

**RESPONSIVE
RESPONSIBLE
TRANSPARENT
INNOVATIVE
DRIVEN**

CREDAI Bengal...

- Enhances self-respect among members
- Secures friendly co-operation and the highest transparency between developers and customers
- Engages actively with diverse stakeholders - government, customers, financiers, vendors, technology providers and society
- Establishes a collaborative spirit between members to discharge their community responsibility



Jindal Towers Block A Flat 4E
21/1A/3 Darga Road
Kolkata - 700017
Tel: +91 33 2289 6380 / 4067 5295
Email - info@credaibengal.in

CREDAI
BENGAL

November 2016 || Volume I || Issue 14

**REAL ESTATE
DIGEST**

A Comprehensive Guide to Properties in Bengal

Realty Expo 2016 Edition

November 2016 | Volume I | Issue 14

REAL ESTATE DIGEST

A Comprehensive Guide to Properties in Bengal

Key to your
Property search

Realty Expo 2016 Edition

About



CREDAI Bengal is the state's chapter of the Confederation of Real Estate Developers' Associations of India (CREDAI), the apex body for private real estate developers in India, CREDAI represents over 12,500 developers through 23 state and 156 city level member associations. In West Bengal, CREDAI Bengal has three chapters and now has more than 300 members, witnessing a fast growth in membership. CREDAI Bengal has been instrumental in bringing about many changes. People's perception about real estate has undergone change and real estate practices too have changed. CREDAI Bengal's adoption of 'Mission Transparency' in order to perpetuate an ethical code of conduct, has been self-imposed by Members 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 a cordial working 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.

CREDAI Bengal is instrumental in initiating the following:

- (a) Developer – Government Interface
- (b) Developer – Consumer Connect
- (c) Skill Formation & Up-gradation
- (d) Research on specific issues concerned with the real estate sector
- (e) Corporate Social Responsibility



Well designed, spacious 3 BHK and Duplex Apartments* in New Town, Action Area II

Bengal DCL is one of the most respected names in real estate development of West Bengal. With support from other Development Consultants Group companies, the transnational consulting engineering conglomerate, we ensure high quality in design and construction.

The commitment to high quality is reflected in the making of every home - be it at the Shree, Ultara, Malancha Complexes and Rabi Rashmi Abasan in New Town, Kolkata or the Kheya Garden Homes in Santiniketan.

Bengal DCL's latest project **SAMPOORNA**, a residential complex on a four-acre plot in Action Area II, New Town, Kolkata consists of well designed, spacious 3BHK and duplex apartment bearing the same mark of excellence, ensuring the highest quality in design, construction and materials.

The excellent location (next to the Major Arterial Road, near City Center- II) with all amenities for modern living, easy accessibility, abundant greenery and open spaces creates a home you would love to come back to.



*1000 sqft - 3300 sqft



Bengal DCL Housing Development Company Limited
A DCPPL and West Bengal Housing Board Joint Venture Company

City Office : Park Center, 6th floor, 24 Park Street, Kolkata - 700016
Phone : (91) 33 40003333, 40003343, 40003307, Fax : (91) 33 40003300
E mail : sampoorna@bdcl.com , Visit us at www.bengaldcl.com

Call : 9883134878
9051642662

From the
D **President's**
DESK

**Nandu Belani***President, CREDAI Bengal*

CREDAI Bengal has over the past several years positioned itself as the mouth-piece of the real estate sector - bridging the gap between industry and consumer, industry and government and stakeholder to stakeholder relationships. As I take on the baton from our outgoing President Mr. Sushil Mohta, I reminisce the past two years with great admiration and I congratulate Sushil on his fantastic term at the helm of CREDAI Bengal in regard to the accomplishments under his sturdy leadership and team-work skills.

This year has definitely earmarked the emergence of the RERA and GST- both path-breaking and requiring immense understanding and interpretation. Policy frameworks in this country are evolving with leaps and bounds. New ways of doing business are emerging. The perception to real estate is also changing. In order to keep pace, we have to constantly upgrade our knowledge quotients and keep ourselves abreast of the policies and new developments taking place.

Our exhibitions have always been eye catchers and immensely popular since its inception. But change is the

only constant and inevitable. We have endeavoured to alter with time and make nips-and-tucks to ride the changing levels of demand. One such endeavour is to organize outstation exhibitions for the Kolkata market, which will surely metamorphose into even more constructive and viable ideas for our future events and exhibitions.

Since our inception, as an apex body, CREDAI Bengal has worked hard towards the vision of making the industry more structured and progressive. We have persistently worked to bring in transparency in our ways of doing business and it has been very rewarding to see more and more CREDAI members starting to believe and reflect the core values of CREDAI. I aspire to making further inroads into this relationship building with fellow stakeholders, so that CREDAI Bengal continues to tread from strength to strength in the coming years.

Warm Wishes,

Nandu Belani*President*

● **Published by**

Debjani Roy,
on behalf of CREDAI Bengal

● **Editorial Inputs**

Suparna Dey Ghosh

● **Design & Layout**

BnS Creations

● **Stills**

Roman Chakraborty

● **Marketed by**

Phreedom4Ever

● **Special Reporting by**

Mona Sengupta

● **Printed by**

Anderson Printing House Pvt. Ltd.

Please send your valuable comments
and feedback, contributions and
advertising queries to:

CREDAI Bengal
Jindal Towers Block A Flat 4E
21/1A/3 Darga Road
Kolkata - 700017

Tel: +91 33 2289 6380 / 4067 5295
Email - info@credaibengal.in
Website: www.credaibengal.in
www.facebook.com/credaibengalofficial



Disclaimer: The directory listings and the magazine contents are offered in good faith. Reasonable efforts have been made to ensure the accuracy of the information and the publisher does not accept responsibility for any errors or omissions in the details listed. Readers are advised to check any information offered in the directory to their own satisfaction before relying upon it.

The views expressed in the magazine articles are the personal opinion of the individual authors, and CREDAI Bengal bears no responsibility for the effects arising therefrom.



20



60



80



102



114

REAL ESTATE DIGEST

NOVEMBER 2016

contents

About CREDAI Bengal & Publication of Brochure	04
CREDAI Bengal Committees	08
Accomplishments	14
CREDAI Bengal CSR Activities	20
CREDAI Bengal Events	28
Outstation Exhibitions Organised by CREDAI Bengal	34
CREDAI Bengal on the Field	38
CREDAI Youth Wing Activities	42
Events of CREDAI Howrah-Hooghly and North Bengal	50
CREDAI 16th NATCON 2016	60
A Paradigm Shift in Real Estate Industry Practices	76
Of Saving & Savouring our Shrines	80
To Kolkata with Love	88
Fusing beats with History & Heritage	102
Spinning the Evergreen Yarn	114
Zone Listings	123
Feedback	130
Membership Norms & Logo Usages Conditions	136
Upcoming Events	140
Index	141



CREDAI Bengal's latest publication defining its **ethos** and **objectives**, gives a broad look at the **Association's role** as the voice of the organised **Real Estate sector of Bengal**. Here is a glimpse into our **latest Brochure**.



- The responsible coming together of West Bengal's real estate developers
- The Bengal chapter of Confederation of Real Estate Developers' Associations of India (CREDAI), the apex body of real estate developers in India (more than 11,500 real estate developers through 23 state and 162 city level member associations)
- Providing the organised face of Bengal's real estate sector
- Comprises three chapters in West Bengal with more than 350 members
- Members comprise real estate developers engaged in the development of urban and social infrastructure (residential & commercial development including IT/ITeS buildings, hospitals, hotels, logistics, malls and similar amenities)
- Collaborates with government departments and agencies to pursue issues related to the state's real estate development
- Encourages a code of conduct for self-regulation
- Promotes Bengal as a significant investment destination; works with other CREDAI chapters to exchange best practices and help grow the real estate sector in Eastern India
- Encourages a code of conduct for self-regulation Organises events to enhance:
 - Communication between developers and consumers
 - Relationship-building between industry and government
 - Knowledge sharing between developers
 - Establishing transparent communication between industry and customer

Credible. Progressive. Futuristic.

One simple idea
has grown into a
movement across
two-and-a-half
decades.



THROUGH THE FINEST
RESIDENTIAL COMPLEXES
- AFFORDABLE, MID-
SEGMENT AND HIGH END,
TOWNSHIPS, HOTELS,
RECREATIONAL FACILITIES,
HOSPITALITY, EDUCATION,
DEVELOPED BY CREDAI
BENGAL MEMBERS.
TRANSFORMING URBAN
BENGAL, GRADUATING
BENGAL WITH A RICH
ARCHITECTURAL LEGACY
INTO A MODERN AGE.

CREDAI Bengal stands for 'positive transformation'.

Through our vision
Transformed the mindset of individual real estate developers into a single integrated forward-looking body.

Transformed the perception of Bengalis and other states into a 'responsible real estate sector'.

Through our action
Transformed a highly professional but isolated forum into a highly modern high-impact urbanisation building.

Transformed the concept of modern homes from the framework to the mechanical (including smart) blocks embracing amenities and facilities.

Transformed processes and technologies used in construction from the conventional to the modern.

Transformed what used to be a long-standing 'job and try' consumer approach to the search of consumer home financing mechanisms that facilitate home ownership.

Transformed a perception of 'self interest' into a 'Ego-Behaviour' commitment, benefiting customers, employees and society.

Through our influence
Transformed what used to be an 'old school' industry into a modern workforce.

Transformed 'brand' support for organized real estate companies, helping drive the local sector.

Transformed customer loyalty from the local to the life, enhanced contribution and created space from the direct and indirect to the entire real estate sector.



Public recall:

The brand of
CREDAI
Bengal can be
summarised in
three words.
Responsible.
Transparent.
Innovative.'



CREDAI BENGAL HAS STRENGTHENED THE BRAND OF BENGAL REAL ESTATE DEVELOPMENT SECTOR

By pioneering the creation of a body of organised real estate developers, when it was not even considered necessary.

By being launched with the objective to protect consumer interests as early as the late Eighties (CREDAI was formed a few years later).

By creating a Grievance Cell where consumers who purchased properties from CREDAI Bengal members could register complaints and seek a timely solution through its mediation committee

By implementing responsible self-regulation mechanism well before this concept had been heard of; CREDAI Bengal members imposed a voluntary penalisation in the event of delayed home delivery well before this became a national norm.

By implementing consumer protection initiatives and conduct codes.

By mandating the trust-enhancing use of the CREDAI Bengal logo (used across projects by members), strengthening project credibility.

MANAGING COMMITTEE Members 2016-17



Nandu Belani
President



Piyush Bhagat
Vice President



Sanjay Jain
Vice President



Amit Sarda



Apurva Salarpuria



Ashok Pasari



Ashok Saraf



Basant Parakh



Hari Prasad Sharma



Harish Singhania



Harsh Jain



Kumar Patodia



Kushal Rungta



N. K. Jain



Nakul Himatsingka



Vivek Kajaria



Pawan Agarwal



Prateek Sureka



Raj Patodia



Saket Mohta



Siddhant Arya

SUB COMMITTEES

Advisory Committee
Grievance Cell
Administrative Committee
Statutory & Fiscal Committee
Membership Development & Services Committee
Exhibition Committee
**Labour Welfare, Waste Management & Skill
Development Committee**
Digital & News Letter Committee
Youth Wing

YOUTH WING



Harsh Jain

CYW Bengal State-Coordinator



Arihant Parakh

CYW Bengal City-Coordinator

CREDAI Bengal Secretariat



Kalyan Roy
Director



Debjani Roy
Secretary General



Suparna Dey Ghosh
Joint Secretary



Ritwik Gupta
Labour & Skill Development Head



Prajata Chakrabutty
Legal Officer

EXHIBITION Committee



Siddhant Arya



Kumar Patodia



Saumya Patodia



Harsh Jain



Rishad Ramchandani

From the EXHIBITION COMMITTEE CONVENER'S DESK

Dear Friends,

It brings me great pleasure to reach out to all the readers of the Real Estate Digest, which gives a holistic picture of the real estate scenario in Bengal, CREDAI Bengal's activities and events and brings one upto speed with the various policies and liaison work done with the Govt. on a sustained basis.

Understanding and sensing the pulse of the consumer is very important, and thus I feel that a tangible connect between the developers and the consumer, right across the table, is crucial. Technological advances have made couch potatoes out of some potential walk-ins, but Exhibitions are still nerve-centres of a melting pot and I welcome you all to come to Realty Expo 2016 and to witness the gamut of housing properties of all budgets and dimensions.

There are some attractive offers too for spot-buyers and I look forward to meeting all of you.

We have now ventured into the territory of outstation exhibitions in Tier II, Tier III cities, and this is a potent endeavour to



Sanjay Jain
*Convener, Exhibition Committee
CREDAI Bengal*

identify new markets and price bands and penetrate into these zones. We look forward to hosting several such exhibitions after our pilots at Ranchi and Guwahati held in September.

I thank all my fellow Developers / Exhibitors for continuing to support our Exhibitions. Thanks to the entire Exhibition Committee for organising this year's Realty Expo with renewed enthusiasm and zeal. Wishing all the participants as well as the visitors Season's Greetings and all the very best.

Warm Wishes,

Sanjay Jain

*Convener, Exhibition Committee,
CREDAI Bengal*

From the SECRETARY GENERAL'S DESK

Dear All,

Diwali Greetings to all !

