

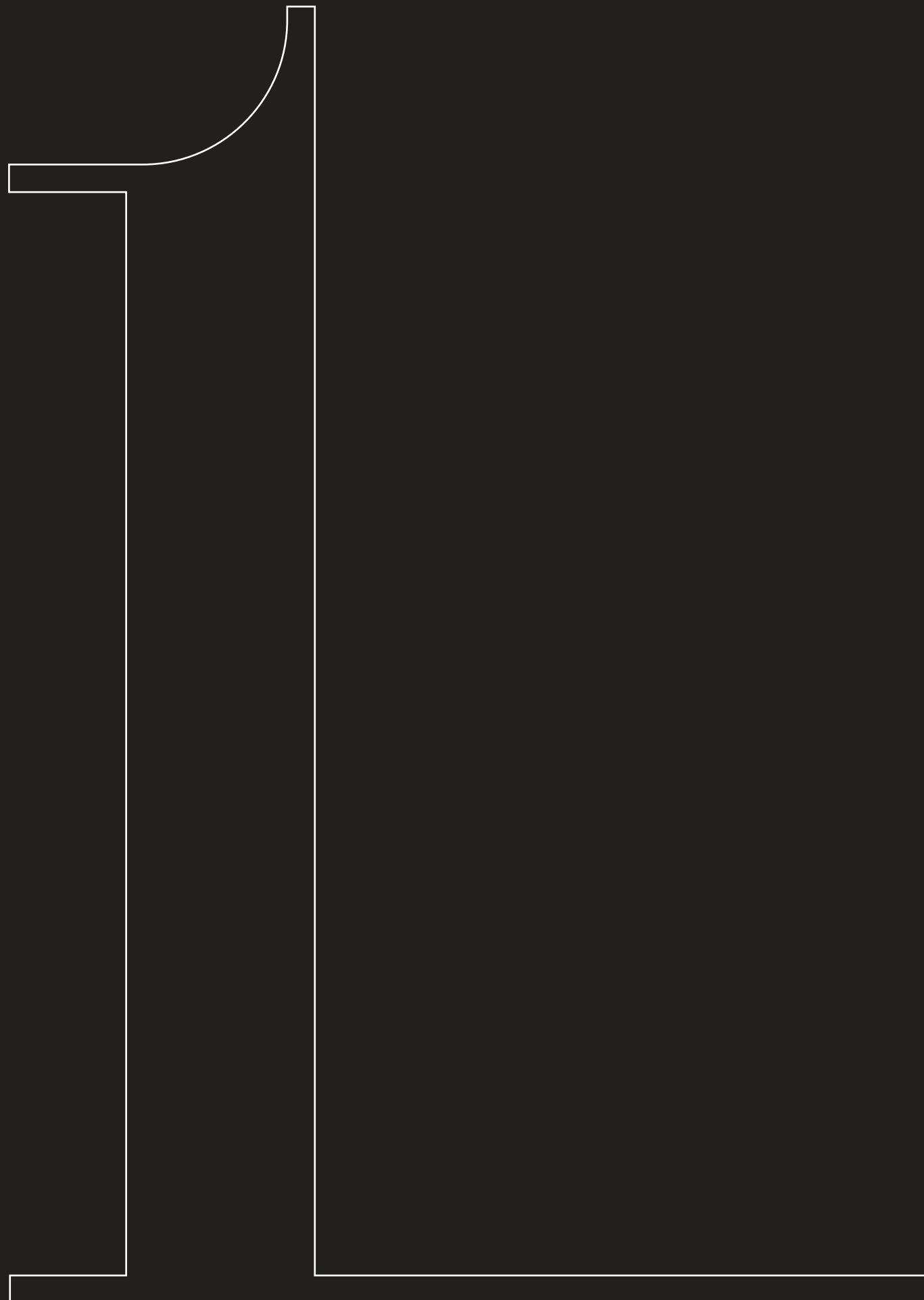
A Study

of Case Studies

that Define

Lloyds Realty!





Welcome *to* Lloyds Realty.

One *of* the premier real estate development firms,
it has delivered over 3 million Sq. Ft. *of* spaces
and some *of* the iconic projects till date.

This book takes a deeper dive *into the* vision,
mission, legacy *and* future *of* the company.

Let's discover *their* inspiring journey.

X

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What happens when a real estate organisation thinks unlike one.

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Perfection is a journey of finding the right balance of being.

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Scale opens opportunities, greatness brings responsibilities.

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Passion rooted in compassion; minds full of mindfulness.

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Man is the measure of all things. Of systems, values, creation and reality.

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Architecture is the expression of vision.

Case Study 01

What
happens
when
a real estate
organisation
thinks
unlike one





Premise

It becomes the torchbearer antithesis of everything that's unhallowed about the industry. One starts hearing words previously unheard of in this space. Terms like accountability, commitment, thoughtfulness, foresight, and such, become a part of the vocabulary.

Orientation of the organisation shifts to pouring heart and soul in every creation, rather than just squeezing out the last square inch of available FSI. The mindset moves towards creating lasting value for all stakeholders and not just self.

