CASA-BELLA – 1ST Phase Of The Largest & Most Ambitious Project by LODHA

Destination Dombivali – the first truly planned and developed city of 21st Century

March 18, 2009 - PRLog -- CASA BELLA, the largest and most ambitious integrated township project in Dombivali, by Lodha Group, India’s premier luxury real estate developers was launched today. Catering to the aspirational needs of the Indian middle class, the township will be spread over 125 acres of land and CASA Bella will be built over approximately 40 acres of land as an integrated residential township with 3500 residences under the first phase of development. The residential development will comprise of 11 clusters. CASA BELLA is planned with over 86% of open space. The residences will be available in 1, 2 and 3 BHK luxury. The apartments will be priced at 11.7 lac onwards for a 1 BHK, 14.9 lac onwards for a 2 BHK and 24.3 lac onwards for 3 BHK.

CASA, a sub brand of Lodha group has already made a mark for itself by selling over 1000 units under its multiple offerings, CASA Univis, Royale and Ultima within a couple of months. The focus of CASA brands is to provide optimal & best value by providing luxury living for middle income segment which has been unheard of. Gated communities, open spaces, parks, club, gym are just some of the initiatives to mention that have been provided through the brand CASA.

Commenting on the launch of CASA Bella, Mr. Abhisheck Lodha, Director - Lodha Group, said, “CASA Bella will bring combination of the quality, luxury and value to Dombivali. It will change the skyline of Dombivli and redefine the standards of living of its residents. It will be a mini city with all conveniences and utilities one can imagine all available within an integrated residential township. Project in Dombivali is the largest initiative by the Lodha group and will see planned development of 9000 acres. The township will be a complete self sustaining eco-system with a residential & commercial hub and world class amenities & infrastructure.”

‘CASA Bella – the city of dreams’ is the largest ever development project taken up in Dombivali and several major initiatives taken around the project will make Dombivali the destination to be in. Located in Dombivali, on the 4-lane Kalyan Shil Road, CASA Bella is only 25 minutes drive from Thane and 15 minutes from Navi Mumbai, 6kms from Dombivli station and around 20 minutes drive from the proposed location of the new international airport. The Usarghar station is located within the site which provides regular train service on the Central Line through connectivity to Diva Station on the Diva-Panvel line. In the future, it is proposed that the station will have direct connectivity upto VT.

Mr. R. Karthik, Senior Vice President-Marketing, Lodha Group said, “CASA Bella employs the expertise of the world’s best architects, designers and engineers to create lavishly proportioned homes of unparalleled comfort and lifestyle for all its residents within its universe. With state-of-the art medical facility, power supply for 24 hours, security systems with cutting edge technology, transportation facilities, Mumbai’s largest clubhouse spread over 50,000 sq. ft, retail mall with multiplex and school, the project in Dombivali will stand unrivaled in value it delivers and create an entirely new category of luxury homes within easy reach of the aspiring India.”

According to Mr. Kapadia, Director, Kapadia Associates, “CASA BELLA is a self contained, Integrated and a Lifestyle oriented township where people will feel proud to live in. It aims to be the most sought after property in the vicinity with excellent connectivity, concentration on social infrastructure, max utilization of space in a unique manner and contemporary architectural language to establish an identity for the project. The master plan has laid emphasis on open spaces, green clusters, recreational facilities and pedestrian friendly development with major amenities being located within a 7-10 min walking distance from the residential units.
The vision of Lodha group is to create an iconic urban development in Dombivali which will provide its residents all the comforts at their fingertips. From playschool to international universities, medical centres to multi specialty hospitals, gardens to golf courses, small business offices to SEZ's this development will have it all.

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About CASA

CASA – meaning ‘Home’ in Spanish earmarks a residential revolution in the mid-income segment benchmarking facilities that spell luxury available at benchmark pricing. As the leader in innovation in real estate, Lodha recently launched its sub brand ‘CASA’ to cater to the needs of the mobile, aspirational middle-class to have the best in life for themselves and their families, while ensuring security, comfort and value for money. With this brand, Lodha Group makes foray into creating the best quality and value realty in the mid-income segment by providing comprehensive housing solutions with high intrinsic value.

The first project through the sub-brand CASA is Univis at Ghodbunder Road. After the overwhelming success of CASA Univis, the Lodha Group launched a series of successful mid income luxury projects; CASA Royale, CASA Ultima at Thane and CASA Essenza at Dahisar.

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