

THE TM
HOUSE OF
ABHINANDAN
LODHA

A LAND OF VIRTUE
A LAND OF VALUE

A LAND
ABOVE ALL



VRINDAVAN
GLOBAL

— COMING SOON —

'HOUSE OF ABHINANDAN LODHA' HAS BEEN ESTABLISHED IN 2020 AND IS NOT, IN ANY MANNER, ASSOCIATED WITH 'LODHA' OR 'LODHA GROUP'.

॥ वृन्दावनं परित्यज्य पदं
किञ्चित् क्वचिन्नरः ।
याति नाप्नोति तत्स्थानं
सहस्रैरपि जन्मभिः ॥

Vrindavanam parityajya padam
kinchit kvachin narah |

Yati naapnoti tat-sthanam sahasrair
api janmabhih ||

Meaning:

One who gives up Vrindavan, even for a moment, cannot attain such a place again - even after thousands of births.



Vrindavan The Global Spiritual Pulse

Across continents, across centuries, the world has searched for stillness amidst speed, meaning amidst noise and connection beyond the material.

From ancient chants in temples to yoga studios in Manhattan, from festivals in Europe to quiet corners of Southeast Asia - there's a common spiritual rhythm that binds millions.

It speaks of love without condition, of play beyond ego, of presence over possession.

This rhythm of devotion began long before today's world caught on.

It started in a city where the spirit still breathes. It started in Vrindavan.

Its name echoes across continents, its essence felt by seekers everywhere. And no matter where the journey begins...**All roads of the soul lead to Vrindavan.**



A Land Touched by the Divine



A Land Revered across the World



A Land Growing with Purpose



The background of the image is a traditional Indian painting. It features a bright yellow background with intricate depictions of peacocks and floral motifs. On the left, a peacock with a blue head, red and green body, and a large, patterned tail is perched on a dark branch. To its right, another peacock is partially visible. In the upper right corner, a peacock is perched on a branch with small white flowers. The bottom of the image is filled with lush green foliage, pink and white flowers, and a small peacock. The overall style is characteristic of traditional Indian miniature painting.

A Land Touched by the Divine



The Beginning of every Leela- Vrindavan

Strategically located in the heart of Uttar Pradesh, Vrindavan anchors the sacred geography of the Braj region - a land steeped in centuries of devotion and legend.

It is here that divine play once touched the earth, where love, mischief, and miracles unfolded beneath moonlit skies. Every grove and ghat holds whispers of a time gone by, echoing with joy and transcendence. The spirit of that era still lingers - in rituals, in songs, in the everyday rhythm of life. The past here isn't a story told, it's a presence felt.

Vrindavan - a living, breathing landscape where the divine is not remembered, but felt.



Map not to scale

Every street, ghat, and temple in this sacred region carries echoes of a divine past, woven together through ritual, art, music, and movement.

Its sacred temples are timeless - each one a living expression of devotion, architecture, and ritual that has endured for centuries.

Banke Bihari Temple

A global magnet where the divine presence feels alive, drawing millions in search of a deep connection.



Prem Mandir

A modern marvel blending architecture, light, and storytelling into a breathtaking tribute to devotion.



Yamuna Aarti

Sacred paths and waters that invite immersion, reflection, and surrender.



ISKCON Vrindavan

A global spiritual hub where devotion, community, and consciousness come together in harmony.



The cultural life of Braj is equally vibrant. Festivals stretch across weeks, and age-old traditions come alive through colour, music, and dance - turning every season into a celebration of the divine.



40-Day Holi in Vrindavan

Where the spirit of Holi stretches across weeks - from petal showers to playful rituals, colour becomes a language of devotion.

Janmashtami

A night of unmatched devotion, where lakhs gather in temples, streets bloom with lights and chants, and the whole city comes alive with joy, music, and devotion.



Charkula Dance

A awe inspiring spectacle, where women dance with 108 flaming lamps balanced on their heads as a tribute to Radha's divine presence.

Mayur Nritya

A lyrical expression of divine love, as dancers become peacocks to echo the monsoon's longing and Krishna's gentle grace.



Govardhan Parikrama

With each barefoot step around the sacred hill, this 21-km parikrama is a spiritual act found only in Vrindavan's sacred soil.

A Land
Revered
across
The


World

Not Just India's Sacred Land - The World's Spiritual Home.

