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THE
HOUSE OF
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LODHA

अयोध्या

HEART OF THE NATION





अयोध्या

THE GLOBAL SPIRITUAL CAPITAL

Located on the bank of River Sarayu, Ayodhya is brimming with the remnants of a bygone era. The famous epics, Ramayan and Shri Ramcharitmanas exhibit the splendour of this spiritual capital.

This pious location is regarded as “Shri Ram Janmabhoomi”, meaning “birthplace of Lord Shri Ram.” It is also believed to have been the capital of the descendants of the Surya dynasty of which Lord Ram was the most celebrated king.

Development of Shri Ram Temple has begun, and it is expected to catapult Ayodhya to a global tourism platform. **It is one of the seven sacred cities for Hindus (Mokshadayini Sapt Puris i.e., salvation-endowing cities of India) along with Mathura, Haridwar, Varanasi, Kanchipuram, Ujjain and Dwarka.**

as well as the administrative headquarters of Ayodhya District and Ayodhya Division in Uttar Pradesh.

Being a place of spiritual and cultural significance nationally, Ayodhya has received Central and State Government support for urban and tourism development projects. These include “Development of Ayodhya under Ramayana Circuit theme of Swadesh Darshan Scheme” among several others. Proposals for development projects here have the committed government backing (both central government & state government support) on a war footing.

A CITY FROM THE EPIC AGE

Hanumangarhi - The holy spot where Lord Hanuman is set to have resided in a cave and protected the pilgrim town. This significant 10th century ancient temple is constructed in the shape of a fort and nestles in the heart of the city.

Ramkot - With great pomp and festivities, the auspicious festival of Ram Navami is celebrated here in the month of Chaitra. Tourists from across the world pour in to seek blessings of Lord Ram on this day.

Kanak Bhavan - Marvel at the beautiful idols of Goddess Sita with Lord Ram and his brothers at this exquisitely embellished temple. Constructed by Vrishbhanu Kuvari, the main temple here surrounds an open inner area which houses the sacred shrine of Rampada.

Ram ki Paidi - Ram ki Paidi is a series of ghats on the bank of River Sarayu. The river front brings forth an outstanding landscape especially in floodlit night. These serve as platforms to devotees who it is said, come to wash away their sins by taking a dip in the river.



Dashrath Mahal - Located in the heart of Ayodhya, this bhawan is set to have been built in the same location as the original palace of King Dashrath. Lord Ram along with his three brothers Laxman, Bharath and Shatrughna spent their formative years here.

A TOURIST HAVEN ON THE RISE

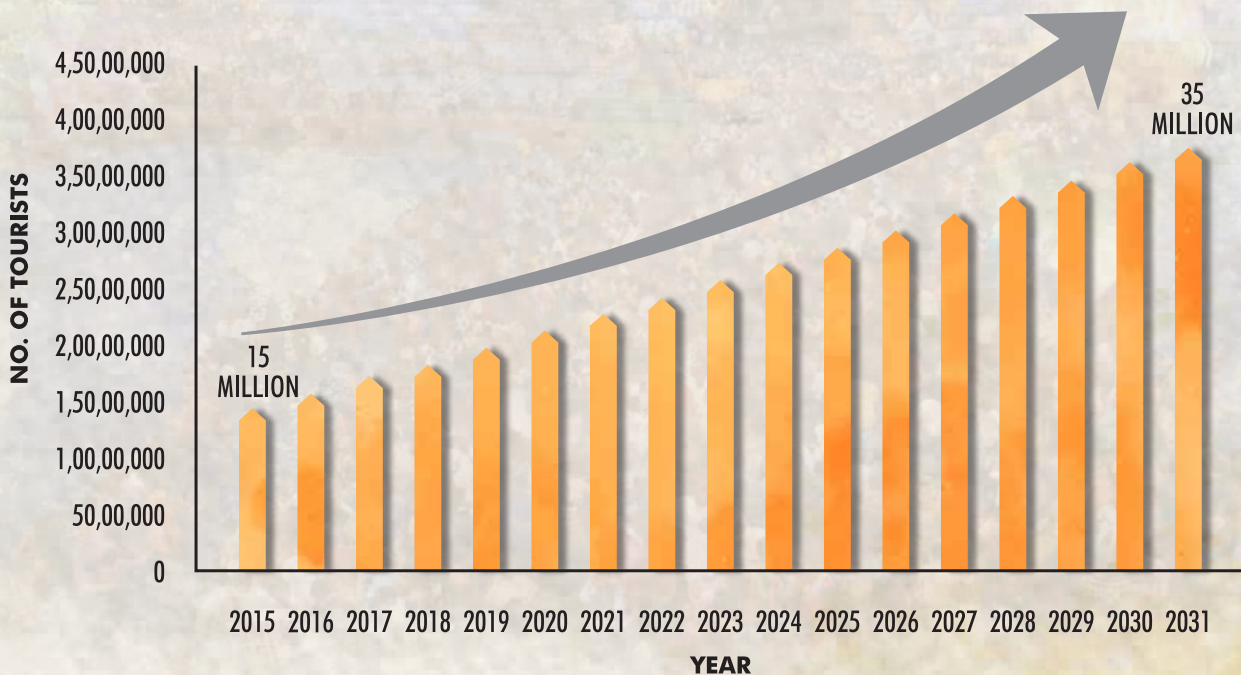
Ayodhya is renowned for its natural beauty and cultural heritage and has witnessed a surge in tourist arrivals. In 2019, it welcomed around 20 million visitors, primarily domestic travelers. The annual growth rates for domestic and international tourists have been steady at 7% and 10% respectively.