We are delighted to be hosting Realty Expo 2016 between November 10-13 at the Milan Mela Grounds! This mammoth event organised by CREDAI Bengal is a hugely important and crucial one for bringing Real Estate developers, buyers and related stake holders on the same vibrant platform!

This may be challenging times in real estate but I am optimistic about Realty Expo being a tremendous success! Also, in this context on behalf of CREDAI Bengal, I must profusely thank the participation of CREDAI Bengal members, agencies, our generous sponsors and each and every individual who has extended his/her the very best to make this exhibition possible. I also thank members of my Secretariat for their consistent hard work and efforts throughout the year.

Meanwhile, in the past 27 years, CREDAI Bengal members have played a vital role



Debjani Roy
*Secretary General
CREDAI Bengal*

in taking the Association from strength to strength. CREDAI Bengal membership too has grown over the years and events large or small are organised regularly according to the topical issues at hand after seeking suggestions of the office bearers and all members at large.

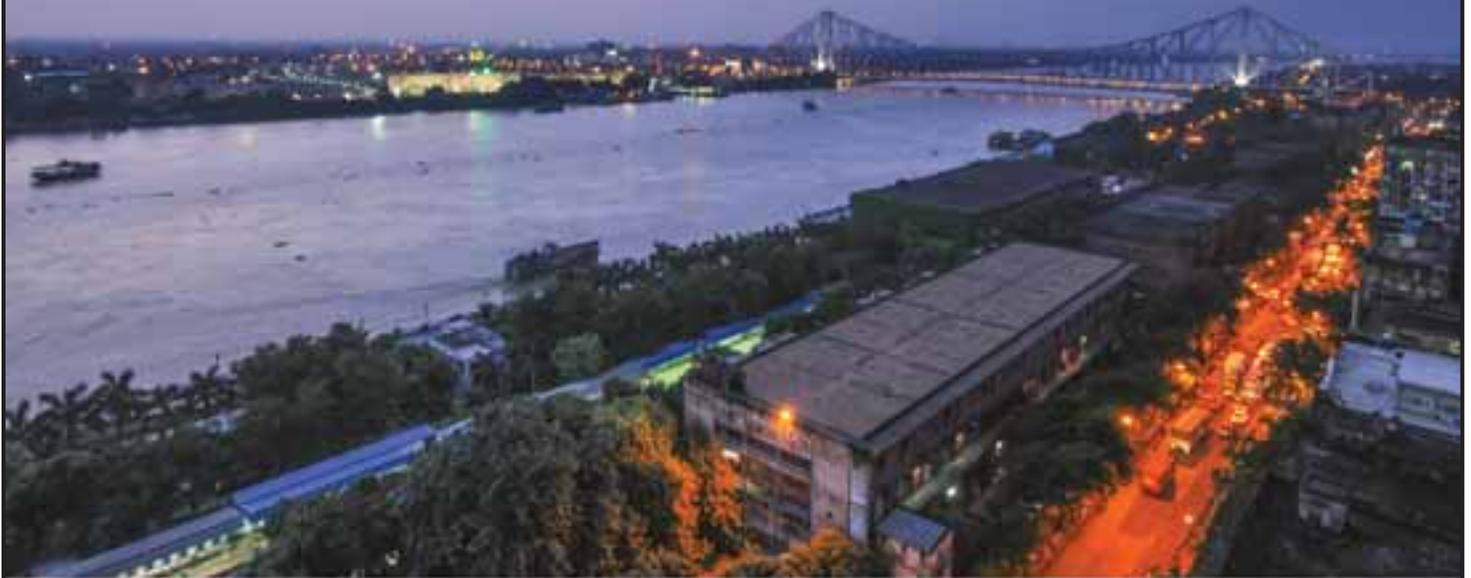
I wish CREDAI Bengal members and their respective families all the very best and I look forward to a very exciting and a fulfilling 2017!

Warm Regards,

Debjani Roy

*Secretary General
CREDAI Bengal*

The best place to park
your **business** at Dalhousie !



Diamond Heritage

16 Strand Road, Dalhousie, Kolkata

GRAND SPACES INSPIRE GREAT WORK

Strategically located. Fully operational. 600+ Car parks.

6 Star CRISIL Rating | Occupied by Premium Corporates
and Business Houses | Centrally Air-conditioned | Modern
Amenities



7B Pretoria Street, Kolkata 700 071 | P +91 33 22829166

W www.diamondgroupweb.com | www.facebook.com/diamondgroupweb



Winning Trust Winning Spaces



Keep your city clean



Artistic Impression



SHREE
KRISHNA
TOWER

MANICKTALA

Within the city without the noise

Living in the tallest residential tower in Manicktala is bound to have its privileges. Surrounded by landscaped garden, the building is designed to save resources through Green Initiatives, thus ensuring you the priceless advantages of a quiet refuge from the city's din.

Vastu Approved | Intercom & CCTV Facility | Gymnasium
Terrace Garden | Centralised Heat Pump | Solar Lighting
High Speed Elevators | Advanced Fire Fighting System
Kitchen with Service Balcony | 24/7 Power Backup
Rain Water Recharge System | A.C. Ground Lobby



DALHOUSIE



Shree Krishna Square

Prime Commercial Space in Prime Commercial Place

A place where fresh air abounds, and success prevails. A lifestyle that speaks achievement through every inch. Where the airport or railway station, the best fun spots, five star hotels, premium hospitals or the heart of the city are just a smooth drive way.

Vastu Approved | 24/7 Power Backup | Beamless Floors
Car Parking | RO Drinking Water | 2 High Speed Elevators
Advanced Fire Fighting System | Roof Top Cafeteria
Well Decorated Lobby | Building designed with Green
Initiatives



Artistic Impression

Developers:



Innovation. Quality. Trust.

Shree Krishna Chambers, 7B, Birla Street,
Block - B, Suite - 1E, 5th floor, Kolkata - 700001
Contact: +91 33 4005 1230/3998

Member:



Preferred
Marketing Agent:



+91 83350 49595
+91 98308 76883

www.yadukagroup.com
info@yadukagroup.com

Follow us:  

FIND THE GREEN LIFE @ KANKURGACHI



SHREE KRISHNA
ASHREY

88 Satin Sen Sarani, Kolkata 700054

The ultimate green life beckons at Shree Krishna Ashrey. Live amidst the purest of nature within this 12 storey high rise spread over 20 cottahs which is a standing testament of the perfect balance between luxury & eco-friendly spaces.



Artistic Impression



Vaastu Approved Homes with 3 sides open | Roof Top Garden | A.C. Community Hall | A.C. Gymnasium | 2 High Speed Elevators
Well Decorated Ground Floor Lobby | Temple with sacred Banyan Tree | Two Wheeler Parking | Ample Car Parking
Service Rooms for Private Use | Advanced Fire Fighting System, CCTV Cameras, Intercom System | 24*7 Manned Security,
Windows Safety Grills | 24*7 Power Backup

IGBC GREEN HOME ® PRE-CERTIFIED - GOLD RATING

Developers:



SHREE
KRISHNA
PROJECTS

Shree Krishna Chambers, 7B, Bentinck Street,
Block - 8, Suite - 1E, 5th floor, Kolkata- 700001
Contact: +91 33 4005 1230/3998

Member:



+91 83350 49595
+91 98308 76883

www.yadukagroup.com
info@yadukagroup.com

Follow us:  



In Bengal, the coming together of the government and private industry is accelerating change. Reflected in landmark policy amendments.

Ease of Doing Business

- Formulation of Township Policy on 50 Acres or more Land
- Allowing the Amalgamation of Individual Holdings, each below ceiling under Land Reforms Act, for the purpose of Development of Thematic Townships
- Determining of incentives for 'Green Buildings' along with methods of certification and fees payable for availing incentives
- Online Sanction of Building Plans and Faster Processing of Application in KMC areas
- Planning friendly Amendments in Building Rules under Bengal Municipal Act for Municipal Areas; Empanelment of Structural Engineers for speeding up Plan Sanction process in ULBs and Municipalities.
- Implementation of Transparent Guidelines resulting in Zero Dependency in Fire Department Functioning
- Relaxation pertaining to Environmental Clearance Procedures viz. Online Submission of Proposals, Tree Plantation, Flora Fauna Study & SWID clearance
- Amalgamation of Land Parcels under ULCRA owned by different entities, even if they are within the control of a single group.
- Amendments in Apartment Ownership Act for removing various hurdles faced by Developers for formation of Associations /Society of flat owners
- Implementation of a proper scrutiny and clearance process by West Bengal Fire Authorities, resulting in faster and smoother process of Clearances for new buildings .

Incentives for Real Estate Sector

- Permission by Urban Development Dept. for the Disposal of Unoccupied Surplus Built Space in IT buildings of Sector V for Non-Residential and Non-Hazardous usages, addressing a long-standing problem.
- Introduction of the Unit Area Assessment system in KMC and NDITA areas
- Amendment in Kolkata Municipal Corporation Building Rules pertaining to Additional FAR Public advocacy
- Amendment of West Bengal Municipal Building Rules pertaining to Additional FAR, Ground Coverage, Maximum Permissible FAR, Open Spaces, Joint Open Spaces and Side Open Spaces.
- Property Tax rebate to IT Buildings thereby making provisions of providing up to 50% rebate in property tax for IT and ITeS buildings in Sec V for another period of 6 years or for a total period of 12 years.
- Rationalization of Circle Rates and Creation of a new Category for Valuation of Office Space, which was earlier part of Semi- Commercial.
- Devising a Formula for Assessing Office, Semi Commercial & Commercial Properties
- Relaxation in Existing Excise Rules : Provision for mandatory public rest-rooms in bars relaxed and relaxation of rules related to a new Bar license for Bars located in Malls and Multiplexes.
- Coordination with commercial Tax authorities, Government of West Bengal, for matters related to VAT, and advising them not to impose any VAT on sale of immovable properties

CREDAI welcomes rationalisation of property valuations

PRESS TRUST OF INDIA
Kolkata, 26 January

The Confederation of Real Estate Developers' Associations of India (CREDAI) today welcomed the West Bengal government's move to rationalise property valuations.

Officials of the apex body of real estate developers commended the state government for appreciating the seriousness of implications caused by difference in valuation of properties by the registration authorities and their actual market value.

"Rationalisation of property valuations by bringing in the circle rates to realistic market levels becomes extremely significant, considering that it was crucial to infuse a positive sentiment in the market to support the home owning aspirations of millions of buyers, especially in the IIG and MIG category," Harsh Vardhan Patodia, President, CREDAI Bengal, told reporters here. The state finance department has corrected the valuation of built-up space in certain localities for residential sector as well as for offices in Sector V of Salt Lake. CREDAI has also suggested an upward revision of property valuation in certain posh areas like Ballygunge and Alipore wherein the valuation figures were found to be lower than what it should have been.

The key issues in property transactions arose with the difference in valuations and the subsequent impact on stamp duty. Added to this, was the introduction of new provisions of the Income Tax Act wherein a 32 per cent additional Income Tax was being charged on the differential amount between the valuation by the registration authority and the actual value of the transaction, considering this to be notional income.

सरकार ने माना रियल इस्टेट कंपनियों का सुझाव

प्रॉपर्टी मूल्यांकन दर में किया बदलाव
अब तर्कसंगत होगा प्रॉपर्टी पर स्टैप ड्यूटी

संवाददाता, कोलकाता

राज्य के वित्त सचिव के कार्यालय में प्रॉपर्टी मूल्यांकन दर में बदलाव के लिए एक बैठक हुई। इस बैठक में वित्त सचिव और प्रॉपर्टी डेवलपर्स के प्रतिनिधियों के बीच बातचीत हुई।

वित्त सचिव ने प्रॉपर्टी मूल्यांकन दरों में बदलाव के लिए सरकार को सुझाव दिया। उन्होंने कहा कि प्रॉपर्टी मूल्यांकन दरों में बदलाव से प्रॉपर्टी डेवलपर्स को फायदा होगा और यह बाजार में गतिशीलता को बढ़ाएगा।

12 औद्योगिक पार्कों के लिए 100 करोड़ आवंटित

राज्य में औद्योगिक पार्कों के विकास के लिए सरकार ने 12 औद्योगिक पार्कों के लिए 100 करोड़ रुपये आवंटित किए हैं। यह आवंटन औद्योगिक विकास को बढ़ावा देने के लिए है।

समत के पहले काल संचालन करना चाहती है सरकार

समत के पहले काल संचालन करना चाहती है सरकार। समत के संचालन से राज्य में औद्योगिक विकास को बढ़ावा मिलेगा।

मिड डे मील क्रियान्वयन में तीव्र स्तर पर प्रयत्न

मिड डे मील क्रियान्वयन में तीव्र स्तर पर प्रयत्न किया जा रहा है। सरकार ने मिड डे मील के कार्यों को जल्द से जल्द पूरा करने का लक्ष्य रखा है।



In the Pipeline

- Rationalisation and Control over Arbitrary Fees being Levied by different Municipalities at the time of Sanction, Mutation etc.
- Finalization of Fees and Method of Collection of Fees for Grant of Additional FAR in Municipalities
- Amendments in the NKDA Building Rules 2009 for New Town Planned Area
- Revision of Circle Rates and Relaxation for ensuring Registration of Agreement to Sale
- Promoters Act Amendments visa-vis RERA 2016
- Transfer Fees on Development Agreement transactions for plots in Sector V.
- Streamlining the existing procedure for Sanction of Building Plans by Panchayat in NKDA Planning Area
- Resolving issues arising from Amendments in the Apartment Ownership Rules
- Relaxation in the existing rules governing Compulsory and Compensatory Tree Plantation in Project sites
- Definition of Mass housing Projects for benefit of additional FAR.
- Removal of hurdles in certain kind of plans earlier sanctioned for buildings in Sector V



Congratulating the new Govt. formation



Co-hosting the felicitation of the CM by Chambers of Commerce



Special Breakaway Session on new Finance avenues hosted by CREDAI Bengal at BGBS



BGBS Closing Plenary

You'll hear splats, winds, leaves and the quiet of finest luxuries.

