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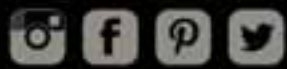
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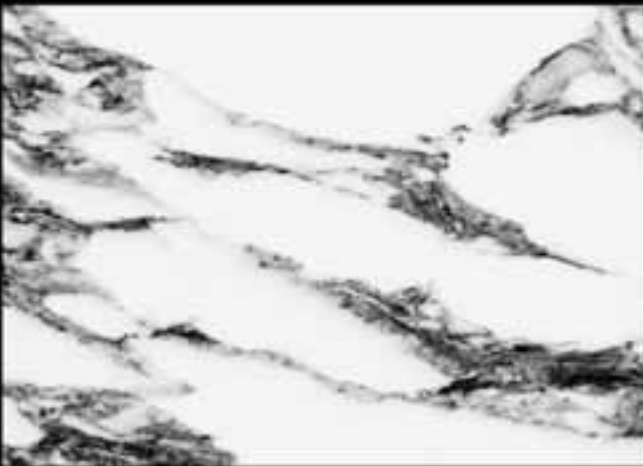
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Nandu Belani

President, CREDAI Bengal

From the President's Desk

Dear Readers,

Greetings from CREDAI Bengal and welcome to the 11th Edition of the 'CREDAI Bengal Realty Expo 2019'. I would like to start by saying that we have been early-starters in reaching out to prospective buyers by organising this exhibition and two decades later we are still going strong. This year, we have partnered with 'The Times of India' to reach out to more people, mutually complementing each other's expertise and making this exhibition a thoroughly attractive destination. We have injected freshness and novelty into the exhibition format and selling lifestyles here rather than just a brick & mortar house. Our venue is 'Science City' where we are back after a gap of a few years, our options are more varied, we have a total hangar space of 60,000 sqft and like always, every real estate developer with a new project under his/her belt is participating ! I wish all the visitors and our participants a very satisfactory experience in this edition of 'Realty Expo 2019'.

CREDAI Bengal, as the primary association of real estate stakeholders in West Bengal is a very democratic platform and it is always wonderful to reach out to everyone through our annual magazine "Real Estate Digest". I hope you all enjoy the plethora of properties on display within its pages and enjoy reading.

Staying on the subject of our customers, I would like to iterate that as a real-estate-specific industry body, we have been, from the inception, representing not only the interests of the real estate industry but simultaneously also of the buyers. Our Grievance Redressal Forum for consumers have been championing the rights of the consumer from the pre-WBHIRA era, establishing dialogue between both buyer and seller in complaint cases. It has always been our motto, since the formation of CREDAI Bengal, thirty years back to bring more synergy in the developer-buyer relationship and we are proud to continue with that sentiment in today's WBHIRA regime. At CREDAI Bengal, we are happy to see how WBHIRA has revolutionized the way real estate operations are carried out, as against its traditional mores. I see more and more projects being registered under WBHIRA across the state and real estate operations even of mid-size players being carried out in a more transparent manner than before, thereby leading to customers being better protected. This is also the first time, that projects with WBHIRA registration, are being put up for sale at the CREDAI Bengal Realty Expo 2019.

As an apex body for real estate, we are in continual dialogue with the Government for the betterment of the industry because better legislations insulate the sector from being hurt and eventually percolate down to everyone attached to the industry. So, in our continued endeavor to rationalize the GST regime pertaining to the real estate industry, that had been witnessing a rough patch due to continuous disruptions, it would be noteworthy to state that the GST council at the national level is considering the

proposal for reducing the GST rate on under-construction projects from the present 12% to 5%. CREDAI has also appealed for considering the land value of a project at Government determined circle rates for the purpose of deducting the land value from the project cost to arrive at the cost on which GST shall be applicable. It is hoped that this concession, if, once approved would provide a considerable boost to our sector.

As a responsible and environmentally conscious body, we have urged our members to comply with the set of guidelines of the Environment Department of Govt. of West Bengal, such that air pollution rising out of building construction activities can be minimized. Our state of West Bengal comprises of a beautiful and varied topography, and whilst it is our job to build 'new', we have always tried to emerge from the tropes that a 'builder' is always unjustly portrayed in, by being responsible and ethical stakeholders.

Talking of disruption, we have all noticed how the present landscape, across sectors, is riddled with changes, from technological and legislative disruptions to changing market topographies, and hence the primal question is how to tackle the same challenges in a different way ? We at CREDAI Bengal thus bring to the table, all our collective incisive perspectives from the industry, to help break through the clutter and present a new business imperative. It is our future-readiness that has helped cope through the numerous changes that real estate has had to face in the last 2 years. The CREDAI Bengal Youth Wing which is for the under-forty developer, has also rightly brought in dynamic ideas, aligning with their ability to understand and deal with changes better. It's also an exciting time to look at how workplaces are redefining gender dynamics, thus we are proud to have established the CREDAI Bengal Women's Wing in 2018 to make this sector more welcoming for women.

In West Bengal we have more than 500 members with three City Chapters. Nationally we are 12,000+ strong, collectively putting in our resources and time to regularize the sector more, inculcate greater best practices and ethics, work closely with the Government to help achieve 'Housing for All by 2022' and engage in building more affordable and EWS housing across the length and breadth of the country to help more people have a roof above their heads.

CREDAI Bengal continues to be a flagbearer for real estate reliability and transparency, so I appeal to everyone to repose their faith in us and continue to make real estate their best investment option.

Best Wishes

Nandu Belani
President, CREDAI Bengal
& MD, Belani Group

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A House Stuck in Time



Oh Calcutta

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CREDAI
BENGAL

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About CREDAI BENGAL

CREDAI Bengal, the state chapter of CREDAI, is the singular platform for real estate developers of West Bengal, with all organised real estate companies being on board. Currently, CREDAI Bengal has 3 City Chapters under its ambit : CREDAI Asansol, CREDAI Howrah Hooghly and CREDAI North Bengal.

CREDAI Bengal has adopted 'Mission Transparency' in order to perpetuate an ethical code of conduct, which is self-imposed and it is mandatory for each CREDAI Bengal member to sign a Code of Conduct enshrining integrity and transparency.

CREDAI Bengal continually endeavours to maintain relationship with the different stakeholders of the industry like the Government, the customers, the financiers, the technology providers and the society at large. CREDAI Bengal also works towards formulation of proactive policies in areas of affordable housing, EWS housing, social infrastructure creation etc.

In its bid to establish direct contact with customers at large, CREDAI Bengal organizes eastern India's largest property show Realty Expo. This annual show that brings under one roof the best properties available in Bengal so that the buyer can take an informed decision and put his money in a safe transaction. Worthy of mention is that CREDAI Bengal has introduced a Grievance Cell which registers complaints of consumers who bought property from CREDAI Bengal members, acting as a mediator in these cases, thus striving to arrive at an amicable solution between the two parties through its mediation committee.

For the members, CREDAI Bengal organizes Open Houses where all members are invited to reflect their opinions and views on specific issues. It also regularly holds numerous events with leading experts from the sphere of real estate, finance, engineering, architecture, environment, technology etc., with an effort to involve its members in an interface of wider knowledge-sharing.

Apart from real estate, CREDAI Bengal also strives to promote West Bengal as a significant investment destination with Kolkata at its fulcrum. To this end, CREDAI Bengal members are actively involved in developing sustainable social infrastructure related to IT/ITeS, hospitals, hotels, warehouses, malls and similar amenities. CREDAI Bengal is currently building an over-bridge near the Race Course as a gift to the citizens of Kolkata.

CREDAI Bengal has addressed the urgent need for skilled workers in construction industry through the national skill development programme. Skilling programmes are currently being undertaken to train a 1000 construction workers in Bengal. Free Health Camps for on-site labourers are also an integral part of the CREDAI CSR initiative, spearheaded by the Youth Wing of CREDAI Bengal. In the last phase of the camps, supported by the members, 20,000 labourers were offered free medical check-up across a hundred construction sites.

CREDAI Bengal, in partnership with the West Bengal government, are also running courses at ITI, backed by faculty selected from real estate industry. The successful can also find placements in real estate industry units. 2000 people have already been covered by these courses and CREDAI Bengal expects to raise this number to 10,000 trained professionals who will over time be gainfully employed by the state's growing real estate sector.

In the arena of developer – consumer connect, CREDAI Bengal has been doing an important task of mediating between developer-member and customer-complainant with the aim of resolving valid grievances of customers. This has generated awareness and sensitivity among customers about their rightful receivables.

CREDAI Bengal is not just focused on development within the state of West Bengal, but is also engaged in working with various CREDAI chapters in the contiguous states of Eastern India.

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EXECUTIVE COMMITTEE Members 2018-19



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Statutory & Fiscal Committee



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Membership Development & Services Committee



Pradeep Sureka
Grievance Cell



Raj Patodia
Sponsorship Committee



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Pawan Agarwal
PR, Publications & Digital Media Committee



Ravi Todi
Exhibition Committee



Vivek Kajaria
CSR, CCCM & Skilling Committee



Indu Patodia
Convener, CREDAI Bengal Women's Wing

Women's Wing

Youth Wing



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Rohit Singhanian
State Coordinator



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Suparna Dey Ghosh
Additional Secretary



Ritwik Gupta
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Tathagata Bhattacharya
Legal Officer



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Manager - Accounts

Tanusree Mukherjee
Asst. Manager - Administration

Susmita Dutta
Asst. Manager - Exhibitions

Swapan K Bera
Sr. Accountant

Abhishek Sanyal
Sr. CSR Executive

Mandira Dutta
CSR Executive

Arpita Ghosh
Front Office Assistant



Ravi Todi
Convener, Exhibition Committee,
CREDAI Bengal

From the Exhibition Committee Convener's Desk

Dear Reader,

Greetings.

I'm happy to reach out to all of you on the occasion of CREDAI Bengal Realty Expo 2019, the best annual avenue for property-shopping in Kolkata !

This time 'CREDAI Bengal Realty Expo 2019' comes armed with the collaboration of 'Times of India' and assures of a carnival like ambience, where hunting for the choicest deals in real estate go hand-in-hand with having a whole lot of fun at the venue too. You can hear experts speak on significant subjects connected to real estate, rub shoulders with celebrities, sample delightful cuisine and clinch the deal on acquiring your dream-home, all in the confines of a state-of-the-art, sanitized AC hangar at Science City, Kolkata. 'Be Here Be Now' resonates with all our valued customers because this is where we connect you to bonafide real estate companies under the 'CREDAI Bengal umbrella. Another uptick is that all the participants are displaying ready WBHIRA-approved real estate projects which bring enormous credibility and transparency on the table. All the participants will be having special offers at their stalls, specially designed for CREDAI Bengal Realty Expo 2019, so that makes this Expo doubly attractive.

I believe that exhibitions are inherently personal, first-hand experiences where the home-buyer has the opportunity to access the gamut of real estate developments taking place in the city. Considering the pace of development and the plethora of projects peeping out of hoardings, it is easy to be confounded, often leading to poor, uninformed choices. It is here that the CREDAI Bengal Realty Expo 2019 has an edge ! Also, with real estate markets gradually picking up and inventories moving, I hope CREDAI Bengal Realty Expo 2019 in association with Times of India proves to be a turning point for the real estate market in Kolkata and the tier-2 markets of West Bengal.

I'm very excited bringing the 11th Edition of Realty Expo to all of you and I look forward to seeing everyone at Science City on 22nd to 24th February 2019 !

Ravi Todi,
Convener, Exhibition Committee, CREDAI Bengal

Exhibition Committee Members

- Siddhant Arya
- Yashaswi Shroff
- Kumar Patodia
- Saumya Patodia
- Jitendra Khaitan
- Rishad Ramchandani
- Gaurav Dugar
- Suhel Saraf
- Sidharth Pansari



Sanjucta G Dastidar
Asst. Secretary General

From the Asst. Secretary General's Desk

Dear All,

Compliments of the Season!

The most exciting time of the year is here with CREDAI Bengal bringing to the city of joy, the Realty Expo 2019, the 11th edition of the biggest property exhibition fair in the eastern region, from 22nd to 24th February 2019 at Science City Grounds.

We, at CREDAI Bengal, strive each year to add more value for all stakeholders of the Realty Expo. This year we have collaborated with The Times of India to offer a new avatar of the expo which is not only about home buying but offers lifestyle along with the homes. The expo once again features latest projects in High-end, Mid-range and Affordable Housing segments, showcasing projects from leading developers, all registered under WBHIRA. The Realty Expo is the most important venue for our members, visitors and participants to make vital connections, significant partnerships and productive relationships.