108 Names. Infinite Forms. One Eternal Belief.

He is Kanha in the North, Jagannath in the East, Guruvayoor in the South, Dwarkadhish in the West. Worshipped in temples, chanted in bhajans, celebrated in every corner of the country.

Though His forms are many, the faith is one - unwavering and universal. But amidst all these divine expressions, Vrindavan is where it all began.

Where He played, loved, and revealed the essence of devotion.
More than a place - Vrindavan is the heartbeat of His story.
And to this day, the world returns to where divinity first danced.





Map: Visitors to Vrindavan from cities across the world.

Borders Blur where Krishna is Embraced

For centuries, Vrindavan has drawn seekers from **across the world** from New York to Nairobi, Tokyo to São Paulo, in search of peace and transcendence.

With **800+ ISKCON centres in 60+ countries**, a global wave of Bhakti and consciousness continues to lead hearts here.

Now, a growing number of devotees, sadhaks, and spiritual seekers are choosing to make Vrindavan their home - drawn not just by its sanctity, but by the simplicity of life it offers.

Today, it connects people beyond borders and beliefs through shared devotion.





A Way of

Life the World's Greatest Follow.



“I would walk 7 miles every Sunday night to get one good meal a week at the Hare Krishna Temple.”

~Steve Jobs
(Co-founder, chairman,
and former CEO of Apple Inc.)



“Vrindavan is a holy place. There's something very special about it. You can feel the spiritual energy there - it's not a myth.”

~George Harrison
(Lead Artist and Singer,
The Beatles)



“Krishna only acts as a facilitator and empowers Arjun to understand that he is way more powerful than the people he's going to face in the battle.”

~Gaur Gopal Das
(Indian Monk)



“I'm very intrigued by & very interested in his way of life.”

~Julia Roberts
(Actor)



“Any action you must do, surrender all actions to me – this is what Krishna tells Arjun.”

~Vin Diesel
(Actor)



“They don't know that God (Krishna) is riding Arjuna's chariot.”

~Will Smith
(Actor)

From Sacred Land to Global Tourist Destination -

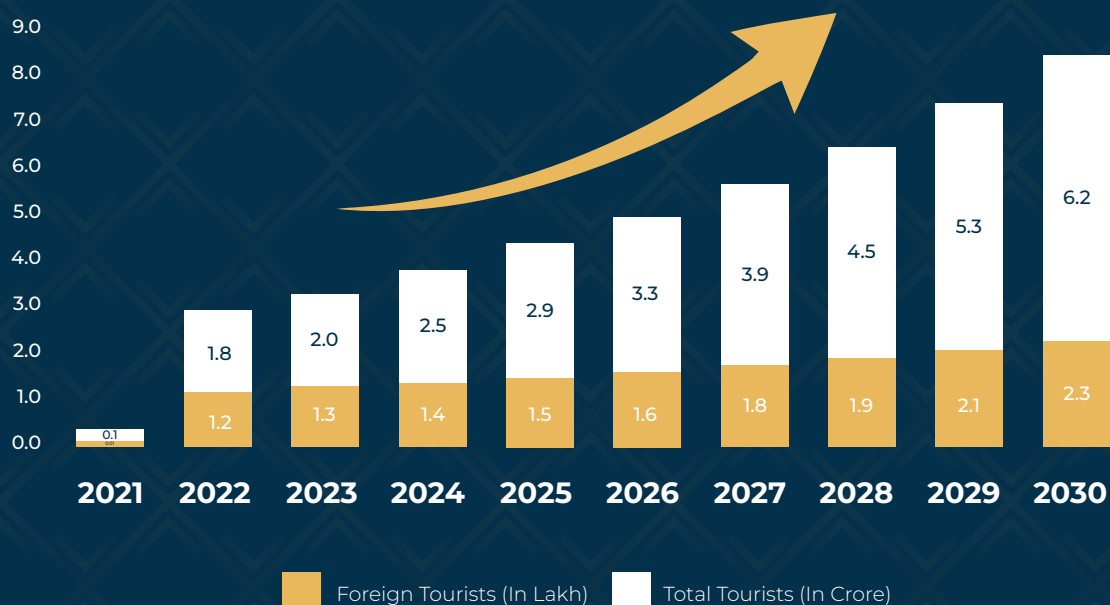
The Rise of a Spiritual Powerhouse

Once a sacred stop for seekers, Vrindavan is now emerging as a global spiritual destination. With tourist footfall projected to touch **6.2 crore by 2030**, the city is **witnessing a 3X surge in just 6 years**.