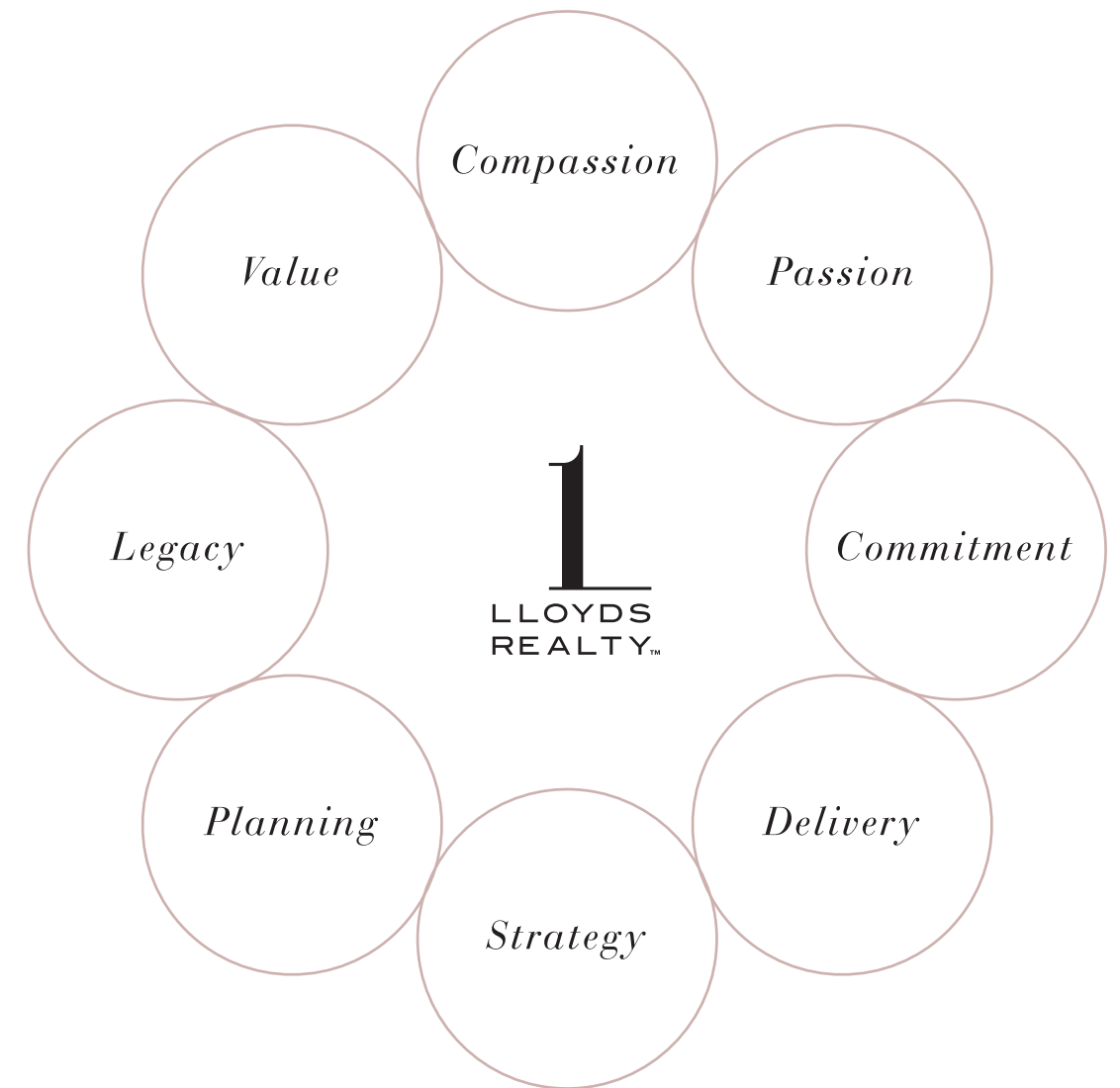


Impact

Actually, it all starts with the question ‘What kind of an organisation one strives to be?’. For Lloyds Realty, the answer was really very simple:

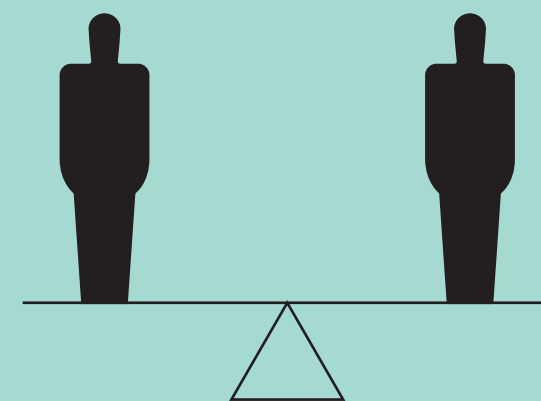
*‘To be an agile organization
that's bold in thinking,
innovative in approach and
ethical in conduct,
with compassion at its core.’*

Key Learnings



Case Study 02

Perfection
is
a journey
of
*finding the
right balance
of being*





Premise

Achieving the balance is the first step towards perfection. For a customer oriented corporate entity, it becomes crucial to aim at creating an equilibrium between business goals and greater good. Since its inception in 1994, Lloyds Realty has operated and evolved with the same thinking. It inspires them and drives them to deliver unique, iconic and endearing offerings.

Lloyds Realty and its associates have an impressive portfolio of residential and commercial projects, spanning across premium locations of Mumbai, Pune and Tirupur. Apart from delivering several prominent landmarks, Lloyds Realty has also built specially tailored projects for their institutional clients.

Delivered over 3 million Sq. Ft.

Valuation of delivered projects

over Rs. 3,500 Cr.