As you might be aware, we, at CREDAI Bengal work round the year on various verticals and while the primary focus is on CSR activities such as skilling the construction workers, propagating CREDAI Clean City Movement, we also have the Grievance Cell to assist consumers. We are expanding our presence in the state by adding new city chapters which will help both the developers and also the buyers come under the CREDAI umbrella which will help in further streamlining the real estate sector.

I take this opportunity to thank all the members for their support in making CREDAI Bengal grow stronger with each passing year. I would also like to thank every member of the Secretariat for their continued enthusiasm and hard work, ensuring that the Vision and Mission statements of CREDAI Bengal is collectively achieved.

We wish you and your families the best and hope that you continue to be engaged with CREDAI Bengal as always.

Best Regards,

Sanjucta G Dastidar, Asst. Secretary General

CREDAI BENGAL

CSR

CREDAI Bengal has been spear-heading numerous CSR activities since its inception. Presently our focus lies on skilling of construction labourers, providing free health check-ups to them, facilitating their registration processes to avail Govt. benefits, implementing CCM at housing complexes and building a footbridge in Kolkata for the benefit of citizens.

Worker Skilling

CREDAI Bengal has taken up the pivotal role of skilling construction workers so that they can work faster, better, be prepared for newer technologies and enable lesser wastage. It is seen that most workers are Class 5 to 8 dropouts without formal skilling and thus, CREDAI Bengal has partnered with NSDC/CSDCI, PNB HFL and the state government for skilling them and awarding them with a certificate which is equivalent to a school leaving certificate.



Health Camps for Workers

CREDAI Bengal Youth wing members regularly initiate health camps for laborers at the sites where they work. The CREDAI Bengal Youth Wing nominates a site, hiring a health camp service provider and then hosting the site for the camp setup which is sponsored by the developer. Till date more than 15000 laborers have got screened at 30 different project sites. From 2017 onwards, Youth Wing has also initiated eye camps for the labourers sponsoring spectacles and cataract operation for them.



Labour Registration

The Government of West Bengal, amidst its bouquet of social-welfare schemes, has one targeted for the construction industry where the source of funds is already in place through "Labour Cess" under BOCWA. CREDAI Bengal is facilitating registration of construction workers by organising camps with workers and officials of the Labour Department, so that the labourers get their due entitlements offered by the Government.

CCCM

The CREDAI Bengal Youth Wing launched the 'CREDAI Clean City Movement (CCCM)' in Kolkata in 2017. Since then it has been the endeavour of CREDAI Bengal to initiate the waste-segregation programmes at developers' sites where residents are in the process of moving in. CCCM has already been implemented in thousands of apartments and the objective is to gradually execute it as the model system of waste management in all the new complexes constructed by Bengal developers affiliated to CREDAI. Through the sustained campaign residents are sensitised for opting for CCCM and adhering to the Green-Blue Pledge.



Footbridge

CREDAI Bengal is in the process of building a foot-overbridge as a gift to Kolkatans. It will be located near the Vidyasagar Setu entry flank and the RCTC crossing, a stretch of around 700 mtrs which has remained without a proper pedestrian crossing so far. The stretch remains very busy throughout the day with heavy traffic flow on either side of the thoroughfare. The foot over bridge was considered essential at this location and will cater to pedestrians from both sides of the crossing.



Van Mahotsav at Kakdwip on 15th July '18

As part of our CSR portfolio, CREDAI Bengal in association with the Department of Sundarban Affairs, Government of West Bengal organized 'Van Mahotsav'- an initiative to 'increase the green cover in the environment' at Kakdwip, South 24 Parganas. With the intent of increasing its green footprint, CREDAI Bengal presented over 5000 coconut saplings to the farmers at Kakdwip, thus providing them with alternate livelihood opportunities.



Events of CREDAI Bengal

As a Chamber of Commerce for Real Estate, CREDAI Bengal organises a multitude of events including seminars, summits, exhibitions, technical workshops, awards shows etc for multi-pronged engagement with real estate stakeholders. Some of the events that were organised in the last one year are :

CREDAI Bengal Golf Tee-off

on 10th January '18 at RCGC

The 4th Edition of the CREDAI Bengal Golf Tee-off saw twenty-six players contending for the top-spot. The winners were Aditya Bajoria and Rishabh Singhania. Chetan Todi and Vidyut Saraf were runners-up.



Bengal Global Business Summit (BGBS)

on 16th & 17th January '18 at BBCC, New Town, Kolkata

Like the other years, CREDAI Bengal participated in BGBS as a collaborative partner for the sector of infrastructure and real estate. On Day 2, we hosted a Session on the prospect of 'Warehousing' in Bengal. Speakers at this Session were Firhad Hakim, Hon'ble Minister for UD & MA, Govt. of West Bengal, OS Meena, Secretary, UD, Govt of West Bengal, Anshul Singhal, CEO of Embassy Industrial Parks, Rahul Nair, MD, Real Estate, Everstone Capital, Ramesh Nair, Head of JLL India and Pratiik Jalan from Jalan Builders. The panel moderated by Nandu Belani, spoke on the opportunities that Warehousing holds forth for the infrastructure creators and real estate. Anshul Singhal, CEO of Embassy Industrial Parks made a big ticket announcement on stage to the tune of Rs 1000 crores over the next 3 years for West Bengal. The Session saw a great turnout from members too.



CYW CREST Site Visit & Knowledge Workshop

on 2nd February '18

A CYW CREST site-visit and knowledge workshop was organised by CB Youth Wing onsite at 'The 42', Kolkata. Presentations on design, construction and technologies used in super-tall structures were made alongwith visits to the experience-centre of the project.



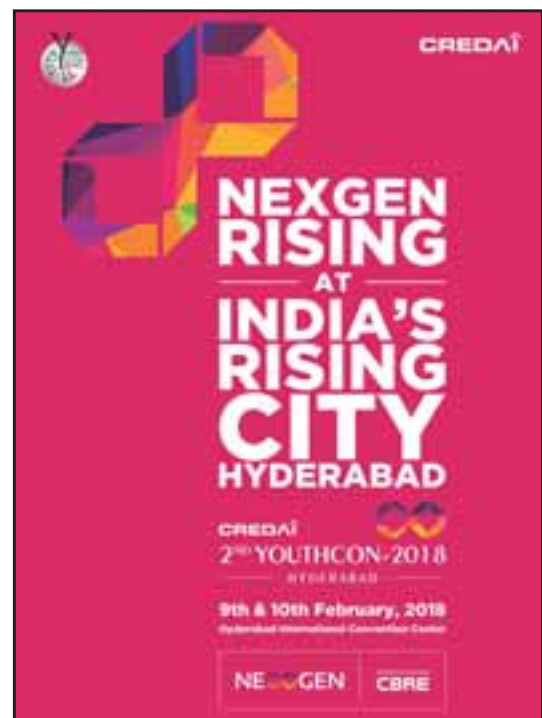
Events



Participation in YouthCon 2018 at Hyderabad

on 9th & 10th February '18

The 2nd CREDAI Youthcon 2018 brought together the next generation of real estate builders and developers to enlighten the young minds and share their new age thinking and approach. Taking a cue from this, the theme for the Youthcon was NexGen – Next Generation. It is widely believed that the new age developers are not satisfied with just being good but they strive to be the best. Hence, Youthcon 2018 provided the youth of the industry with infinite opportunities to grow, to learn and a platform for them to present their infinite thoughts. CREDAI Bengal Youth Wing sent one of the largest delegations to Youthcon 2018 and were awarded for their sustained efforts at skilling of workers and conducting year-round Free Health Camps for construction workers.



CREDAI Bengal Foundation Day

on 22nd February '18 at JW Marriott, Kolkata

CREDAI Bengal commemorated their 29th Foundation Day on 22nd February '18. Present were former Presidents of the Association, in the presence of Nandu Belani, President, CREDAI Bengal, Sushil Mohta, Vice President, CREDAI National, Sanjay Jain, Vice President, CREDAI Bengal and members of the association. The theme of the Foundation Day celebrations was a 'look-back' at CREDAI Bengal's journey in the past 29 years as well as a future look at real estate presented through a live talk show by eminent author Chetan Bhagat who enthralled the audience with his take on "India & Indian Youth & Opportunities for Real Estate". The Foundation Day celebrations commenced with the Felicitation of all the Past Presidents of CREDAI Bengal, acknowledging their role and contribution to the Association over the last 29 years. The journey from CDF to CREDAI Bengal, the impediments, the successes, the vision and the leadership which helmed the rise of CREDAI Bengal was stitched together through the august presence of the former leadership namely Amarnath Shroff, Jugal Khetawat, Pradeep Sureka, Harsh Patodia, Sushil Mohta and Santosh Rungta (former President of CREDAI National). Each of them reminisced, through anecdotal references, how CREDAI Bengal gained strength and became an entity to reckon with, much to the applause of the audience. The event also witnessed the announcements of CREDAI Bengal's major upcoming CSR projects vis-a-vis building a Pedestrian Overbridge, taking a pledge of planting 5000 saplings to provide an alternative livelihood to residents of a Sunderban village and the announcement of the upcoming formation of the CREDAI Bengal Women's Wing. The highlight of the evening was of course the Keynote Address by Renowned Author and Motivational Speaker Chetan Bhagat, who discussed the 'Aspiration of Millennials of New India and the Evolving Lifestyles of Urbanities' and took questions from the audience on multifarious subjects.



CREDAI Bengal Realty Awards 2018

on 17th March '18 at Oberoi Grand, Kolkata

CREDAI Bengal Realty Awards 2018 Edition IV lived upto being the biggest calendar event in Bengal's real estate scenario, bringing together realty stakeholders on a magical night of appreciation, honour and bonhomie. Awards were announced across 21 Categories which included 3 New Chapter Awards for CREDAI Bengal's City Chapters CREDAI Howrah-Hooghly, CREDAI Asansol and CREDAI North Bengal. Also all Winning Architects were awarded for the first time.



The Winners were :



Best Budget Housing
(1 - 4 Lak Sq Ft)
Dakshinatya



Best Budget Housing Project
(Above 4 Lakh Sq Ft)
Srijan Greenfield City (Phase 1)



Best Mid-Segment Housing
Project (1 to 4 lakh Sq Ft)
Equinox



Best Mid-Segment Housing
Project (Above 4 lakh Sq Ft)
Ideal Grand



Best Luxury Housing Project
(50,000 Sq Ft and above)
PS Presidential



Best Commercial Project
(50,000 to 1.5 lakh Sq Ft)
City Centre Siliguri (Block J)



Best Commercial Project
(Above 1.5 lakh Sq Ft)
Ecocentre



Best Upcoming Budget Housing
Project (1 to 4 lakh Sq Ft)
Solaris Bonhooghly



Best Upcoming Budget Housing
Project (Above 4 lakh Sq Ft)
The 102



Best Upcoming Mid-Segment
Housing Project (1 to 4 lakh Sq Ft)
Amistad



Best Upcoming Mid-Segment
Housing Project (Above 4 lakh Sq Ft)
Ideal Aquaview



Best Upcoming Luxury Housing
Project (50,000 Sq Ft and above)
Aurus



Best Upcoming
Commercial Project
Siddha Esplande



Best Residential Project
(Upcoming) CREDAI Howrah
& Hooghly
Ananta on River Ganges



Best Residential Project
(Upcoming) CREDAI Asansol
Sugam Park



Best Residential Project (Upcoming)
CREDAI North Bengal
Prana



Best Green Project
Utalika



Best Onsite Sales Office
The 42



Best Internet Portal
Sugam Group



Best CSR Initiatives
Siddha Group



Best Brochure
Utalika





The show was a huge success with the deserving Awardees being handed over their Awards in the presence of Tollywood actors Swastika Mukherjee, Sreelekha Mitra and Indrani Halder. The real estate community turned up in full strength to witness the Awards ceremony, cheer on their colleagues of the industry and celebrate their triumphant moments in the presence of industry captains and behemoths.



Opening of The Boardroom of CREDAI Bengal

on 30th March '18 at Jindal Towers, Darga Road

The Boardroom of CREDAI Bengal was inaugurated on the 3rd floor of Jindal Towers on Darga Road. With expanding verticals and operations of CREDAI Bengal, it was felt that the need of the hour was to have two separate premises – one for the CREDAI Bengal Secretariat and the other to house the meeting room facilities for board-meetings of members.



