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#TOP STORY



LLOYDS REALTY UNVEILS ITS NEW BRAND IDENTITY: A BOLD STEP TOWARDS THE FUTURE

Lloyds Realty has officially unveiled its refreshed brand identity, marking its evolution into a premium, future-ready real estate developer.

More than a new look, it reflects our vision to lead with purpose, set new benchmarks, and build meaningful spaces that shape the future of urban living.

The announcement has already received widespread recognition across leading business and industry publications, including **Social Samosa, Construction World, Business News for Profit, Online News 9, Bizrapidx, Quickbiznews, and Business News This Week.** This extensive media coverage is a strong endorsement of our vision, our growing market presence, and the trust we continue to earn across the industry.



As we enter this new chapter, every member of the **Lloyds Realty** family plays a vital role in bringing our brand promise to life. Together, we will continue to set new benchmarks and build a future defined by excellence.

THE FUTURE IS HERE.
TOGETHER, WE ARE FUTURE READY.

SCAN FOR WEBSITE





#MEDIA SPOTLIGHT

WIDESPREAD MEDIA COVERAGE OF LLOYDS REALTY'S BRAND IDENTITY LAUNCH

Lloyds Realty has unveiled its new brand identity, signaling a strategic shift in its growth journey. This change highlights our commitment to excellence and innovation in creating premium, future-ready spaces.

IN THE NEWS



The launch of Lloyds Realty's refreshed brand identity has received widespread recognition across leading business and real estate publications, highlighting the company's evolution, vision and renewed premium positioning.

A NEW IDENTITY.
A STRONGER PRESENCE.
A FUTURE THAT'S
MAKING HEADLINES.



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#MEDIA SPOTLIGHT

THE STORY BEHIND THE HEADLINES

Our brand evolution captured across leading business and real estate publications.

FEATURED COVERAGE

Business News This Week

HOME BUSINESS NEWS HOME IMPROVEMENT TECHNOLOGY INTERNATIONAL TRAVEL CONTACT

INTERVIEW SPANISH GLOBENEWswire MEDIA OUTREACH PR NEWswire NEWSWIRE BUSINESS WIRE LISTING PRIVACY POLICY

NEWS TICKER [July 4, 2026] IT Madras Pravartak marks 5 years of building India's technology capabilities.

BUSINESS NEWS FOR PROFIT

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Lloyds Realty Unveils Refreshed Brand Identity, Reflecting Its Evolution into a Premium, Future-Ready Real Estate Developer

July 2, 2026 Neel Achary business 0

Mumbai, July 2: Lloyds Realty Developers Limited has unveiled a refreshed brand identity, marking a strategic shift in how the Mumbai based real estate developer positions itself as it enters its next phase of growth. The announcement comes at a moment of significant scale for the company: with over INR 23,500 crore in project portfolio value, more than ~3 million sq. ft. delivered, and approximately ~14 million sq. ft. currently under development, Lloyds Realty is now setting its sights on more than INR10,000 crore in pipeline development across 9 key Mumbai micro-markets over the next 8 years.

The most distinctive change is the new brand symbol anchored around the numeral "1" - representing focus, leadership and a singular commitment to excellence. Accompanying it is a shift from Lloyds Realty's earlier blue corporate palette to a refined monochromatic design language, signalling a deliberate move toward the premium positioning in Mumbai's dynamic real estate. While Lloyds Realty's name, values, and legacy remain unchanged, the evolved visual identity signals a

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Lloyds Realty Unveils Refreshed Brand Identity, Reflecting Its Evolution into a Premium, Future-Ready Real Estate Developer

Business

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social samosa

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THE MARKETING PULSE SUMMIT

30TH JULY 2:30 PM ONWA

Industry Updates Latest Stories

Lloyds Realty introduces new brand identity with numeral 'T' logo

The new identity featuring a numeral 'T' logo and monochromatic design will roll out across projects, digital platforms and marketing assets.