Legacy & Future

*Future projects pipeline of
over 20 million Sq. Ft.*

*Approximate valuation of future projects
around Rs. 35,000 Cr.*

Verticals

Residential | Commercial | Hotels | Data Centres | Warehousing | Industrial Plotting
Residential Plotting | Shopping Complexes | Senior Living | Healthcare

Multi-city Presence

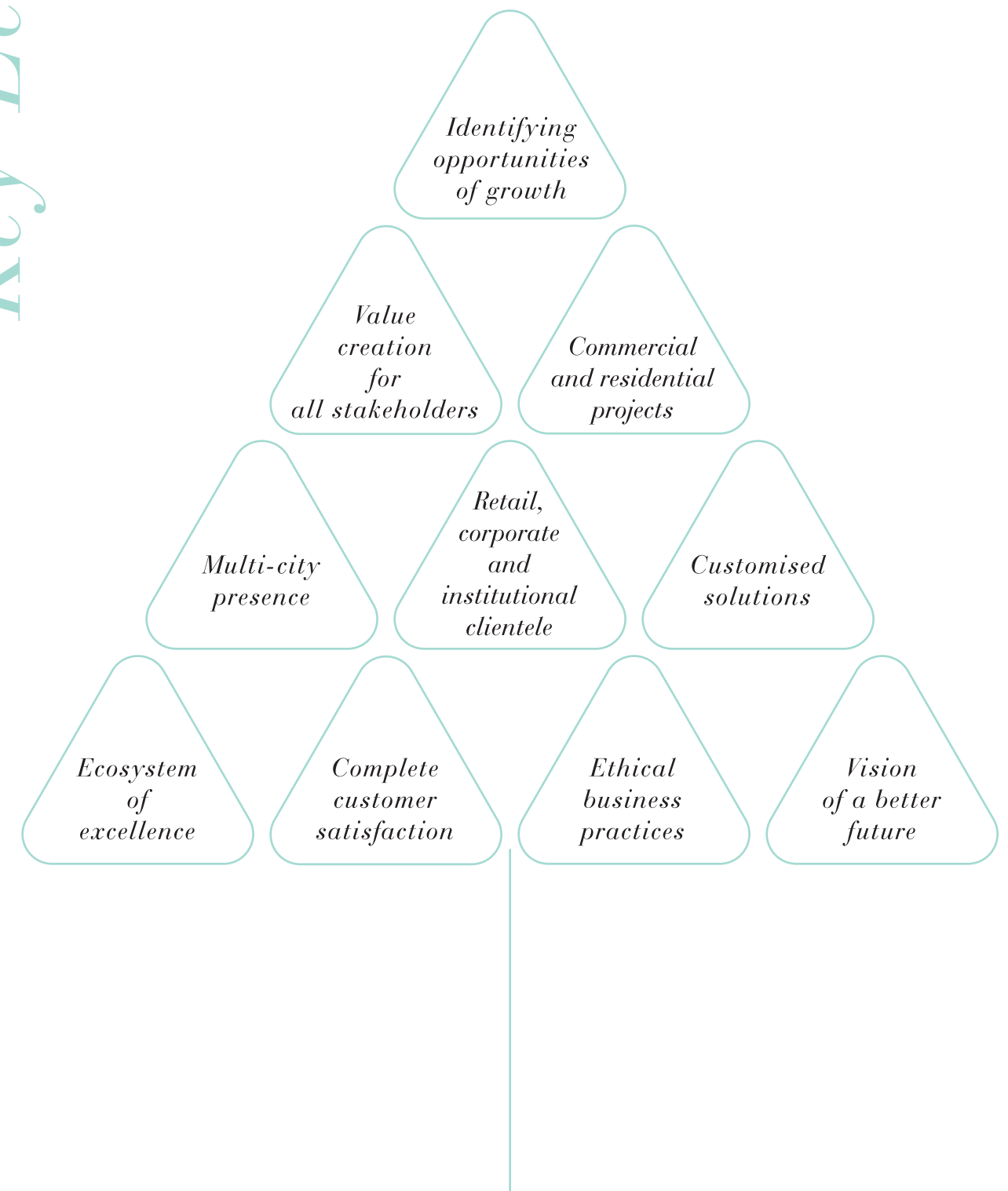
MUMBAI METROPOLITAN REGION | PUNE METROPOLITAN REGION | TIRUPUR
Taloja, Panvel, Khopoli, Thane, Andheri, Goregaon, Bandra, Dadar, Prabhadevi, Wadala

Impact

Being a leading real estate development firm, Lloyds Realty has believed in organic growth and merging passion with compassion.

“ Having delivered a large and diverse body of work, they firmly believe that their legacy is not just cast in concrete, but is woven into the lives of their customers. ”

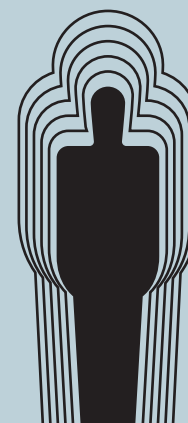
Key Learnings



03

Case Study

Scale
opens
opportunities,
greatness
brings
responsibilities





Premise

Being a part of a large conglomerate with varied business interests helps in having a broader perspective and peerless resources. Lloyds Group of Companies is an entity which operates across different industries. For Lloyds Realty, it means greater exposure, strong financial management and an unending pool of ideas. The effect is seen in the way their projects are conceived and executed.

*Each one designed
to be the best,
each one destined
to be a landmark.*



Lloyds Metals and Energy Limited is a leading iron-ore mining company and the operator of India's largest independent iron-ore mine. With over five decades of experience, the company has established a strong presence across the iron and steel value chain, supplying high-quality iron ore, DRI, and pellets to leading domestic and global steel producers. Building on its mining excellence, Lloyds Metals is strategically expanding into downstream and value-added segments, including pellet production, an Integrated Steel Plant, and a BHQ iron-ore beneficiation facility, reinforcing its vision of sustainable growth and vertical integration.



Lloyds Enterprises Limited (LEL) holds notable positions across the Lloyds Group - including a long-standing stake in Lloyds Metals and Energy, and partial ownership of subsidiaries such as Lloyds Realty Developers and Lloyds Engineering Works providing strong exposure to iron ore mining, residential, commercial, and plot-driven real estate, and diversified engineering. LEL has also entered the gold mining sector through its stake in Geomysore Private Ltd. and actively engages in iron and steel trading as well as managing a broad portfolio of financial investments.