Open House Meeting

on 18th April '18 at The Park Hotel

An Open House was held for the Members of CREDAI Bengal on 18th April. Members who attended shared their views and suggestions through an interactive session with senior members. Of particular topics of interest were GST, Environmental Issues, Microwave clearances etc.



Interaction with DG-Fire & Emergency Services

23rd April '18 at The Park Hotel

A Workshop was organised on "Knowledge, Best Practices, and Norms of Fire Management in Real Estate" wherein Jag Mohan, Director-General, Fire & Emergency Services addressed members on a range of issues pertaining to his Department and Real Estate. Mr Mohan along with his team took questions from participants on all matters related to Fire & Emergency Services. The event created a fantastic opportunity for all CREDAI Bengal members to meet the Director General and other senior officials from the department and to deliberate on a range of matters.



Workshop on Digital Marketing

on 24th April '18 at The Lalit Great Eastern

CREDAI Bengal co-organised a workshop on "Understanding How Digital is Influencing the Real Estate Market" for its members which covered how digital marketing influences today's real estate consumers and how digital marketing can help identify and reach the right audience to showcase one's brand, driving purchases. Interesting tips, insights on digital spending, correct trends to invest in and other such interesting data and pointers were shared by Gaurav Jain from Google India, who in his keynote address delved on search, display and video solutions which could help in achieving members' business objectives and goals.



Introductory Meeting of CREDAI Bengal Women's Wing (CBWW)

on 6th June '18 at The Conclave

The newly instituted CREDAI Bengal Women's Wing (CBWW) flagged off its journey with its introductory meeting with the 'mission to mobilise women so that we may grow together personally and professionally through leadership, training and networking support'. Thirty ladies who signed up as founding CBWW members got a glimpse of the workings of CREDAI and the mandates and vision of the Women's Wing. Currently the strength of the CBWW stand at 32.



"Challenges in Changing Times" a Real Estate Conclave

on 9th June '18 at The Park

ACAE Chartered Accountant's Study Circle-EIRC in association with CREDAI Bengal organized "Challenges in Changing Times" - a real estate conclave which delved on current industry regulations and trends in the state now.



Workshop on 'Fundamentals of Real Estate'

on 4th July '18 at iLEAD

The CREDAI Bengal Women's Wing (CBWW) organised a workshop on "Fundamentals of Real Estate" at iLEAD, Kolkata. The workshop, conducted by Pradip Chopra featured a foundational course on several rudimentary aspects of real estate. The two-and-half-hour workshop was highly educational and interactive, taking the CREDAI Bengal Women's Wing through the genesis of the real estate business, its functioning, growth and its current status in India and various other economies. Some of the major terminologies and aspects which constitute real estate's daily functioning, were also discussed.



Capital Connect : Rediscovering Kolkata

on 12th July '18 at JW Marriott, Kolkata

CREDAI Bengal alongwith ICC, with Knowledge Partner Anarock organised a thoroughly engaging Session focused on the deployment of funds in Kolkata's real estate sector. The keynote speaker was Khushru Jijina, MD, Piramal Capital & Housing Finance who was engaged onstage by Anuj Puri, Chairman, Anarock Property Consultants on actionable intelligence vis-a-vis the Kolkata market. Mr Jijina delved on indices ranging from the positive ramifications arising from the maturity of the Kolkata market, perception issues of the city nationally, the role of the youth for giving the real estate sector a brand-makeover etc. He also spoke extensively on his experience turning around stressed assets in the housing sector by hand-holding them through funding and facilitating their turnaround. The audience was regaled with witty anecdotes and real-life case studies discussed onstage by the panelists who included Nandu Belani, President, CREDAI Bengal and Harsh Vardhan Patodia, Chairman, ICC Real Estate & Infrastructure Committee. Another panel discussion moderated by Shobhit Agarwal, MD & CEO, Anarock saw panelists Amar Merani from Xander Finance and Rajiv Gandhi from Indiabulls talk about the scope and operations of NBFC-s, REITs and InvITs in Kolkata.



CYW Event at Quest

on 20th July

The CREST Team of CREDAI Bengal Youth Wing organised an event pertaining to “Decoding Malls” with Sanjeev Mehra, Vice President CESC Properties. The workshop gave valuable insights about mall management, its leasing and revenue models for the same.



Participation in CREDAI NATCON 2018

from 2nd to 4th August at Berlin, Germany

CREDAI NATCON 2018 was held at Berlin, Germany on 2nd-3rd & 4th August 2018. Embedded with the theme "Breaking the Stereotype" the conference saw 14 power-packed Sessions over 3 days of serious networking between members and associates alongside B2B meetings. This year CREDAI Bengal had a 54-member-strong delegation to the 18th NATCON.





CBWW Talk on Waste Management

at CREDAI Boardroom on 10th September '18

The workshop on “Waste Management through Microbes” was conducted by Dr Sanghamitra Mukherjee, which was an awareness session about the merits of waste-segregation and composting methods.

CSR Workshop at iLEAD

on 22nd Sept '18

A workshop on the subject “CSR : Utilization of Fund as per Statutory Norms” was held on how Government has made this CSR expenditure mandatory for all organisations to help in nation building.



Annual General Meeting

on 19th September '18 at The Park

The 29th Annual General Meeting of CREDAI Bengal took place on 19th September 2018 at The Park, Kolkata. Nandu Belani, Chairman, Belani Group was re-elected the state President of CREDAI Bengal for the year 2018 -19. Members of the Managing and Executive Committee of CREDAI Bengal for the year 2018-19 were also announced at the AGM. A year-book titled ‘Milestones’ compiling events and activities of the association, was launched at the end of the programme. More than a hundred members affiliated to CREDAI Bengal were in attendance at the 29th AGM.



Sanjucta G Dastidar announces that the Managing Committee has re-elected Mr Nandu Belani as President for the 3rd Term



Belani addresses the audience



Harsh Patodia, former President congratulates Nandu Belani



Nandu Belani makes a presentation on the activities and developments of the past year



Indu Patodia, State Convener of the CREDAI Bengal Women's Wing apprises members about the plans afoot for the Wing



Pawan Agarwal, Convener of the PR, Publications & Digital Media Committee announces plans for development of an exclusive Property Portal conceived for members of CREDAI Bengal.



Rohit Singhania, State Coordinator, CREDAI Bengal Youth Wing makes a presentation on the activities of the Wing



Build East

on 25th & 26th September '18 at BBCC, New Town



A two-day long Conference & Exhibition titled "Build East" was organised on 25th & 26th September by ICC and supported by CREDAI Bengal. Innovative products connected to real estate construction, interiors etc were on show at the exhibition whilst the conference saw four knowledge sessions over two days.



CREDAI Bengal Statecon

28th November '18 at Hyatt Regency

CREDAI Bengal's first 'STATECON' was a day-long knowledge-conference witnessing a series of pertinent panel discussions on the current real estate scenario of the state elucidating external and internal factors serving as a driving force for the industry.

The objective to host the pan-state conference 'CREDAI Bengal STATECON 2018' was to bring together all the City Chapters namely CREDAI Asansol, CREDAI Howrah-Hooghly and CREDAI North Bengal on one platform, consolidate diverse views of Metropolitan, Tier I & Tier II segments and decode some very topical questions surrounding real estate in this era of sustained sectoral disruptions.

Anarock, Knowledge Partner of CREDAI Bengal Statecon 2019 released a Report titled 'Kolkata : The East's Icon of Balanced Growth Preparing for the Big Leap' highlighting the positives as well as some lacunae in West Bengal and overall presenting a balanced view as a basis for further change.



CREDAI Bengal Statecon

Jaxay Shah, National President, CREDAI National addressed the audience and congratulated CREDAI Bengal for hosting the first ever Statecon in West Bengal

The symposium concluded with the 'leadership session' by eminent author Shiv Khera who essayed a monologue on 'Winning Strategies and Leadership Lessons'.

CSR Awards at Statecon 2018 : The 1st CSR Awards were also instituted at CREDAI Bengal Statecon 2018 wherein member-developers were awarded for their efforts in our CSR verticals of Worker-Skilling, CCCM and Worker Health-Camps. The Winners were :

Skilling -

Winner : Merlin Group
1st Runner-up : Greentech City
2nd Runner-up : Space Group

CCCM -

Winner : Hiland Group
1st Runner-up : Merlin Group
2nd Runner-up : Sugam Homes

Health Camps -

Winner : PS Group
1st Runner-up : Siddha Group
2nd Runner-up : Merlin Group

Over 300+ delegates and guests attended the debut edition of CREDAI Bengal Statecon 2018.

Panel Discussions : The day long Convention comprised of 4 Knowledge Sessions which permeated the overlying theme of "Rise - Innovate - Adapt - Evolve"

- **IT-ITeS: An Engine of Economic Growth** - The panel discussed about the enablers that have to be provided by the Government for a full bouquet of IT-ITeS services and how the creation of a conducive environment will lead to a rise in start-ups. The Session also highlighted the need to look at the changes the State has undergone post bagging the top spot in Ease of Doing Business. It also touched on the state's preparedness to emerge as the next IT-ITeS destination on the lines of Bengaluru, Pune and Hyderabad
- **Entertainment and F&B : Critical to Drive Footfalls** : The second knowledge session of Statecon delved on the importance of the Entertainment and F&B Sector for the real estate sector. The Session also showcased the possible emergence of assets dedicated only to the Entertainment and F&B segment. In addition, the panel also discussed ways on how to raise funds for the retail assets under the current challenging market conditions.
- **Life post-RERA and Alternatives** : the Next Big Opportunity in Real Estate: The third session of the day catered to unravelling the impact and effects of RERA / WBHIRA on developers, investors and buyers.
- **Alternatives: the Next Big Opportunity in Real Estate:** This panel discussion revolved on the growth of non-conventional real estate assets such as senior living, student housing, warehousing & logistics, co-working, and its future aspects.



Real Estate Conclave with CII

on 20th Dec a'18 t Gateway Hotel

The annual Conference on Infrastructural Development with the theme: "Growth Drivers of Infrastructure Development, Focus : Realty Sector" was organised by CII with CREDAI Bengal as association partner. The conference deliberated on how to give a futuristic perspective on how "the Opportunity Called Real Estate" was going to give shape to infrastructural development in India. Amit Mitra, Hon'ble Minister In Charge (Industry Commerce & Enterprise, Finance, Micro, Small & Medium Enterprises & Textile, Govt. of West Bengal) graced the occasion as Chief Guest.



"Deal Dynamics - Real Estate Sector"

on 22nd January '19 at Bengal Club

PWC in association with CREDAI Bengal organised a Seminar "Deal Dynamics - Real Estate Sector" focusing on recent regulatory aspects impacting structuring of transactions in the real estate sector.



Collaborating in Bengal Global Business Summit

on 7th & 8th February at BBCC, New Town, Kolkata

CREDAI Bengal hosted the Sectoral Session on 'Sustainability Challenges in Urban Development and the Way Ahead' on Day 2 of the Bengal Global Business Summit 2019. Our speakers, experts Graham Morrison, Tanmay Tathagat and Shashi Verma exemplified through successful urban regeneration projects undertaken in major global cities to tackle urban swell. A report by Colliers International, our Knowledge Partner was also released on the occasion.



Aligning with Educational Institutions

Signing of MoU with MAKAUT

on 3rd January 2018

MAKAUT (Maulana Abul Kalam University of Technology, West Bengal) and CREDAI Bengal signed a Memorandum of Understanding to introduce undergraduate as well as a certificate programme on real estate, starting from academic session (2018-2021) with CREDAI Bengal extending all support for institutions affiliated to MAKAUT intending to start and run these courses in their respective campuses. Presently the courses have started at iLEAD, Kolkata. The awareness, education and benefits from this agreement between the two parties include events, seminars, facilitation through infrastructural aid, field visits, research work and internships to name a few.



MoU with Heritage Group of Institutions

CREDAI Bengal signed a Memorandum of Understanding (MOU) with Heritage Group of Institutions, with an aim to make collaborative efforts between Industry and Academia. Under the said MOU 'Heritage' is to send its students to the members of 'CREDAI Bengal' for summer Internships/ On the spot Training inputs/ Project visits, depending upon the availability of students, and requirements of the individual member organizations. Further, Heritage Group will also take up Research and Development activities for 'CREDAI Bengal' whenever required.