Tourists are drawn here for its rich resources, including the Sarayu River, Shri Ram Janmabhoomi Theerth Kshetra, and Chaudah Kosi Parikrama.

The peak tourist season extends from Dussehra to Kartik Purnima, with domestic footfall increasing during Chaitra Shukl Mela, Shravan Jhoola Mela, and Kartik Shukl Mela which is unique to this destination.

The Ayodhya Tourism Department forecasts a **3.9% growth in tourist arrivals by 2031**, driven by the estimated completion of the Shri Ram Janmabhoomi Temple, infrastructure upgrades (Airport, City Route), Greenfield development projects, and proposed iconic structures.

INTERNATIONAL & DOMESTIC TOURIST INFLUX*



Ayodhya is emerging as a thriving tourist destination, with an increasing number of visitors. As it continues to evolve as a must-visit city, tourism will boom with travelers looking forward to immersing themselves in its rich heritage and experiencing its timeless charm.

*Source: Tourism Department Ayodhya 2020, Primary Survey & Projection 2020

SPIRITUAL AT HEART.

GLOBAL IN SOUL. FUTURISTIC IN MIND.

Captivating experiences, rich heritage, and sustainable practices - Ayodhya is a symphony of all of this while it courses towards being the global spiritual centre. Brace yourself for a future where this spiritual haven shines as a timeless charm with forward-thinking ethos.

Here is what makes it a foundation of spiritual tourism for the globe:

SPIRITUAL TOURISM

- Cultural heritage amidst progressive growth
- Esteemed international institutions for profound spiritual studies
- Impeccable facilities catering to pilgrims' needs

CULTURAL HERITAGE ON A GLOBAL CANVAS

- Year-round festivities and cultural mela
- Diverse segments for an enchanting exploration
- Inspiring local entrepreneurship through captivating events
- Immersive tourism circuits and interpretation centers