Lloyds Engineering Works Ltd. specializes in designing and manufacturing heavy equipment and systems for industries like Hydro Carbon, Oil & Gas, Iron & Steel, Thermal and Nuclear Power, and Boilers. They also execute turnkey projects. Their Murbad workshop (ISO 9001:2015, ISO 45001:2018, and ASME U-stamp certified), supports their comprehensive portfolio of industrial solutions.



Founded in 2013, Lloyds Luxuries Ltd. holds exclusive franchise rights for luxury grooming brands in India. They are the Master Franchisee for Truefitt & Hill - the world's oldest barbershop, renowned for over two centuries as London's finest gentlemen's barber and perfumer. Lloyds Luxuries oversees Truefitt & Hill franchising in India, Nepal, Sri Lanka, Bhutan, Vietnam, Myanmar, and Bangladesh.

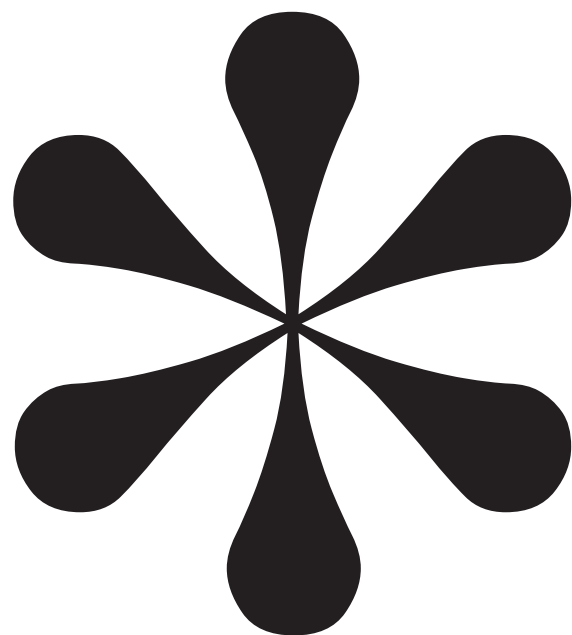


Established in 2015, 14°41° Pizzeria delivers an authentic Italian dining experience with wood-fired pizzas crafted from premium imported ingredients. With 17 outlets in Mumbai and one in Surat, they proudly serve dine-in and delivery, bringing perfect crusts and flavours to your table.

Impact

There could be no better example of a diversified organisation with a unified vision. From metals to luxuries and engineering to realty, Lloyds Group has an exceptional track-record of innovation and excellence.

The wealth of experience and unrivalled exposure creates a harmonious, interconnected corporate beehive.

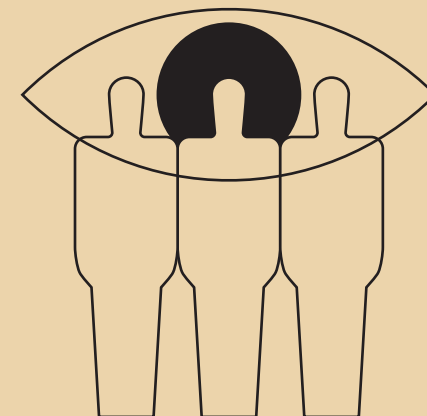


Key Learnings



Case Study 04

A great team
is
defined by
its
*collective vision
and
value system*





Premise

When the team works with a common vision and value system, we get an organisation that's rooted yet forward thinking. While an organisation's culture and ethos start from the top, the loop gets complete when the belief system percolates down the pyramid. Their collective knowledge, wisdom and expertise, directly impact how the organisation evolves.



RAVI AGARWAL

Chairman and Managing Director of Lloyds Realty Developers Ltd., Ravi Agarwal has been pivotal in the company's growth since 1996, leading in strategy, management, and new ventures.

His dedication has earned LRDL credibility and customer trust. The company, active since 1994, has delivered key projects across Mumbai, Pune, and Tirupur.

MANESH CHERIAN

A law graduate with 15 years of legal experience, specializes in corporate litigation, real estate, and SRA projects. He is skilled in liasoning and provides legal, regulatory, and advisory services to various companies.



PARAG PARULEKAR

A B.E. (Construction) from Mumbai University, Parag has 26 years of extensive experience in civil and construction work. Skilled in execution, planning, costing, budgeting and liasoning for new and redevelopment projects, Parag has successfully helped Lloyds Realty develop over 1 million Sq. Ft. of projects.



ANKUR SURTI

With 24 years of professional experience, including 10 years in the financial sector and 14 years in real estate, Ankur Surti has a proven track record of successfully acquiring projects in Mumbai. His expertise ranges from land acquisitions to the strategic redevelopment of societies, consistently delivering impactful results across diverse real estate ventures.



CA DARSHAN SHAH

An accomplished Chartered Accountant and Financial Strategist with 17+ years of experience. Specializing in capital raising, he successfully led the Madhavbaug SME IPO and drove the Suba Hotels SME IPO. Leveraging deep expertise in audits, financial modelling, and system development, he drives strategic growth and profitability for organizations.

PALLAVI PURANDARE

Vice President (Marketing) at Lloyds Realty Developers Ltd., has been instrumental in the company's success for over two decades. Starting as an Executive in 1997 after graduating from Mumbai University, she has risen through the ranks with her exceptional management skills. Pallavi's expertise in real estate reflects her deep industry acumen.

