

# Lodha strengthens its presence in UK with Mayfair launch

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Mumbai-based private property developer Lodha Group is looking to strengthen its presence in the UK with the launch of its second project — No 1 Grosvenor Square — in London's affluent Mayfair district.

Lodha UK director Gabriel York says the project is its "most exciting and prestigious development" this year. The developer has already concluded its pre-launch sales at over £6,000 psf.

## No 1 Grosvenor Square

The project consists of 39 apartments and five duplex units in a 10-storey block on a 0.67-acre site. The built-ups of the units are between 1,445 and over 8,000 sq ft.

"There will be a dedicated lifestyle floor with a 25m pool, gymnasium with a personal training room, private spa and treatment rooms," says York.

"Other facilities include a private screening room, lounge with a billiard table, on-site restaurant operated by a world-renowned chef, private library and business meeting room, secured off-street gated car park and 24-hour concierge."

Previously, the site was occupied by a 7-storey building — Macdonald House — that housed the Canadian High Commission. Before that, it was home to the US Embassy.

In November 2013, the Canadian Government announced that the building had been sold to Lodha Group for £306 million. It was vacated a year later when all the services of the high commission were moved to Canada House in Trafalgar Square, before it was demolished.

## Keeping its identity

The outer walls of No 1 Grosvenor Square will be built with bricks from Macdonald House to maintain the identity of the historic building. York says exquisite craftsmanship will be a key feature of the development.

"This is a rare opportunity to own a home overlooking London's most prestigious garden square and on an address that was once the Canadian High Commission's. A number of revered diplomats had resided at the original No 1 Grosvenor Square, and our new development marks the next chapter in the history of this building," he says.

"We have gone above and beyond with the amenities on offer, including an on-site restaurant that will be operated by a world-renowned chef. The immediate locale is also extraordinary, and buyers will be tempted by the fact that No 1 Grosvenor Square will be the nearest residential development to Mount Street, which is famous for its high-end shops and hotels, including The Connaught."



An artist's impression of No 1 Grosvenor Square

## Overseas venture

Established in 1980, Lodha is known for projects such as Lodha Bellissimo (Mumbai's first invite-only project), The World Towers (including World One that will be the tallest residential-only structure in the world) and Trump Tower Mumbai (currently under construction).

The group made its maiden overseas foray in 2013 with the acquisition of Macdonald House in London. It bought its second London site the following year. Currently, the site is home to Lincoln Square — Lodha's maiden property development in London.

Lincoln Square was launched in May last year with the unveiling of its Phase 1, which comprises the north and west courts. About 70% of the units have since been taken up.

Phase 2 — east court — was launched in February this year and all the studio units are sold.

The final phase will be launched by late September.

## Lincoln Square

In total, Lincoln Square will have 200 apartments and two penthouses. With built-ups of between 480 and 3,266 sq ft, they are selling at £990,000 upwards.

York says facilities at Lincoln Square will be spread across 17,000 sq ft — more than double that of other developments of the same size. They will include 24-hour concierge, residents' lounge with a library, gymnasium, swimming pool with



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a separate vitality pool, spa with treatment rooms, private cinema room, private dining room, games room and snooker room.

There will also be 330 bicycle spaces and 100 parking bays. The parking will be controlled by an Automatic Number Plate Recognition System, where residents will have to register their vehicle registration numbers and proof of ownership with the concierge.

"The facilities have been curated by world-renowned interior designer Patricia Urquiola, whose revered works include the Il Sereno Hotel on Lake Como and furniture for Louis Vuitton," York says. Lincoln Square is Urquiola's first residential project.

York notes that Lincoln Square is located in one of the oldest parts of London, where permission to build new homes of this scale is rarely granted. The development will allow residents to live in the heart of London's legal quarter with Lincoln's Inn, the oldest and largest of the four Inns of Courts in the UK, dating back 500 years.

The location, he says, has been a big draw for buyers, with Covent Garden and London Theatre-land on the doorstep. "The development is also situated within walking distance of two of the world's best universities — London School of Economics and King's College London — which will appeal to those either working at these magnificent educational institutions or planning to send their children to study there."

On the impact of Brexit on the sales of its projects, York believes that there is great potential to be realised from the UK's withdrawal from the European Union. The temporary uncertainty caused by the move will create some interesting market opportunities as sentiment swings in the run-up to Britain's exit.

"The market is still very product-led and developments that offer unique designs in desirable locations, such as Lincoln Square and No 1 Grosvenor Square, will continue to perform well," York says.

"We hope to cement Lodha's reputation as developer of high-quality, premium homes in the UK. Also, we are continually looking for new sites, including schemes across London, that are close to a range of amenities and whereby we can create communities. We intend to grow our business in the UK, adding new residential developments to our established platform."



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