SUGAM HABITAT



Magnificent homes engulfed by plush greens, a lake, open air luxuries, and worldly pleasures. 2, 3 and 4 BHK, 982-1975 sq.ft., each one with a large terrace, designed for ample light and air from all directions. A stellar sky club of very high stature, 13,000 sq.ft. spread of luxuries, 65% left wide open and the rest built with an emphasis on green and sustainable. A true habitat where life only flourishes.

Ballygunge Phari - 2 kms / EM Bypass (VIP Bazar Crossing) - 1 km
Science City - 2.6 kms / Ruby Hospital - 2.2 kms / Gariahat Market - 3 kms / Quest Mall - 3 kms



STELLAR SKY CLUB



ROOFTOP INFINITY POOL



CONSTRUCTION IN FULL SWING



LIBRARY



ACTUAL IMAGE - EXPERIENCE CENTRE

- ▲ Stellar Sky Club
- ▲ Concierge
- ▲ Boutique Banquet
- ▲ Gymnasium
- ▲ Expansive Library
- ▲ Basketball Court
- ▲ Golf Putting Green
- ▲ Indoor Games Room
- ▲ Natural Waterbody
- ▲ Waterside Boulevard
- ▲ Children's Park
- ▲ Open Air Gym
- ▲ Central Lawn
- ▲ Palm Avenue
- ▲ Five Senses / Herbs & Spices / Zen Gardens

Homes starting at ₹ 58 lacs only
All statutory clearances received | Approved by all leading banks

(Special rate for Government Employees)

Reserve today at: 98305 79700 / 98305 69700 | habitat@sugamhomes.com

Site Address: 158A Picnic Garden Road, Off EM Bypass, Kolkata 700039

Disclaimer: This advertisement is not a legal document. It describes the concept of Sugam Habitat and details furnished are subject to change at the sole discretion of the developer.





SUGAM SUDHIR

CONNECT TO YOUR INNER SELF

Live the good life

EXQUISITE PENTHOUSES & DUPLEXES

Take a plunge, throw a barbecue party, hide and seek your kids
enjoy conversations at the rooftop lounge, do it all.

HIGHLIGHTS

- Sky Garden landscaped by international consultants
- Exquisitely designed terrace with every penthouse
- All penthouses & duplexes are south-facing
- Exclusively designed swimming pool with deck
- 1.2 kms from Metro station & 300 mts from EM Bypass

DUPLEX : 1763 sq.ft. • PENTHOUSE : 2030 sq.ft. • RESIDENCES : 802 sq.ft. to 1677 sq.ft.
STARTING FROM 40 LACS / POSSESSION IN 12 MONTHS

At Garia, off EM Bypass, Opposite B.D. Memorial School

For more details call:

9830685000 / 9830693000

sudhir.sugamhomes.com / sugamsudhir@sugamhomes.com

Approved by leading banks

From the makers
of Sugam Park



Building Happy Communities
Since 1986

Labour Welfare and Skilling

CREDAI Bengal has been reaching out to the construction workers in a bid to make a difference in their lives. Below are snapshots of CSR work carried out in the last few months and CSR projects in the pipeline.

2 Construction Labourers' Health Check Up

No. of camps held - 20

No. of workers checked 2500

The CREDAI Bengal Youth Wing has been the torchbearer of these Health Camps. Their collective motivation to hold these camps have been very fruitful in bring about basic healthcare to workers, hitherto under xero health assistance. A dedicated team from CREDAI Bengal and expertise of the NGO iKURE have contributed to the success of these Health Camps. In the last few months, the following Members have organised these camps at their sites:

Vinayak	Amaya
Sugam	Gopika Projects
PS Group	Space group
Eden Group	Arrjavv
Primarc	Siddha Group



Health Check up @Altius

1

Worker Skilling to reduce the severe crunch of skilled worker in construction

A. Pilot project with CREDAI National & Kushal Pune under PMKVY funding

No. of workers enrolled - 105

No. of trades batches - 5

No of sites - 3

B. MoU signed with Govt of West Bengal - Utkarsh Bangla scheme

No. of workers to be skilled - 30,000

Duration - 5 years

C. Project with CREDAI National under PNB HFL CSR Funding

No. of workers to be skilled - 500

No. of batches - 20

Negotiations finalised with training partners; 2 local training partners plus Rustomjee Academy

D. Support to Women's ITI, Ballygunge

Staffing support extended; Continuation of medical support; Efforts ongoing to start the hospitality courses; Furnishing of library

E. New ITI under construction at Amdanga

MoU signed with WB Govt

Likely to start in July 2017



@Aurum



@Blossom County



@Gangetika



@Kshitij



@Lakeville



@White Meadows

3 Registration of workers under **WB Labour Board** for utilisation of cess for worker benefits.

No. of camps held - 10

No of workers registered 2300

It has been observed that there have been roadblocks to this initiative and lack of cooperation from some Labour contractors. However efforts are underway to bring a change in their mindsets as Developers are very eager for the construction labourers to be able to avail of these benefits offered by the Govt. from the cess collected from the developers themselves.



Workers volunteering for Skill Upgradation

Launch of PMKVY

10th January 2016, Altius site, Kolkata

CREDAI Bengal ceremoniously launched the Pradhan Mantri Kaushal Vikash Yojana (PMKVY) on 10th January 2016 at the Altius project site in Tangra, Kolkata. PMKVY training will be conducted simultaneously at 2 other project sites. The aim of PMKVY is to uplift and empower unskilled workers, offering 24 lakh Indian youth a meaningful, industry relevant and skill based training. Under this scheme, the trainees will be offered a financial reward and a government certification on successful completion of training and assessment, which will help them in securing a job for a better future.

Present on the occasion were senior members as well as members of the CREDAI Bengal Youth Wing under whose leadership, PMKVY was launched. The special invitee was Mr. Jaiprakash P Shroff, Chairman, KUSHAL, who thanked CREDAI Bengal for taking the initiative and coming forward

to support the Pradhan Mantri Kaushal Vikash Yojana in Bengal.

Kushal Pune believes that with the help of PMKVY every construction worker can improve his skills and talent which will help in the development of his working and living standard. In the last four years, Kushal has successfully reached out to 158 sites, touched more than 31,053 lives and 19,750 families and now have trainers who will be training the current batch of construction trainees in Kolkata.

According to a report by National Skill Development Corporation (NSDC), India will need around 76.5 million strong workforces for its building, construction and real estate sector. Pradhan Mantri Kaushal Vikash Yojana is an ideal scheme for the development of workers' skills and latent talent in India.



Launch of PMKVY in Kolkata

MoU with State Govt. for extending training facilities to construction workers

16th February 2016, Netaji Indoor Stadium

On the occasion of the state Govt's Utkarsh Bangla event, an MOU was signed between the Govt. of West Bengal and CREDAI Bengal which would go on to vastly enhance CREDAI Bengal's capability to extend training facilities to construction workers.

At the Utkarsh Bangla programme launched by the Chief Minister on 16th February 2016, Mr. Sushil Mohta, President CREDAI Bengal exchanged the MoU with Mr Hridayesh Mohan, Secretary, Technical Education & Training in the Hon'ble CM's presence.

This programme envisages that the State Govt. will fund the training and assessment fees for all construction workers irrespective of Aadhar card or enrollment. Motivating and incentivizing the workers is the role of CREDAI Bengal and its member developers. So, as with

the other training programmes, this will be also be an on-site, on-the-job training and guidance programme for about 4-5 weeks duration, and the scheme will be implemented across sites by the Youth Wing of CREDAI Bengal.



MoU with State Govt on Launch of Utkarsh Bangla

Skilling Conclave

3rd March 2016, Novotel, Kolkata

Mr. Sushil Mohta represented CREDAI Bengal in the Skilling Conclave organised by the Indian Plumbing Skill Council on the 3rd March 2016 at Novotel Kolkata. The event was supported by CREDAI Bengal.

Panelists agreed that it was important for all the stakeholders of the construction sector to work together in order to form a synergy for the betterment of the building industry.



Skilling Conclave



The best of nature and fine living.
Now at an enviable location.



Developed by



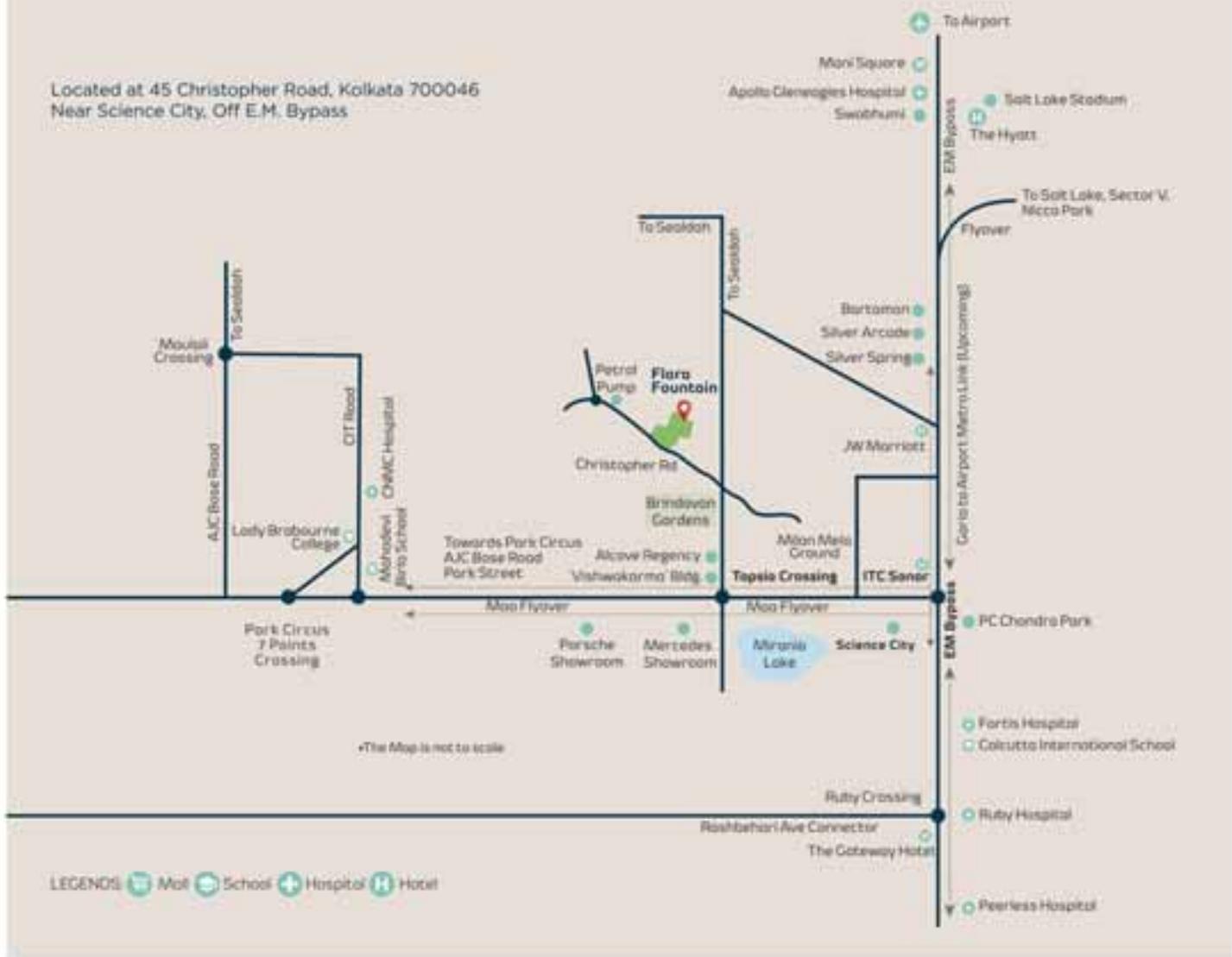
PS ROUP



(033) 39842222

www.alcoverealty.in/florafountain

Located at 45 Christopher Road, Kolkata 700046
Near Science City, Off E.M. Bypass



Twin towers | G+24 Floors | 2, 3 & 4 BHK | 899 to 1882 sq.ft. | 3/4 side open South or waterbody facing apartments starting from 4th floor | Best of amenities on 3rd floor

Amenities

- Two landscaped waterbodies with Fountains & Lightings
- Exquisite landscaping at 3rd level – Lawns, Flower Gardens, Walkways, Floral Trellis, Sitting Decks & Pavilions, Play Areas, Sculptures, Interactive Fountains & much more
- Over 8000 sq.ft. of Pool Area

- Two Community Halls with Party Lawn
- Gym, Yoga Deck, Indoor Meditation Hall
- Multipurpose Court
- Indoor & Outdoor Kids' Zone, Creche
- Indoor Games Room
- Lounge Space and Home Theatre / TV Arena
- State-of-the-art Security Features

Centrally Located

- 2 km/5 mins. from Science City, ITC Sonar & JW Marriott
- 3.5 km/8 mins. from Park Circus Crossing
- 4.4 km/12 mins. from Park Street Crossing
- 6.1 km/12 mins. from Sector V & Nicco Park

In close proximity

- Educational Institutions - Don Bosco, Modern High, Loreto Convent (Entally)
- Hospitals - Ruby General, Salt Lake AMRI, Apollo & Fortis
- Malls - Acropolis, Mani Square and Quest

*Plus extra charges & service tax

Apartments starting at ₹ 59 lacs*



Landscaped Waterbody



Swimming Pool



Preferred banker



Preferred Marketing Agent



(033) 40401010 | 66201010

ACE

ACE is India's leading construction equipment manufacturing company with a consolidated presence in all major infrastructure, construction, heavy engineering and industrial projects across the country. ACE is also touching foreign horizons of Middle East Asian and African countries.