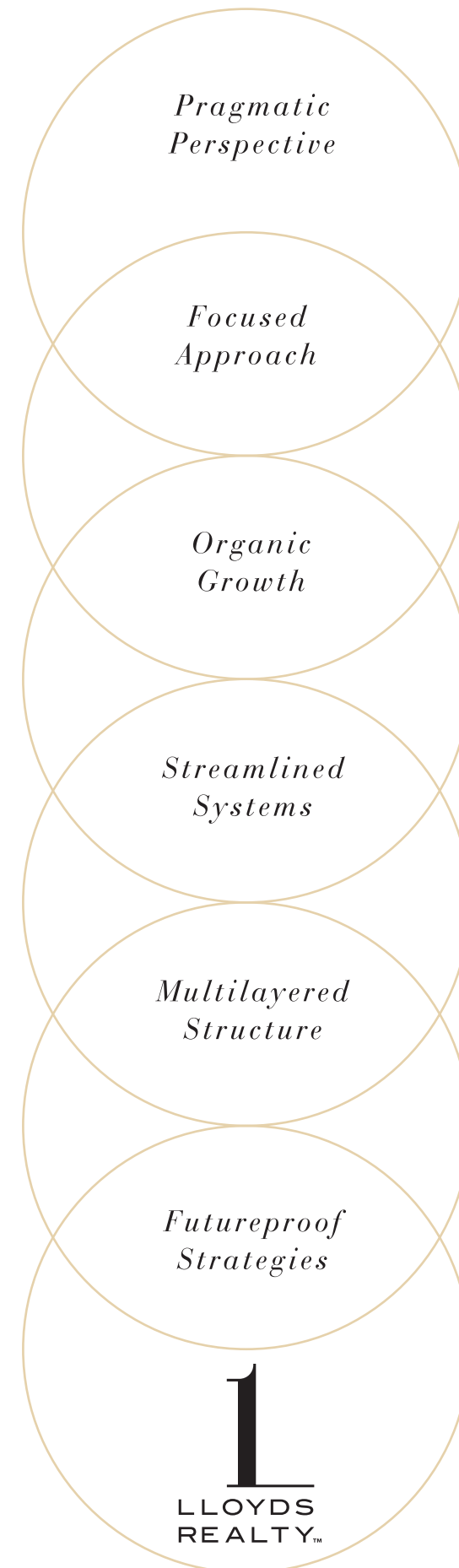


*Lloyds Realty is blessed with
a leadership that believes in inspiring
and nurturing minds.*

This creates a system that is
robust, fearless and highly committed to
the greater cause. Because, courage to
evolve only comes from freedom to think.

Impact

Key Learnings



Case Study 05

Passion
rooted
in
compassion;
minds full
of
mindfulness





When your creations have a direct connection to how people live, work and function, the responsibility is much greater. Compassion becomes a fundamental element of all endeavours. Lloyds Realty has gone a step ahead and oriented the entire organisation towards being a humane, customer focused organisation. Whatever they build, they build it with soul.

Premise

KEY ATTRIBUTES:

- Quick decision-making
- Creative problems solving
- Proficiency in incorporation of technical knowledge
- Ability to effectively interact and co-ordinate with people at all levels
- Functional efficiency
- Conceptual skills in planning and dealing
- Technical skills in managing focused areas of specialty of all aspects
- Accelerate the convergence of diverse technologies to suit most markets
- Communication expertise and focused marketing skills

This unique mix of abilities gives Lloyds Realty an unmatched edge. Armed with an experienced team of professionals, the organisation is able to offer diversified business solutions to a wide base of customers.

Business Plans



DEVELOPMENT MANAGEMENT

End to end project management, from planning to delivery.



PROFIT SHARING/REVENUE SHARING

Creating capital efficient and high yield opportunities by constructing, managing sales, marketing and funding requirements of a project.



ACQUISITION WITH FINANCIAL PARTNERS

Acquiring the land in partnership and arranging pre-committed capital.



