

Template Guidelines

Color combination for Text, Iconography & Infographics (Charts, Graphs & Tables)

Primary
Colors

Aa
#9D7F1B



Aa
#000000



Aa
#6D6E71



Aa
#FOEADC

Background Color
#F3F1E7

Secondary
Colors

Aa
#CAC6A3



Aa
#E8E6D4



Aa
#949CA1



Aa
#CED8DD



Aa
#FFFFFF

- **Infographics:** Begin with the secondary colors, and if necessary, utilize the primary colors.

Typography

Fonts used in the template for Headline, Subheading, and Body Text

Sub-Headline

Font Style : Jost Medium
Font Size : 12 pt
Font Kerning : Normal
Font Line Spacing : 1.0

Your title

Your title

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Headline

Font Style : Cormorant Garamond
Font Size : 28 pt
Font Kerning : Normal
Font Line Spacing : 1.0

Body Text

Font Style : Jost Regular
Font Size : 12 pt
Font Kerning : Normal
Font Line Spacing : 1 or 1.5

Iconography

Set of 80 icons (industry related general icons) in approved color and style



Size: Small

Icon line width: 1.26pt

Reference:



Lorem ipsum dolor



Lorem ipsum dolor



Lorem ipsum dolor



Lorem ipsum dolor



Size: Medium

Icon line width: 1.75pt

Reference:



Size: Large

Icon line width: 2.25pt

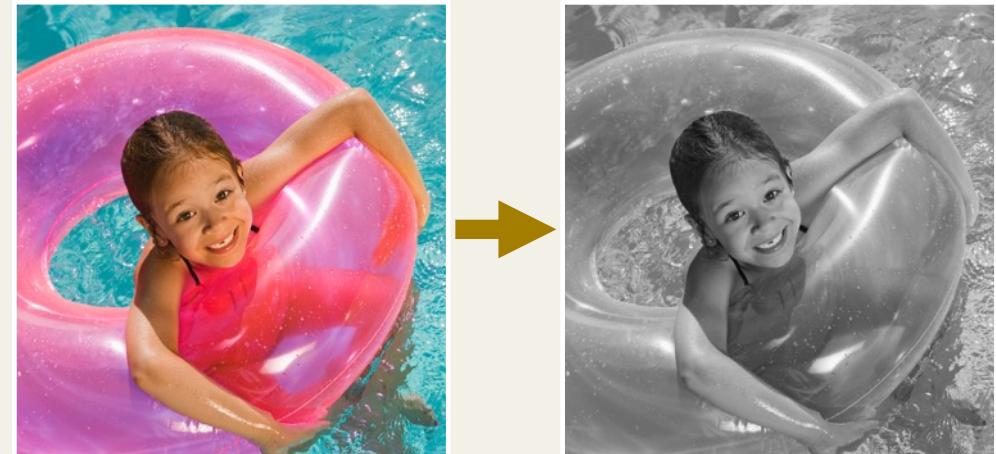
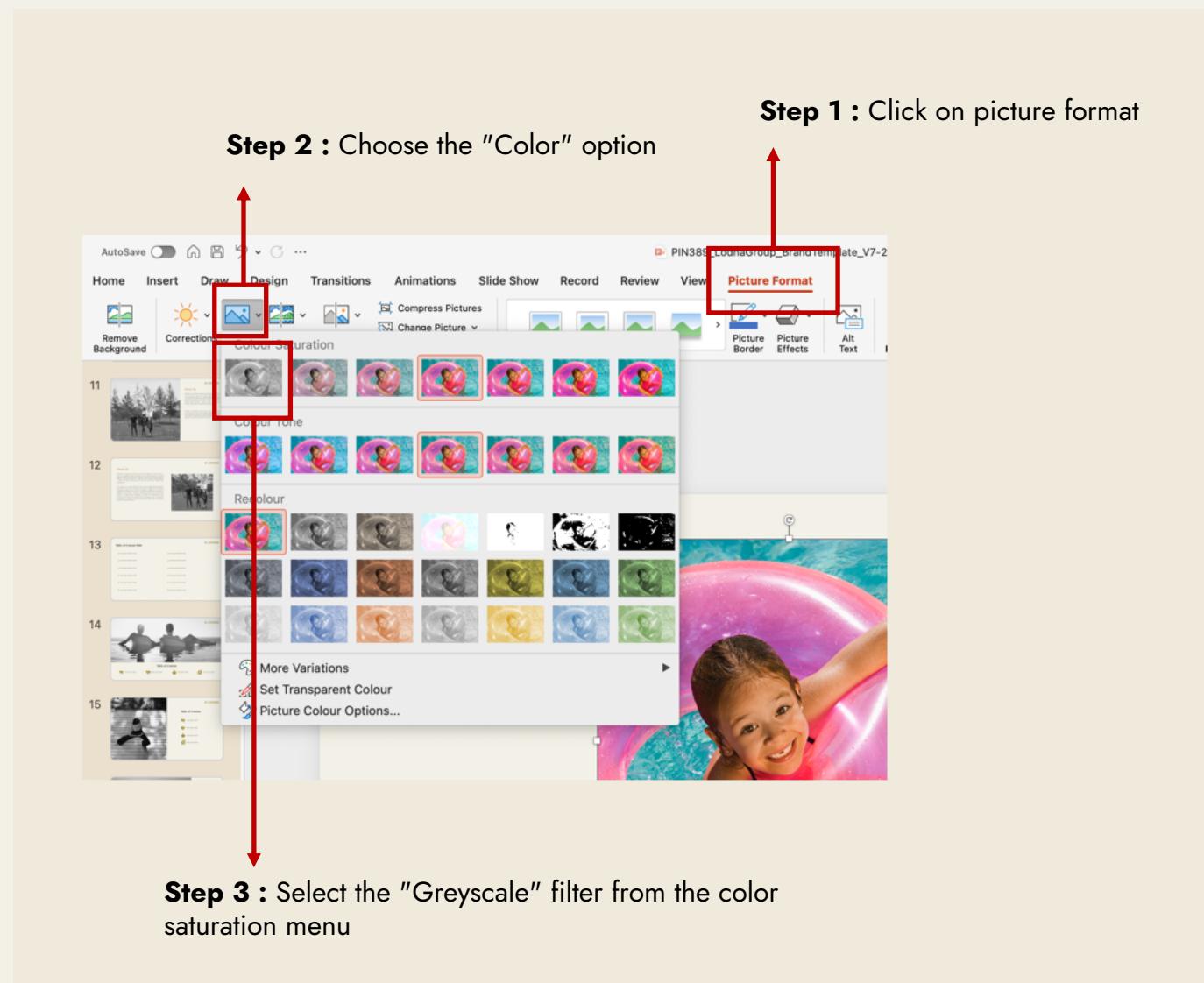
Reference:



Business Title

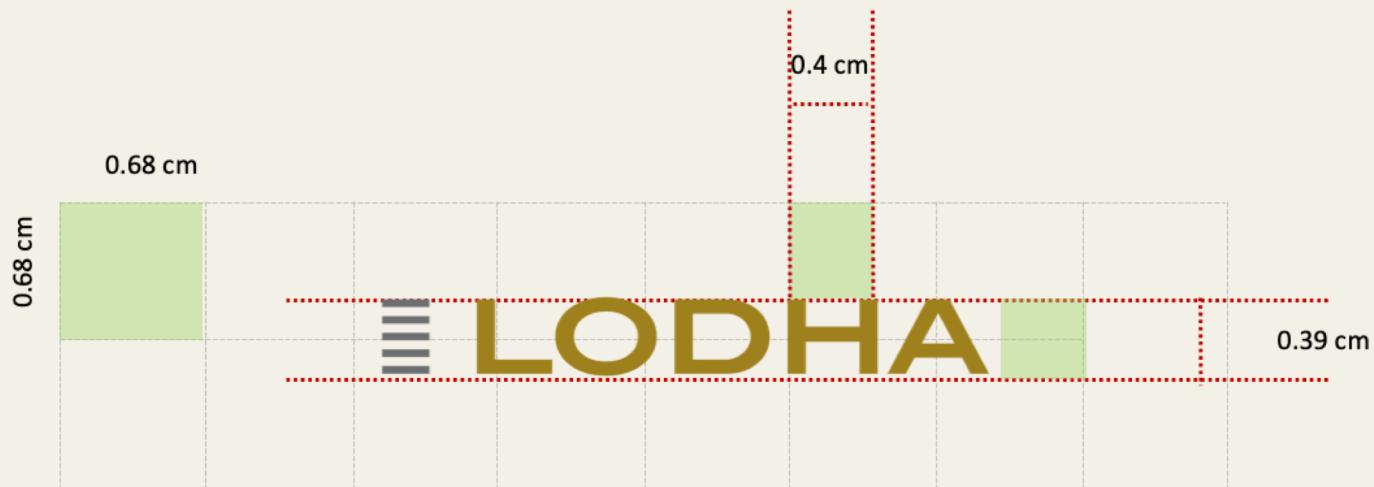
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Imagery



Logo Usage

- The clear spaces around the logo as marked in the grid.
- Maintain the original proportions and size of the logo.