Laurels for CREDAI Bengal Secretariat

11th & 12th May 2018 at Ahmedabad



CREDAI Bengal won the award for the 'Maximum Consumer Complaints Resolved by a State Chapter' for the 2nd year running at the 2nd CREDAI Secretariat Conclave at Ahmedabad held on the 11th & 12th of May. CREDAI Bengal secretariat had also been lauded for 'quick responsiveness to pressing matters' and following of SOP Guidelines laid out for all Secretariats at last year's Edition I of the Secretariat Conclave. The objective of the annual Secretariat Conclave is to 'set and achieve goals for the CREDAI State and City Secretariats to follow and achieve and to also create a forum for exchange of different ideas and cultures between members and staffers of the Secretariats'.



CREDAI
NORTH BENGAL

GRIHA PRAVESH 2018

‘Griha Pravesh 2018’ was hosted by CREDAI North Bengal from 25th to 28th January 2018 at Swabhumi Grand, Vega Circle Mall, Siliguri. The event was co-sponsored by Uttora and Bengal Marathon TMT. During these four days, we witnessed remarkable footfalls which surpassed the previous record of 5000 plus visitors in 2017. In all, 23 participants including developers, realtors, banks and ancillary companies showcased their projects / products at the event. The main objective of the expo was to provide an insight to customers about the numerous choices available for those who wanted to buy their dream property.



Apart from the showcase of stalls, we had organised an awards ceremony to acknowledge the best stalls among the builders, realtors & ancillary participants. The Winners were :

1st prize for ‘Best Stall in Builder Category’ : Manakamna & Embee Builders

2nd prize for ‘Best Stall in Builder Category’ : Sandeep G Real Estate

3rd prize for ‘Best Stall in Builder Category’ : SBM Group

‘Best Stall in Realtor Category’ : GFS Realtors

‘Best Stall in Ancillary Category’ : Doors India

Special discounts and rebates were offered to visitors on spot booking and a “Lucky Draw Coupon” for visitors had also been organised.

AGM

CREDAI North Bengal held its “Annual General Meeting & Installation Ceremony” titled "IMPACT-2019" on 12th January 2019 at Siliguri, West Bengal. The event saw the change of Guard and Installation Ceremony of the President and Secretary for the Term 2019-2021. The new office bearers are as follows :

- **Naresh Agarwal, President**
- **Sanjay Goyal, Honorary Secretary**
- **Rajesh Garg, Chairman**

On the occasion of the AGM, a panel discussion on the topic “Siliguri- The next real estate growth story” was conducted which saw esteemed panelists like G. S. Hora, Kamal Kedia, Naresh Agarwal and Sandeep Goyal. The discussion was moderated by Sanjay Goyal. The event witnessed the presence of builders, developers, realtors, leading trade & industrial associations, CII (Confederation of Indian Industries) and all major business associations apart from eminent personalities of North Bengal.



Panel Discussion



Naresh Agarwal addressing the house



House address by IPP-Sandeep Goyal



People listening to Naresh Agarwal



Bijay Agarwal handovers charge as Secretary to Sanjay Goyal



President Naresh Agarwal handovers a framed album of his tenure's pictures to IPP Sandeep Goyal



Sandeep Goyal (IPP) handovers charges to Naresh Agarwal

EVENTS

WBHIRA Workshop & CREDAI Howrah Hooghly Builders Meet

on 20th January 2018, Mankundu, Hooghly

CREDAI Howrah Hooghly organized a Workshop & Presentation by Fox & Mondal on WB Housing Industry Regulation Act (HIRA) and CREDAI Howrah Hooghly Builders' Meet on 20th January 2018 at Mankundu, Hooghly. It was attended by a large number of members of CREDAI Howrah Hooghly. Several developers of the Hooghly District who showed their interest to become the members of Credai Howrah Hooghly also attended.



EVENTS

Participation in CREDAI Conclave 2018

CREDAI Howrah Hooghly Youth Wing Co-Convener Nikhil Shah was awarded by CREDAI National President Jaxay Shah for his contribution to the social media space on 14th and 15th March 2018 in New Delhi. Other members too attended.



Participation in CREDAI Bengal Realty Awards 2018

The CREDAI Bengal Realty Awards 2018 incorporated a special category for upcoming Projects in CREDAI Howrah Hooghly and members of Howrah Hooghly participated with great enthusiasm. Arya Realty Pvt Ltd., Member of CREDAI Howrah Hooghly won the award in this category.



Participation in CREDAI Youthcon 2018

CREDAI Howrah Hooghly Youth wing Members attended CREDAI Youthcon 2018 on 9th and 10th February 2018 at Hyderabad.



CREDAI Secretariat Conclave 2018

From CREDAI Howrah Hooghly, Kapil Kapoor, Administrator, attended the Secretariat Conclave at Ahmadabad from 13th and 14th May 2018. and gave a presentation on the activities and events organized by the Chapter.



Participation in CREDAI National EC-GC Meet at Patna, Bihar on 5th July 2018

CREDAI Howrah Hooghly President Tamal Ghosal attended the EC-GC Meeting at Patna, Bihar on 05th July 2018 and discussed the activities of CREDAI Howrah Hooghly.



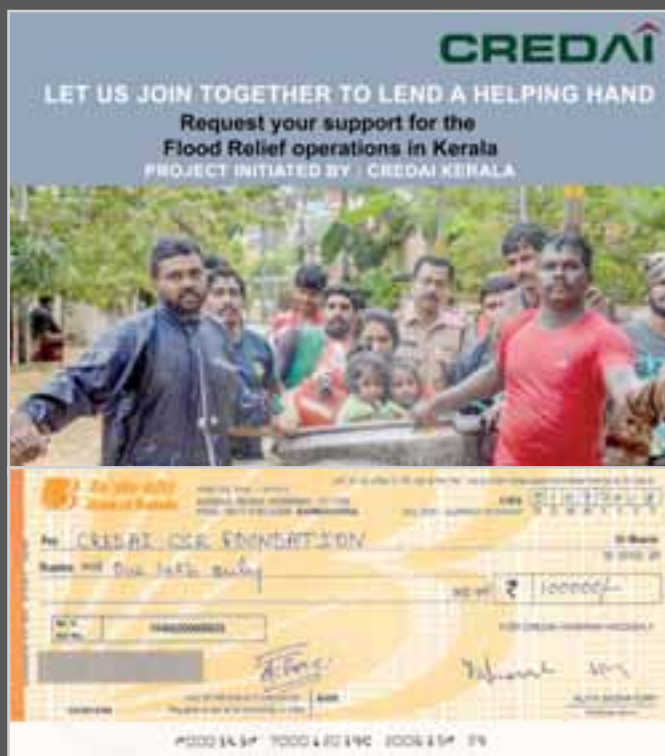
Participation in CREDAI NATCON 2018 in Berlin, Germany from 2nd to 05th August 2018

CREDAI Howrah Hooghly members participated in NATCON 2018 in Berlin, Germany held from 2nd to 5th August 2018.



Kerela Flood Relief Fund

CREDAI Howrah Hooghly members contributed Rs.1 Lakh in the CREDAI CSR Foundation for Kerala Flood Relief Fund.



Diwali Milan programme on 3rd November 2018 at Howrah

CREDAI Howrah Hooghly members and their spouses attended this event to celebrate Diwali.



Annual General Meeting 2018

The Annual General Meeting of CREDAI Howrah Hooghly was held at Sarat Sadan, Howrah on 22nd September 2018 which was attended by a large number of members.



CREDAI Bengal Statecon 2018 at Hyatt Regency on 28th November 2018.

Members from CREDAI Howrah Hooghly participated in CREDAI Bengal Statecon 2018. Statecon 2018 is the annual knowledge conference for real estate stakeholders in the state which was co-hosted by CREDAI Howrah-Hooghly, CREDAI Asansol and CREDAI North Bengal.





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Solaris Joka

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Solaris Joka - Aerial view

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Solaris City Serampore - Aerial view



Playground

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Solaris City Serampore

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- Rishra Station 4 mins
- Howrah Station 25 mins
- BBD Bag 40 mins



Solaris Joka

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Reference Google Map | Travel mode car, train and ferry.

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Solaris Joka Site Marketing Office
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Solaris City Serampore Site Marketing Office
29 Kanai Lal Goswami Sarani Serampore Hooghly 712 201



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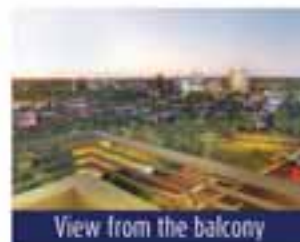
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WEST BENGAL: GETTING FUTURE READY

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West Bengal – the shining star of the east – is also known as the cultural capital of India due to its rich heritage and the state’s incessant focus on arts, literature, and music. Along with preserving its culture, the state has evolved to be a dominant business hub and is now on the cusp of entering into a new and robust development phase. The economy is ably supported by agriculture, industries, and services which have had a spiraling effect on the real estate developments, especially in the state’s capital – Kolkata. Anarock Property Consultants, effectively captures West Bengal’s pulse and reinstates the fact that the state is surely getting future ready and will take the big leap soon.



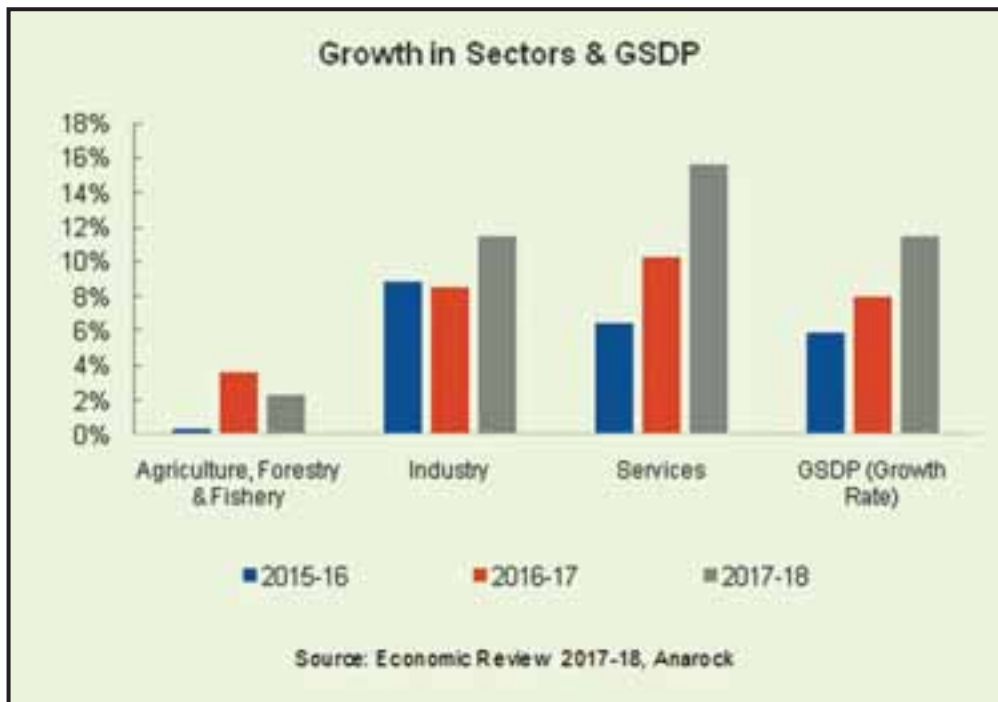
West Bengal, the iconic state of the eastern region and a dominant trade centre has the 6th largest economy in India. The gross state domestic product of the state was estimated at INR 10.56 lakh crore as of 2017-18, recording an annual growth of 11.5% and contributing nearly 8% to India economy. The West Bengal's economy is driven by a unique combination of services and agriculture accounting for 56% and 19%, respectively. The impressive growth rate and the unique composition of Gross State Domestic Product (GSDP), coupled with the state government's business-friendly policies have been instrumental in the state's evolutions as an attractive destination for global investors. Between April 2014 to June 2018, the state has attracted foreign investments

16. The state government is targeting to achieve a total export of US\$11.5 billion by 2019-20.

To support the possible growth, infrastructure development in the state is undergoing a massive transformation. The numerous initiatives by the state and the central governments are expected to catalyze several areas of the state. The ambitious project by the national waterways to transfer cargo along the Ganga from Kolkata to Varanasi is going to be a game changer. The Dedicated Freight Corridor (DFC) is likely to establish the state as an important transit point and serve exports in the Asia Pacific region.