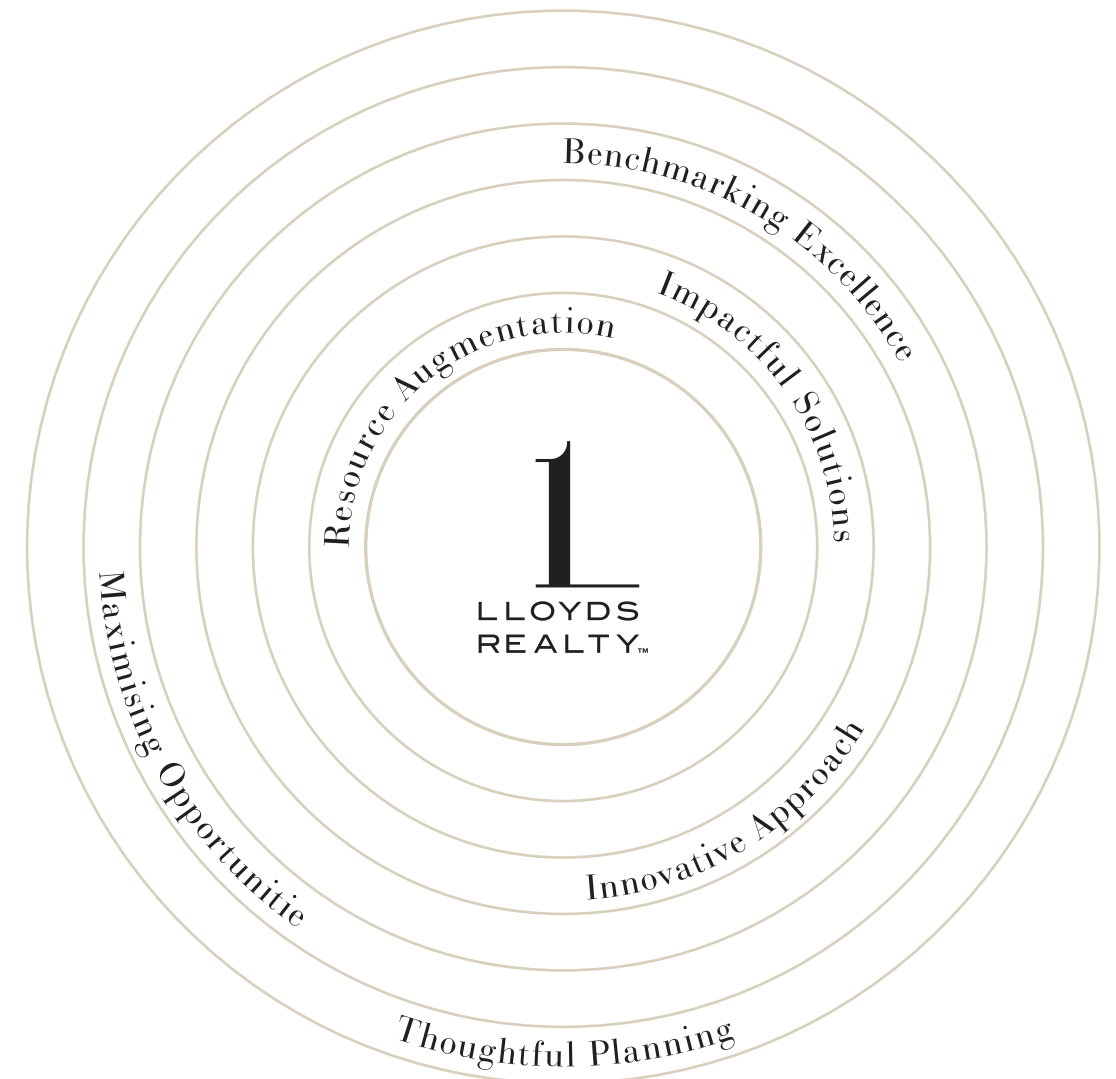
REDEVELOPMENT

Redevelopment of societies and tenanted properties where tenants receive new flats with increased area and improved amenities.



PLOT ACQUISITION

Acquiring plots to construct and sell for residential or commercial use.



06

Case Study

Man is
the measure of
all things.
*Of
systems,
values, creation
and reality*





Premise

According to Vitruvius, the best buildings exhibit the harmony of strength, utility and beauty. This could very well be the blueprint of everything that has been built and will be built. Any space that's designed has to be planned around the person who is finally going to use it and the purpose of using it. Only then, it can meet the objective of creation.

METHODOLOGY THAT HELPS LLOYDS REALTY DELIVER DISTINGUISHED PROJECTS:

DEFINE:

Clearly defining customer requirements
and project features

MEASURE:

Collect data at every level of operations

ANALYSE:

Timely analysis to iron out probable bottlenecks

IMPROVE:

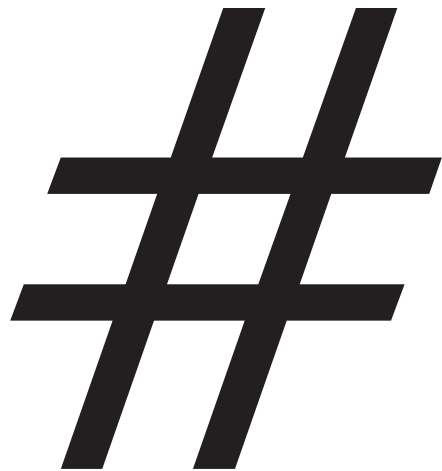
Bring in solutions to improvise outcome

CONTROL:

Live monitoring of different aspects

DELIVER:

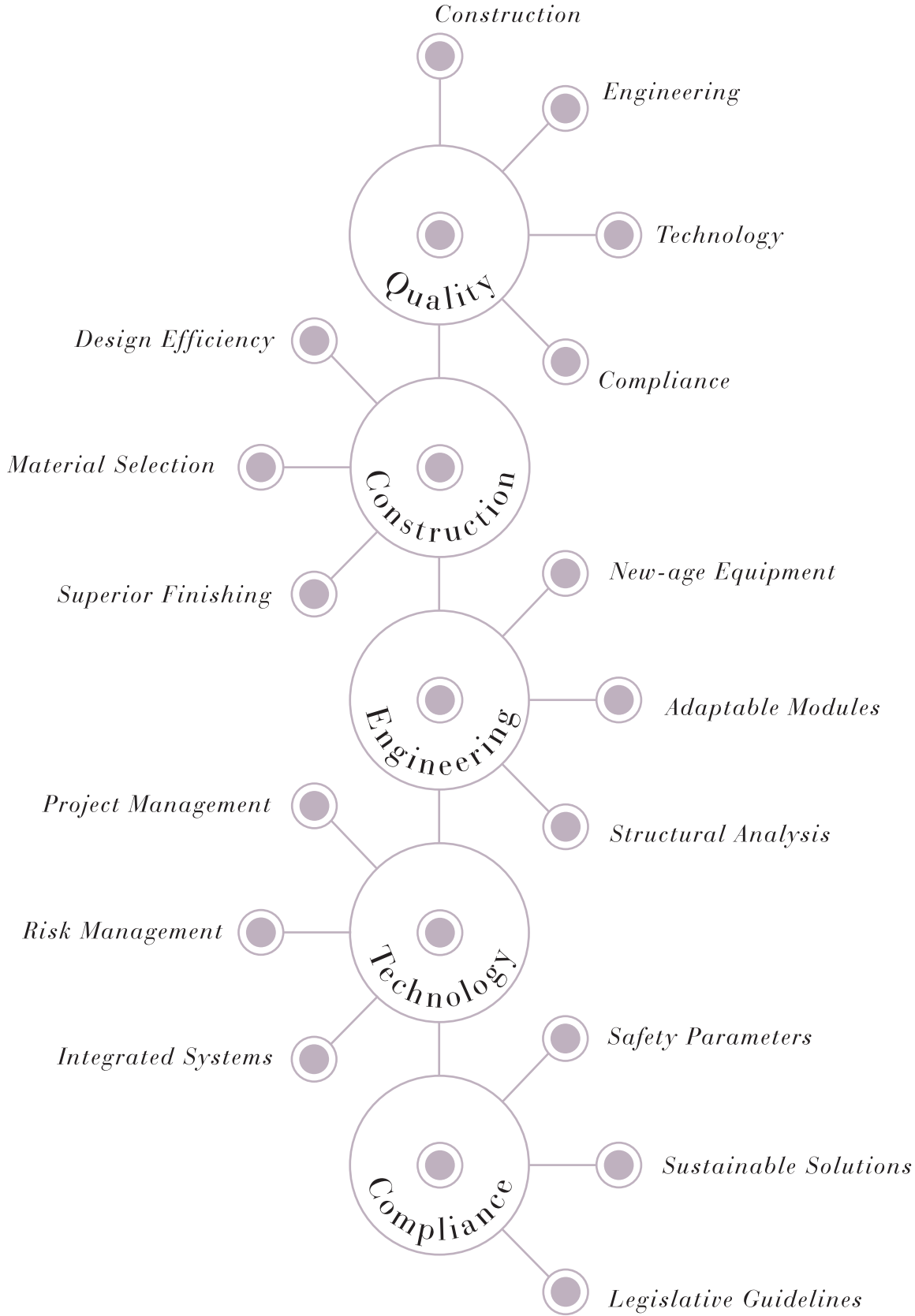
Completing legalities and final quality checks