Overall Margins

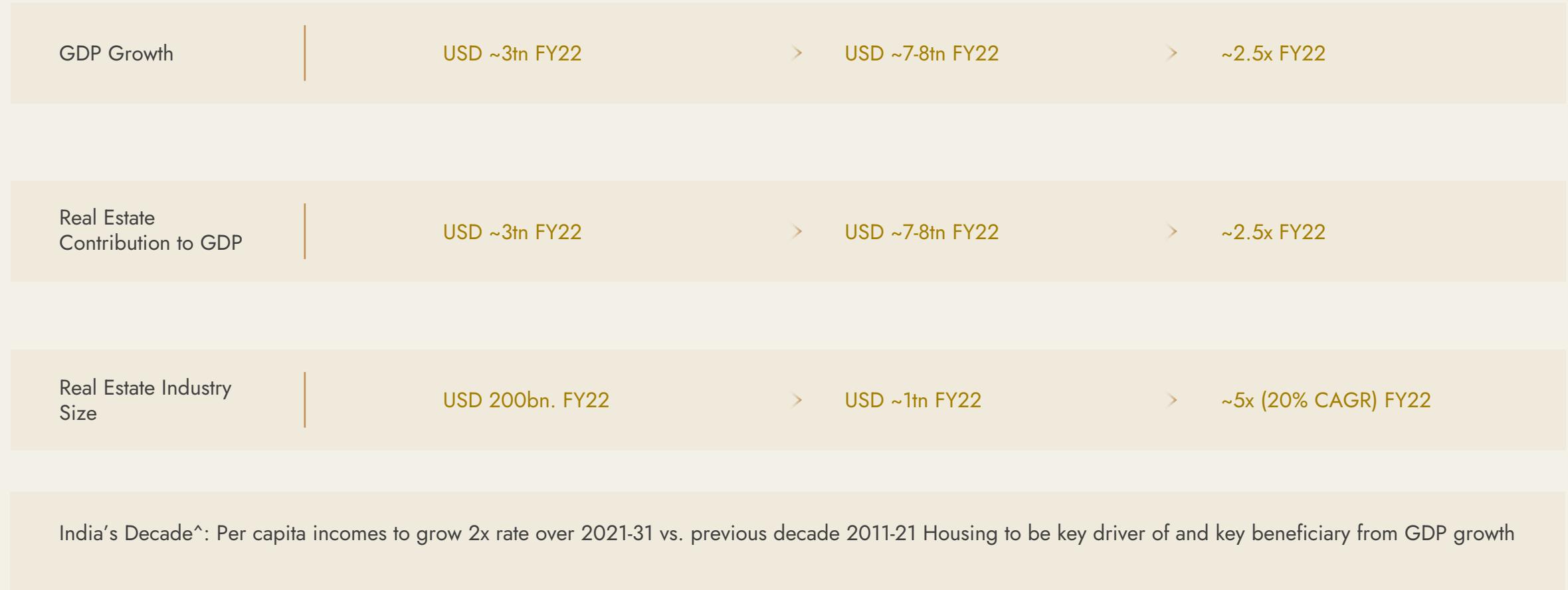
- Maintain uniform spacing for heading and sub-heading to create a cohesive visual appearance.



Actual Content Slides

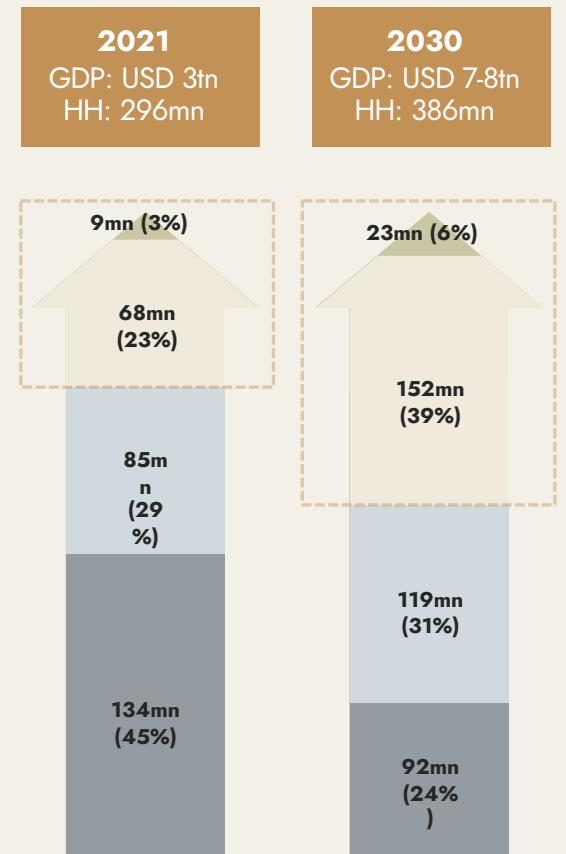
Long-term growth opportunity:

Real Estate to grow ~2x faster than the Indian economy



100 mn new households to become home ownership capable' this decade

Annual HH Income (INR mn)	HH Category
>2.8	High
0.5-2.8	Upper Mid
0.2-0.5	Lower Mid
<0.2	Low



Per capital income seen rising ~2.5x over FY20-32



Once in a country's lifetime opportunity!

Significant headroom for growth in core markets of MMR & Pune (INR bn)



Keeping our growth with conservative capital structure approach in mind, guiding for ~20% pre-sales CAGR i.e. INR~210bn by FY 26 against higher potential basis market share

Icon Set

Set of 80 icons in small, medium and large sizes.

Small icons



HOUSE



LOCATION

AGENCY
REALSTATE

FAMILY



DINING ROOM



GARAGE



TOILET



DEAL



VILLA



INSURANCE



SOLD



STORE



REFINANCING



BALCONY



HOUSE SEARCH



FOR SALE



PURCHASE



MONEY



LIVING ROOM



FENCE



ROUTE



SMART HOME



BUDGET



POOL



AUCTION



HOUSE



HOUSE KEY



PARK



CHANGE



DISCOUNT



LIVING ROOM



CHOICE



ELEVATOR



HOME LOAN



ADDRESS



MAINTENANCE



FAVORITES



SALE



HOUSE SEARCH



PLANS

Small icons



HOUSE KEY



PRICE GROWTH



CONTRACT



RENOVATION



PRICE HOUSE



DREAM HOUSE



KITCHEN



SKYSHAPER



HOUSE PRESENTATION



HOUSE



HOUSE



BEDROOM



CONDO



HOME OFFICE



FOR RENT



MOVING HOUSE



REALTOR



SETTING



BUILDING



CLOSED HOUSE



CITY



HOUSE SEARCH



BATHTUB



BUILDING



BUDGET



MOVING HOUSE



BUILDING



TENT



HOUSE



MONEY



PRICE HOUSE



CONTRACT



BUY



SHOPPING



COURT



RENOVATION



HOME OWNER



WINDOW



BUDGET



VIDEO SURVEILLANCE

Medium icons



HOUSE



LOCATION

AGENCY
REALSTATE

FAMILY



DINING ROOM



GARAGE



TOILET



DEAL



VILLA



INSURANCE



SOLD



STORE



REFINANCING



BALCONY



HOUSE SEARCH



FOR SALE



PURCHASE



MONEY



LIVING ROOM



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ROUTE