From domestic pilgrims to international devotees, Vrindavan's spiritual and cultural allure is pulling the world in - not just for faith, but for the future.

Vrindavan's Global Pull:

Projected to welcome 6 Crore pilgrims by 2030.
3X growth in 6 years.



A clear indicator of the region's prominence as a spiritual and cultural tourism hotspot.

A Land
Growing

With purpose





Fueling Uttar Pradesh's \$1 Trillion Economic Vision*

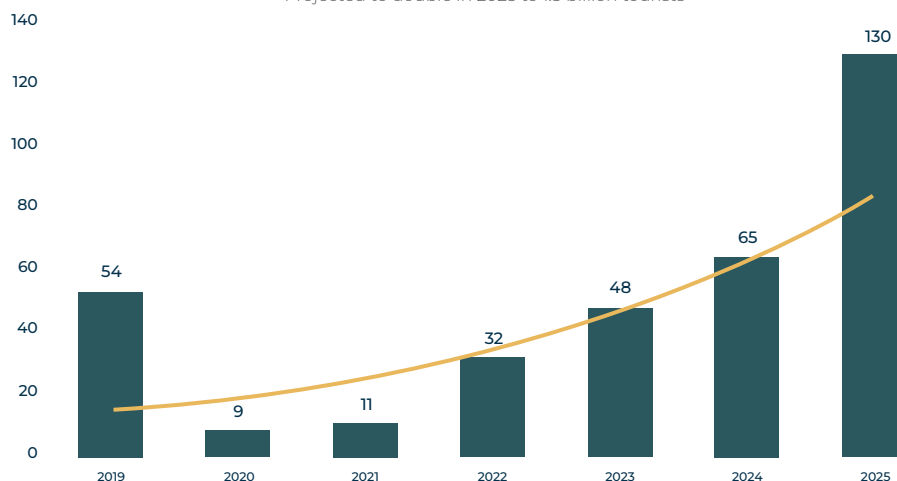
As Uttar Pradesh charts its path toward a **\$1 trillion economy, spiritual tourism** has emerged as a major catalyst - & **Vrindavan** stands at the forefront of this transformation.

Vision UP: India's #1 Spiritual Tourism State in the Making

Tourist footfall in Uttar Pradesh is projected to hit **1.3 billion by 2025, doubling from 65 Crore in 2024**. Foreign tourist arrivals have also surged from **1.6 million (2023) to 2.27 million (2024)** - a clear sign of rising global interest.

UP Total Tourist Footfall (in Crore)

Projected to double in 2025 to 1.3 billion tourists



Vrindavan is no longer at the edge of India's growth story, it is fast emerging as the Global Spiritual and Economic Superpower, where devotion meets development. With rising footfalls and improving infrastructure, the city stands at the cross roads of faith and growth.



Heritage & Hospitality*

Twin engines of Vrindavan's Tourism-Led Growth

As Vrindavan reclaims its place on the global spiritual map, large-scale initiatives rooted in culture and comfort are accelerating its economic rise. With a **masterplanned Heritage City** and a **thriving hospitality ecosystem**, the region is ready to host the world - not just in faith, but in experience.

HERITAGE CITY PROJECT: A CULTURAL LANDMARK IN THE MAKING

₹6,000 Crore project spread across 2,965 acres with a 6.9 km expressway connecting Yamuna Expressway (101 km point) to Banke Bihari Temple.

Includes Parking zones (46 acres), Convention centres (42 acres), Yoga hubs, Green zones, and restoration of historic sites.

HOSPITALITY BOOM: FROM PILGRIMAGE TO PREMIUM STAY

With global and Indian hotel brands like **Hyatt Centric**, **Marriott**, **IHCL**, **Wyndham**, **Lemon Tree**, and **Cygnett** entering the market, Vrindavan is witnessing a surge in quality accommodation and wellness offerings.

The rise of spiritual retreats, yoga centers, and curated cultural experiences is turning Vrindavan into a long-stay destination, boosting local employment and tourism revenue.

