



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**LOTUS LIVING EXPANDS TO DUBAI  
LAUNCHES FIRST UAE PROJECT IN DUBAI SOUTH**

**Dubai, UAE; 18 September 2025** – Lotus Living, a dynamic British property developer, has officially opened its Dubai office and commenced operations in the UAE. Building on more than 20 years of experience in the sector, and having developed more than 1,000 residential units in London, a city renowned for its robust real estate and construction industry, the company is now bringing its expertise to Dubai with its first project already underway in Dubai South.

In this context, Lotus Living announces the acquisition of a plot of land from ASICO and will develop its first residential project in Dubai South, one of the city's fastest-growing communities.

Lotus Living stated that its residential project in Dubai South represents the company's first step into the UAE's rapidly growing real estate market, both regionally and globally.

Rajiv Nehru, CEO of Lotus Living, said: "The groundbreaking ceremony marks the beginning of our entry into Dubai's thriving real estate market. After gaining extensive experience in London, we chose Dubai for its dynamic economy, clear leadership vision, and long-term growth prospects. Through this project, we aim to deliver a new level of quality in residential living in Dubai South while contributing to a sustainable and vibrant future for the city."

Wail Abualhamail, Director of Real Estate Operations at ASICO, added: "The groundbreaking of this project reflects international investors' confidence in Dubai's real estate sector. We look forward to continuing our role in supporting innovative projects in the Emirate and are proud to assist Lotus Living in securing this strategic location in Dubai South."

The new residential building will feature modern architectural design, high-quality finishes, and lifestyle-focused amenities to meet Dubai's growing demand for innovative residential spaces catering to the needs of the modern community.

As Dubai South continues to evolve into a key hub for residential, commercial, and logistics activities, this project further enhances the area's position as an attractive destination for both investors and residents.

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# ASICO

## **Notes to Editor**

### **Photo Caption:**

Pictured (Left to Right): Muthukumar. K, Project Manager, K. Kistaiah, Uniforce Contracting, Wail Abualhamail, Director of Real Estate at ASICO, Rajiv Nehru, Chief Executive Officer of Lotus Living, D. Rajender Reddy, Uniforce Contracting

## **About ASICO**

ASICO is a full-service real estate brokerage and developer based in Dubai, UAE, specializing in sourcing premium listings, facilitating exclusive developer collaborations, and offering turnkey solutions to investors. With an integrated property management division, ASICO provides end-to-end services, ensuring seamless experiences for property owners and tenants alike. With a customer-centric approach and deep market expertise, ASICO caters to a diverse clientele, from individual homebuyers to institutional investors.

[www.asico.ae](http://www.asico.ae)

## **About Lotus Living**

Lotus Living is a boutique British property developer with deep roots in the inspiring city of London. We're proud to be a wholly family-owned business, dedicated to building modern, comfortable, stylish, and sustainable buy-to-rent properties that meet the needs of modern living and tenants.

[www.lotusliving.co.uk](http://www.lotusliving.co.uk)