

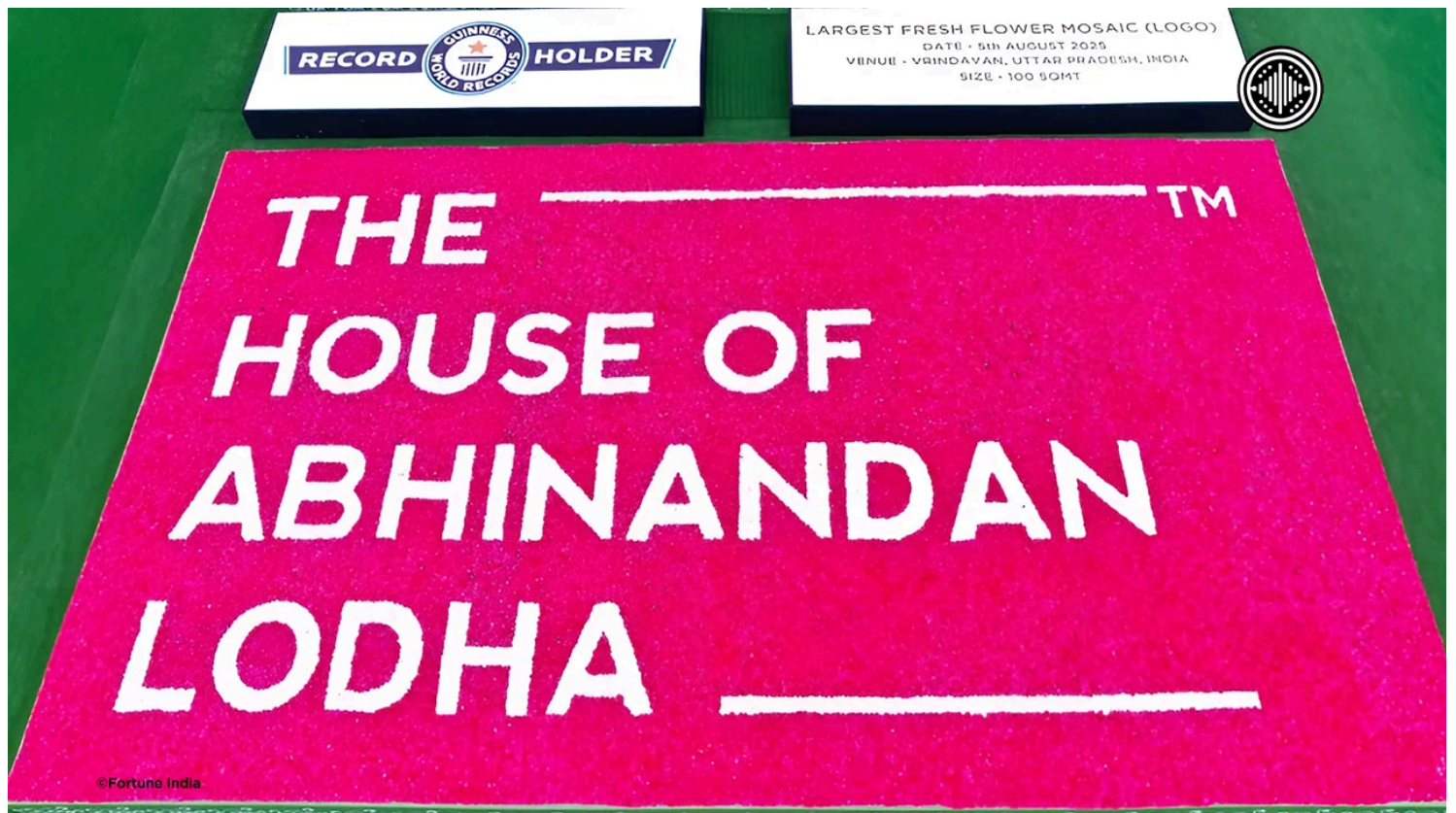
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HoABL Sets Guinness World Record with Floral Mosaic Logo in Vrindavan

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Real estate developer House of Abhinandan Lodha (HoABL) has achieved a Guinness World Record for creating the world's largest fresh floral mosaic logo in Vrindavan, Uttar Pradesh. The mosaic, which spans 100 square metres, was made entirely from red and white carnations and marks the first entry under this new Guinness category.

The installation was unveiled at a ceremonial event in Vrindavan, where a Guinness World Records adjudicator officially certified the record. According to Rishi Nath, the adjudicator present at the event, the effort stands out not only for its size but also for its cultural and symbolic significance. He remarked that Vrindavan's spiritual importance added depth to the accomplishment.

HoABL's Chief Executive Officer, Samujjwal Ghosh, stated that each flower in the mosaic symbolizes growth, purity, and timeless legacy. He explained that for the company, land is not merely a real estate asset but a lasting heritage, and setting a global record in such a location highlights this philosophy.

Saurabh Jain, Chief Marketing Officer of HoABL, said that the record-setting initiative reflects the company's broader development vision. Their upcoming Vrindavan project will feature more than 40 percent open space, aligning with their emphasis on sustainability and quality living environments.

In a move toward eco-consciousness, HoABL announced that all flowers used in the mosaic will be composted. The compost will be used to enrich the soil at the site of the company's future plotted development in Vrindavan.

The record comes at a time when Vrindavan is witnessing rapid development, including initiatives under the Braj 2041 Masterplan. With growing interest in spiritual tourism and improved infrastructure, the town is becoming a prominent location for long-term real estate investment.

This Guinness World Record achievement is expected to enhance HoABL's brand recognition and reinforce its commitment to innovation, culture, and environmental responsibility in the Indian real estate landscape.