**Hyatt
Centric**

IHCL

**Marriott
International**

Wyndham

**Lemon
Tree**

Cygnett
hotels | inns | resorts

The Trivision Gateway*

2.5 hr from Delhi
1 hr from Agra
4 hr from Jaipur,
5 hr from Lucknow

Making it a central hub
for tourism and commerce.

Golden Triangle Integration Tapping into India's Tourism Core

- Located at the convergence of the **Delhi-Agra-Jaipur Golden Triangle**, India's busiest tourist circuit.
- Creates new circuits for luxury, culture, and spiritual tourism, with Vrindavan as a **high-potential spiritual stopover**.



New Highway Infrastructure Fast, Direct, Seamless

- Direct connections via **NH44, NH530B, and Yamuna Expressway** link Vrindavan to all major hotspots across North, West, and East India.
- **₹1645 Crore 6-lane bypass road** further reduces internal travel time by 1 hr.

Jewar International Airport A game-changer for access

- Brings Vrindavan within easy reach for domestic and international tourists.
- **Cuts travel time to Vrindavan from 3.5 hr (via Delhi NCR) to just 1.5 hr (via Jewar)**

Unlocking the Global Epicenter of Tourism

Next-Gen Connectivity. Global Access. Spiritual Circuits.

Vrindavan has always been a spiritual magnet - now it's becoming easier than ever to reach. With world-class roadways and the upcoming **Jewar International Airport**, accessibility is being redefined.

This surge in infrastructure is unlocking new potential for tourism, trade, and long-term economic growth.



More Tourists
+
More Infra
=
More Returns



This is **The Krishna Multiplier**, where faith drives the footfall, and progress drives prosperity.

Braj 2041: ₹32,000 Crore Vision*

to Build a Global Spiritual & Economic Superpower

With over 9 Crore+ annual visitors in 2024 and a rising global interest in spiritual travel, Vrindavan is undergoing a transformative shift. The **₹32,000 Crore Braj 2041 Masterplan** reimagines the region as a modern spiritual capital - anchored in faith, powered by infrastructure.

STRENGTHEN CONNECTIVITY & MOBILITY

₹5,000 Crore allocated for the 275 km 84 Kos **Parikrama Marg**, ensuring seamless spiritual and regional movement across Braj.

₹1,645 Crore Vrindavan Bypass + ₹395 Crore Yamuna **Waterway project** to decongest town and connect Vrindavan, Mathura, and Gokul via eco-mobility.



LIVELY HERITAGE EXPERIENCE



Digital Krishna Leela Museum, cultural pavilions and **bazaars** to bring immersive storytelling and promote local arts.

Padav Sthals (pilgrim dorms) and **glamping sites** to support overnight stays and experiential spiritual tourism.

SACRED PRESERVATION PROJECTS

₹600 Crore for **Banke Bihari Temple Corridor** including Ghat Redevelopment and crowd flow design.

Restoration of **800+ sites with heritage bylaws and UNESCO nomination** to protect and position Vrindavan globally.



CULTURAL CONSCIOUSNESS BUILDING

Interpretation centres, signage, and digital guides to enhance visitor understanding and self-guided experiences.

Outreach events and public documentation drives to revive local narratives and traditions.



ECO-SPIRITUAL TOURISM ECONOMY

₹21,258 Crore committed and ₹19,000 Crore investor proposals for stays, transport, and tourism infrastructure.

Homestays, eco-trails, heritage hotels and 3-year skill cycles to drive local income through mindful tourism.

PILGRIM-FIRST INFRASTRUCTURE

₹75 Crore Parikrama Path upgrade to enhance pilgrim experience and comfort.

MLCPs, solar e-rickshaw stations, and convention facilities for smooth last-mile access and group hosting.