The state government has been committed to uplift the economy and has identified that an impetus to the services and industrial sectors is the key to development and economic sustainability.

- West Bengal's IT-ITeS exports have been on a continuous rise and have grown at a compounded rate of 11% between FY'11 – FY'17. The last two years of this period had seen phenomenal growth of nearly 21% which is attributed to the changes and initiatives in the IT-ITeS policy of the state to encourage the sector. The state aspires to contribute around 25% of the country's IT-ITeS exports. To achieve this feat, the government has been developing a significant number of IT Parks by facilitating readily

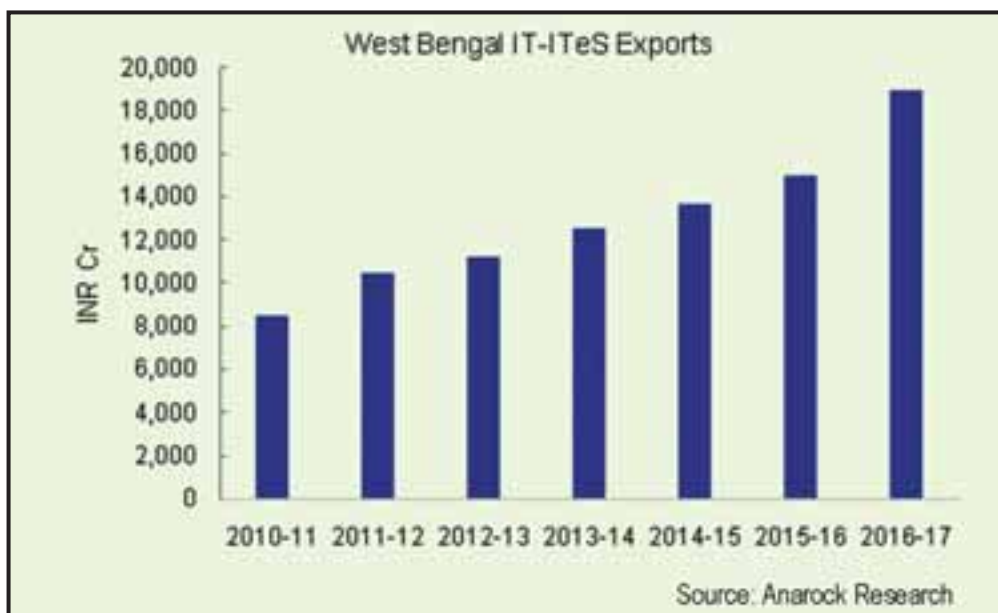


of more than INR 13,000 crore. The fertile land along the Gangetic plain has enabled agriculture to flourish in the state. The agriculture produce of a few commodities has been surplus in the state and after accounting for domestic consumption, it is exported. Major exports from the state comprise of flowers, potatoes, jute, rice, and tea. The total quantum of exports from the state grew to US\$8.25 billion in 2016-17 from US\$7.47 billion during 2015-

available infrastructure and establishing centres of Excellence & Innovation. There is a plan to establish 25 IT parks of which 12 are already operational and 13 in the under-construction stage. The electronics manufacturing cluster at Naihati and Falta and a hardware park at Sonarpur are expected to propagate the positive change to fulfill the government's aspirations. As the infrastructure of the state develops for the

IT-ITeS sector, it is anticipated that many national and global companies will seek to operate out of the state to gain from the imminent cost arbitrage. Infosys has already invested to set up a campus in Kolkata.

- The state government has initiated steps to improve the industrial infrastructure by creating new clusters and growth centres focussed on a particular product or service depending upon connectivity of the place, proximity to the market and the talent availability. The focus on industrialization is evident from the numerous industrial parks planned across the state, focused





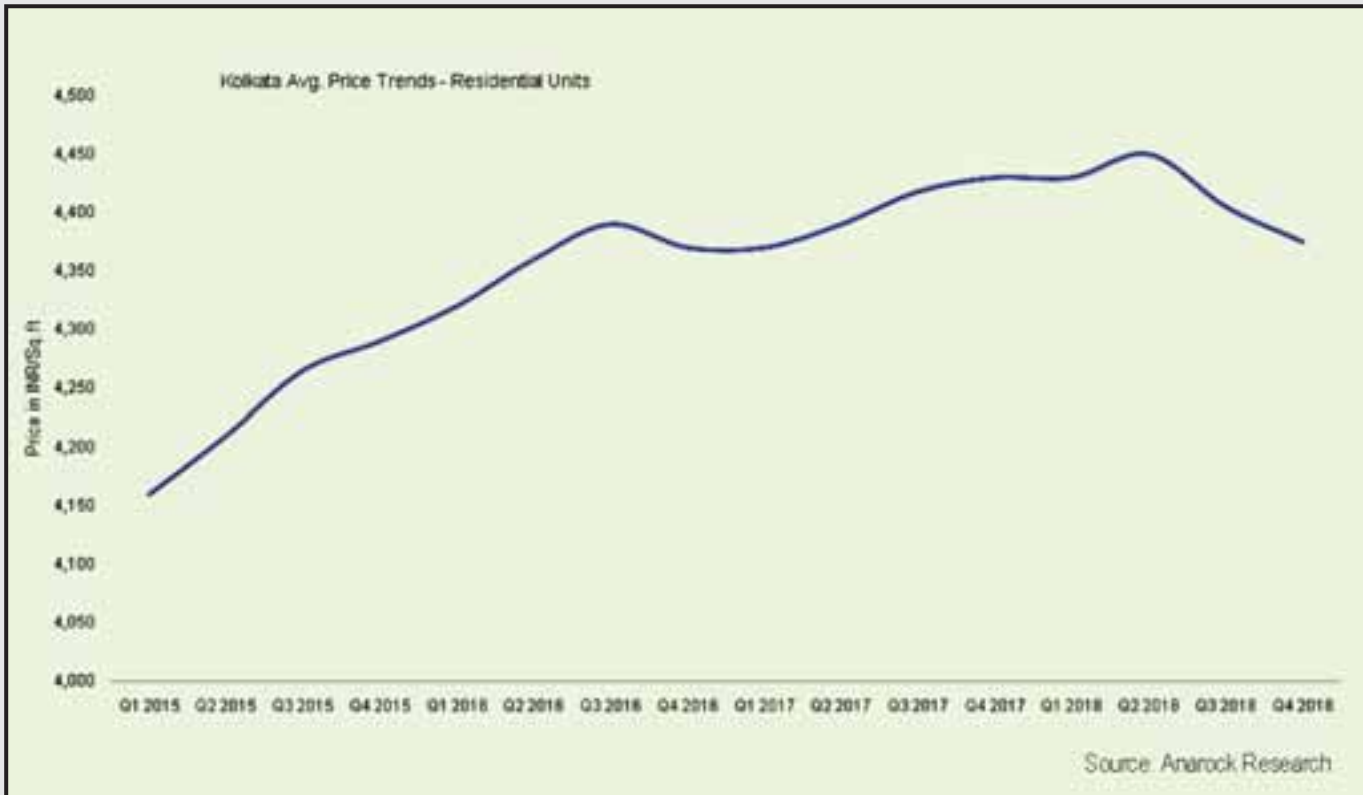
on various sectors such as iron & steel, cement, engineering, plastics, rubber and food processing. Their distribution across the state and mostly in the semi-urban areas are targeted to create new growth centres that will drive employment and real estate developments. To facilitate these transformations, the Government has set up 'Shilpa Bandhu' - an initiative to assist the investors in obtaining the necessary approvals and permissions.

The real estate developments have been prominent in the state's capital city – Kolkata. The city is price sensitive and is governed by the size of the market. It seems to be quick to realize the mismatch in demand and supply and almost instantly react to combat the situation. This is evident from the supply-absorption trends for the past few years. The residential supply and absorption in Kolkata during 2018 were estimated at 17,000 and 15,600 units respectively. While the supply increased by 25% over the previous year, absorption grew by 21% during the same period. The total unsold inventory is below 50,000 units and is the third best in the country as of



December 2018. Affordable housing (units priced below INR 40 Lakh) continues to be the preferred segment, indicating that Kolkata's real estate market is highly price-sensitive and this segment's potential is tremendous in the city. Currently, the average price of residential real estate in the city is INR 4,375 per sq.ft. which has remained range-bound for the past few years.

A closer analysis shows that West Kolkata is witnessing the emergence of various new commercial developments driven by the industrial clusters in the area. The region has fared better where the demand has been on a rise, and the market continues to remain active as evident from the reducing inventory overhang. However, the overall size of the market is very small compared to the other zones. The potential growth in the western part of the city will primarily depend on the development of the warehousing and logistics sector in



this region, which caters to steel, cement, rubber, and food processing industries. Dankuni is expected to be the hub owing to its strategic location and being along the Kona Expressway and possessing excellent connectivity to the Delhi and Mumbai highways. The residential real estate segment in the western region of Kolkata is expected to get a positive thrust upon the completion of the east-west metro rail network.

Today, West Bengal is at the inflection of experiencing a new round of transformational changes in the fields of infrastructure, logistics, trade, and IT-ITeS. The state's strategic location in east India, the favourable agro-climatic conditions and rich mineral deposits - the key drivers for growth in West Bengal - will surely help to accelerate growth in the coming years. The rapid upliftment of the infrastructure in the form of new roads and highways and ability to enhance connectivity to other parts of the country, particularly the north-eastern region is expected to alter the economic landscape of the state.

Authored by :



Prashant Thakur
Director & Head of Research



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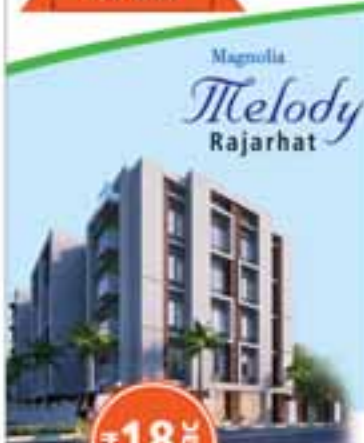
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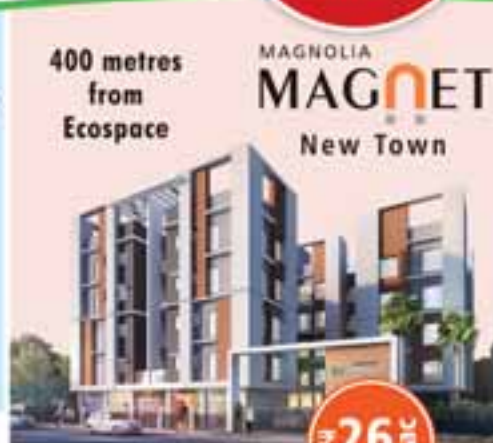
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THE KISS OF LIFE



The tale of how a 90-year-old crumbling townhouse in North Kolkata got a new lease of life and was turned into a destination for explorers and leisure travellers.

Why did you select and purchase this 90-year-old Majumdar Bari in Fariapukur for the purpose of restoration?

Iftekhar Ahsan : I was scouting for an ideal property but most of the buildings I came across were either not aesthetic in terms of architecture or had issues with accessibility. After looking at 150 properties, I finally zeroed in on Majumdar Bari. It is located in a beautiful neighbourhood in North Kolkata, its not too far from the airport and the road in front is 40 feet wide. There is a certain culture that pervades here, the residents have been living here for generations. Moreover, there is a public park nearby with several amenities. North Kolkata, you will agree is old authentic Kolkata and so enriched. For tourists it is ideal. Finally the building was structurally sound and the architectural features were already there, most of which we have conserved during its restoration.







How did you go about planning the restoration of Majumdar Bari ?

Swarup Dutta : It was very important for us to have a clear perception who would come and live in The Calcutta Bungalow – since the boutique hotel does not have amenities such as a swimming pool, spa, salon or a great view. The Calcutta Bungalow is nested in the neighbourhood. Our whole idea was for our guests to experience the neighbourhood, integrate with the local residents and have a fun experience. We actually brought the street into the building! The style of The Calcutta Bungalow is both vintage and contemporary. While we were planning the restoration project, we brainstormed a lot and figured out what we exactly wanted the guests to experience. We were looking at an audience who would be keen on exploring different cultures. We had to make our guests feel at home, to provide them with elements they would be comfortable with and nuances that would give them a global feel. We used colour in a subtle way which would emanate an old world charm. We also gave The Calcutta Bungalow a lived in look. These are some of the sensibilities we had in mind while planning the restoration.

