

# THE SARĀYU™

— A Y O D H Y A —

YOUR LAST CHANCE TO RESERVE A SPOT  
IN INDIA'S FINEST 7-STAR DEVELOPMENT

UNVEILING THE CROWN  
JEWEL OF THE SARAYU

FINAL OPPORTUNITY  
TO INVEST IN AYODHYA

INVEST BEFORE RAM MANDIR  
COMPLETION IN DEC 2024





WHERE THE WORLD MEETS  
SPIRITUALITY



Ayodhya, cradled beside the tranquil banks of the holy river Sarayu, stands a timeless emblem of magnificence. Revered as the "Shri Ram Janmabhoomi," it echoes the glory of the Surya dynasty, once governed by Lord Rama. Immortalised in epics such as the Ramayana, Ayodhya radiates splendor. Serving as the administrative nucleus of Ayodhya District and Ayodhya Division in Uttar Pradesh, this historic city is on the brink of a transformative journey after the inauguration of the Shri Ram Temple on January 22<sup>nd</sup>. This significant milestone is poised to thrust Ayodhya onto the global tourism arena.

Ayodhya, recognised as one of the seven Moksha Dayini Sapta Puris, occupies a revered status in Hinduism, providing spiritual comfort and insight into the tales of the Ramayana. Supported by government initiatives, Ayodhya is progressing through urban and tourism developments, including the establishment of the 'Ramayana Circuit.' With its enchanting offerings and abundant heritage, Ayodhya is on the verge of emerging as a worldwide spiritual hub, embracing sustainable approaches and a progressive mindset.

---

**THE SHRI RAM JANMABHOOMI TEMPLE IS ON TRACK TO BE COMPLETED BY DECEMBER 2024.**

---

—

# INDIA'S SPIRITUAL TOURISM ON THE RISE

---

The exponential growth of spiritual tourism in India is catalysing the expansion of the Indian faith-based tourism market. The government's proactive tourism initiatives and enhanced connectivity between pilgrimage sites are fueling the market's growth trajectory.

## PROJECTED GROWTH RATE

Future Market Insights (FMI) forecasts a **CAGR of 16.2%** for India's spiritual tourism market, with an estimated value of **USD 4.6 billion by 2033**.

## INTERNATIONAL VISITOR PROJECTIONS

By 2028, it is anticipated that approximately **30 million international travelers** will visit India, drawn largely by its spiritual offerings. Spiritual tourism already constitutes **60%** of India's overall tourism industry, a figure expected to maintain or increase over the next decade.

## AYODHYA'S RISING VISITOR NUMBERS

---

**MORE THAN 50 MILLION TOURISTS ARE EXPECTED TO VISIT AYODHYA BY THE END OF 2024, SHOWCASING THE INCREASING APPEAL AND POPULARITY OF SPIRITUAL DESTINATIONS WITHIN INDIA.**

---



\*Source: CBRE Report on Decoding Real Estate through the Spiritual Tourism Lens



## AYODHYA'S BOOM: A GLOBAL SPIRITUAL DESTINATION IN THE MAKING

---

Ayodhya is a city that holds great religious significance and is now on its way to becoming a popular tourist destination globally. This once humble town is set to transform into a vibrant spiritual centre. The majestic Ram Mandir will be at the heart of this transformation.



Witnessing a surge in demand, hotel prices soared during the temple opening, reflecting Ayodhya's newfound allure.



The city played host to distinguished guests, including notable personalities like The **Ambanis**, **Virat Kohli**, and others, elevating its global stature.



With the inauguration of the **Maharishi Valmiki International Airport**, the city now boasts **14 daily flights** operated by leading airlines, connecting it to key cities across India.



**Ayodhya Dham Junction Railway Station**, stands ready to serve over **21 million passengers annually**, embodying accessibility and sustainability through its eco-friendly design and state-of-the-art facilities.