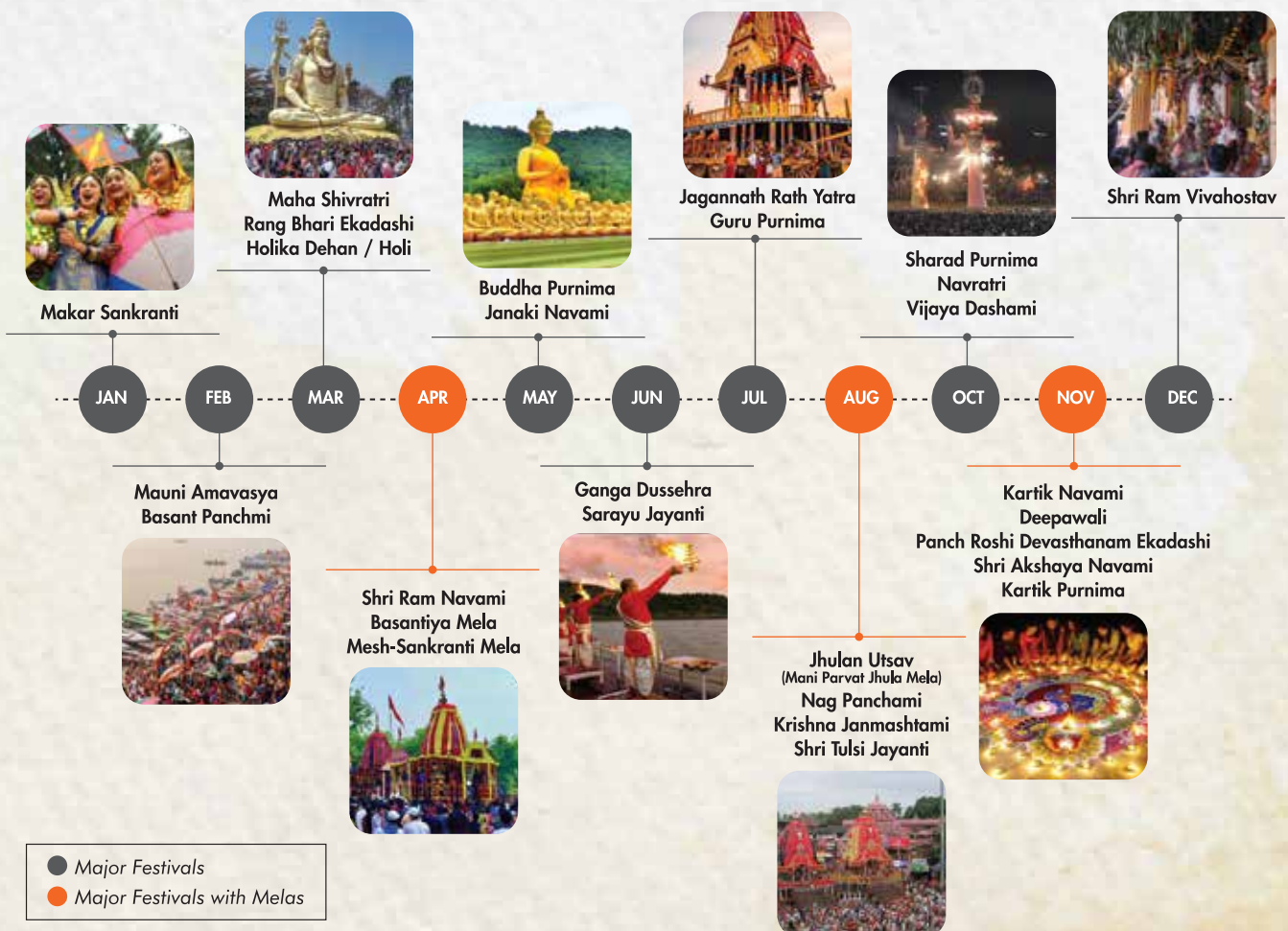
SUSTAINABLE FUTURE

- Strategic investments in connectivity and infrastructure
- Resilient city amidst climate challenges
- Affordable housing, new economic districts and prosperity corridors
- Access to green public spaces, solar energy and eco-friendly public transportation
- Smart technology for efficient management

A CITY OF CELEBRATIONS

Ayodhya is known for its vibrant and joyful festivals, attracting devotees from all over the country. These festivals are marked by elaborate rituals, colorful processions, and the lighting of countless lamps and fireworks. This city truly comes alive during these festive occasions, showcasing its rich spiritual heritage and captivating visitors with its divine atmosphere.

A calendar of the festivals celebrated throughout the year in Ayodhya.