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PLANS

Medium icons



HOUSE KEY



PRICE GROWTH



CONTRACT



RENOVATION



PRICE HOUSE



DREAM HOUSE



KITCHEN



SKYSHAPER



HOUSE PRESENTATION



HOUSE



HOUSE



BEDROOM



CONDO



HOME OFFICE



FOR RENT



MOVING HOUSE



REALTOR



SETTING



BUILDING



CLOSED HOUSE



CITY



HOUSE SEARCH



BATHTUB



BUILDING



BUDGET



MOVING HOUSE



BUILDING



TENT



HOUSE



MONEY



PRICE HOUSE



CONTRACT



BUY



SHOPPING



COURT



RENOVATION



HOME OWNER



WINDOW



BUDGET



VIDEO SURVEILLANCE

LOGO

LOGO

Body Content

Body Content

 **LODHA**

1 2 3 4

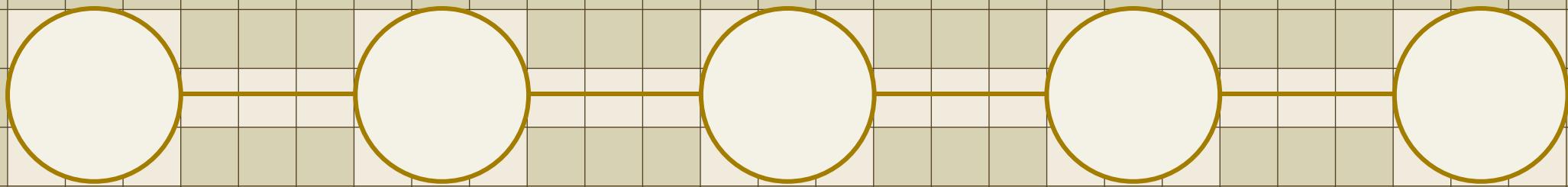
0 1 2 3

9 0 1 2

8 9 0 1

0 1

1 2



Click to add your title

LODHA

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Click to add your title

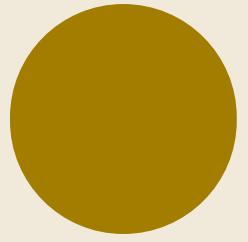
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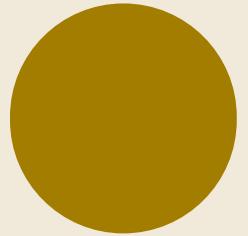
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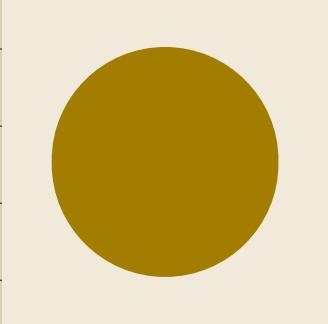
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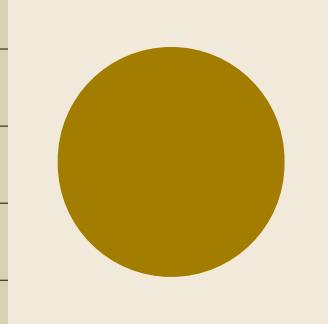
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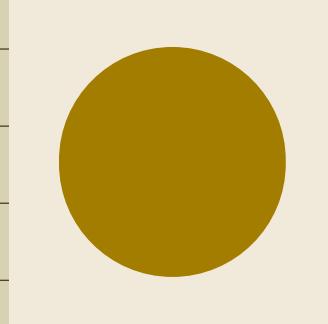
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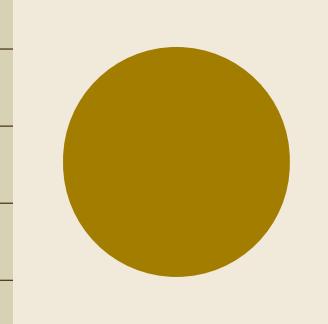
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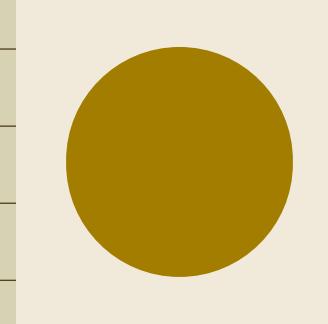
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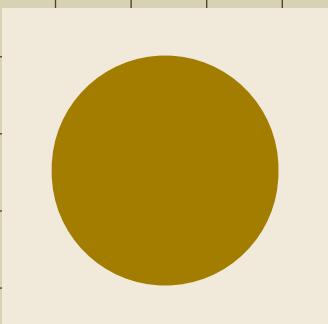
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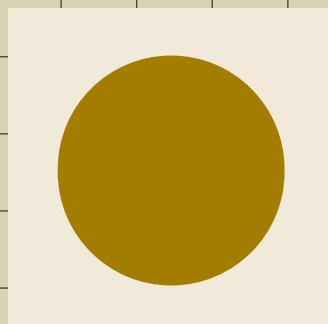
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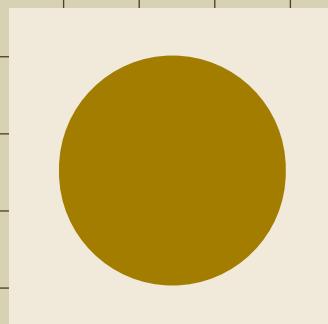
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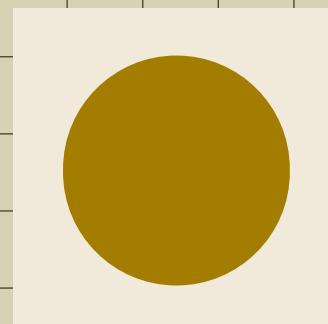
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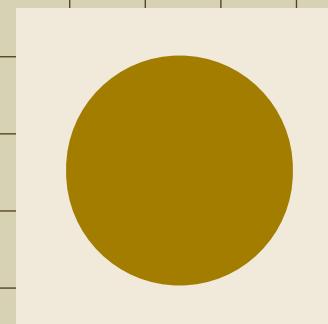
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