ACE INDIA'S NO. 1
MOBILE & TOWER CRANE CO.

www.ace-cranes.com



Mobile Tower Cranes



Tower Cranes



Action Construction Equipment Ltd.

Marketing H.Q. 5th Floor, "TDI Centre", Jasola, New Delhi - 110 025, Ph.: 011-40549900 (30 lines), Fax: 011-40549922 E-mail: marketing@ace-cranes.com, Web : www.ace-cranes.com

• CRANES

• LOADERS

• FORKLIFTS

• ROAD EQUIPMENT

• TRACTORS



TileSquare[®]
Not Just for Tiles

IMPORTER:

SPANISH & ITALIAN TILES

SANITARY & SPA - CRW

WALLPAPERS

WOODEN FLOORING

ENGINEERED COMPOSITE MARBLE.

9330267999

9831292677

ADD: 3D, HITECH CHAMBERS, 84/1B, TOPSIA ROAD (S) KOLKATA - 700046

Green Design in Interior Architecture

Abid Seminar – Supported by CREDAI Bengal

30th January 2016, ITC – Sonar

CREDAI Bengal was a Supporting Partner in a Seminar on "Green Design in Interior Architecture" organised by ABID with the objective to enable a sustainable Green environment across developments in the real estate sector.

The Seminar was held on 30.01.16 at ITC Sonar, Kolkata where Sushil Mohta was a key Speaker in the Introductory Session.



CREDAI Bengal Open House Meet

18th March 2016, The Bengal Club, Kolkata

There was an exceptional response to the Open House Meet on 18.03.16

More than hundred Members attended the meeting and it was a great opportunity to meet, greet, interact, deliberate and bond.

Several presentations took members through the list of achievements and events conducted by CREDAI Bengal over the last three months, implications of the recently passed RERA, the outcome of the Union Budget '16 on Real Estate, a game - changing pan-India study by IMRB, funded by CREDAI National, CREDAI NATCON 2016 which is being organised by CREDAI Bengal this year, as well as a presentation by the CREDAI Bengal Youth Wing who are engaged in multiple activities at present.

Due to a spurt in queries and questions on RERA, Mr Mohta announced a separate workshop on RERA. Senior members also congratulated Youth Wing Members for being present in large numbers and taking a keen interest in CREDAI Bengal's activities. Mr. Mohta apprised the members on the various new policies announced by the West Bengal Government, which has been achieved by sustained & continuous follow ups with the State Government by the Core Committee & senior members.

Mr Belani thereafter apprised members that CREDAI Bengal was organising this year's CREDAI NATCON '16 in Shanghai and urged everyone to come forward with their suggestions, ideas and also to register in robust numbers.



Bengal Global Business Summit

“Financing of Urban Infrastructure & Intelligent Cities” : A Breakout Session organised by CREDAI Bengal during BGBS 2016

8th January 2016, Milan Mela, Kolkata

A Special Break-out Session on “Financing of Urban Infrastructure & Intelligent Cities” was organized by CREDAI Bengal on the sidelines of the Bengal Global Business Summit 2016 on 8th January, 2016.

CREDAI Bengal being the hand-holding partner to the Govt. in the Urban Infrastructure and Housing Sector vertical put together a fantastic panel comprising of the who’s who from the private equity / NBFC and real estate sector who deliberated on the funding of smart cities and other real estate opportunities in West Bengal.

The Panel Discussion was graced by Shri Firhad Hakim, Hon’ble Minister of UD & MA and Shri Debashis Sen, Principal Secretary, UD Department, Govt. of West Bengal. The eminent panelists included : Shri Brotin Banerjee, MD & CEO - Tata Housing, Shri K.G. Krishnamurthy, MD & CEO - HDFC Property Ventures Ltd, Shri Apurva Muthalia, CEO - Birla Sun Life Asset Management Co Ltd, Shri Vishal Kumar, MD - Xander Group, Shri Ambarish Dasgupta, Eastern Region Leader, KPMG, Shri Vineet Sekhsaria, Executive Director - Morgan Stanley, Smt Tara Subramaniam, MD - JM Financial, Shri Abhijit Malkani, MD - Everstone Capital, Shri Ritesh Vohra, Partner -IDFC and Dr Sanjeev Sharma, Executive Director, NHB. The Discussion was moderated by Shobhit Agarwal, MD – Capital Markets - JLL.

A large turn-out of CREDAI Bengal members as well as dignitaries from Government and Industry were seen listening to the engrossing deliberations.

The deliberations threw up a sense of confidence and positivity invested in the panelists, brought about by the unveiling of reformist policies announced recently by the state Govt. and steps taken towards implementing ease-of-doing-business, which in turn had brightened business prospects in the state. The Session ended with the hope that enough opportunities could indeed be introduced for financing of various assets of development, particularly the development of smart cities and the 6 thematic cities which are going to come up in the months to come.’



B2B Sessions organised by CREDAI Bengal with German delegates

Workshop on **RERA** & Release of **Fire Guideline Booklet**

3rd June 2016, Lalit Great Eastern, Kolkata

A workshop was held on various provisions of the RERA Act and its impact through interactive sessions. Alongside the RERA Workshop, we also officially launched the Guideline Booklet "GENERAL REQUIREMENTS : OBTAINING FIRE DIRECTORATE CLEARANCE FOR ANY BUILDING PLAN" in presence of Mr. Sanjoy Mukherjee, DG- Fire along with his senior officers from the Fire Directorate which was prepared in consultation with CREDAI Bengal and Indian Institute of Architects.'



Rebooting for **Real Edge**

18th June 2016, The Park Kolkata

ACAIE with CREDAI Bengal as technical partner organised a seminar in order to prepare the sector post-RERA and to untangle the challenges and opportunities in the slackened growth era. The conference deliberated on these issues wherein the event saw experts from across the country sharing their vast experience in simplifying the complexities and helping embrace them. The experts covered topics like JDA, contract structuring, tax planning and RERA. Specific real life problems were also discussed by the panelists.



"Interactive Session pertaining to **Income Disclosure 2016** and **DT Dispute Resolution Scheme, 2016**"

4th July 2016, Bengal Club

An interactive session organized by CREDAI Bengal was held on Monday, 4th July 2016 on Income Declaration Scheme 2016 with Principal CIT 3 Kolkata, Shri A.A. Shanker and Principal CIT 17 Shri. A. Verma along with other officials of the Income Tax Department. Members took part in a Q&A Session after the Discussion.



Interaction with IT officials

Interactive Session on GST & RERA

16th August 2016, The Bengal Club

Mr Mohta President CREDAI Bengal opened the interactive session by speaking on the likely impacts of RERA and also advised members on the possible changes required in the present business models in order to adapt to the situation after passing of RERA. He also discussed on some Frequently Asked Questions on RERA thereby successfully spreading the awareness of RERA to the attending member developers.

After the session on RERA, members were further advised on the newly enacted Draft GST law, which is sure to be a game changer in India. The presentation on GST was done by Mr. Rajarshi Dasgupta of KPMG. Mr. Dasgupta not only explained the model act but also gave his insights on the same thereby ensuring that all possible queries pertaining to the same are well answered.



Glimpses of the 27th CREDAI Bengal AGM

28th September 2016, Above at Acropolis



Glimpses of Realty+ Conclave in association with CII

29th September 2016, The Oberoi Grand





BUILDING **TRUST**
SINCE DECADES

BEAUTIFUL HOMES
UPSCALE NEIGHBOURHOOD
TOP NOTCH AMENITIES
VALUE FOR MONEY
ECO-FREINDLY
STRATEGICALLY LOCATED



At Patuli, 2 mins. from metro
G+7 | 3 Towers
₹ 5375*/- per Sq. Ft.



At Rajpur, off Southern Bypass
G+4 & G+5 | 9 Blocks
₹ 2490*/- per Sq. Ft.



At Kamalgazi, on NSC Bose Road
G+4 | 6 Blocks
₹ 4250*/- per Sq. Ft.



At Patuli, off E.M. Bypass
G+4 | 2 Blocks
₹ 4950*/- per Sq. Ft.



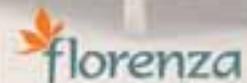
At Buroshibatala, off New Alipore
G+10 | 2 Towers
₹ 5695*/- per Sq. Ft.



On E.M. Bypass, Kamalgazi
G+11 | Single Tower
₹ 4200*/- per Sq. Ft.



At Bagmati, near Kankurgachi
G+8 to G+12 | 6 interconnected Towers.
Ready to move



On D.H. Road, Alipore (Opp. CMRI)
G+12 | Single Tower
Ready to move

Phone- 033 2464 7383 | Web- www.vinayakgroup.org

Disclaimer: The images and other details herein are only indicative and the Developer reserves the right to alter any or all of these at its sole discretion.

Outstation Exhibitions organised by CREDAI BENGAL

CREDAI Bengal commenced its outreach in taking properties being developed by Bengal's developers beyond its borders. This trend definitely helped in ensuring that more and more people gain access to the projects being developed by Bengals' developers, for a transition to a quality life. In order to accomplish the same, CREDAI BENGAL organised the Ranchi and Guwahati editions of REALTY BAZAAR,

where the major players from the real estate sector of the state showcased their properties to the people of respective cities and extended their services to a wide range of potential customers like never before.

Realty Bazaar 2016 in Ranchi, Jharkhand was the first outstation exhibition that CREDAI Bengal organized to



Realty Bazaar in Ranchi '16



REALTY BAZAAR

cater to the local market in Ranchi (3-4 September '16) besides Kolkata, followed by Guwahati (17-18 September '16). It was felt that in the current ambience governing the sector, developers are seen to be keen on exploring newer markets catering to the native population of the city who aspire for quality living outside their state as well as the expatriate community who is keen on investing in their dream house back home. These were baby step that CREDAI Bengal took, based on developer and consumer feedback, and it was felt that such outstation exhibitions would be a tipping point for more such endeavours, which will surely go on to alter the ecosystem of the exhibitions organized by CREDAI Bengal.



Realty Bazaar in Guwahati 2016

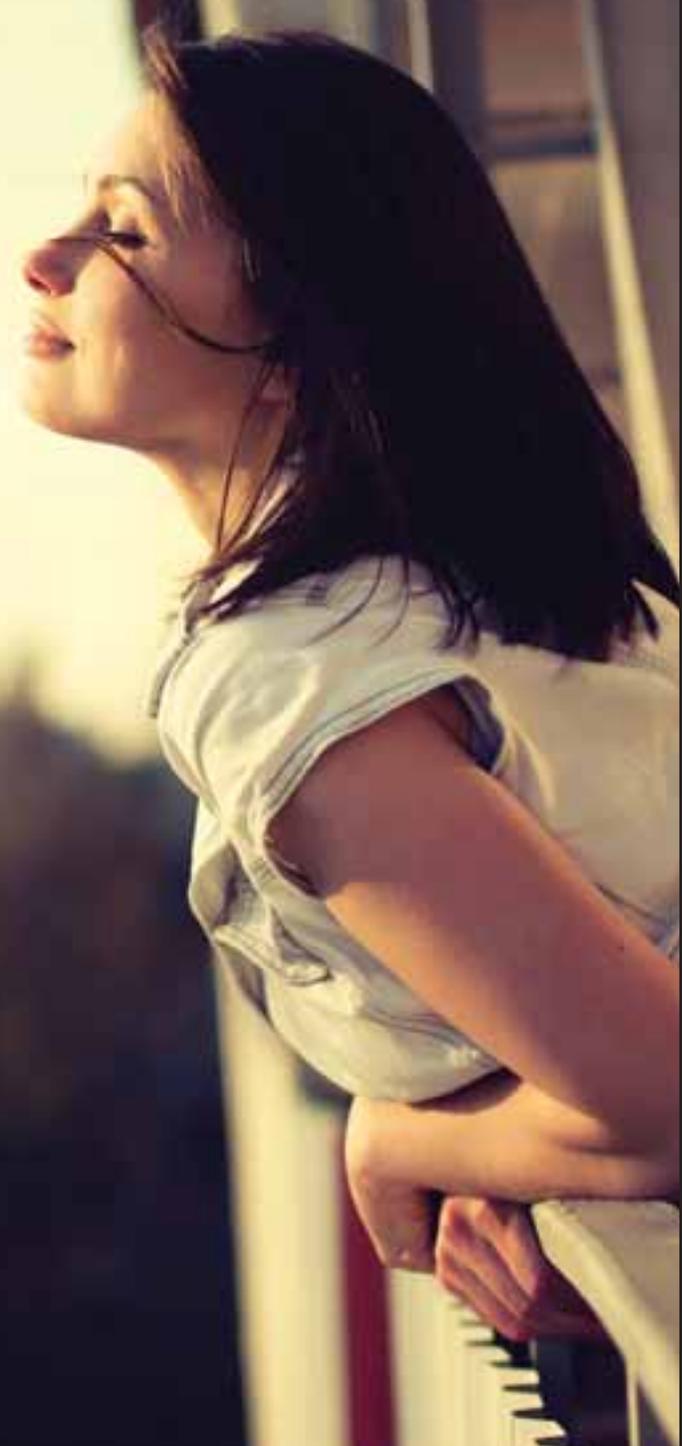


Fortune Heights

Breathe freshness every moment

WITH 3-SIDE OPEN HOMES AND 2 PRIVATE BALCONIES AT NH-34 BARASAT

Imagine life amidst melodious bird calls and the silent song of winds! This is how each day would be at Fortune Heights. Located in Barasat, with the 6-lane highway partially operational, it's a home in the middle of all action, yet peaceful. Come, live your dream.