# AYODHYANOMICS

## A CASE STUDY ON REINVENTING AYODHYA FOR TODAY'S PILGRIMS



### INFRASTRUCTURE

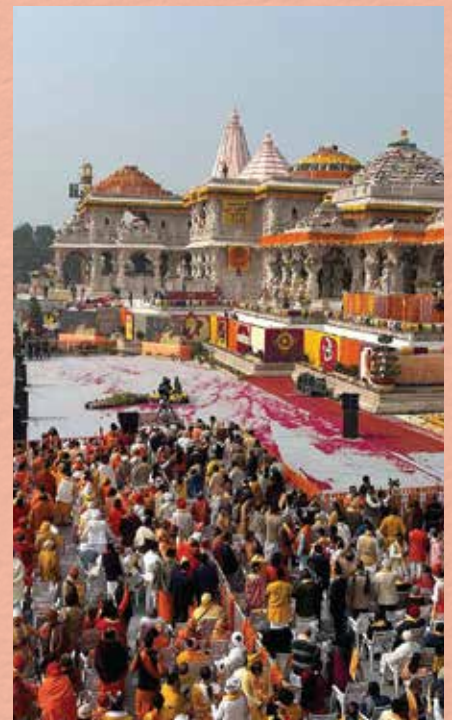
- Ongoing development projects totaling **₹85,000 CR** by 2024 will transform Ayodhya into a global city. This ambitious endeavor exceeds the investment made for the **Tokyo Olympics 2020**, which amounted to **₹80,000 CR**.
- NHAI is investing **₹12,000 CR** in road construction.
- **Maharishi Valmiki International Airport** facilitates both international and domestic connectivity.
- An elevated **Ayodhya Railway Terminal** near the temple anticipates accommodating **3-4 times** more daily passengers.

### TOURISM

The Ayodhya Ram Mandir attracts around **1.5 to 2 Lakh pilgrims** daily. The government is implementing a comprehensive model to provide top-notch amenities for devotees, including clean drinking water, electricity, toilets, public transportation, drainage, and river rejuvenation.

### MSMEs

The inauguration ceremony alone generated business worth more than **₹100,000 CR** across the country, according to the **Confederation of All India Traders (CAIT)**.





## MOBILITY

The **₹400 CR** world-class bus terminus project in Ayodhya, approved by the Uttar Pradesh government, aims to enhance commuter experience.

## REAL ESTATE

Land prices in Ayodhya have increased **5x in the last 3 years** and will rise by **10x in the next 5 years**. The real estate market, particularly in the residential sector, has witnessed significant price increases, presenting ample opportunities for future urbanisation.

## HOSPITALITY

**The Leela Hotels, Palaces & Resorts** and The House of Abhinandan Lodha® have partnered for a **₹450 CR** project in Ayodhya. Additionally, renowned hotel chains such as **Taj, Marriott International, Radisson, Sarovar Hotels & Resorts, and Wyndham Hotels & Resorts** have signed deals to establish hotels in Ayodhya. The development of various accommodation facilities will further enhance the city's allure as a tourist destination.



Ayodhya is poised to emerge as India's premier cultural hub, boasting majestic monasteries, temples, and ashrams, alongside the construction of grand city gates and the establishment of temple museums.



**SANSKRITIK  
AYODHYA**

Employment opportunities through tourism, job creation initiatives, and the promotion of religious and cultural activities.



**SAKSHAM  
AYODHYA**

Ayodhya is undergoing a transformation into a Smart City, prioritizing safety, sustainability with solar energy adoption, and the creation of a vibrant Greenfield Township.



**ADHUNIK  
AYODHYA**

Efforts by the Yogi government are aimed at ensuring Ayodhya's seamless connectivity via air, road, and rail networks.



**SUGMAY  
AYODHYA**

**A S H T A P**

**THE E  
HOLY CO**



## AYUSHAM AYODHYA

Strengthening the healthcare infrastructure, Ayodhya now offers convenient access to high-quality medical facilities.



## SWACH AYODHYA

With a focus on sanitation campaigns and the implementation of robust drainage and sewer systems, Ayodhya is committed to ensuring a clean and hygienic environment.



## BHAVNATMAK AYODHYA

Every facet of Ayodhya's development will undergo cultural enrichment to honor its connection to Shri Ram.



## SURMAY AYODHYA

Beautification of ponds, lakes, and ancient reservoirs to the revitalization of historic gardens and the creation of new ones.