How did the concept of The Calcutta Bungalow come into being and what is your vision ?

IA : I always kept my ears open and paid a lot of attention to those who came along for our walks at Calcutta Walks. You have to remember that customers are the people who will give you direction in your business. Often, I listened to tourists who wanted cafes or wanted to stay with families. I tried home stay for a while but it did not really work the way I wanted. Hence I bought this property where I wanted the customers to be as comfortable as possible, feel at home and leave a footprint behind. My vision was to create a space in the city that encapsulates the very beauty of Kolkata that is actually hidden behind the layers of decrepitude and decay

How did you envision the layout, interior of this dilapidated building?

SD - When I first entered the space it reminded me of my Mama Bari . The building had quaint, intimate and cosy spaces. Every floor of the building had a toilet and the layout was different and quite unique compared to hospitality spaces and our biggest challenge was plumbing . We decided to keep the feel of the old house – where one could go from one room to another. In fact, we even sacrificed spaces. I would also like to mention that the Majumdar Bari had two courtyards and the rooms behind had no access to the terrace, one had to come to the ground floor and then go up to the terrace. So we had to think and plan what would be most convenient for guests living in the building. The building did not have any modular plan and we had to re-appropriate a lot of spaces for the comfort of the guests.

Do you have plans to create more spaces like this ?

IA : First, I will restore the other side of the building so that is saved for posterity. Some time ago I saw a building in Kidderpore which could be a traditional wedding space. A lot of the old buildings need to be saved and restored. Although financial constraints are an issue, I believe owners of these buildings should maintain them or they should not deserve to live in them. There will definitely be projects in future depending on the right opportunity, the right space, the right partnership and the right time.



Do you envision more properties such as The Calcutta Bungalow in Kolkata?

SD : Yes, absolutely. I have restored another property at Ballygunge Gardens which has been converted into a boutique and a workshop. We have to discover and find newer ways to restore spaces in the city which can be converted to co-working spaces, hostels and residences.

Hundreds of old properties are being destroyed and new construction is coming up. How do you think the heritage properties can be saved?

IA - Every body has a role here from designers, architects journalists, events, real estate builders and the Government.



CAN HERITAGE BUILDINGS BE PRESERVED IN KOLKATA?



It is felt that the plight of heritage properties in Kolkata can be mitigated only through a joint initiative of the Government, conservationists, developers and civil society. We decode possible solutions.

Q. How do you think conservation and new construction can be synergised?

A. The conservation of listed properties and construction of new buildings are integral parts of a healthy development for any city. There are buildings which need to be restored or conserved as it is. These are buildings with historical importance. There are old buildings that have to be restored for adaptive re-use. There is a third category where additions and alterations to an old structure may be required for adaptive re-use. A fourth category deals with the construction of a modern structure inside a restored and strengthened outer shell of a building. The fifth category is of course new construction. All these are essential parts of city development and there need not be any ideological clash between them. One has to know 'what' to do and 'where'.



Partha Ranjan Das
Conservation Architect

Q. Which are the heritage properties that need immediate attention vis a vis conservation? What can be done to preserve these properties?

A. The list of properties requiring immediate restoration is very long. The best way to conserve a listed property is to put it to adaptive re-use. It means judicious use of modern construction materials and methods of construction to increase its life and to make it meaningful to the city.

Q. Could you comment on The Calcutta Bungalow in terms of how it signifies the culture and tradition of North Kolkata and how beautifully the building has been restored? Also if you could comment on the refurbishment of Presidency University?

A. The Calcutta Bungalow is not a faithful restoration. But I am happy that the building has survived in a different form. The restoration and modernization of Presidency University buildings were done to meet the current demand of a college being converted into an university. The complexities were many, but funds were limited. Moreover, it had to be completed within a short period of time. But it was done and hopefully, will last for the next 100 years if maintained properly.

Q. What action do you think the Government can take to protect the heritage buildings?

A. The Government is already working on modifying and strengthening the laws related to heritage conservation in the state. These laws should be strictly followed by all the municipal bodies in the state including the PWD and the Development Authorities.

Q. What steps are is the Heritage Commission taking to protect and preserve the heritage properties in the City?

A. The Heritage Conservation Committee (HCC) of the Kolkata Municipal Corpn. (KMC) is supposed to manage and oversee the conservation of the heritage buildings of the city of Kolkata. Ideally, the responsibility should be with the West Bengal Heritage Commission (WBHC). The same policy and the same yardstick should also be applied to the heritage buildings of the entire state for heritage conservation.



Pradip Chopra
Real Estate Developer

Q. Which are some of the heritage properties that you admire in Kolkata?

A. There are many beautiful heritage properties in the city such as the Laha Bari, Jorasanko Thakur Bari and the Seal Family house in Bhowanipur. These are like vintage cars (I admire vintage cars), beautiful, they emanate character and give a sense of nostalgia. Over time the value of these properties will escalate. We don't want just steel and glass in the city. One must agree that people across the world want to live in a heritage property, shop and so on.

Q. Do you think there is a solution to this problem?

There have been several debates, discussions, workshops and seminars that address the issues of conservation and preservation of heritage buildings. INTACH has published a book with photographs of these heritage buildings, but little has been achieved to prevent the destruction of these properties during the past few decades. I think let the owners of heritage buildings be offered a Transfer Development Right (TDR) equivalent to the development entitlement available on that land square footage of development possible) in case the heritage building is allowed to be demolished for the construction of a new building on the site. This would compensate for the financial hardship caused to the owner of the heritage building due to the heritage law which forbids the demolition or the alteration of such heritage buildings. At present

most owners are apprehensive about listing their properties as heritage buildings because it lowers the market value. Under the scheme by listing their homes as heritage buildings, the owners are kept happy by giving them the advantage of encashing the development entitlement without the need of selling their properties. Whenever the heritage property is sold, the rental property of the fixed deposit amount which is credited for the maintenance of the heritage property is ensured for all time to come with the income of the rental or the interest of the fixed deposit. Moreover, the owner of the property can continue to reside or use the heritage property for whatever purpose it is being used for presently. Alternatively it can be used for any other purpose which may be prescribed by the Heritage Committee. The use of such heritage property can be changed in accordance with the guidelines laid down by the Heritage Committee such as boutiques, heritage hotels, restaurants, museums, art galleries, clubs, community halls and so on. Meanwhile, there must be some tax incentive available every year for the amount spent on the restoration, maintenance and upkeep of these buildings. It should also be provided with total exemption from payment of municipal tax.

"The main problem seems to be emanating out of the financial inability of the owners of old / heritage buildings who cannot maintain or contribute to the upkeep of these edifices. I too strongly recommend Transfer Development Right (TDR) as a solution. CREDAI Bengal is open to be a part of this very important conversation as I believe that the old and new should be in sync with each other, thereby lending an unique, unmissable character to the city".



Nandu Belani
President, CREDAI Bengal

How to save heritage houses

CHANDRIMA BHATTACHARYA

Calcutta: Is Transfer of Development Rights (TDR) the solution to heritage structures being pulled down in the city?

At a discussion organised by CAL (Calcutta Architectural Legacies), an initiative led by writer Amit Chaudhuri, at Alliance Francaise du Bengale in the city on Wednesday evening, TDR emerged as a strategy to preserve old buildings from being "developed", and therefore demolished.

The old Keworth hotel is only the latest example of a gorgeous old building making way for a highrise. "In a distinguished city, how do we turn this conversation into something meaningful?" asked Chaudhuri. The finger was pointed at the role of the government.

Put very simply, TDR means that a developer would offer the owner of a building a price to buy it, but would be given a different, equivalent location to build, and the owner would keep the money to maintain his building. It is swapping land. With the stakeholders, it involves the direct — and obvious — participation of the government.

But not in Bengal. A proposal for TDR, which has been adopted with some success in cities like Mumbai, has been lying with the state govern-



(From left) Rabindra Vasavada, Nandu Belani, Pradeep Kakkar, Fabrice Plancon, Amit Chaudhuri, Dumien Syed, Partha Ranjan Das and Nilima Deb Lal. (Picture by Dibyanga Das)

ment for four years, pointed out conservation architect Partha Ranjan Das.

Conservation architect Nilima Deb Lal, who said she knows the city's list of heritage buildings backwards, said it is not only woefully inadequate but officially, "still to be notified". Activist Pradeep Kakkar was critical of TDR as a mechanism working in Calcutta, given its realities. "There is no hope in hell," he said, and advocated "gentle terrorism" aimed at civic bodies.

Nandu Belani of CREDAI, a leading organisation of real estate developers, pointed at a real problem: often the owners of an old building cannot afford

to maintain the house. He, too, felt that TDR was a way out, and agreed to meet government officials with a CAL team.

Architect and historian Eevi Vasavada from Ahmedabad, whose efforts contributed in the old city of Ahmedabad being granted World Heritage City status, did not dismiss TDR, but said the practice could be open to misuse, as was being seen in his city. He suggested that a bank be opened with every owner of an old house buying a share of Rs 100, and the funds be used for the building's upkeep.

At the start of the evening, French consul general in Calcutta Dumien Syed had spo-

ken of the ongoing French effort to save the now scanty French heritage in Chandernagore. The idea is to make Chandernagore feel that local heritage belongs to the local community.

But a civil society effort is not enough if the government remains unmoved. Or worse, leaning in the other direction, Chaudhuri spoke about his difficulties to access an "instructable system". Das stressed that the need of the hour was to persuade or co-opt the government.

Otherwise TDR, and other ideas, will remain castles in the air, not a sustainable form of architecture.

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She is a painter, pianist, writer, poet, social activist, artist and an entrepreneur. She manages her life, her work and her passions with ease and grace. She fights for gender equality and women rights and has travelled across the world to 40 countries. In a nutshell, Santasree Chaudhuri is multi-talented and an ardent explorer of life.

She grew up in a distinguished family steeped in art, literature and culture. Her mother's family carried out business with the British – in fact, the latter came to the house and trained Chaudhuri's mother on art, literature and the finer points of life.

She turned away from a high flying corporate life to become an entrepreneur and in course of Chaudhuri's professional journey, she has received wide acclaim and went on to win the Indira Gandhi Priyadarshini Award and the Mahila Shiromani Award in 1997.

Chaudhuri is an artist and she is in the habit of creating definitive spaces – for instance, according to her any staircase should be warm and welcoming. In 2007, she wanted to establish a destination which would be clean, provide facilities of a hotel and at the same time guests checking in, would feel returning to their own homes. Thus 'Bodhi Tree' came into being. Today it has become one of the most popular destinations for independent and culture oriented tourists from across the globe. An eclectic mix of B&B Service Apartment, Guest House, Inn and a Boutique hotel, Bodhi Tree combines an art gallery, a garden and a patio library with thematic rooms (Rajasthan, Tibetan Buddhism, Rural India, Contemporary India and Bengal) and a suite to extend a truly unique experience of stay.

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Meanwhile, it must be mentioned that Chaudhuri has a collection of 3,000 paintings and artefacts from different parts of India and her travels to 150 destinations! Her furniture is antique and her carpets are exquisite and exclusive.

The Bodhi Tree won the Expert Choice Award from New York in 2017 and has been extensively covered by CNN Travel, Travel XP, various TV channels, magazines and online sites.

"Bodhi Tree is close to my heart and as a practising Buddhist, I want my doors to always be open for people to come in," says Chaudhuri.



Santasree Chaudhuri



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A HOUSE STUCK IN TIME



'Bose Niloy', tucked in the lanes of Ballygunge Park, feels as though, has not moved on. Holding on to its old-school charm, the place greets you with the warmth of the trees and the melodious songs of countless birds who have made it their home, leaving behind the cacophony of the city and its high-rise buildings.





Originally constructed by the Laha family of North Calcutta, this house was bought by Partha Sadhan Bose in the year 1972. The Laha family had constructed several such houses throughout Calcutta and in the Ballygunge area. All of them are still popularly called 'Laha Bari.' This house owes its colonial architecture to the Laha family's connection of yore with the British with whom they were engaged in the construction business.

