



A PROMISE YOU CAN LIVE IN



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THE LOTUS STORY

Lotus Living is a London-based Build-to-Rent platform that develops, owns, and manages a privately held portfolio of rental homes across Greater London. Every residence is designed, constructed, and operated under one integrated vision – creating a level of consistency, accountability, and long-term care rarely found within the traditional rental sector.

Working alongside its in-house construction company, Ivaro Ltd, Lotus Living maintains direct oversight across the full lifecycle of each development – from acquisition and delivery through to leasing, management, and long-term operations. This integrated structure ensures that every design and construction decision is guided by the same team responsible for the building’s future performance and resident experience.

With a long-term ambition to deliver 10,000 rental homes across Greater London, representing a Gross Development Value exceeding £3 billion, the company continues to grow through a focused, independently operated model built around quality, longevity, and operational excellence.



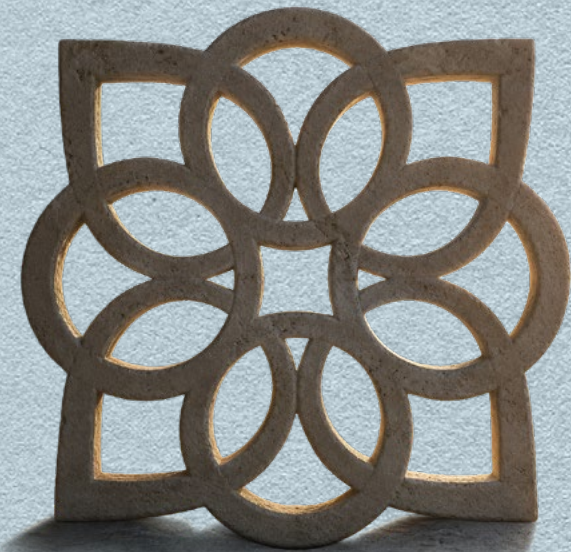
We didn't set out to build a property company. We set out to build homes that people wouldn't want to leave.



The lotus flower has always symbolised something earned rather than given; beauty shaped through patience, resilience, and the quiet work done beneath the surface.

It is not an accidental emblem. It reflects the philosophy behind Lotus Living that meaningful homes are not defined only by what is seen, but by the care, discipline, and long-term thinking embedded into every detail.

It is the story of how the company was built, and the standard every Lotus Living home continues to uphold.





HOMES THAT FEEL INSTANTLY YOURS

Born from a family-led vision and shaped in the heart of London, Lotus Living creates refined rental homes designed for the rhythm of modern life.

Our residences bring together timeless design, contemporary comfort, and sustainable thinking – crafted with care for the people who live in them every day.

Because a rental home should offer more than practicality. It should offer ease. Warmth. Belonging.

From intelligent layouts to carefully considered finishes, every detail is designed to create spaces that feel calm, welcoming, and deeply personal.

Not just apartments.
Homes worth returning to.



LEADERSHIP & LEGACY

Rajiv Nehru built his career from the ground up – beginning in residential construction and lettings at a time when most developers were content to build, sell and move on. That experience gave him an uncommon vantage point: a precise understanding of where the rental sector consistently failed the people living in it, and the conviction that the only honest fix was structural. Lotus Living was the result.

Lotus Living is a family business in the truest sense. Founded and led by a team whose roots are in residential construction and property management, the group has grown from a single development into a portfolio spanning Greater London; without institutional capital, without external investors, and without the compromises that external timelines impose.

Today Rajiv leads a vertically integrated group of close to 1,000 homes across Greater London, with every development built by his construction company Ivaro Ltd and retained under direct management – indefinitely. No exits. No handovers. No compromise on the long view.



“When I started Ivaro as a contractor, I watched too many good buildings handed over to operators who hadn’t been in the room when the design decisions were made and too many residents pay the price for that disconnect. Lotus Living exists to close that gap.”



Rajiv Nehru, Founder & Group Director



25+ *Years of combined property expertise*

Homes managed directly in-house ~1,000

£450M *Combined portfolio value delivered*





GUIDING PHILOSOPHY

MISSION

To create premium, professionally managed rental homes that deliver a hospitality-inspired living experience; providing residents with comfort, quality and a genuine sense of home.

VISION

To become the UK’s leading build-to-rent lifestyle brand: a trusted ecosystem of beautifully designed residential communities, each with its own distinctive identity, united under the Lotus Living umbrella.

PHILOSOPHY

To build and manage homes with long-term care, operational quality, and resident wellbeing at the core; combining hands-on management with integrated technology to create a seamless living experience from enquiry to renewal.



When you build something you intend to keep, every decision changes.





OPERATIONAL EXCELLENCE

Lotus Living operates through a fully integrated build-to-rent model where development, construction, leasing, and long-term management work as one continuous ecosystem.

Every decision is shaped around operational quality, resident experience, and lasting value, ensuring the same team that builds each home remains accountable for how it performs over time.

Through direct management, integrated technology, and a retention-first mindset, Lotus Living creates seamless rental experiences designed around comfort, consistency, and modern living.

“*What distinguishes Lotus Living is not a feature list. It is a structural fact about how the group is organised, and what that organisation makes possible.*”

PILLARS OF DISTINCTION



INTEGRATED SYSTEM

Development, construction, leasing, and operations aligned under one ecosystem.



RESIDENT-CENTRED LIVING

Homes designed around comfort, simplicity, and lasting quality.



OPERATIONAL PRECISION

Technology-enabled systems that create a seamless resident experience.



LONG-TERM STEWARDSHIP

A retention-focused model prioritising consistency, care, and accountability.



HARLOW = THE BAYS

SIGNATURE HOMES

PROPERTY	LOCATION	STATUS
VIVIAN COURT	HEMEL HEMPSTEAD	COMPLETED
CLARENCE HOUSE	ST ALBANS	COMPLETED
ASHLEIGH COURT	RICKMANSWORTH	COMPLETED
MADDISON COURT	HEMEL HEMPSTEAD	COMPLETED
BEECHWOOD GROVE	ACTON, LONDON	COMPLETED
RAFFLES HOUSE	HENDON, LONDON	COMPLETED
THE BAYS / THE STOW	HARLOW, ESSEX	JUST LAUNCHED
ELGAR HOUSE	STREATHAM, LONDON SW16	JUST LAUNCHED
VLORE	ALBANIA	COMING SOON
GROSVENOR HOUSE	DUBAI	COMING SOON



ASHLEIGH COURT



VICTORIA SQUARE



THE BAYS



EATON COURT



BEACHWOOD GROVE



VLORE ALBANIA



LOTUS

GROSVENOR HOUSE

GROSVENOR HOUSE



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