**G+11
Luxury
Apartment**

92314 33798 / 97485 70000
enquiry@fortunerealty.in

Makers of:



Marketed by:



EXPERIENCE FREEDOM
WITH YOUR
VERY OWN PRIVATE GARDEN

Duplex with private lawn starting from ₹33 Lacs
Also, 2BHK flats starting from ₹26 lacs



Friendly Cricket Match

20th February 2016, East Bengal Grounds

CREDAI Bengal members had a fantastic time on the cricket field today morning during a friendly cricket match at the East Bengal Grounds.

The Two teams - Team Red captained by Piyush Bhagat and Team Blue captained by Amit Sarada, whose respective teams comprised of both senior and Youth Wing members, participated in the match, displaying great sportsmanship and team-spirit.

The friendly match was won by Team Blue by 22 runs.

The Score Card read as below :

Team Blue - 152 for 2 wickets

Team Red - 130 for 2 Wickets

The Man of the Match were both : Harsh Bihani who scored 30 from 20 balls and Sunil Maheswari who scored 64 Runs (not out) from 37 balls.'



CREDAI Bengal Golf Tournament 2016

5th Feb 2016, RCGC Greens, Kolkata

CREDAI Bengal members participated in the 2nd Edition of the CREDAI Bengal Golf Tournament yesterday 5th February 2016 at the RCGC Greens, Kolkata.

Tee-off started at 7:15 AM and players played their golfing shots with much aplomb and exuberance as Kolkata's biggest Realty players took to the Grounds.

After about 5 hours of play, which was witness to great camaraderie and sportsmanship amongst the members and colleagues, the Winners were announced.

The Winner of the CREDAI Bengal Golf Tournament 2016 brought to you by Anchor by Panasonic was : Uday Modi
Runner Up - Saurabh Dudhoria

The Maximum No. of Pars were scored by : Manish Agarwal
While the maximum No. Birdies were scored by : Prawal Tulsyan

A Big Thank You to all the Members who participated and to all those who cheered on. A Special Mention to our Sponsors Anchor by Panasonic ! Till next year for the 3rd Edition !'



MANY BUILD HOMES

**WE
BUILD
THE
FUTURE**



The Belani Group has changed the way people live, offering a distinctively new lifestyle to people. Years of experience have helped the Group translate its dream properties into futuristic creations. Building real value backed by the Group's integrity and transparency. No wonder, with every construction our foundations of trust grow stronger.

www.belanis.com | +91 33 4010 5656



DTC SOUTHERN HEIGHTS

next level living

FACILITIES

- Swimming pool with toddlers splash pool
- Internationally styled landscaped gardens
- Air conditioned multi-gymnasium
- Efficient planning for less super built-up area
- Yoga & meditation room, acupressure walk
- Club lounge, coffee shop & party lawn with barbeque area



Pailan International School
IIM Joka
Behala Blind school



ESI Hospital
Thakurpukur Cancer Hospital
Bharat Sevashram Sangh Hospital

Construction in Full Swing

Complex of 1300 Homes, Starting @ ₹2990 - 3250/sq.ft.

250 METRES
from
IIM Joka
Metro Station

Owners & Developer



DTC Projects Pvt.Ltd
www.dtcgroup.in

Preferred Banker



State Bank of India

Marketed By



98300 11551

TRUST

FOR A BETTER HOME





CREDAI Bengal Youth Wing

The CREDAI Bengal Youth Wing has served as a dynamic forum with lots of energetic young members of the real estate community driving it. True to their out-of-box ideas have been successful initiatives to host the National CREST Event in Kolkata which grabbed eyeballs. Also the mandate to host events pertaining to research and training, workshops and unique educational trips on such subjects have also been hosted.

Harsh Jain
State Coordinator, CREDAI Bengal Youth Wing

CREDAI Bengal Youth Wing Educational Trip

4th & 5th March 2016, 'Atmosphere' site, Kolkata

The CREDAI Bengal Youth Wing organised a site visit to the 'Atmosphere' project on EM Bypass to gain insights into state-of-the-art construction techniques, newer technologies and all the vision and thoughts that go on to creating today's construction marvels.

The Youth Wing members registered in large numbers to listen in on a presentation by Mr Rahul Saraf, ex-Vice President, CREDAI Bengal as well as to undergo an exciting site visit.

The 2-day educational trip to 'Atmosphere' on 4th & 5th March '16 proved to be a huge success considering the unabated queries, piqued interest and the sheer energy of the large number of Youth Wing members who turned up.

The CREDAI Bengal Youth Wing is currently undertaking a number of activities for eg. Health Camps, Labour Registration Camps, Site Visits, Workshops on Research & Best Practices, Training and Fellowship.





CYW CREST Conference by **CREDAI Bengal Youth Wing**



30th April 2016, Hyatt Regency



'CREST' - CREDAI Study & Training organised by the CREDAI Bengal Youth Wing was a super success, mobilizing both the senior and young Members of CREDAI for a day of putting into perspective how the "Real Estate Market is Gearing up for Unprecedented Changes" - and as summed up by Harsh Jain, State Convener, CYW as the main objective of hosting the CREST event in Kolkata.

The theme "Disruption" was symbolic of replacing conventional paradigms with that of the nouveau, the out-of-the box ! And each Session with outstanding Speakers and Panelists did complete justice to the prevailing theme.

Young members of CYW had put in their best in organising Speakers and shaping up the conference and the exuberance and energy levels clearly showed during the event, and was acknowledged by the state leadership as well as national office bearers like Harsh Vardhan Patodia, Rohit Raj Modi, Darshana Parmar Jain and Diipesh Bhagtani along with senior members of CREDAI Bengal Sushil Mohta, Pradeep Sureka, Piyush Bhagat, Nandu Belani, Sanjay Jain and others, who were present at the event.

The CREST event ended on a high note with a power-packed stand-up comedy act by Tanmay Bhat of AIB



The Core Committee Team Members of the CREDAI Bengal Youth Wing who ideated and executed several projects and events through team-building and joint cooperation :

Aayushman Jain

Anant Bhagat

Anirudh Modi

Arihant Parakh

Mayank Jajodia

Rachit Sanghvi

Rahul Kyal

Rajat Pasari

Rohit Khaitan

Rohit Singhanian

Shrey Agarwal

Suhel Saraf

Seminar on Entrepreneurship and Family Business



10th September 2016, Haldiram Banquets

A Seminar on “Entrepreneurship and Family Business” was conducted by renowned Professor Parimal Merchant – Director Global FMB Program at S.P.Jain School of Global management, Mumbai who took the audience through various issues like : opportunities and challenges for next generation, the role of top management, business realities, aligning the working style of the old and the new generation, etc.

The event organised by CREDAI Bengal Youth Wing was a great opportunity to understand perspectives on the real estate sector and how the next generation can seize on opportunities and face challenges.



2-Day Course on Project Management



12-13 September 2016, The Bengal Club

In line with CREDAI's thrust on skilling, CREDAI Youth Wing organised a Skill Enhancement Programme for Project Teams. The workshop offered a 2-day course on Project Management Principles and Basic Tools offered by ICMQ India.

The CREDAI Bengal Youth Wing, as mandated by National Youth Wing CREST, wishes to engage in more such activities pertaining to Research & Training as well as educational discussions related to various issues and problems faced by developers.'





05
City Centre II

1.7
km

03
Chinar Park Crossing
700



₹41 LAKHS ONWARDS
Nearing Completion

life beyond expectations on Rajarhat Main Road

2 TOWERS G+5 STORIED
95 RESIDENTIAL UNITS
RESIDENTIAL CUM COMMERCIAL

GYM | COMMUNITY HALL
KIDS' PLAY AREA | GAMES ROOM

www.purtirealty.com/purtiaqua



2BHK 998 sq.ft.

3BHK 1216 - 1443 sq.ft.

4BHK 2272 sq.ft.

*The images used are for illustration purpose only.

DEVELOPED BY



FOUNDER MEMBER



MARKETED BY
INK REALTORS
Where trust comes first

4040 1010
6620 1010
sales@nkrealtors.com

from Rajarhat
Expressway Connector

100
m



₹38.64 LAKHS
ONWARDS
Few Units Left
Ready for
Possession

experience 5 star living
near City Centre II



2BHK 906 - 974 sq.ft.

3BHK 1189 - 1464 sq.ft.

**The images used are for illustration purpose only

2 TOWERS G+10 STORIED
181 RESIDENTIAL UNITS
RESIDENTIAL CUM COMMERCIAL

SWIMMING POOL | GYM
INDOOR GAMES ROOM
BANQUETS | KIDS' POOL

www.purtirealty.com/purtistar

DEVELOPED BY



MEMBER



FOUNDER
MEMBER



MARKETED BY
NK
REALTORS
Where trust comes first

4040 1010
6620 1010
sales@nkrealtors.com



Opulence & style redefined

on Matheswartala Road, Tangra



₹40 LAKHS ONWARDS



2BHK 869-965 sq.ft.

3BHK 1074-1275 sq.ft.

DUPLEX 1712-2234 sq.ft.

2 TOWERS 81 RESIDENTIAL FLATS

ROOF TOP INFINITY POOL | GYM | INDOOR GAMES ROOM
COMMUNITY HALL | KIDS' PLAY AREA | JACUZZI



From ITC Sonar/ JW Marriott

www.purtirealty.com/purtijewel

DEVELOPED BY



FOUNDER MEMBER



MARKETED BY



(033) 4002 4002

your exclusive abode

at New Alipore



2.5 BHK 1185 sq.ft.

3BHK 1304 - 1377 sq.ft.



from **New Alipore**
Petrol Pump



Rabindra
Sarobar Metro

G+4 STORIED
12 RESIDENTIAL FLATS
3 UNITS PER FLOOR

www.purtirealty.com/purtinest

DEVELOPED BY



MEMBER



FOUNDER
MEMBER



PREFERRED MARKETING PARTNER



98300 43494
info@somanirealtors.com

CREDAI HOWRAH - HOOGHLY

Pavilion at Realty Expo 2015

CREDAI Howrah Hooghly had participated in Realty Expo 2015 from 6th-8th November 2015 at Milan Mela. The pavilion was inaugurated by Sri Arup Biswas, Hon'ble Minister in charge Housing Dept. Govt. of West Bengal. Sri Ram Kumar Chakraborty, Hon'ble Mayor of Chandannagar Municipal Corporation also visited the pavilion.



The Howrah-Hooghly Stall at Milan Mela



Inauguration of the Stall



Howrah Hooghly's debut participation in Realty Expo

Interactive Session with Hon'ble Mayor & Senior Officials of Howrah Municipal Corporation

CREDAI Howrah-Hooghly organized an interactive session with Hon'ble Mayor Sri Rathin Chakraborty and other senior officials of Howrah Municipal Corporation on 18th December 2015 at The Bengal Club. The Interactive session was attended by more than 40 members of CREDAI Howrah-Hooghly.



An Interactive Session with HMC

CREDAI Howrah Hooghly delegates participated in NATCON 2016 in Shanghai China held from 3rd to 5th August 2016.



2nd Annual General Meeting of CREDAI Howrah Hooghly

The second AGM of CREDAI Howrah Hooghly was held on 30th September 2016 at Lake Land Country Club. The Managing Committee for the period 2015-2017

President : Mr. Ram Ratan Chowdhury

Vice President : Mr. Raj Kumar Jaiswal

Vice President : Mr. Tamal Ghosal

Secretary : Mr. Jatan Parakh

Assistant Secretary : Mr. Bijay Kumar Singh

Assistant Secretary : Mr. Satyen Sanghvi

Treasurer : Mr. Nand Kishore Lakhota



2nd Annual General Meeting



2nd Annual General Meeting



Impact Organised by CREDAI North Bengal

28th May 2016, at Hotel Sinclairs Siliguri



A full day learning conference was arranged by CREDAI North Bengal, which had several technical sessions namely on Real Estate (Regulation & Development) Act 2016 (RERA), Service tax (Issues related to Real Estate Transaction) and an Interaction with Siliguri Mahakuma Parishad/Siliguri Municipal Corporation. The Event ended with an open house interaction of the audience with the SMP members. The event was a superb learning interaction and also resulted in several positive interactions between real estate developers and the Govt.







lifestyle apartments

near Taratala

₹30.28
LAKHS
ONWARDS



from
New Allipore



from
Taratala Metro

2BHK 1049 - 1147 sq.ft.