# RAGATI

## IGHT NCEPTS

\_\_\_\_\_



UNVEILING THE CROWN JEWEL OF

# THE SARAYU™

A prime location near **The Leela** and **Clubhouse**, ensuring convenience and prestige. An enclave closest to the **luxurious villas**, enhancing your living experience. And, easy access to NH-27 Highway, offering unmatched connectivity.

Sarayu, meaning “air” in Sanskrit, embodies the vitality of Ayodhya. Presenting The Sarayu™ by The House of Abhinandan Lodha\* that stands tall overlooking the sacred river. Mere **15 minutes** from Shri Ram Janmabhoomi temple and **30 minutes** from the Maharishi Valmiki International Airport, this development harmonizes tradition with modernity across its three sectors - **Ananta**, **Atulya**, and **Jal Tarang**. Anchored by a magnificent **23,000 sq. ft.** clubhouse managed by The Leela Palaces, Hotels and Resorts, The Sarayu™ boasts **Shri. Amitabh Bachchan** as its first citizen - a testament to its timeless allure.

## INDIA'S FINEST 7-STAR DEVELOPMENT IN THE MOST COVETED LAND

This 7 star property offers a harmonious blend of tradition and modernity, divided into 3 sectors.

## A N A N T A

### WHERE LUXURY MEETS SERENITY ALONG THE SARAYU RIVER

Ananta, meaning infinite, perfectly encapsulates this space. Featuring a grand **23,000 sq.ft.** colonnaded clubhouse adorned with serene water bodies, it offers a luxurious experience. With a lavish **40 ft. swimming pool, private hotel, and a majestic 4000 sq. ft. restaurant**, it presents boundless opportunities for indulgence. The mandap, wedding lawn, and harmoniously aligned water features enhance the feeling of unity with the surroundings.

#### CLUBHOUSE AMENITIES

- SWIMMING POOL
- RESTAURANT
- WEDDING LAWN
- GYM
- BANQUET HALL
- LOUNGE CAFÉ
- INDOOR POOL
- LIBRARY
- FOUNTAIN
- MUSEUM



Artist's Impression

# JAL TARANG

## WHERE OPULENCE KNOWS NO BOUNDS

Discover Jal Tarang, the epitome of luxury living, seamlessly blending aqua amenities, proximity to nature, and holistic well-being for the mind, body, and soul. Indulge in the splendid **Skydeck**, offering breathtaking views of the serene Sarayu River, allowing you to immerse yourself in the tranquility of the water and its serene surroundings. Experience the grandeur of the **amphitheatre** amidst a plethora of amenities spanning over **30,139 sq.ft.**



# ATULYA

## WHERE ART, CULTURE AND COMMUNITY UNITE

Atulya fosters a strong sense of community engagement with an exhibition area for **art** , **culture**, and coming together of people. This community building and engagement space has many amenities such as **mandapa pavilion, dining decks, garden & farming**, etc.





## THE ART OF THE LEELA

### AN EPITOME OF TRUE INDIAN LUXURY HOSPITALITY

The Sarayu, a collaboration between The House of Abhinandan Lodha\* and The Leela Palaces, Hotels and Resorts, epitomises ultra-luxurious living. Launched on January 22, 2024, this project introduces a new era of sophistication and elegance in residential living. Residents enjoy a plethora of exclusive amenities curated by The Leela Group. As the esteemed 5-star hospitality partner, The Leela Group brings its unrivaled expertise in Indian luxury hospitality, offering residents a bespoke array of exclusive amenities. From personalised **concierge services** to meticulous **housekeeping**, **fine dining experiences** to **in-house spa treatments**, enhanced **security** to **chauffeur-driven vehicles**, and seamless **airport transfers** to organising **private events**, every aspect of life at The Sarayu is meticulously crafted to elevate the standard of living to unparalleled heights.

## Abhinandan Lodha, Leela Plan Luxe Hotel in Ayodhya

Realty developer to invest over ₹2,000 cr to build luxury hotels across key heritage sites like Benares, Amritsar

**Kaliash Babar  
& Anumeha Chaturvedi**

**Mumbai | New Delhi:** Property developer The House of Abhinandan Lodha (HoABL) plans to invest more than ₹2,000 crore jointly with top hospitality companies to build five luxury hotels in India's iconic heritage and cultural

cities of Ayodhya, Benares, Vrindavan, Shimla, and Amritsar. To kickstart the plan, the company and Brookfield Group-owned The Leela Palaces, Hotels & Resorts have formed a partnership to develop a luxury modern palace hotel in Ayodhya near the Shri Ram Janmabhoomi Temple that is set to be inaugurated later this month.