Apart from the lush green garden and the beautiful architecture, the house also has a collection of rare cars owing to Mr. Bose's passion for automobiles. He has restored most of these cars from scratch and they are fully functional now. He comments on the time he found this old 'Ford Model T', a car which is a century old now, abandoned in a garage near a jungle on the outskirts of Bihar. An 'Auburn 1927-28' also occupies pride of place here. A rarity, he comments that this beauty is "priceless". The story goes that he had gone to acquire this car from the then Shobhabazar Rajbari owners. He asked them to sell him the car, but they refused. However, Mr. Bose's passion for restoring old cars kept him in pursuit and finally they agreed to his proposal in exchange for a 'Bhaar of Rabdi' a Bengali delicacy!

Nearly all the nooks and corners of the house bear a taste of Calcutta of the past and colonial architecture and the warmth that radiates from it. All the rooms have an ambient light created by the beautiful chandeliers that hang from ceilings. The rooms of the house are adorned with paintings and artworks, ranging from Nandalal, Hemen Mazumder to that of the royal 'Thakur' family. He also has paintings by Abanindranath Tagore and Gogon Thakur. The house also has 'Kalighat Pat' paintings which is an ancient form of art emanating from Bengal itself. These paintings on cloth or 'patas' depict conventional images of gods and goddesses and scenes from epics.

Being an avid connoisseur of the arts, he loves studying and learning about different art forms and culture and hence passionately collects, preserves and restores them. He also has a few handwritten letters from the Noble Laureate Rabindranath Tagore which he has restored and preserved. Other than artworks Mr. Bose has preserved and kept a lot of other antique items as well in his house which adds to its grandeur. A suit of armour from England hangs on its walls along with other weapons from the 17th and 18th century. He has also collected other artifacts which previously belonged to the Nawabs of Bengal and other dynasties. Surprisingly, the house also has a canon which hails from the World War II era!

All these distinct items have countless stories to tell when observed through the looking glass. They add a sense of mystery and awe upon those who discover and subsequently spend time with them. All the scratches and the dents present on the artifacts have their own story to tell.



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OH CALCUTTA!

When Job Charnock bought the villages of 'Sutanuti', 'Gobindapur' and 'Kalikata' for a trade settlement in 1690, little did he realize that he was laying the foundations of the second city of an Empire that would span half the world. India would be the 'Jewel in its Crown' and Calcutta the most resplendent facet of the Jewel.

Over time Calcutta would evolve into a 'City of Palaces' that would cradle the social enlightenment of India through the Bengal Renaissance and also fire the political and spiritual consciousness of Indians. Besides being the nerve centre of commerce and industry, east of the Nile, Calcutta would also become home to persecuted communities as diverse as the Jews and Armenians who would find both succor and fortune in the welcoming arms of the city. Calcutta would become the harbinger of radical new thoughts and cultural progressiveness that would shake the country from the lethargy and torpor of centuries. It would be home to the first mechanized public transport system in Asia (Calcutta Tramways), the second institute in India to teach modern medicine, the largest library in the country and the largest museum in the country. Its wealth and enterprise would fund the creation of modern architectural marvels such as

the largest cantilever bridge in India and a cricket stadium aptly named after the Garden of Eden.

But the second city of the Empire with its dazzling palaces, vibrant social life, majestic architecture and fiery enterprise is long gone. In its place today stands the 7th most populous city of the Republic of India. The majestic monuments of a glorious past frown forlornly on the multitude of hutments that encroach them and political graffiti that has defaced them irreparably. They choke on the putrid fumes belched by ramshackle buses as they carry masses of humanity packed like sardines in a tin-can over potholed roads that eject bits of bitumen every time a vehicle passes over them. They lie witness to the endless stream of foreign tourists and "probashis" who throng the city every winter to witness the spectacle of mass poverty in "Mother Teresa's city" and obligingly prepare drain inspector reports for the entertainment and consumption of friends and relatives back home. Calcutta may have fulfilled the intellectual and creative aspirations of the best and brightest in the country, but Kolkata is famous for satiating the appetites of westerners looking to indulge in the pornography of mass poverty.

Her silken face once bejeweled and embellished by the finest architectural ornaments is now dotted with warts in the form of assembly-line apartment blocks, the abandoned legacy of the progeny of the "Bhadralok" some of whom have unhesitatingly forsaken their familial and filial roots in favor of a life of "Shorshe Salmon" and "Kosha lamb" in "developed" countries. Many continue to amuse themselves in "cafes" discussing Lady GaGa's



wardrobe over cups of enterprisingly labeled but distastefully overpriced coffee discharged from a sputtering machine. While the decadent richness of the houses of north Calcutta lie bankrupt, the delicate elegance of the houses in south Calcutta has been obliterated. The bustling bazaars and markets of yore where one battled the heat and haggling in pursuit of the freshest produce have been replaced by malls and department stores in whose cavernous anodyne environs, salesmen who speak in an unintelligible concoction of Hindi, Bengali and English gently prod customers to buy stale frozen produce at "air conditioned" prices. Studios in Tollygunge that once produced sublimely crafted testaments to the art of cinema enervating the intelligentsia and hoi polloi alike, now rehash Telugu films. Where the Mahanayaks of yore would leave the audiences spellbound and caress their sensibilities with naturalistic acting and Shakespearean delivery, Mahanayaks of today brutalize our senses with noxious gyrations to primeval sounds set to the lyrics of "challenge nibi na saala" and "paglu thoda sa kar le romance".

But amidst the detritus of an old city splitting at its seams with structural decay, lies the energy of a culture that remains injured but unbowed. A culture that manifests itself in the willingness



Park Street THEN



Park Street NOW



of thousands to attend a "mela" that offers neither fun nor frolic but books. It reveals itself in ones wonderment when a security guard at the "Boi Mela" expounds on a criticism of an award winning book which has been missed by the "intelligentsia". It proclaims itself in the intensity and fervor that accompanies the celebration of Durga Puja.

It embodies itself in the zeal and ardor of the Dover Lane music festival. It validates its presence in the mutinous riot of colors that match the smiles of Kolkata's people at the flower market in Mullickghat. Its nobility is revealed in the gentility that still compels strangers in a crowded bus to offer their seats to women and the elderly. The embers of its ideological fire still burn in the voluble adda sessions that span all topics from Kieslowski's 'Dekalog' to the cause of poverty in resource rich Congo. Its civility ensures that a Monument to Queen Victoria exists as it did and has neither been effaced nor been renamed despite the tyranny of colonialism that it brought in its wake. Its intellect throbs in the bustling bylanes of College Street where books, old and new, dominate the landscape and consciousness of men. Its mellifluous symphony wafts on the tunes of Rabindra Sangeet that pervades the airwaves every morning. Its fragrance lies in the petrichor that permeates the senses as the first Kaal Boishakhi strikes at the city and cleanses it of dirt and grime as if absolving it of all its past sins. Its bountiful generosity glides on the aroma of multifarious cuisines that dominate its myriad bylanes where various communities living cheek by jowl are bound by their shared love for the city untouched by the hatred and frenzy that afflicts other parts of the country from time to time. Its paths reside not in the gaudy litfests, dominated by the pretentious pseudo intellectual glitterati and attended by autograph hunting, status seeking petty bourgeoisie, but in the athenaeum of Bengali literature whose prodigious richness is a worthy companion to the cloying sweetness of the language it employs. Despite grueling poverty its ethos are revealed in the fact that its inhabitants are unique in their proclivity to refer to the divine, their land and their daughters as "Ma".



Yes, Calcutta, the second city of the Empire is dead, but Kolkata, the first city of the Republic lives on....

Divya Jain
Columnist and Director, Arrjavv

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30, Shakespeare Sarani, Kolkata



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3

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HITS & MISSES

Kolkata bids adieu to...

P. T. Nair bids farewell to Kolkata:

In October 1955, Parameswaran Thankappan Nair (22 years) reached the Howrah Railway Station on the Madras Mail along with a bag carrying his clothes and certificates. Nair had spent several years in search of employment before making his journey to Kolkata from Manjapra village in the Ernakulam district of Kerala. Sixty years later, the 86-year-old Nair, surrendered to the requests of his family in Kerala and bid adieu to Kolkata, a city he has passionately chronicled in 62 books. During the 1950s, Nair gained employment as a typist at a private firm. On one hand the job bored him and on the other he was fascinated by the city – its colonial history and its rich intellectual and cultural history. Thus, he soon resigned from his job to start writing full-time about the streets of Kolkata, its history and the police force. He walked extensively across the city to see the sights, and meet with people. His detailed notes and documentation earned him the title of Kolkata's "barefoot historian." In fact, his quest for the city's past led him to Corporation accounts and British accounts. As time passed by he could both read and write in Bengali, however, he chose to communicate in Hindi. He once opined that he was witness to the birth of Salt Lake and when he had arrived in Kolkata, the city was quite cosmopolitan and accommodated Biharis, Bengalis and the English.

Earlier, a year after he had lived in Kolkata, his stenographer's job at the Anthropological Survey of India (ASI) took him to Shillong where he spent time at the ASI library and would attend lectures on BA history at St. Antony's College. In 1961, Nair was transferred back to ASI central Kolkata office where he pursued his academics and received an LLB degree from Calcutta University. On his return to Kolkata from Mumbai in 1976, Nair rented an apartment in Bhawanipore. One of his early books was on the streets of Kolkata. Nair was always intrigued by the names and origins of the streets. Often, he had far more knowledge on the streets than even the local population. In the next 20 years, Nair wrote several books such as Calcutta: Origin of the Name (1985), A History of the Calcutta Press, the Beginnings (1987), Calcutta Municipal Corporation at a Glance (1989), Calcutta Bevy: A Collection of Rare Poems (1989), Hicky and His Gazette (2001) and so on. His latest title, his 63rd book is titled, Gandhiji in Calcutta. Interestingly, most of the octogenarian's books have been circulated to libraries in the city. Money never interested Nair, so his wife took care of most of the expenses in the eighties with her government school salary while bringing up three children. This helped Nair to concentrate on his writings and thereby preserve the history of Kolkata. Finally, in November 22, 2018, Nair and his wife packed their bags to return to their roots in Kerala at the request of family members. Nair will always live in the heart and soul of Kolkata, the city he loved and admired so dearly.

Kalman shuts shop :

Kalman Cold Storage located on Free School Street that sold smoked ham, spiced salam, ox tongue, meatloaf and other meat items, closed down early this year more than seventy years of serving cold cuts to its customers in the city and its adjoining towns. Kalman sold non vegetarian items, mostly meats of all types. Its most popular and famous item was the Hungarian Sausage introduced to meat lovers by its former owner, Hungarian trapeze artist Kalman Kohary. He arrived in Kolkata in the early 1940s when World War II was on and decided to stay on after it had ended. With the passage of time, Kothary started the cold meat business by setting up the establishment on Free School Street. As the years rolled by, the Kalman Cold Storage became hugely popular and the rush of customers would start after 5 pm with office goers and customers lining up for cold cuts. The rush for the meats would peak during the festive season be it Christmas or the New Year – although sometimes customers would find it difficult to locate it with the shop being nested between other outlets. Meanwhile, the carcass meat scandal in Summer 2018 came as a blow to the business. The sales plummeted drastically and took a colossal time to recover. However, slowly the sales picked up but sadly it was the ageing workers that led to the Kalman Cold storage downing its shutters.

Kolkata welcomes.....

The Kolkata Gate :

It was the vision of the Chief Minister, Ms Mamata Bannerjee to have an iconic gate to welcome visitors from the international airport to the city. The official name of the gate is the The Biswa Bangla Gate. The monumental structure in the sky goes hand in hand with projecting Bengal on a global platform. The structure is 55 metres high and at the ring of the Kolkata Gate at 25 metres above the ground, is a fine dining restaurant which will give an out of the world experience to the diners. A dinner in the sky with a 360 degree view of the skyline of New Town and Sector V will be indeed breath taking. Also, along with the restaurant will be a curio shop, a viewing gallery and a cafeteria. Not more than 100 visitors will be allowed the ring at a time. The Kolkata Gate is a project of the Housing Infrastructure Development Cooperation (HIDCO) and its design was finalized. The design was finalised by calling for submission of designs through a public notice in web sites as well as newspaper advertisements. A committee headed by Architect Dulal Mukherjee was formed which evaluated the designs from various architects from around the country.