Impact

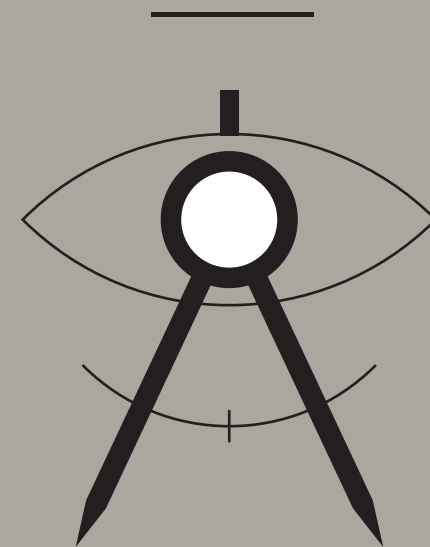
The methodical approach has helped Lloyds Realty deliver unmatched quality. Be it planning of a project, core design thinking, futureproofing spaces or creating lasting value, if it bears Lloyds Realty name, it will be exceptional in every sense.

Key Learnings



Case Study 07

Architecture
is
the
expression
of
vision





Premise

Lloyds Realty has always believed in
‘Building Soulful Spaces’

Compassion and sustainability are the building blocks of everything that they create.

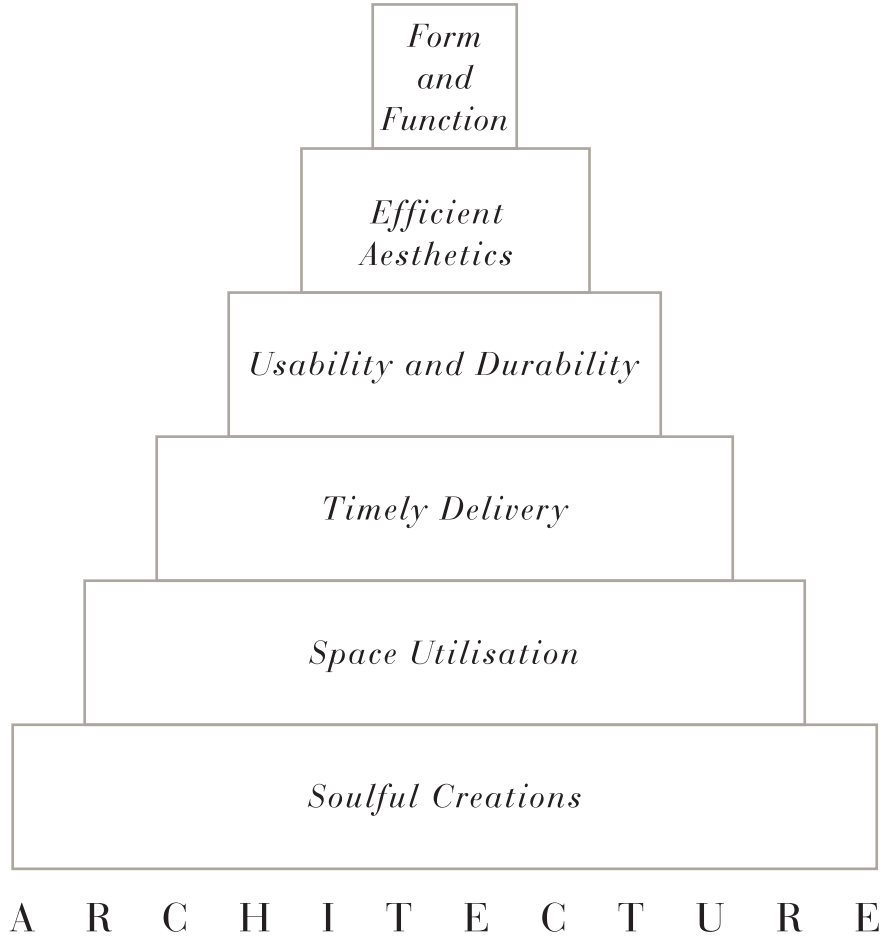
Through implementing smart and humane architecture design, Lloyds Realty has not just changed the skylines but also the way people interact with their creations. They have leveraged the power and role of architecture, paving the way for creating not just happy, but sustainable communities.