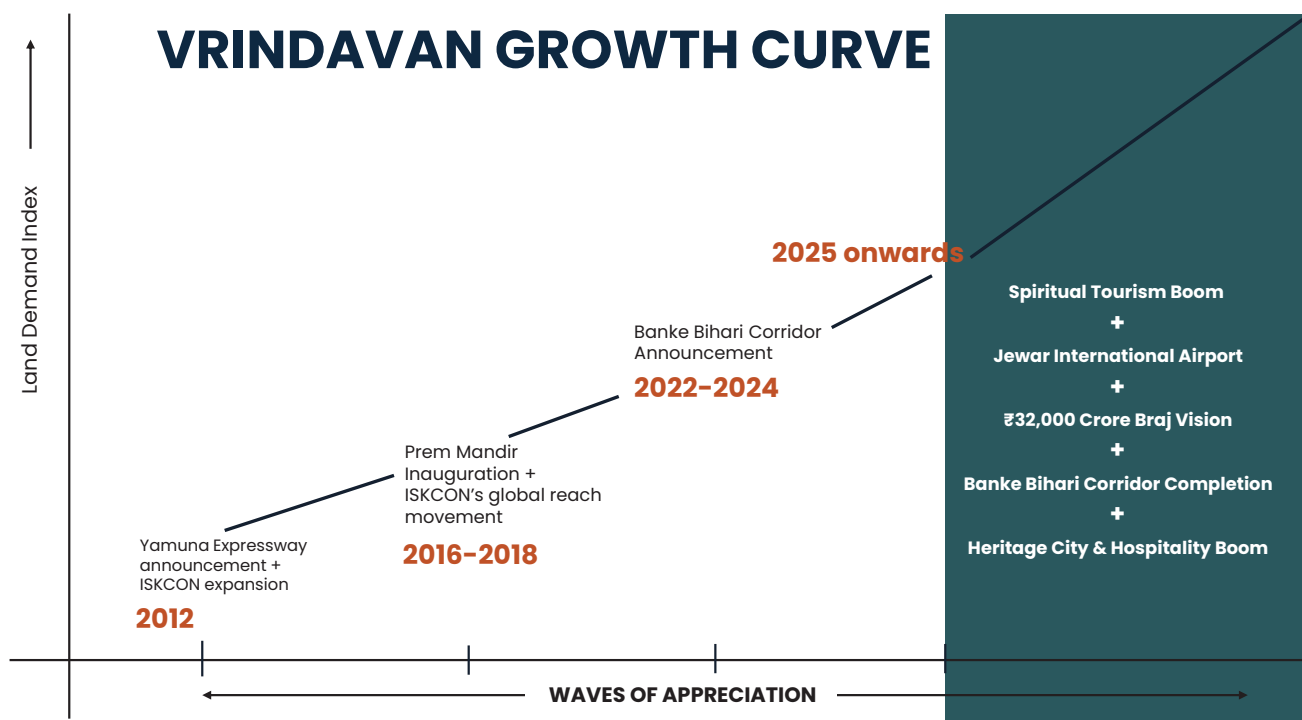


Vrindavan's Rise is Relentless*

Not a One-Time Wonder. A Timeless Growth Story.

Vrindavan has witnessed multiple waves of appreciation over the years - each driven by the promise of **transformation, booming connectivity & appreciation**. But what lies ahead is unlike anything before. With **infrastructure upgrades, global interest, and a projected surge in visitors**, this sacred city is poised for its most transformative chapter yet.

However, Vrindavan hasn't peaked yet - **It's Just Getting Started!**



This is The Moment - and

Vrindavan

is where it begins*

Some places are timeless - but even they have turning points.

Vrindavan, a living legacy of devotion and meaning, is now at the brink of its greatest transformation.