The first palatial hotel in Ayodhya will be spread over five acres and it will be located on the banks of the sacred Sarayu River. The hotel will be developed around the theme of Indian culture and heritage. The other four hotels will also be developed on the same theme. "This venture not only signifies the transformation that Ayodhya is witnessing, but also

sets the stage for opulence and hospitality that respects Ayodhya's rich legacy. We aim to contribute significantly to Ayodhya's cultural and economic landscape," HoABL, told ET.

The luxury hotel in Ayodhya will be part of the developer's larger development 'The Sarayu' spread over 51 acres comprising residenti-

al plots, villas on 31 acres, and high-rise luxury apartments on 15 acres in the holy city.

The 100-key luxury hotel in Ayodhya is expected to entail an investment of over ₹450 crore and is expected to open by March 2028. Each of the other four hotels are also expected to see similar amounts of investments, Lodha said.

He said Leela would handle management of the clubhouse, serviced villas and serviced luxury apartments. Similar arrangements would be explored in the other four destinations as well, Lodha added. In a first for Leela, the luxury hospitality brand will not only be involved in the design and development of the hotel in Ayodhya but will also be a joint owner with Lodha.

### Checking In

Luxury hotels across India's iconic heritage, cultural cities

Destinations: Ayodhya, Benares, Vrindavan, Shimla, Amritsar

Ayodhya luxury hotel part of 51-acre development 'The Sarayu'

To fund hotels' investment with internal accruals

HoABL FY24 revenue likely to top ₹2,000 cr

AJAY M

\*The House of Abhinandan Lodha

kaliash.babar@timesgroup.com



## INVEST IN THE SARAYU'S PROMISE TODAY

SECURE YOUR LAND IN AYODHYA'S FUTURE WITH  
THE HOUSE OF ABHINANDAN LODHA® BEFORE DECEMBER'24.

This date marks the completion of the Shri Ram Janmabhoomi Temple construction.

### THE SARAYU™

THE ULTIMATE AMALGAMATION OF A GREAT  
DEVELOPMENT AND AN INVESTMENT OPPORTUNITY  
LIKE NO OTHER.

- Elevate your lifestyle with The Sarayu™, the shining beacon of luxury living in the most coveted land - Ayodhya.
- Poised to be India's finest 7-star development, setting new benchmarks nationwide.
- Partnered with The Leela Palaces, Hotels and Resorts, synonymous with unparalleled luxury and hospitality.
- Enjoy exclusive access to the grandest clubhouse spanning 23,000 sq. ft.
- Join a vibrant community with the esteemed Shri. Amitabh Bachchan as its inaugural member.

---

**AYODHYA IS ON THE CUSP OF CEMENTING ITS STATUS AS THE MOST HISTORIC SPIRITUAL DESTINATION GLOBALLY. ANTICIPATE SOARING DEMAND WITH LIMITED AVAILABILITY, ENSURING HIGH RETURNS ON INVESTMENT. DON'T MISS OUT ON WITNESSING THE UNRIVALED POTENTIAL OF THIS SACRED LAND UNFOLD BEFORE YOUR EYES.**

---



# A GRAND SUCCESS

## OUR JOURNEY IN THE MOST COVETED LAND

The journey of The House of Abhinandan Lodha in Ayodhya has been truly transformative. Recognizing the emergence of this pious city as the global spiritual capital, we seized the opportunity at the right moment with India's finest 7-star Development - The Sarayu™, uniting over **400 happy Landowners** in Ayodhya. The opportunity attracted Indians from **10+ countries** and **50+ cities worldwide**, marking a significant global participation.



Artist's Impression

---

**AYODHYA'S ALLURE TRANSCENDS BORDERS, ROOTED IN ITS PROFOUND SPIRITUAL LEGACY AS INVESTMENTS SURGE, AYODHYA EMERGES AS THE BEACON OF THE FUTURE, PROMISING UNPARALLELED RETURNS AND A TIMELESS CONNECTION TO DIVINITY.**

---