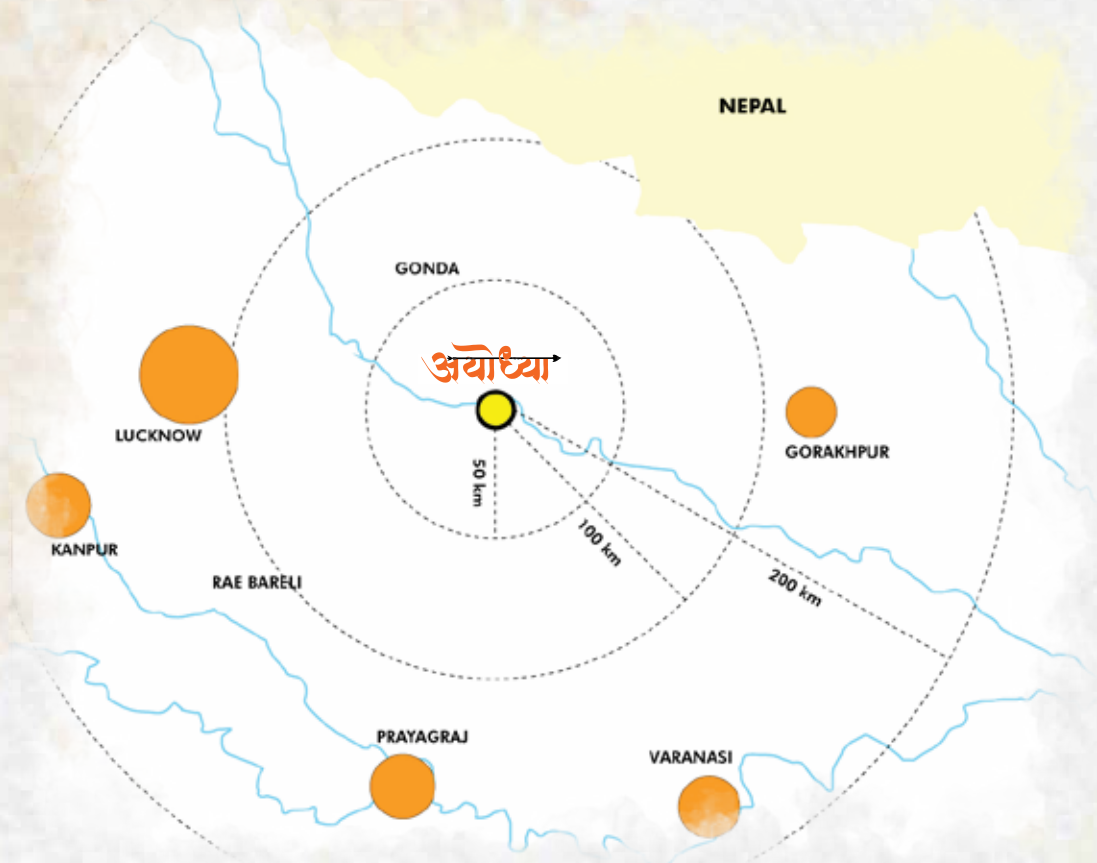


Source: Vision, Implementation Strategy & Integrated Infrastructure Plan Ayodhya Vision-2047

This city will promote its historically popular intangible heritage assets through celebrations of cultural festivals throughout the year. An annual calendar will be prepared with all details of the festivities.

STRATEGIC LOCATION, SEAMLESS CONNECTIVITY

This futuristic masterpiece is strategically located with connectivity to significant urban and tourist centres of Uttar Pradesh.



AIR CONNECTIVITY:

Maryada Purushottam Shri Ram International Airport is currently under-construction and will soon be operational. Chaudhary Charan Singh International Airport at Lucknow is currently the nearest airport. Other airports in the immediate hinterland are at Gorakhpur, Prayagraj and Varanasi.

RAIL CONNECTIVITY:

Ayodhya and Ayodhya Cantonment are two major railway junctions. Development of Ayodhya Railway Station is in progress.

ROAD CONNECTIVITY:

By road, the city is about 130 km from the state capital Lucknow, 200 km from Varanasi, 160 km from Prayagraj, 140 km from Gorakhpur and about 636 km from the national capital Delhi

Ministry of Tourism, Government of India have been promoting tourism through development of Circuits. Ayodhya is being developed as one of the destinations in Ramayana Circuit and Buddhist Circuit and is connected by the East-West Corridor of India. The corridor is being developed under the National Highways Development Project by National Highway Authority of India (NHAI).



RAMAYAN CIRCUIT



NHAI CORRIDORS



INFUSING INSPIRATION FROM GLOBAL ICONS TO CRAFT A MASTERPIECE

In its quest to become a beacon of global tourism, Ayodhya draws inspiration from the finest national and international cities, assimilating their best practices to shape an extraordinary masterpiece in no time.



TIRUMALA

Ayodhya aims to become a global tourism hub by emulating the successful management model of Tirumala-Tirupati. It plans to establish similar institutional arrangements and trusts for comprehensive development, including creating **parikrama paths**,

managing crowds, addressing parking challenges, and developing attractive parks and open spaces. These initiatives aim to offer an outstanding experience to pilgrims and visitors, while also highlighting the rich spiritual and cultural heritage on a global level.

UJJAIN

Ujjain focuses on tourism and knowledge-driven initiatives for socio-economic development, creating 10,000+ jobs and supporting 750 entrepreneurs each year. It prioritizes the quality of life and tourist experience through

monitoring air and water quality and implementing sustainable practices. **Ayodhya will be inspired by Ujjain's use of mobile applications, digital platforms, and initiatives like promoting e-rickshaws for a convenient visitor experience.**



AMRITSAR

Amritsar's vision for development includes enticing incentives for tourism investments, heritage site maintenance, and beautification initiatives. The city repurposes heritage structures into hotels, prioritizing quality of life. **Embracing rooftop solar projects and clean energy practices, Amritsar reduces its carbon**

footprint promoting sustainable living therefore, serving as a blueprint for Ayodhya's development.



MATHURA-VRINDAVAN

Mathura-Vrindavan offers valuable lessons for destination development by emphasizing visitor-friendly infrastructure. Introducing water-based activities and **improving road connectivity to the riverfront, along with sewage treatment plants,**

enhances visitor satisfaction, job growth, and the local economy. These insights form a comprehensive plan for Ayodhya's tourism development, aligning with the United Nations' Sustainable Development Goals.

VARANASI

Inspired by Varanasi, **Ayodhya will curate a rich mix of tourism experiences, catering to ecological, adventure, spiritual, cultural, and business interests. By harnessing the potential of the Sarayu River and kunds, it will develop nature-based tourism**

activities. Emulating Varanasi's rejuvenation of water bodies through natural processes, it will **revitalize its kunds, implementing real-time monitoring and sustainable practices.** These efforts will preserve natural assets while offering an enchanting experience for visitors.