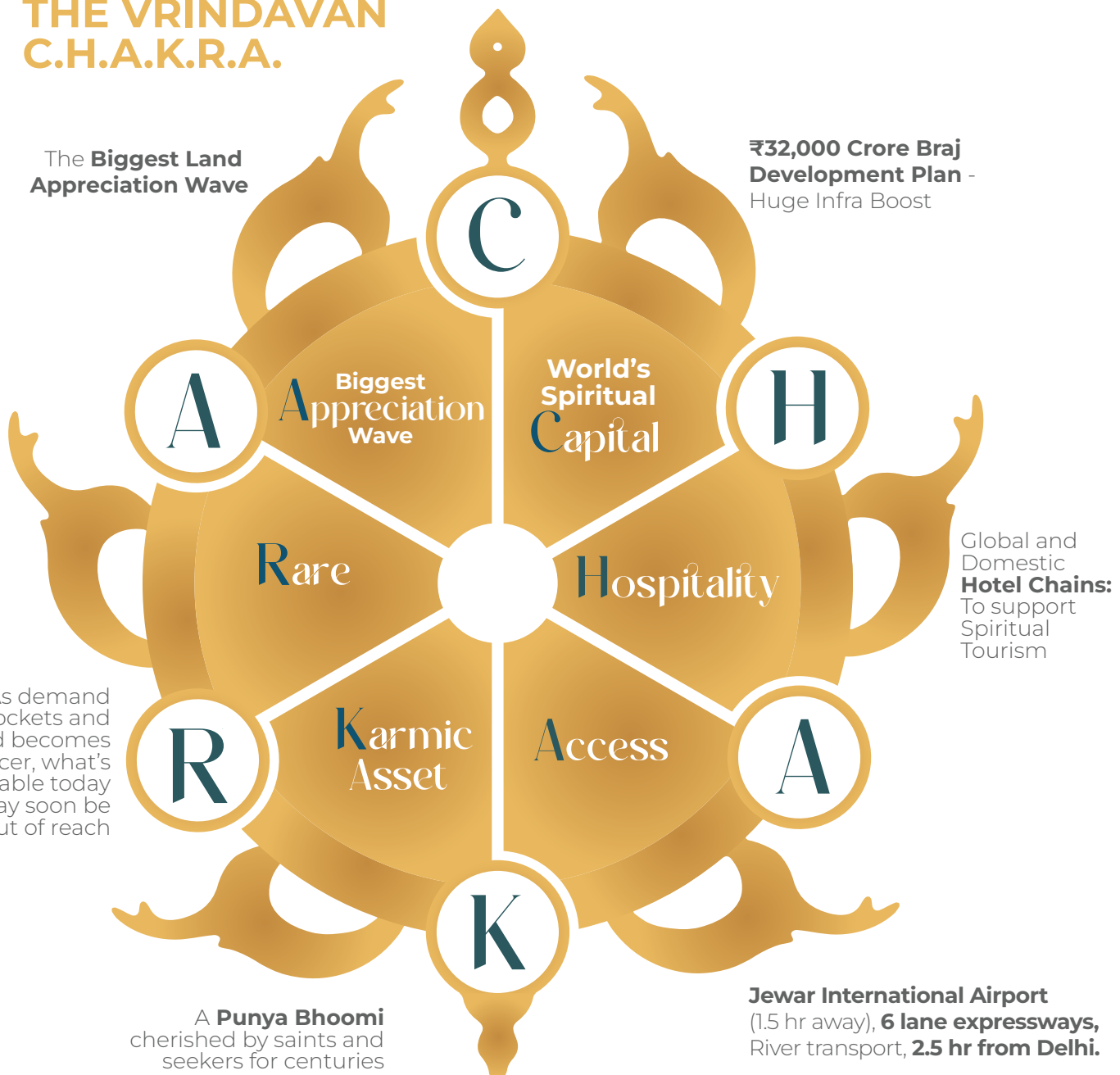
Where heritage meets progress, a new spiritual, cultural and economic resurgence is taking shape.

Like the Sudarshan Chakra, its growth is constant, circular, and unstoppable.

THE VRINDAVAN C.H.A.K.R.A.