Impact

Today, Lloyds Realty is one of the most respected names in the industry known for their quality, commitment and timely delivery. From luxurious residential projects to contemporary commercial spaces, each of their offerings comes with superlative architecture, environment friendly design and thoughtful amenities. The company is now forging a brighter future by implementing cutting-edge technologies, leveraging newer opportunities and creating even better value for their customer.

Key Learnings



UPCOMING PROJECTS

Raj Chambers



PROJECT: **Raj Chambers**

TYPE: **Commercial**

LOCATION: **Bandra (East), Mumbai**

AREA: **1,55,695 Sq. Ft.**

PROJECT: **Bhavani Bhavan CHSL**
TYPE: **Residential/Commercial**
LOCATION: **Dadar (West), Mumbai**
AREA: **1,70,102 Sq. Ft.**



Bhavani Bhavan

Mahesh Nagar

TYPE: **Residential**
LOCATION: **Goregaon (West), Mumbai**
AREA: **7,48,000 Sq. Ft.**

Balaji Motors

TYPE: **Residential/Commercial**
LOCATION: **Thane**
AREA: **6,55,995 Sq. Ft.**

Taloja

TYPE: **Commercial/Industrial Plot Area**
AREA: **42,68,880 Sq. Ft.**

Khopoli

TYPE: **Residential/Plotted Development/
Vertical High-Rise/Senior Living/
Educational/Healthcare/Retail**
LOCATION: **Khopoli**
AREA: **1,43,25,423 Sq. Ft.**

COMPLETED PROJECTS



PROJECT: **1515 Moneco**
TYPE: **Residential**
LOCATION: **Prabhadevi, Mumbai**
AREA: **23,040 Sq. Ft.**
YEAR OF COMPLETION: **2025**

1515 Moneco



The Square

PROJECT: **The Square**
 TYPE: **Commercial**
 LOCATION: **Andheri (East), Mumbai**
 AREA: **1,82,300 Sq. Ft.**
 YEAR OF COMPLETION: **2026**

PROJECT: **Pearl Residency**
 TYPE: **Residential**
 LOCATION: **Prabhadevi, Mumbai**
 AREA: **1,55,400 Sq. Ft.**
 YEAR OF COMPLETION: **2017**



Pearl Residency

The Qube



PROJECT: **The QUBE**
TYPE: **Commercial**
LOCATION: **Andheri (East), Mumbai**
AREA: **2,64,000 Sq. Ft.**
YEAR OF COMPLETION: **2010**

PROJECT: **Urban Square**
TYPE: **Commercial/Retail**
LOCATION: **Prabhadevi, Mumbai**
AREA: **80,000 Sq. Ft.**
YEAR OF COMPLETION: **2012**



Urban Square



Lloyds Estate

PROJECT: **Lloyds Estate**
 TYPE: **Commercial**
 LOCATION: **Wadala, Mumbai**
 AREA: **10,000 Sq. Ft.**
 YEAR OF COMPLETION: **2004**

PROJECT: **Lloyds Estate**
 TYPE: **Residential**
 LOCATION: **Wadala, Mumbai**

WING: **A and B**
 AREA: **1,25,000 Sq. Ft.**
 YEAR OF COMPLETION: **2000**

WING: **C and D**
 AREA: **245000 SQ. FT.**
 YEAR OF COMPLETION: **2002**

WING: **E, F and G**
 AREA: **68,000 Sq. Ft.**
 YEAR OF COMPLETION: **2006**

PROJECT: **Om Chambers**
 TYPE: **Commercial**
 LOCATION: **Pimpri, Pune**
 AREA: **3,50,000 Sq. Ft.**
 YEAR OF COMPLETION: **2018**



Om Chambers

Samruddhi

PROJECT: **Samruddhi**

TYPE: **Residential**

LOCATION: **Sion, Mumbai**

AREA: **94,000 Sq. Ft.**

YEAR OF COMPLETION: **2004**



Lloyds Chambers

PROJECT: **Lloyds Chambers**

TYPE: **Commercial/Retail**

LOCATION: **Pune**

AREA: **82,000 Sq. Ft.**

YEAR OF COMPLETION: **2001**



Mahalaxmi Heights

PROJECT: **Mahalaxmi Heights**
 TYPE: **Residential**
 LOCATION: **Mahalaxmi, Mumbai**
 AREA: **50,000 Sq. Ft.**
 YEAR OF COMPLETION: **2006**



Lloyds Centre Point

PROJECT: **Lloyds Center Point**
 TYPE: **Commercial/Retail**
 LOCATION: **Prabhadevi, Mumbai**
 AREA: **52,000 Sq. Ft.**
 YEAR OF COMPLETION: **1997**

Lloyds Garden

PROJECT: **Lloyds Garden**
TYPE: **Residential**
LOCATION: **Prabhadevi, Mumbai**
AREA: **78,000 Sq. Ft.**
YEAR OF COMPLETION: **1996**



PROJECT: **Imperial**
TYPE: **Residential**
LOCATION: **Dombivli, Mumbai**
AREA: **35,200 Sq. Ft.**
YEAR OF COMPLETION: **2016**

Imperial

Prime Enclave

PROJECT: **Prime Enclave**
TYPE: **Residential**
LOCATION: **Tirupur, Karnataka**
AREA: **5,80,000 Sq. Ft.**
YEAR OF COMPLETION: **2009**



Thirumalai House

PROJECT: **Thirumalai House**
TYPE: **Commercial/Retail**
LOCATION: **Sion, Mumbai**
AREA: **17,000 Sq. Ft.**
YEAR OF COMPLETION: **2000**

Modern Center

TYPE: **Commercial**
LOCATION: **Mahalaxmi, Mumbai**
AREA: **2,50,000 Sq. Ft.**
YEAR OF COMPLETION: **1998**

Partners

Here are some of the distinguished experts we work with:



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