JERUSALEM

There are plans to establish a Special Tourism Development Zone, **inspired by Jerusalem's "New Tourism Zone,"** offering a range of experiences including **accommodation, leisure activities, nature-based tourism, art, music, sports, shopping, and culinary**

delights. The city will prioritize the **preservation of local arts, crafts, and markets,** allowing visitors to immerse in the culture and purchase unique souvenirs.

KATHMANDU

Similar to Kathmandu, here we plan to adopt **sustainable infrastructure** that includes location-specific measures for **water management, waste management, and decentralized wastewater treatment.** It also aims to promote responsible tourism, following Nepal's principles of minimizing negative impacts, supporting local communities, and preserving the natural environment.



VATICAN CITY

In order to enhance tourist experiences, Ayodhya plans to adopt Vatican City's approach, **offering river rides** to important destinations and integrating heritage buildings with new developments. The city aims to create a visually appealing environment

through **well-designed facades,** organized open spaces, and tourist circuits. **Preserving boundaries and cultural functions of buildings while incorporating urban and architectural changes will be a key aspect of the development,** honoring its ancient heritage while embracing new additions.

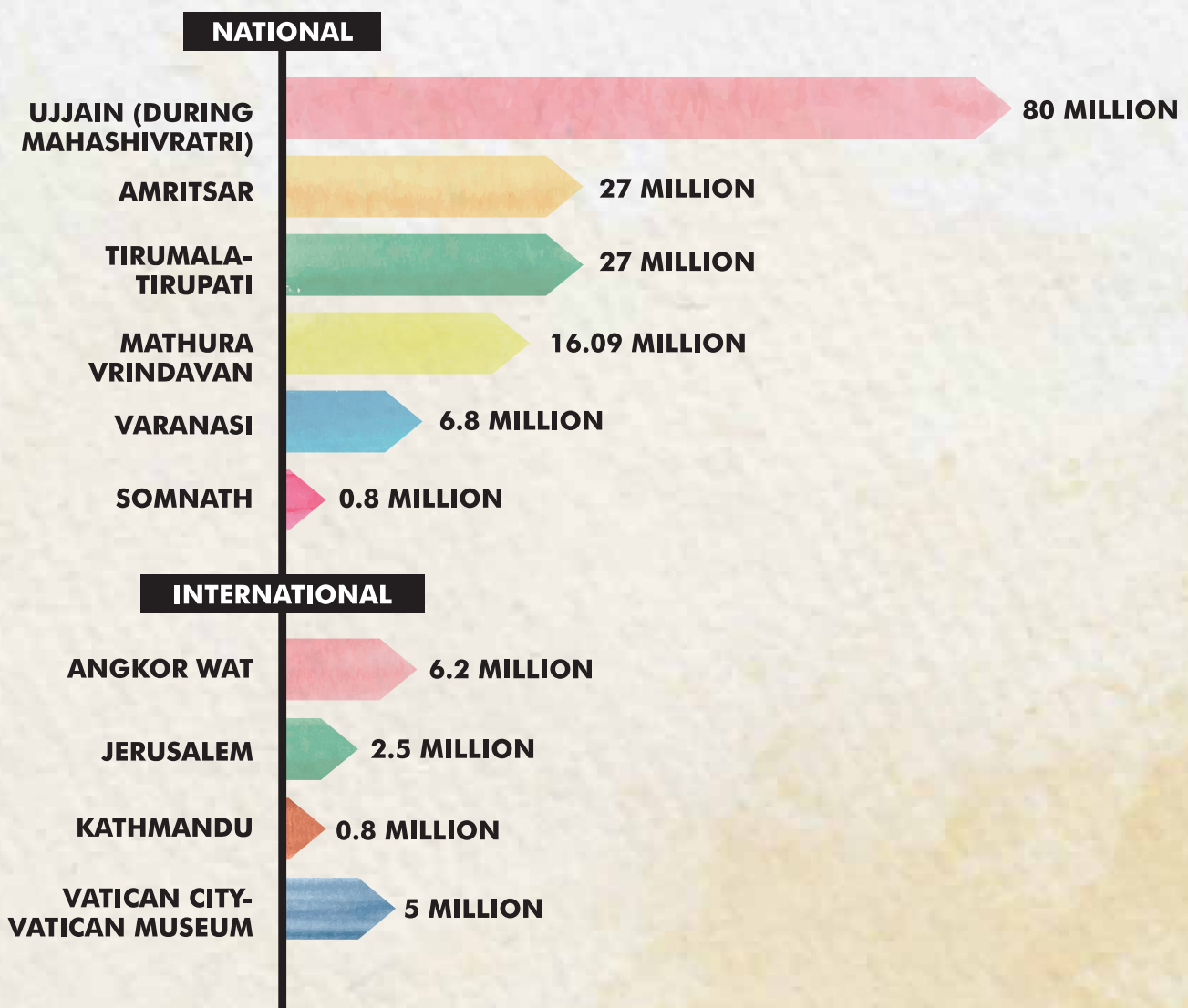


ANGKOR WAT

Angkor Wat's tourism management strategies include enhancing visitor experiences, **minimizing site impacts**, engaging with industry partners, **benefiting local communities**, improving governance, and involving stakeholders. **Ayodhya intends to draw insights from Angkor Wat's successful approach in managing and coordinating its rapidly growing tourism industry and aim to promote sustainable tourism development.**