3BHK 1322 - 1787 sq.ft.



Actual Club Photo



G+3 EXCLUSIVE RESIDENTS CLUB
70,000 sq.ft. RETAIL CUM COMMERCIAL
512 FLATS

Swimming Pool | Games Room | Gym
Banquets | Jacuzzi | Kids' Pool
Rooftop Party Area | Outdoor Play Area
Steam & Sauna | Mini Theatre | Library
Visitor's Room | Temple | Satsang Vatika

www.purtirealty.com/purtiflowers

DEVELOPED BY



MEMBER



FOUNDER
MEMBER



MARKETED BY



(033) 4040 1010
(033) 6620 1010
sales@nkrealtors.com

unending exuberance

near Behala Chowrasta



₹35 LAKHS
ONWARDS
Efficiently
Planned Units

3BHK, 1111 - 1657 sq.ft.

*The images used are for illustration purposes only.

www.purtirealty.com/purtiplanet

G+4 STORIED
111 RESIDENTIAL UNITS **7** TOWERS

Swimming Pool | Games Room
Gym | Community Hall



from Behala Chowrasta



DEVELOPED BY



FOUNDER
MEMBER



PREFERRED MARKETING PARTNER



98300 21235
98300 18504
info@somanirealtors.com



DELUXE MALL

A M T A L A

www.purtirealty.com/deluxemall

from
Diamond Harbour Road



limitless shopping.
unlimited adda.

*The images used are for illustration purposes only.



Food Court Coffee Shop Restaurants Adda Zones Multiplex



98300 37073
98302 78782



looking for?
office space ?

look no further

Premium Office Space on
Brabourne Road

467 sq.ft. onwards

www.purtirealty.com/purtiviraat



 **98300 37073**
crm@purti.net



Follow the roads made by nature

15 mins from City Centre
20 mins from Airport

Spread over acres of land

Wind, water, contour, slope analysis
done for the project

Vastu-compliant

Coming soon at Agartala...

PURTI UJJAYANTA

The soul of Tripura

VILLAS

2,828 sq.ft. - 4,820 sq.ft.

ROW HOUSES

1,973 sq.ft. - 1,988 sq.ft.

APARTMENTS

730 sq.ft. - 1203 sq.ft.

All sizes mentioned above are built-up area



First Club in Agartala | Lounge | Gym | Games Room

The living is easy

NATURE TRAILS | HORIZON VIEW | HEDGES | GREEN TOWNSHIP | SHOPPING MALL WITH MULTIPLEX
 RESTAURANT | MULTI-COURT FOR BASKETBALL/ TENNIS | FUTSAL | SWIMMING POOL | SPA | GYM
 INDOOR GAMES | KIDS' ACTIVITY AREA | BANQUET HALL

DEVELOPED BY
 **PURTI**
 REALTY

 **98307 03790**
 crm@purti.net

FOUNDER
 MEMBER



MEMBER
CREDAI
 BENGAL

NATCON 2016 - organised by CREDAI Bengal

The 16th CREDAI NATCON themed - 'Embracing Change' was held from 3rd – 5th August 2016 at Kerry Hotel in Shanghai, China.



This year's NATCON was organized by CREDAI Bengal from the East Zone, and a good six months of preparatory work from Bengal's organizing committee, led by Nandu Belani, Convener, NATCON 2016, was instrumental in the execution of the grand event. A good number of delegates from Bengal too attended, scoring the highest number of delegate turnout from a state chapter. The Event was attended by over 860 member developers and experts from the real estate sector, senior professionals from the financial world and ancillary industries.

The event was inaugurated by the Indian Ambassador to China, Mr. Viyay Keshav Gokhale. Highlighting the importance of the International Expo for the growth of Real Estate industry, he brought to fore that in terms of development of Housing & Urban Infrastructure, Shanghai is more relevant to Indian conditions than European or American cities.

Some of the prominent guests who attended the event included dignitaries and keynote speakers such as acclaimed author and former diplomat Mr. Shashi Tharoor



Inauguration of CREDAI NATCON '16



Inauguration of CIBF

(Member of Parliament, India), Mr. James Law (Founder and CEO of Cybertecture), Mr. Pranay Chulet (Chief Executive Officer, Quikr) and Bollywood acclaimed actor, Mr. Sanjay Dutt.

At the convention, CREDAI launched first-of-its-kind “Housing Data Project” on the Housing industry of India. The Housing Data project is a maiden attempt at understanding and analyzing real time data in the Housing Sector.

CREDAI & Cushman Wakefield also launched a joint report on 'Embracing Change: Exploring Growth Markets for Indian Housing'. The report traces the major factors at work which determine housing demand and supply in

Tier II and Tier III cities.

CREDAI for the first time hosted an exclusive CREDAI B2B 2016 expo at the Convention bringing together almost 100 Chinese suppliers of building material and technology under one roof.

The conference included 14 powerful sessions which touched upon various topics relevant to the industry – highlighting Chinese achievement in the economic front; Sessions on Indian economy and market included 'Ideas for a smarter tomorrow', 'All you can build in 30 square meter home'; future opportunities in real estate namely assisted living ,etc;special sessions on digital marketing; demystifying RERA, etc.



Inaugural Address



Shashi Tharoor speaks at the India vs China Session



A Conversation on Life's Lessons with Sanjay Dutt



NATCON Theme



Release of Report on Housing Data



Release of a Report by Cushman & Wakefield - Knowledge Partner



Session - India vs China



Session - Enter the Dragon



Session - Drivers of Economic Growth



Session on Affordable Housing



Opportunities in Retail & Commercial Real Estate



Connecting all corners of the globe through digital media



CEO Talk with Pranay Chulet CEO Quikr



James Law presents on Technology & Innovation in Construction - Ideas for a Smarter Tomorrow



Pan-India developer representation at NATCON '16



Closing Ceremony



CREDAI International Business Forum makes its debut at NATCON '16



CREDAI Bengal bags an award for the highest delegate turnout from a city chapter



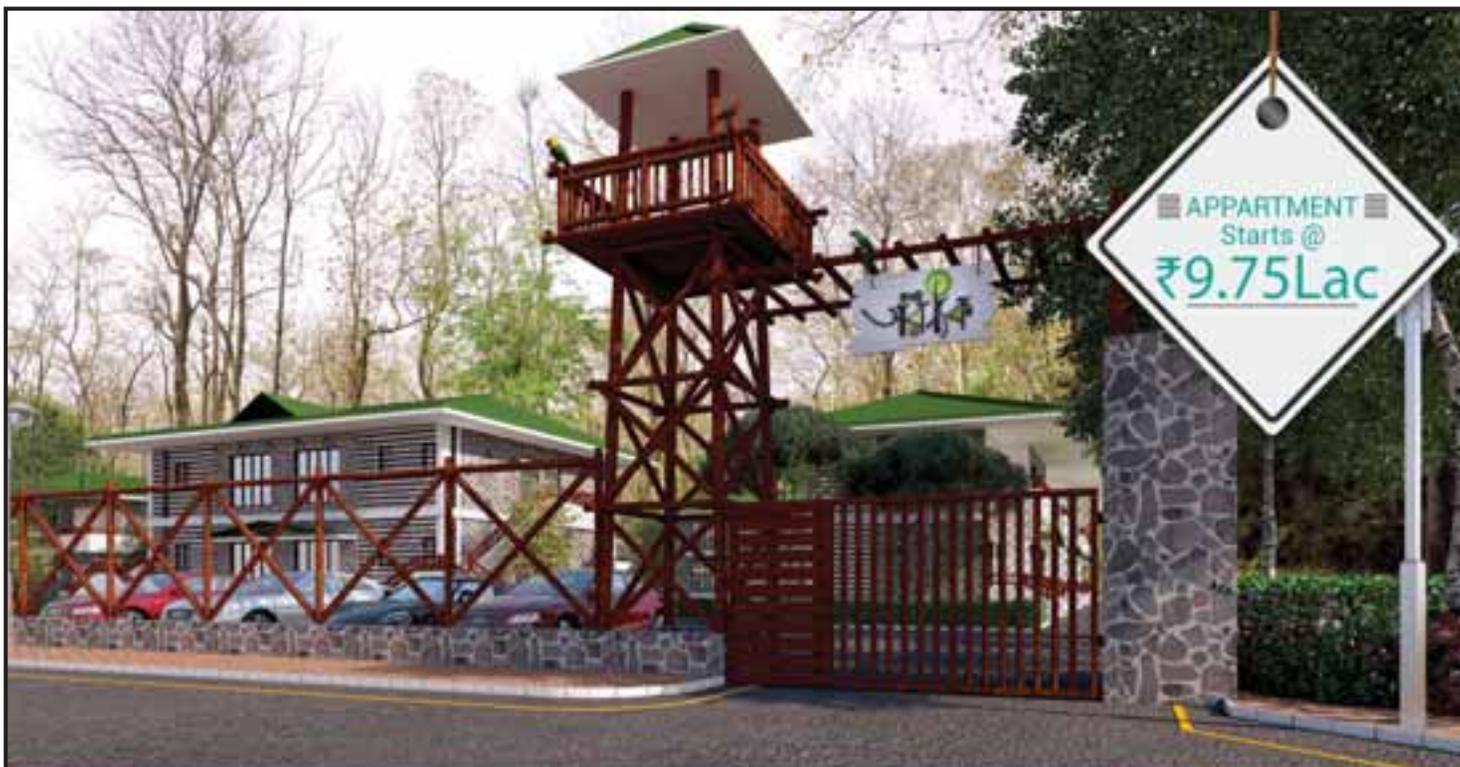
Field Trip of CREDAI Bengal delegates and spouses in Shanghai



Gala Night with Nakash Aziz



The Organising Team of CREDAI Bengal



www.deeshariaronnyak.co.in



Aronnyak - Green Blue & Beyond...

Dakhin Dhoopjhora, Dooars (Batabari Farm)
Gorumara National Park, Jalpaiguri, West Bengal

A Project By:

DEESHARI
SIMPLY GOOD LIVING

For the **FIRST TIME**
in the foothills
of **DOOARS**



www.d3kolista.com

FOR DETAILS



9831822220/9831140286



sales@deeshari.co.in





www.d1kolkata.com



দিশারী অবকাশ

শান্তি শালিগ্রাম পল্লী

Sarbandapur, Bolpur, Shantiniketan,

Birbhum, West Bengal

www.deeshariabokash.co.in

A Project By:

DEESHARI
LIVING GOOD THINGS

দিশারী অবসরের অভূতপূর্ব সাফল্যের পর,

শান্তিনিকেতনের বৃক্ক আর একবার,

সৃষ্টি সুখের উল্লাসে দিশারী অবকাশ

FOR DETAILS



9831822220/9831140286



sales@deeshari.co.in



Mayfair Group®



Mayfair Greenwoods

Complex of 92 flats at Panchvati, Harinavi

Features & Amenities

- ✓ 24 hours Security
- ✓ 24 hours Water Supply
- ✓ Swimming Pool.
- ✓ Intercom
- ✓ Play Room
- ✓ AC Community Hall
- ✓ AC Gymnasium
- ✓ Stand by Generator
- ✓ Elevator
- ✓ Landscape Area



Mayfair elite

Complex of 72 flats at Elachi-Narendrapur

Features & Amenities

- ✓ 24 hours security
- ✓ Elevators
- ✓ Standby Generator
- ✓ 24 hours water supply
- ✓ Swimming Pool
- ✓ Intercom
- ✓ Landscape Area
- ✓ Play Room
- ✓ A.C Gymnasium
- ✓ A.C Community Hall



MAYFAIR PLATINUM

Complex of 80 Apartments near Harinavi

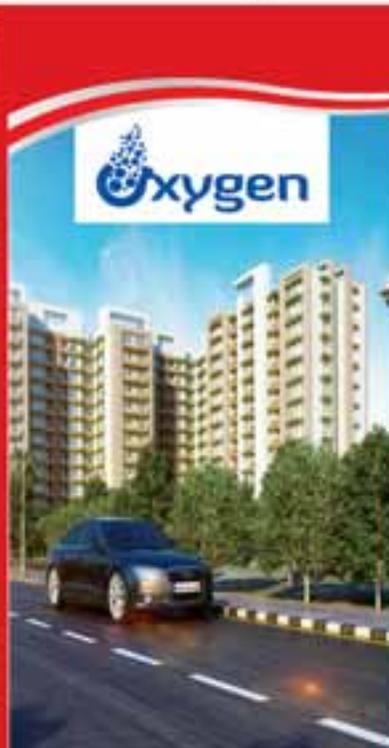
Features & Amenities

- ✓ 24 hours Security
- ✓ 24 hours Water Supply
- ✓ Swimming Pool.
- ✓ Intercom
- ✓ Play Room
- ✓ Landscape area
- ✓ AC Community Hall
- ✓ AC Gymnasium
- ✓ Stand by Generator
- ✓ Elevator
- ✓ Car parking

