



## Lodha Blue Moon

Location	Worli, Mumbai
Market Price	₹ 23,391 psft
Budget	3 Crores - 10 Crores
Type	2 BHK - 4 BHK
Completion Date	Dec, 2017
Status	New Launch
Call	8080801011

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### Description

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Lodha Group will soon be launching their most awaited project Lodha Blue Moon in Worli. Blue Moon is the Codename for this new launch and will have an official name at the Launch in January, 2013. Lodha Blue Moon is expected to have 2, 3 and 4 BHK apartments. Located at Worli, Blue Moon stands tall in one of the most prime locations in Mumbai. It is a 5 minute drive from High Street Phoenix Mall and a 5 minute drive from Peninsula Corporate Park and other business districts in Worli. It is also centrally located in Mumbai so there is easy access to Western Suburbs, Central Suburbs and even South Mumbai. You can reach anywhere in Mumbai within 30 minutes. Moreover Lodha Blue Moon is nearby to most of the popular Schools, Hospitals and Malls in South Mumbai. The "Right Product, Right Price, Right location"! 18 acres development in the heart of Mumbai's most preferred address - Worli - Elegant towers of over 70 storeys, set around a 6 acre private central park - 2,3 & 4 BHK luxury residences - Sales & transactions only through an IPO style of purchase South Mumbai's most preferred address - Worli- Lodha Group purchased the NTC Mill Compund Land located near Kamla Mills in Lower Parel from DLF Group in August, 2012. Lodha Blue Moon will be launched at this same plot of 18 acres on Senapati Bapat Marg, Lower Parel, Mumbai. It is a 5 minute drive from High Street Phoenix Mall, from Peninsula Corporate Park and other business districts in Worli. Good Product at a Good Price- Lodha Blue Moon is expected to have 2, 3 and 4 BHK ultra high end apartments; as per market speculation and through trusted sources, the following sub-configurations are expected to be offered by Lodha - 2 BHK\* (Small - 1350 sqft & Large - 1500 sqft), 3 BHK\* (Small - 1800 sqft & Large - 2000 sqft) & 4 BHK\* (2400 sqft). The pricing has also not been released officially, however, we expect it to launch with a price of approximately INR 3.6-3.75 crores for a 2 bedroom apartment. Market prices in Worli range from Rs. 30,000/sq. ft. to Rs. 60,000/sq. ft. at the moment. With this in mind Lodha Blue Moon would be quite a steal at the launch. We believe there's no downside in terms of pricing and hence it is a good opportunity for investors & end users. No Approval Risk- Since Lodha had purchased the plot from DLF after construction had already started there; the land already meets the compliances of all government bodies. The IOD and CC are available and there are already 7-8 banks that have approved the project for Home Loans, namely - HDFC, State Bank of India, State Bank Of Mysore, Oriental bank Of Commerce, Central Bank of India, Union Bank of India & many more nationalised & co-operative sector financial institutions, hence execution timelines also will not be an issue on this project. At the time of reporting, the site had micro-piling work completed, giving the project a 4-6 month head start over similar competitive products in the market. Expected completion date of Lodha Blue Moon is Dec 2016-Jan 2017. Unique & Transparent Sales Process- Lodha Group has planned an IPO kind of bidding process for bookings in its project. They will start distributing applications along with the prospectus at the project launch which is expected on 7th January, 2013 (for their shortlisted exclusive channel partners) Customers will have to attach a cheque along with the form and mention their configuration preferences (in detail), along with preference of floors, price bandwidth etc. The prices will not be disclosed on the launch, only a price band will be made available. Transactional dates for Blue Moon are only between 18th-27th January 2013. At this time Lodha will check the bids received and release the final price and will allocate apartments according to the customer's preferences and their time of booking, the booking process will have zero human involvement, all application forms will have an exclusive bar-code & it will be a real time online process (web based), along with on ground support from Lodha's sales function & its shortlisted channel partners.

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## Project Location



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## Configuration

Type	Size	Price (psft)
2 BHK	1368	23391
2 BHK	1674	23391
3 BHK	1989	23391
3 BHK	2043	23391
4 BHK	2286	23391

## Amenities

 - Swimming Pool | 
  - Gymnasium | 
  - Kid's Play Area | 
  - Wi-fi Connectivity | 
  - Sports Facility | 
  - Multipurpose Room | 
  - Cafeteria | 
  - Intercom Facility | 
  - Power Back-up | 
  - Lift(s) | 
  - Security / Fire Alarm | 
  - Security Personnel | 
  - Water Storage | 
  - Visitor Parking | 
  - Reserved Parking | 
  - Club house / Community Center

## Elevation/Floor Plan

(Click on images for enlarged view)