TOURIST FOOTFALL IN THE SELECTED CITIES



Source:

Tirupati (2016) | Varanasi (2019) | Mathura,Vrindavan (2019) - Department of Tourism | Ujjain - Annual Report Tourism Survey for the State of Madhya Pradesh (June 2011-May 2012) | Amritsar - Punjab Tourism 2018 | Angkor Wat - Tourism Statistics Report 2018 | Jerusalem - (CBS 2012) | Kathmandu - Pashupati Area Development Trust | Vatican City - www.statista.com-2019

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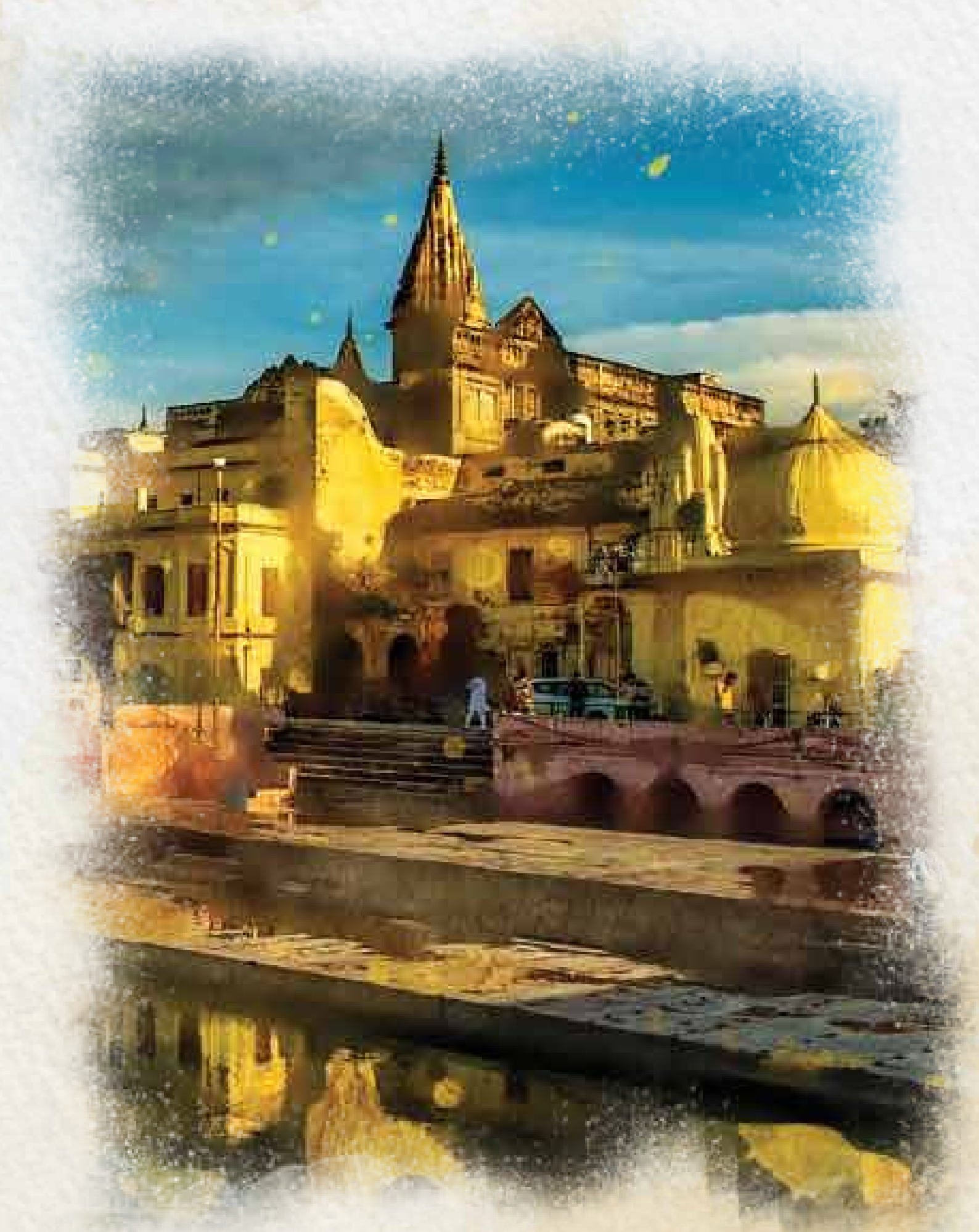
In a significant display of commitment towards the development of Ayodhya, The House of Abhinandan Lodha® has announced a massive investment of ₹1,200 crore solely dedicated to the economic development of the city. The decision comes in line with the vision of the state government to establish Ayodhya as the global spiritual capital.