Contact No - 9830676888, 9830602040 Email - mayfair.kolkata@yahoo.com
www.mayfairgroup.in

MAGNOLIA RAJARHAT LANDMARKS

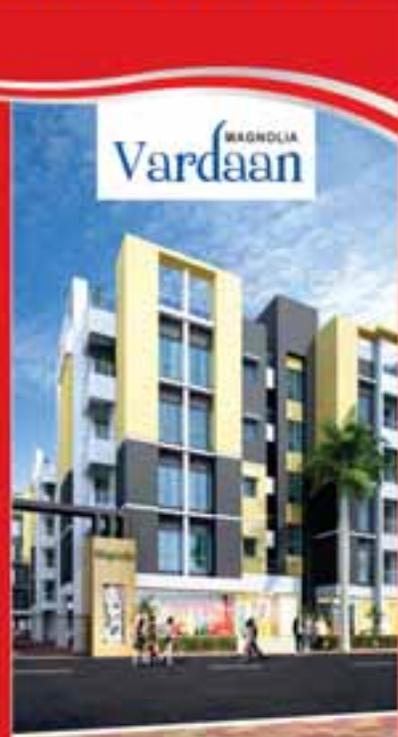
FREEDOM *from* YOUR RENTED HOUSE, **GRAB IT NOW!**



2BHK - ₹29 Lacs | 3BHK - ₹38 Lacs



2BHK - ₹20 Lacs | 3BHK - ₹27 Lacs



2BHK - ₹17 Lacs | 3BHK - ₹27 Lacs



2BHK - ₹13 Lacs | 3BHK - ₹18 Lacs



Ready Flat

2BHK - ₹20 Lacs | 3BHK - ₹34 Lacs



Ready Flat

2BHK - ₹32 Lacs | 3BHK - ₹35 Lacs

MAGNOLIA
Infrastructure Development Ltd.
ISO 9001 - 2008 COMPANY
Creating Value, Building Dreams.

www.magnoliarealty.in



Home Loan Available

☎ 91633 72000

Impact of the Regulator in International Markets

In a scenario charged with the ramifications of RERA, David Faulkner sheds light on the impact of a Regulator in the International Markets.



Overview of Regulations - Hong Kong

Real Estate Agents Act laid out regulations for agents:

1. Licensing and registration of estate agents
2. Codes of practice, ethics and conduct
3. Advertisements
4. Best Accounts and its audit
5. Complaints and inspections

The Sales of First-hand Residential Properties Authority (SRPA)

1. Administering and supervising compliance with provisions of the Ordinance.
2. Issuing practice guidelines for the trade, conducting investigations
3. Maintaining an electronic database (sales brochures, price lists, transactions)
4. Educating the public on matters relating to the sales of first-hand residential properties.

As at March 31, 2016, the SRPA had examined about 850 sales brochures, about 2,800 price lists, about 2,200 documents concerning sales engagements, and about 8,300 printed advertisements.

Impact of Regulations - Hong Kong

Before	After
Sale on the basis of Gross Floor Area (area within the walls of an apartment or house but also an approximation of the public area)	Sale on the basis of Saleable Net Area
Lack of trust in developers	Increased developer confidence and accountability
Absence of relevant information, making it difficult to penalize violators	Comprehensive information and guidelines regarding the project
Misrepresentations in the sale of new flats	Transparency and fairness in property sales strengthening buyer protection

For a short period immediately after the introduction of the Ordinance, there was a decline in new project launches. Small to medium sized developers adopted a walk-and-see approach. Only 2 developments – Central Plaza by Duma and Green Code by Henderson were launched.

In the long term, the adverse impact on new launches is limited as developers are experienced to adapt to changes.



Regulations for Estate Agents - Singapore

Uniform laws for properties in and outside Singapore.

Council for Estate Agencies (CEA) (statutory board under the Ministry of National Development)

Estate Agents Act (EAA) (2010) for regulation of real estate agents and to form a Council for Estate Agencies

Housing Developers (Control and Licensing) Act (regulation of developers)

Four broad CEA objectives

1. Licensing of agents and their continued professional development
2. Regulate effectively to foster a well-disciplined real estate agency profession
3. Collaborate with the industry to spearhead industry development
4. Educate consumers to keep them better informed

Housing Developers Act - Singapore



Housing Developers (Control and Licensing) Act

- Weekly submission of detailed transaction information to the Controller of Housing (sales volume, tenanted price of individual units)
- Comprehensive information transaction documents like Purchase and Sale & Purchase Agreement, etc. complete, comprehensive multiple use of value of any lot after the sale
- Housing Developers (Show Unit) Rules state that all show units provided by developer be accurate depiction of those offered for sale. If not complete, one has to request for a floor plan of the show units to be the same as that of the actual housing unit. Another sub-require of external structural work to be built for the apartments to be depicted in the show unit
- Project Account - all progress payments from unit sales and contribution to be made to be reported into this account. The developer cannot withdraw money from the Project Account for purposes specified in the account rules.

7

Implications of regulations - Singapore



Before	After
Dominance of unregulated and rogue agents in the real estate market	Emergence of professional agents
No transparency	High level of accountability, transparency and professionalism
No performance measures	Structured performance and evaluation standards
Property Agents could represent both seller and the buyer	No longer allowed to represent both due to conflict of interest
Delayed delivery of housing units	Timely delivery of housing units by developers to avoid paying damages

Additional Buyer's Stamp Duty (ABSD) - Singaporean Housing Unit Ownership
 Since the property cooling measures were introduced, residential balance sheets have strengthened, with annual growth in household balance sheeting to 7.7 per cent in the first quarter down from about 9 per cent over the last five years.

8

Real Estate Regulations - Australia



9

Real Estate Regulations - Australia



Although a federal authority is in place, regulation of property and real estate is also shared with the states and territories as per the constitution - all states and territories

Federal Regulators

- ASIC (Australian Securities & Investments Commission) - regulates developers and real estate agents when they trade as a regulated business entity
- AFO (Australian Taxation Office) - monitors real estate dealings with foreign investors
- APRA (Australian Prudential Regulatory Authority) - for banks that finance real estate related

State Regulators

- Regulatory bodies across states which either have or stipulate offer in each state and territory

10

Regulation Statutes - Australia



- Similar statutes across the states include the following:
 - License and registration of estate agents and developers
 - Advertisements
 - Trust accounts - to deposit transaction monies received by agent on behalf of customer
 - Buyer's Guide - buyer is allowed to rescind the sale if the property is not completed on agreed time
 - Fidelity Guarantee Act/Out - financial reimbursement to people suffering monetary or property loss through fraudulent actions of a licensed real estate or business agent
- High level of transparency in a property sale
- Higher emphasis on the conduct of real estate agents and their duties towards customers and the government

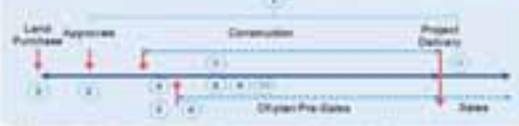
11

Country Analysis on Key Parameters

Parameter and Indicator	Country	Singapore	Hong Kong	Australia	India
Average time for approvals	Country	4 weeks	4-6 weeks	1-2 months	10-12 years
Land title and financing	Land title	Land title is separate from mortgage in Singapore	Financing	Land title is separate from mortgage in Australia	Land title is separate from mortgage in India
Government Regulatory Body	Regulatory Body	ASIC, AFO, APRA	ASIC, AFO, APRA	ASIC, AFO, APRA	ASIC, AFO, APRA
Regulatory Framework/Structure	Regulatory Framework/Structure	ASIC, AFO, APRA	ASIC, AFO, APRA	ASIC, AFO, APRA	ASIC, AFO, APRA
Entry to Regulatory Body	Entry to Regulatory Body	Open	Open	Open	Open
Minimum requirement to keep project proceeds in a specific account	Minimum requirement to keep project proceeds in a specific account	Yes	Yes	Yes	No
Regulation is followed by market	Regulation is followed by market	High	High	High	Low

12

Summary of International Regulators



- Most countries don't have one regulator but a series of units that regulate the real estate business
- Land titles are digitized. The delays are minimum. There is a longer holding period for developers who typically fund and purchase through their own sources. IPOs, investor funds/partnerships, bank lending and government will fund loans
- Land acquired from the government is pre-approved in Singapore and Hong Kong. However getting approval from private land is a time taking process in spite of stated timelines to approve projects. Developers are demanding a single time approval process
- Disclosure levels are high across including number of units available for sale. No project can be sold unless the information in the prospectus brochure is shared by the authority

13

Summary of International Regulators

- In Hong Kong, the government permits developers to pre-sell units 6 to 18 months prior to delivery of apartments
- Clear measurement standards defining the setbacks, area, terming any ambiguity
- 100% of the money received from consumers is being held. Developers can borrow from banks against the amount held. End users pay up to 10% only once the project is delivered
- Consumers are free to cancel their bookings in case of delay in project
- Regulation of estate agents has removed dubious practices and enhanced professionalism of property agents
- Governments in Singapore and Hong Kong regularly adopt measures to cool property prices
- Project delays are rare. If a land was leased from government, then developers are held to pay penalties to the government for the delay in delivering project

14

Conclusion Impact of the Regulator

- Initially the introduction of the regulator led to delay in new supply entering the market as some small to medium scale developers were cautious and adopted a wait and see attitude for the new policy
- The adverse impact to market is limited as major developers are experienced to adapt changes. Cheung Kong Property holding had announced that they would not discontinue the supply of new housing due to the implementation of the ordinance
- Increase in sales due to greater disclosures as the consumers are better informed and genuine projects will be delivered on time and as promised
- Higher threshold for entry of new developers. Intermediaries are keen for leading developers to funding institutions who have previous track record less riskier than before
- Greater interest from private equity to fund land deals due to the increased holding times. There are more joint venture projects between developer and land lords

15



David Faulkner is Executive Director, Valuation & Advisory Services, Asia, Colliers International



THERE'S A NEW SIDE TO KOLKATA
WHERE THE TIDE RISES TO KISS YOUR FEET



More than 6000 families have fallen in love with this new side to the city and have chosen to make Calcutta Riverside their home.

Highlights



The first ever Film Studio to be designed within a residential project



Apollo's only Super-Speciality Unit with Medical College



The only School & Sports Academy by Sourav Ganguly in the city



The only 9-hole executive golf course within a residential project in the city



A first-of-its-kind retail space with a walking street in between

NOW ON OFFER

RIVER FACING LUXURY HOMES

₹58.27* LAKH ONWARDS

COMFORT HOMES

₹22.40* LAKH ONWARDS

*Service tax, other statutory & parking charges extra
No Hidden Charges

FALL IN LOVE WITH
A NEW SIDE TO THE CITY

CALCUTTA RIVERSIDE

A Hiland Venture

033 4037 3535

sales@hilandcal.com

Please allow us to visit you at your convenience, for an introduction to Calcutta Riverside.

In Santiniketan, live a life embraced by art and culture

Paresh Maity '11

Presenting Bonochhaya –
adorned by Paresh Maity's Santiniketan-
inspired creations



Bonochhaya is nestled in serene Santiniketan –
the land of art, craft and poetry.

