, is transforming land ownership in India by leveraging technology. HoABL aims to transform the process of owning land for a consumer by making it easy, secure, and liquid while ensuring that it becomes a critical part of people's investment portfolio.

With fully digital sales, HoABL has made the entire consumer buying journey location agnostic, making it possible to buy land from anywhere in the world. HoABL has built a first-of-its-kind technology product in India that will simplify the process of land buying for customers. The HoABL app - a first not only in India but globally too - will give customers the ability to invest in land parcels that The House of Abhinandan Lodha (/topic/house-of-abhinandan-lodha) has to offer, chart their land buying journey from start to finish and manage their portfolio effortlessly.

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