The inauguration of a new office in this city marks a significant milestone for The House of Abhinandan Lodha®. The company's decision to invest heavily here demonstrates its unwavering dedication to the growth and prosperity of the city. The newly established office will serve as a testament to their commitment and serve as a base for their operations in the region.

The House of Abhinandan Lodha's investment, combined with the government's visionary efforts and the ongoing infrastructure projects, is poised to position Ayodhya as a prominent global spiritual capital in the near future.

The company's commitment to the city's growth reflects its confidence in the city's potential as a thriving economic and cultural centre.

As The House of Abhinandan Lodha® takes its first steps towards realizing its ambitious projects in the heart of the nation, the city eagerly awaits the positive impact this investment will have on its development and the fulfilment of its global aspirations.



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THE HOUSE OF ABHINANDAN LODHA® INVESTS ₹1200 CR IN AYODHYA

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डेली न्यूज
एक्टिविस्ट

द हाउस ऑफ अमिनंदन लोढ़ा ने अयोध्या में किया 1200 करोड़ रुपए का निवेश

भारत के सबसे बड़े ब्रॉडिंग ग्रुप डेवेलपर्स द हाउस ऑफ अमिनंदन लोढ़ा ने नए अयोध्या के इलाक़े के साथ ही शहर में व्यवसाय संकलन की रफ़्तार में

अयोध्या। उत्तर प्रदेश-द हाउस ऑफ अमिनंदन लोढ़ा ने अयोध्या के विकास के प्रति प्रतिबद्धता की एक शानदार मिसाल को प्रकट करती हुए 12 मी. कनेट रुपए के बड़े निवेश की घोषणा की है, जो कि पूरी तरह से शहर की समर्थन है। निवेश का यह निर्णय अयोध्या की वैश्विक आधुनिक राजधानी के रूप में स्थापना करने के सरकार के प्रतिबद्धता के अनुरूप है। निवेश फरवरी 2023 में अयोध्या पूर्ण निवेशक शिखर सम्मेलन के दौरान उद्घाटन किया गया था। द हाउस ऑफ अमिनंदन लोढ़ा का नेतृत्व इसके संस्थापक, समूहकाध्यक्ष और लीडिंग रीटर्न के संस्थापक आनंदलोक, अमिनंदन लोढ़ा द्वारा किया जा रहा है, जो निवेश एक वर्ष से भी अधिक समय से व्यापक फेज्डाउट में लगे हुए हैं और शहर की अर्थव्यवस्था को प्रोत्साहित करने के लिए लक्ष्य हैं।



अयोध्या में इस नए अियेस का उद्देश्य द हाउस ऑफ अमिनंदन लोढ़ा की ब्रॉडिंग और संकलन की नीति-आगामी विकास है। अयोध्या में भारी निवेश करने का यह निर्णय शहर के विकास और समर्थन के प्रति कंपनी की अटूट समर्थन कायदा को दर्शाता है। हाल ही में स्थापित किया गया था नया अियेस न सिर्फ कंपनी की ब्रॉडिंग के प्रयास के रूप में, बल्कि पूरे क्षेत्र में इसके संकलन के लिए युद्ध आध्या

समर्थन को बढ़ावा देने के लिए हमारे अटूट प्रतिबद्धता का प्रमाण है। यह न सिर्फ हमारे संकलन के लिए एक युद्ध आध्या के रूप में काम करेगा, बल्कि अयोध्या की विकास क्षमता में वृद्धि करने का प्रमाण भी होगा। द हाउस ऑफ अमिनंदन लोढ़ा के रूप में हमारा लक्ष्य अयोध्या को नए शहरों को प्रकट करने और इस शहर के वैश्विक परिवर्तन में योगदान देना है। अयोध्या में इस नए अियेस का उद्देश्य में विशेष समर्थन और समर्थन को प्रकट करने है। इन समर्थन को प्रकट करने का प्रमाण है। अयोध्या के विकास के प्रति प्रतिबद्धता और अयोध्या के भविष्य के लिए अपना अटूट समर्थन प्रकट करने हुए समर्थन को प्रकट करने-द हाउस ऑफ अमिनंदन लोढ़ा ने कहा अयोध्या में 1200 करोड़ रुपए के निवेश को हमारी ब्रॉडिंग, न सिर्फ इस क्षेत्र को युद्ध, बल्कि इसके विकास के प्रति हमारे समर्थन को प्रकट करने दर्शाती है। इस प्रतिबद्धता शहर में हमारे नए अियेस का उद्देश्य, प्रकट और