Sampriti Flyover :

The Chief Minister, Ms Mamata Bannerjee inaugurated the Sampriti Flyover in January this year which connects Batanagar to Jinjira Bazaar off Taratala Road. The travel time between the two points will be reduced from 40 minutes to 10-15 minutes. No toll tax has been imposed on two wheelers, four wheelers or commercial vehicles plying on the flyover. This is the first infrastructure project that was set up on a public-private partnership model. The 6.85 km corridor over Budge Budge road has been built over a cost of Rs 355 crore. The project was planned a decade ago to make commuting easier for the 10 lakh people who reside in the three municipalities of Maheshtala, Budge Budge and Pujali. The project bid was awarded to BBTR Elevated Road Pvt Ltd comprising Larsen & Toubro and Riverbank Development Pvt Limited in 2014 and the project work commenced in April 2015. This has been one of the most challenging projects in West Bengal given the limited road width (the Budge Budge Trunk Road had one lane on each flank), a labyrinth of underground utilities and encroachment on each side. However, the Budge Budge Municipality Chairman, Mr Dulal Das carried out an awesome campaign and convinced more than 1000 people to shift their shops to facilitate the construction.

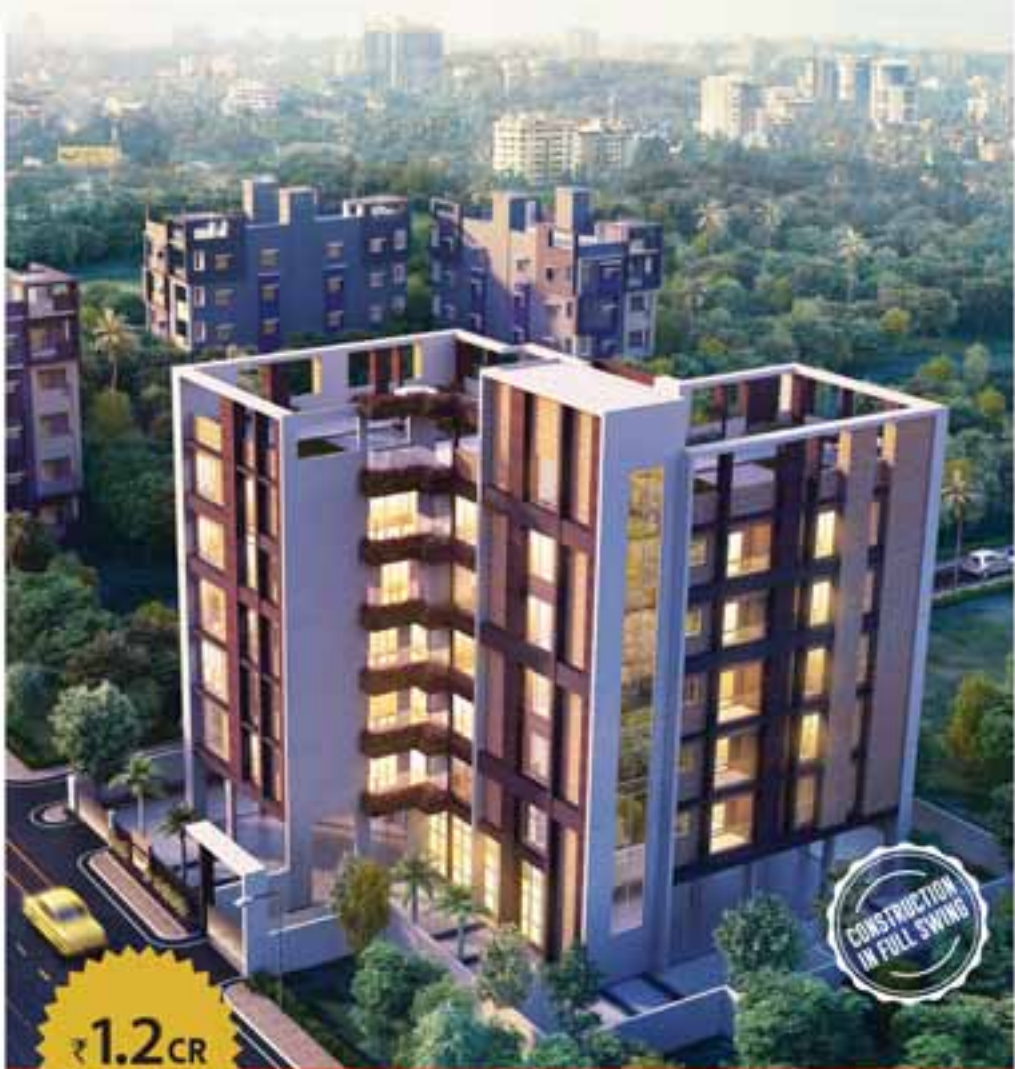
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Swimming Pool

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Fortune Heights

Developer's Name: Fortune Realty
 Project's Name: Fortune Heights
 Land Area: 5.841 Acres of Free Hold Land
 Location: 168, Krishna Nagar Road, Barasat
 Kolkata - 700125
 Price Range: On Request
 Completion Date: Phase - I (Ready For Possession)
 Phase II (April 2021)
 HIRA Reg. No.: HIRA/P/NDR/2018/000091
 Contact: 8584919999
 Email: fortuneheights@nkrealtors.com
 Website: www.fortunerealty.in



Fortune Township

Barasat, Kolkata

Developer's Name: Fortune Realty
 Project's Name: Fortune Township
 Land Area: 8 Acres of Free Hold Land
 Location: 49/2 Jessore Road (East), Kazipara
 Barasat, Kolkata - 700125
 Price Range: Rs. 26 Lacs onwards
 Completion Date: Ready For Possession, No GST
 Contact: 9748570000/9163281999
 Email: enquiry@fortunerealty.in
 Website: www.fortunerealty.in



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AAC BLOCK



SOLAR PANEL



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BUILDING CONSTRUCTION CHEMICAL





Developers: Signum Group & RDB
 Location: Bidhan Sarani, Kolkata
 Price Range: 1.3 Cr to 2 Cr
 Completion Date: Ready
 Contact: 9874738300
 Email: sales@signumgroup.in
 Website: www.signumgroup.in/
 signum-aristo-overview.php



Developer's Name: Jain Group
 Project Name: Dream Exotica
 Land Area: 5 Bigha 1 Kattah
 Price Range : 2BHK 28 Lacs, 3BHK 38 Lacs
 Status : Ready to move in
 Address: Badu Road, near Madhyamgram Chowmatha
 Contact: marketing@thejaingroup.com
 Website: www.thejaingroup.com



Project name: Siddha Eden LakeVille
 Developer's Name: Siddha Group & Eden Realty
 Land area: 11.29 acre
 Location: 561 Lakeville Road, off BT Road, Bonhooghly Kolkata - 18
 Price Range: 50 lakh -1.24 Cr
 Completion date: 2020 -2021 in phases
 Contact: 40414444
 E-mail: lakeville@siddhagroup.com
 Website: siddhaedenlakeville.com



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Fortune ESTATES

Developer's Name: Fortune Realty
 Project's Name: Fortune Estates
 Land Area: 32 Cottah
 Location: 27, Chetla Central Road
 Kolkata - 700 027
 Price Range: On Request
 Completion Date: Ready For Possession (No GST)
 Contact: 9163281999
 Email: debashish@fortunerealty.in
 Website: www.fortunerealty.in

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Developers: Signum Group, PS Group, Srijan Realty
 Location: Off Alipore, Kolkata
 Price Range: 90 lakhs to 1.75 Cr.
 Completion Date: Ready
 Contact: 9874738300
 Email: sales@signumgroup.in
 Website: www.signumgroup.in/cloud-9-overview.php



SOLARIS JOKA

সামান্য দামে অসামান্য বাড়ি

Developer's Name: Eden Realty Ventures Pvt. Ltd.
 Project's Name: Solaris Joka Phase 1
 Land Area: 4,995 sq.m.
 Location: Next to Hotel East Palace,
 Diamond Harbour Road, South
 24 Parganas - 743503
 Price Range: Rs. 8.75 lakh to Rs. 23.00 lakh
 Completion Date: 30-11-2023
 Landline: 033 6626 4232
 Mobile: +91 9748902880
 E-Mail: info@edensolaris.com
 Website: edensolaris.com



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Swimming Pool



Meditation Deck



Jogging Track



Rejoice Club



Central Lawn

*Conditions Apply

PROJECT HIGHLIGHTS:

Rotunda pool deck | Party lawn | Resting pavilion | Exercise plaza | Senior citizen resting corner | BBQ Corner
Mini cricket field | Children's playground | Tennis court | Gymnasium & Yoga Room | Indoor games room

A Consortium Project of:



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HIRA Registration Number: HIRA/P/NOR/2018/000216 | <https://hira.wb.gov.in>



Developers: Signum Group & Unimark
 Land Area: 4 Acres
 Location: Opposite APC College Sodepur, Madhyamgram
 Price Range: 25 lakhs to 45 lakhs
 Completion Date: September 2021
 Contact: 9874721166
 Email: sales@signumgroup.in
 Website: www.signumgroup.in/
 windmere-madhyamgram-residential



Developer's Name: Jain Group
 Project Name: Dream Residency Manor
 Land Area: 95 kattah
 Price Range: 40 -85 Lacs
 Status: Ready to move in
 Address: Salua Bazar, PO Gopalpur, PS, Rajarhat, Kolkata
 Contact: marketing@thejaingroup.com
 Website: www.thejaingroup.com



Project's Name: Silver Oak Estate
 Project Area: 30,000 Sq. Ft. Club With Modern Facilities
 Location: Rajarhat Main Road, Behing City Centre 2
 Price Range: Rs. 75 Lacs Onwards
 Saleable Area: 1512 - 1660 Sq. Ft.
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 & B+G+12
 Open Space: 70%
 Status: Completed



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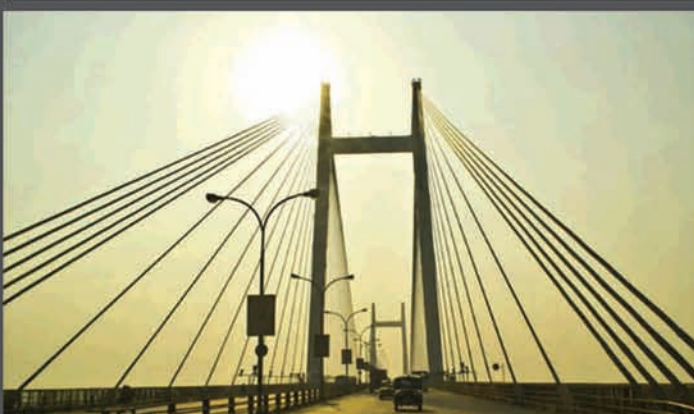


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Swimming Pool



A.C. Gymnasium



Childrens' Play Area



Landscaped Garden

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- Shifting of the State Secretariat to Nabanna
- Elevated pedestrian walkway from BBD Bagh to Howrah Station*

- Pedestrian underpass on G.T. Road near Howrah Maidan*
- Extension of Inner Ring Road over the River Hooghly*
- Road connecting Howrah Drainage Canal Road and NH-6*

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Developers : Signum Group & RDB
 Land Area: 9.18 Acres
 Location: Mankundu, Chandannagar
 Price Range: 15.5 lakhs to 28.5 lakhs
 Completion Date: April 2019 (Phase 1)
 Contact: 9874721177
 Email: sales@signumgroup.in
 Website: www.signumgroup.in/
 signum-parkwoods-estate-
 overview.php



সামান্য দামে অসামান্য বাড়ি

Developer's Name: Eden Realty Ventures Pvt. Ltd.
 Project's Name: Solaris City Serampore Phase
 Land Area: 35,202 sq.m.
 Location: 29 K.L. Goswami Sarani,
 Serampore, Hooghly - 712201
 Price Range: Rs. 4.95 lakh - Rs. 20.20 lakh
 Completion Date: 12-10-2023
 Landline: 033 6626 4232
 Mobile: +91 6289274954
 E-Mail: info@edensolaris.com
 Website: edensolaris.com



PROJECT NAME: GRAND ONE
 Location: UTTARPARA
 Address: Old Delhi Road, Opposite Indian
 Oil Petrol Pump, Dankuni,
 Hooghly-712311
 Project Type: Township
 Land Area: 15.03 acres
 Elevation: G+14
 No. of Units: 2343
 Range of Units : 470 sqft -1120 sqft
 Price Range: 1BHK: 17L+; 2BHK 32L+;
 3BHK:44L+
 Contact: 033-40803500
 Website: www.shriramgrandcity.com



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