The **Biggest Land
Appreciation Wave**

**₹32,000 Crore Braj
Development Plan -
Huge Infra Boost**



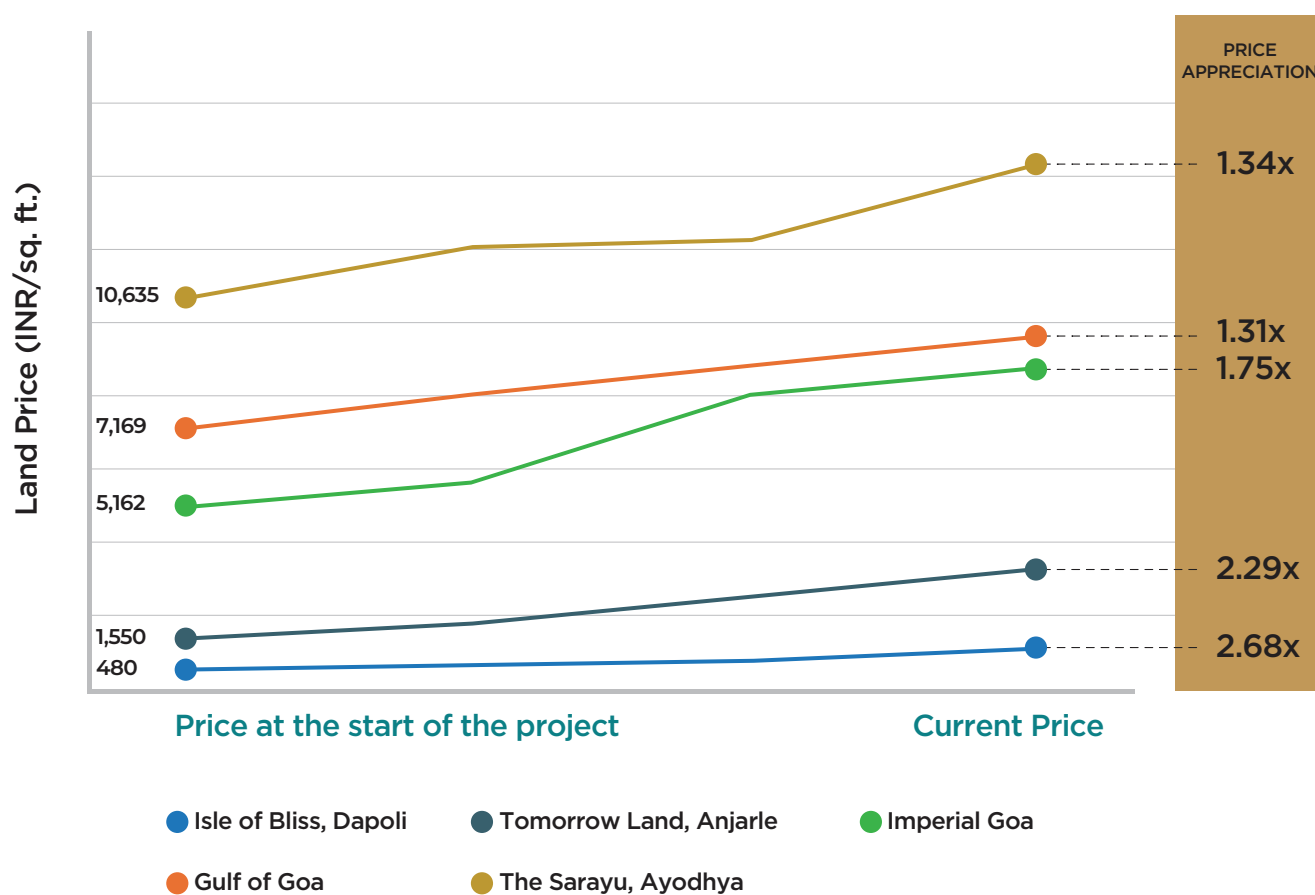
India's Premier Branded Land Developer

With landmark transactions across Amritsar, MMR, Ayodhya, Nagpur, Shimla, Vrindavan -

The House of Abhinandan Lodha® has established itself as the Largest Branded Land Developer*

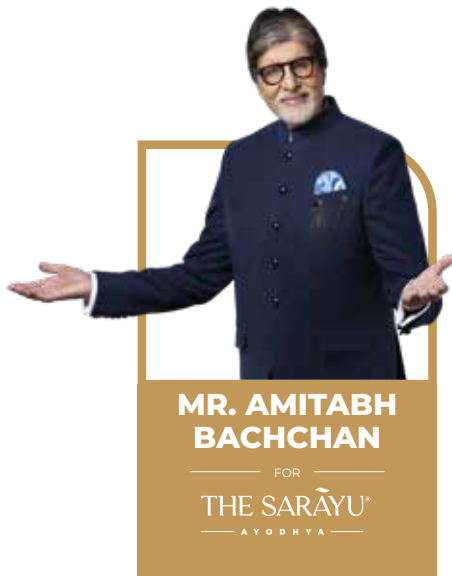
FROM VISION TO VALUE:

THE IMPRESSIVE APPRECIATION OF OUR DEVELOPMENTS.



*Anarock's Land as Capital Report July 2025

CONNOISSEURS. PATRONS. AMBASSADORS. A STAR-STudded ENSEMBLE.



AND
MANY
MORE...

**A DIVERSE CUSTOMER BASE OF BUSINESS LEADERS,
CELEBRITIES AND PROFESSIONALS FROM 15+ COUNTRIES.**

- A client base from across the top BFSI institutions, consultancies, manufacturing and service sectors.
- Top-notch gentry exemplified by the best designations and C-suite holders.
- A like-minded community of neighbours-turned friends.

A PIONEERING TECH-ENABLED OWNERSHIP EXPERIENCE



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