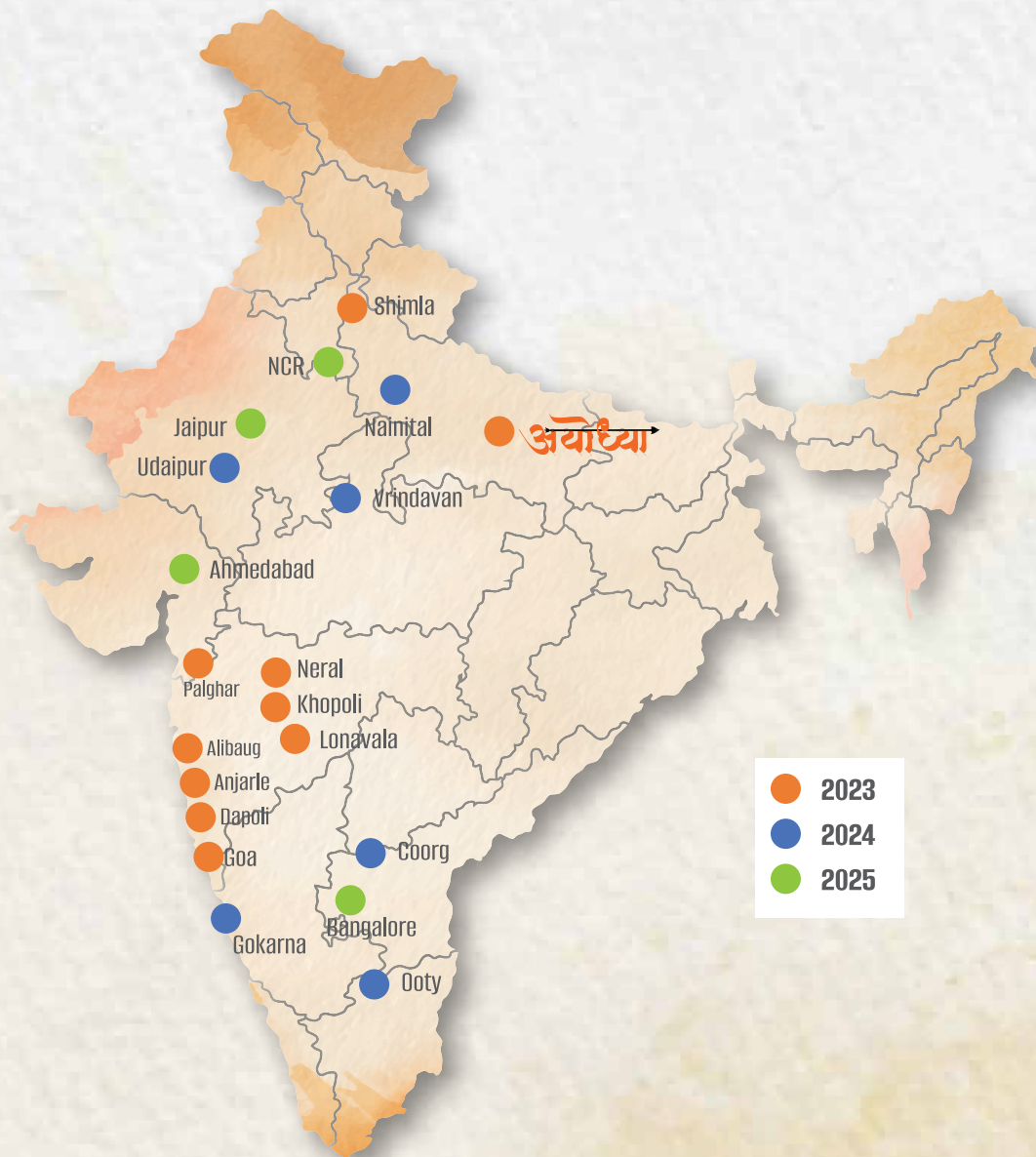
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Telescope Today © July 12, 2023

अयोध्या। उत्तर प्रदेश-द हाउस ऑफ अमिनंदन लोढ़ा (HoABL) ने अयोध्या के विकास के प्रति प्रतिबद्धता की एक शानदार मिसाल की प्रकट करती हुए, 1,200 करोड़ रुपए के बड़े निवेश की घोषणा की है, जो कि पूरी तरह से शहर को समर्थन है। निवेश का यह निर्णय अयोध्या की वैश्विक आधुनिक राजधानी के रूप में स्थापित करने के सरकार के प्रतिबद्धता के अनुरूप है, जिसे फरवरी 2023 में आयोजित पूर्ण निवेशक शिखर सम्मेलन में उद्घाटन किया गया था। द हाउस ऑफ अमिनंदन लोढ़ा का नेतृत्व आनंदलोक लोढ़ा की

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