Social Samosa 02 Jul 2026 07:05 IST

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CW CONSTRUCTION WORLD.in

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Home Real Estate Lloyds Realty Unveils New Brand Identity to Strengthen Premium Positioning

Lloyds Realty Unveils New Brand Identity to Strengthen Premium Positioning

03 Jul 2026 2 Min Read CW Team

Lloyds Realty Developers has unveiled a refreshed brand identity as part of its strategic repositioning as a premium real estate developer, reflecting the company's next phase of growth in Mumbai's residential market.

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Biz RapidX | Business News Byte | ANI News | Press Trust of India | Business Standard
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#MEDIA SPOTLIGHT

LLOYDS REALTY SIGNS 15-YEAR LEASE WITH SMARTWORKS



Lloyds Realty has signed a landmark **15-year lease with Smartworks** for The Square in Andheri East, Mumbai. The agreement is expected to generate over **₹600 crore** in rental revenue, strengthening the company's commercial real estate portfolio.

FEATURED IN



Print

Divya Bhaskar



Online

Business Standard, ET Realty, Construction Times, RealtynInfra, GharTV, NoBroker, Prop Times News, Flex Insights, Press Network of India, Business News This Week, Buildersfriends, Realty Daily News, Startup Business Stories, Business News for Profit, Business News Byte, and Stocks in News.

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1
LLOYDS
REALTY
BUILDING SOULFUL SPACES



A PROUD MOMENT FOR LLOYDS REALTY



LLOYDS REALTY IS THRILLED TO ANNOUNCE THAT WE HAVE BEEN AWARDED THE INDUSTRY ACHIEVEMENT AWARD IN REAL ESTATE

AT THE PRESTIGIOUS

HURUN INDIA MOST RESPECTED ENTREPRENEURS AWARDS 2025.

This recognition celebrates the company's unwavering commitment to excellence, innovation, and creating developments that deliver lasting value. It also reflects Lloyds Realty's vision of shaping the future of real estate through quality, trust, and purposeful growth.

As we celebrate this milestone, we remain committed to raising industry benchmarks and continuing our journey of **Building Soulful Spaces.**



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A GREAT MILESTONE. A STRONGER TEAM.

We celebrated our **Great Place To Work® Certification** for 2026-27 with pride, gratitude, and a renewed commitment to building a workplace where people thrive.



A RECOGNITION OF OUR CULTURE

This certification is a reflection of the trust, respect, and collaboration that define Lloyds Realty.



BUILT BY OUR PEOPLE

Every employee's voice and contribution make our workplace better - every day.



COMMITTED TO OUR GROWTH

We will continue to create opportunities, foster well-being, and build a workplace we're all proud to be a part of.

**Great
Place
To
Work®**

Certified

JUN 2026-JUN 2027

INDIA

**Thank you to our
incredible team**

**Here's to many
more milestones
together!**



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PROJECT UPDATE

A NEW BEGINNING. A FUTURE IN THE MAKING.

COMMENCEMENT OF WORK ON OUR
NEWEST DEVELOPMENT IN **BANDRA**



Every landmark begins with a **vision** and the **first step** on site.



Every development starts with a commitment to creating spaces that add **lasting value**. At Lloyds Realty, we believe real estate is about shaping communities, enabling growth, and building for the future.



As Mumbai continues to evolve, we are proud to mark the commencement of work on our **newest development in Bandra**-another milestone in our journey of creating thoughtfully designed, future-ready spaces.



This is just the beginning, and we look forward to bringing another **meaningful landmark** to the city's skyline



With every project, we continue to raise the bar in **quality, trust, and innovation**-delivering spaces that stand the test of time.



BANDRA MUMBAI

THOUGHTFUL DESIGN.
STRONG FOUNDATIONS.
LASTING VALUE.



AT LLOYDS REALTY, WE ARE COMMITTED TO CREATING EXCEPTIONAL REAL ESTATE DEVELOPMENTS
THAT ENRICH LIVES, STRENGTHEN COMMUNITIES, AND SHAPE THE FUTURE OF OUR CITIES.



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THANK YOU
FOR READING!

We appreciate your time and interest in our journey. Stay connected as we continue to build soulful spaces and create lasting value.

LET'S STAY CONNECTED

FOLLOW US ON SOCIAL MEDIA



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@lloydsrealtydevelopersltd



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WEBSITE

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BUILDING SOULFUL SPACES



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