SPREAD ACROSS
NEARLY 12 ACRES
VILLAS | ROW HOUSES

Art Gallery
Club
Convenience Store
Swimming Pool
Interactive Plaza
Cario Shop
Play Court
Round the Clock Security
24X7 Power and Water Supply

*Terms & conditions apply



Located just adjacent to Bengal Institute of Technology & Management (BITM)
Kamarpara, next to Sriniketan, Bolpur Illambazar road

FOR MORE DETAILS ☎ +91 33 4037 3535 ✉ sales@hilandcal.com

A Paradigm Shift in Real Estate Industry Practices

Background :

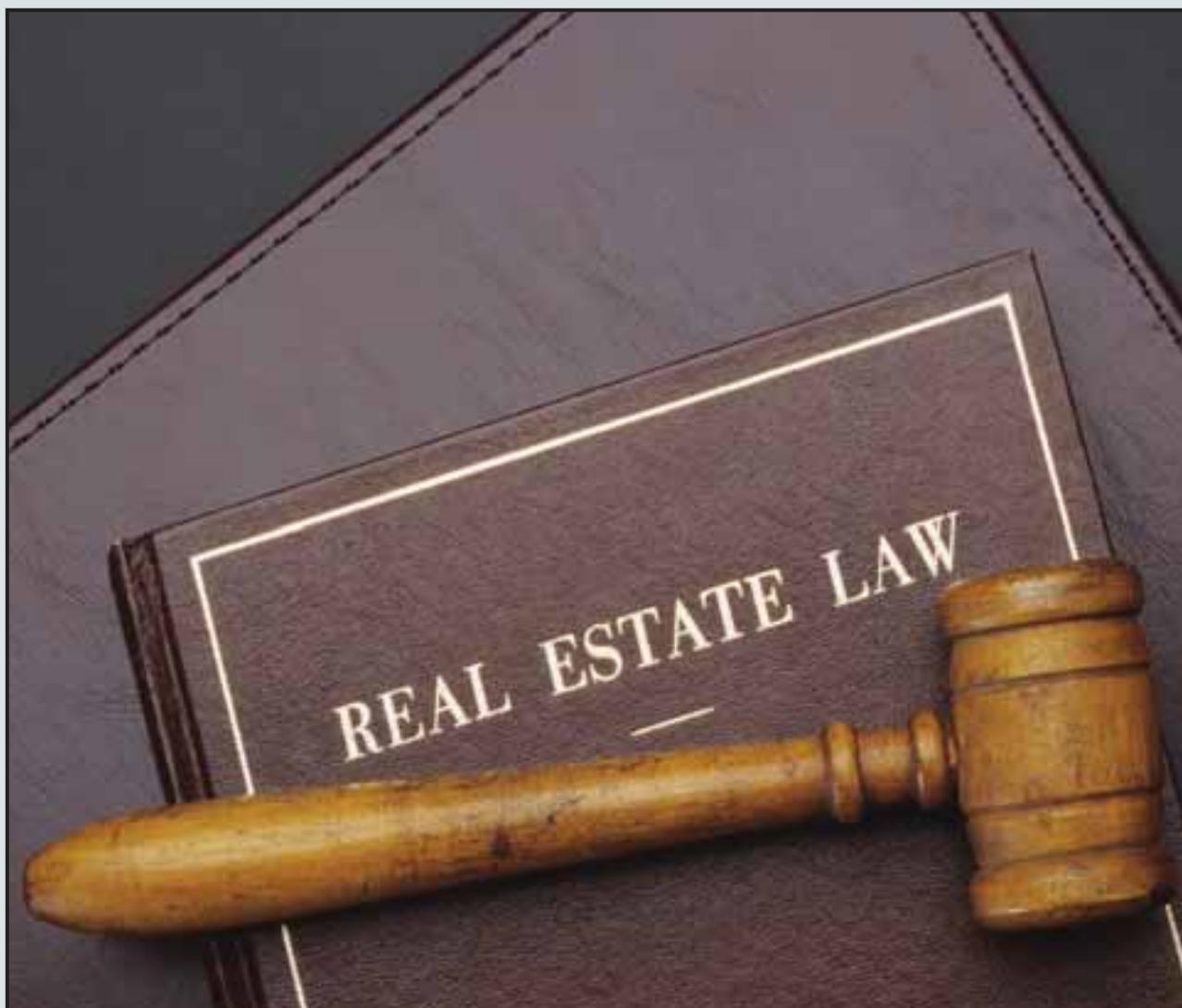
The real estate industry moves a level up with the promulgation of the Real Estate (Regulation & Development) Act 2016, with effect from May 1, 2016. This Act, referred to as **RERA**, has been passed by the Indian Parliament after a lot of deliberations on the different aspects of the Act, spanning over almost a decade and involving interactions with stakeholders across the country. The Seventh Schedule of Indian Constitution provides three lists, viz. Union, State and Concurrent, enumerating the legislative powers allotted to Union Government, State Governments and those concurrently enjoyed by the Union and State Governments. Since 'transfer of property other than agricultural land; registration of deeds and documents' and 'contracts, including partnership, agency, contracts of carriage, and other special forms of contracts, but not including contracts relating to agricultural land' are listed in the concurrent list and these pertain largely to real estate industry, the Union Government has taken the initiative of enacting RERA such that uniform practices prevail across India. The Act shall be adopted by each State legislature and also the Union Territories. The Act provides for delegated Authority to State Governments for certain activities like making Rules suiting local conditions, appointing Authority, Appellate Tribunal etc.

Why was the Act necessary?

The need for efficient and transparent real estate transactions involving developers, on the one hand, and customers of real estate products, on the other, had been strongly felt among stakeholders such that the real estate industry could realize a healthy and sustained growth and the atomistic number of individual customers' interests got protected. The developers' community has welcomed the Act in that, apart from uniformly disciplining the industry, consumers' confidence and trust would be secured.

Some major features of RERA:

- The Act to cover all Real Estate Projects on land of more than 500 sqm. or 8 apartments – residential & commercial.
- Project developers required to register each Project with the Regulatory Authority proposed under the Act.
- All Real Estate Agents to register with the Regulatory Authority.
- Authority to grant registration within 30 days with a deeming provision, else refuse.
- Registration to remain valid till the completion date or any period to be specified.
- The Act debars all developers from advertising and selling homes until all approvals from local Authorities and Registration with the Regulatory Authority are obtained.
- No developer to accept more than 10% of unit cost prior to agreement of sale.
- The Act requires all developers to mention "**carpet area**" in the agreement of sale, irrespective of the basis on which sale price is charged.
- At the time of registration with the Regulatory Authority a developer will be required to produce all Project related information including details of promoter, project plans, implementation schedule, land status, lay out plan, status of approvals, agreements, particulars of Real Estate Agents, architects, structural engineers and contractors
- The Act mandates that 70 % of money collected from buyers is to be put into a separate account with a scheduled bank and all proceeds of the account shall be used for Project construction.
- Under the Act both consumers and developers will have to pay the same rate of interest for any delay/default on their part.
- The Act provides that each developer will have to guarantee against structural defects for a period of 5 years.
- Developers required to adhere to approved plans and project specifications
- Project plans can be changed only with the consent of at least 2/3rd of the allottees
- The Act provides for insurance of land title providing comfort to both developers and customers against any defect in land title detected at a future date.
- Grievance Redressal: The Act provides for setting up of a Regulatory Authority to be constituted by the State Government. The Regulatory Authority to adjudicate complaints from consumers within 60 days.
- Similarly, Appellate Tribunals to dispose of cases referred to it in 60 days.



- The Act provides for imprisonment for developers, Real estate agents and consumers for any violation of orders of Regulatory Authority/Tribunal.
- The Act also provides for the Real Estate Regulatory Authority to take up with appropriate government towards creation of a Single Window system for ensuring time bound project approvals and clearances for timely completion of projects.

It may please be noted that within the basic framework of the above features, the State Governments are entitled to frame Rules for operationalizing the Act.

Where do we stand?

The implementation of RERA is going to have multifarious impacts on the real estate industry, which, in West Bengal, is the second largest contributor to both State gross domestic product and State's exchequer and the fourth largest generator of employment. Thus, framing of the rules, the onus of which rests with the State Government, shall need to be suitably done, so as to address the local issues and constraints. Further, it needs to be borne in

mind that to implement the mission of 'housing for all', a large number of affordable housing units shall need to be built and in which private developers would have a big role to play. This would call for not only faster delivery of housing units but also construction at affordable costs.

The Government of India has come up with a set of model RERA Rules to facilitate the work of State Governments in preparation of their respective Rules. A couple of States has already framed and gazetted the RERA Rules. The Government of India has promulgated RERA Rules in the Union Territories. Some states including West Bengal are in the process of drafting the same, though they may be at varying stages of their preparedness.

It is strongly hoped that in course of the next few months, most of the States shall have the respective RERA Rules legislated and in force. Implementation of the Act and the Rules would bring about revolutionary change in the ways real estate businesses are transacted and enhance the strength and image of the industry. The customers at large would have enhanced confidence in the industry and its practices.

Authored by Kalyan Roy, Director, CREDAI Bengal

LUXURY BOUTIQUE HOMES AT NEW ALIPORE!



Block-B
2550 sqft | 4 BHK



Block-N
1532 sqft | 3 BHK

97488 95881

info@orbitgroup.net • www.orbitgroup.net

NEW JOINT VENTURE PROPOSALS SOLICITED

LIVE THE LUXURY

350 MTS FROM MOMINPORE / ALIPORE CROSSING



Who said an uber luxurious lifestyle is only for the privileged few... We give you Orbit Ashwa condominium homes. With a world of amenities at really affordable pricing, it is not just a piece of real-estate, it is your signature of success.

3/4 BHK Apartments | 1410 sq.ft - 2245 sq.ft

INDOOR GAMES ROOM

LUXURIOUS FINISHES

SWIMMING POOL

MODERN GYMNASIUM

LANDSCAPED TERRACE

AC BANQUET HALL

ORBIT 
ASHWA
2/1, Hossian Shah Road

CALL: 9903099973/9831731088 • info@orbitgroup.net

Of Saving & Savouring our Shrines

G.M. Kapur, is a Calcuttan of long standing. After his schooling here, he completed his Bachelor's degree in Mechanical Engineering from the IIT-BHU and returned to do his Post Graduation in Business Management from the Indian Institute of Management, Calcutta (IIMC). He is a Member of the Institution of Engineers as well as a Chartered Engineer. Professionally he is an independent management consultant. He is a member of the National Governing Council and is State Convenor of the West Bengal and Calcutta Regional Chapters of The Indian National Trust for Art and Cultural Heritage (INTACH) and has also served on its Central Membership and Chapters Committees. He has been associated with INTACH since its inception in 1984.

This organization has been active in Heritage Conservation and Restoration of Architectural, Material and Natural Heritage all over the country

Q1. Could you tell us about INTACH and its mission in a nutshell?

Established in 1984 as an autonomous body by the Government of India, INTACH is dedicated to conservation and preservation of our country's rich and diverse heritage which comprises the Built Heritage, Material Heritage, Natural Heritage, Intangible Heritage and Cultural Heritage!

Manned by volunteers, today, INTACH is spread across India with 170 chapters.

I have been the Convenor of the West Bengal Chapter for the past 20 years as well as a Member of the Governing Council of India. During the past two decades, the challenges of restoration projects have been humungous.

Q2. When did INTACH come into operation in West Bengal?

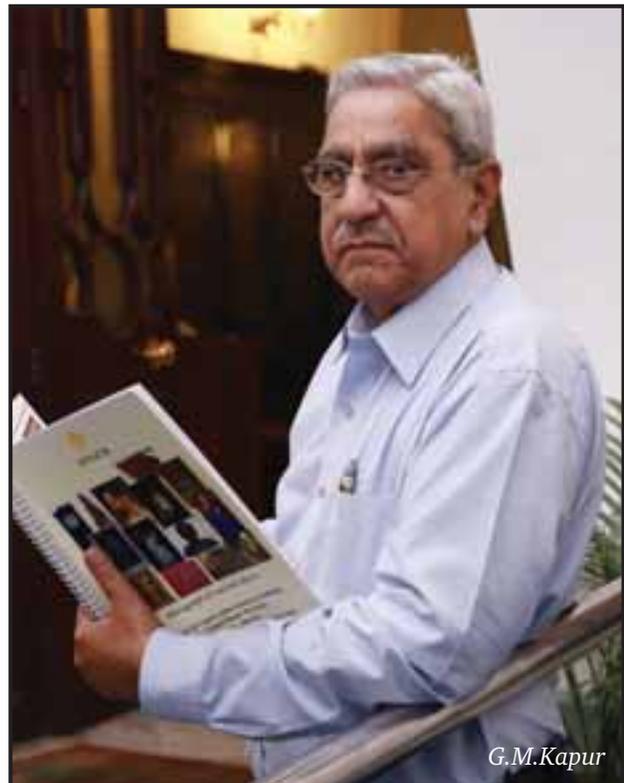
It was set up in 1984 and Lalitha Mallya, mother of Vijay Mallya was the first chairperson from whom I took over the reigns two decades ago.

Q3. What have been some of the most difficult challenges you have faced during restoration, conservation and preservation work?

The challenges have been far too many! Firstly, for Built Heritage, getting people to accept conservation as an important aspect of our city has been a Herculean task. In the past even senior officials dismissed Heritage being of no consequence. Additionally, accumulating funds for restoration projects have also been arduous.

Third, for hands on restoration accruing skilled artisans and masons have been really difficult. Hence the masons trained by us in turn train the rest. However, as projects grow, down the line these workers have lost interest and moved on, putting us in a spot. Interestingly, Bengal has the largest number of masons who are equipped to handle lime and surkhi (brick dust) work.

The entire operation was led by Ms Sanghamitra Basu, Conservation Architect from IIT Kharagpur.



G.M.Kapur

Q4. Could you elaborate on some of the major restoration and preservation projects undertaken in Kolkata and its outskirts?

INTACH has been closely involved in the restoration and conservation of numerous projects across the state but let me speak about a few important ones!

Princep Ghat (1993) has been one of our biggest projects in the city. When the New Howrah Bridge was built, there was no maintenance of Princep Ghat as a result of which it had gone to ruin. When the bridge was near completion, the barricade was removed and restoration of the Ghat resumed. The plasters had peeled off, roof tiles were broken or severely damaged, which were all repaired and restored with precision.

We also assisted in the restoration of the brilliant Lakshar Monument, where we advised the Navy on the restoration

process. The monument was set up in 1921 in memory of Indian Merchants and seamen who died in World War I.

Yet, another interesting project INTACH undertook was near Murshidabad – a zamindar rajbari known as Lalgola. The property was donated to the Government of West Bengal and was converted into an open air prison and a correctional home. Five buildings in the Lalgola campus required major repair work and restoration which were carried out flawlessly. Also the Deuri Gate, the Durga mandap, Kali temple located here were all restored by us at INTACH and financed by the US Ambassador's funds for cultural preservation.

In 2003-04, prison inmates were trained and carried out some of the masonry work .

Incidentally, it was here that Bankim Chandra Chattapadhyay penned Anandamath!

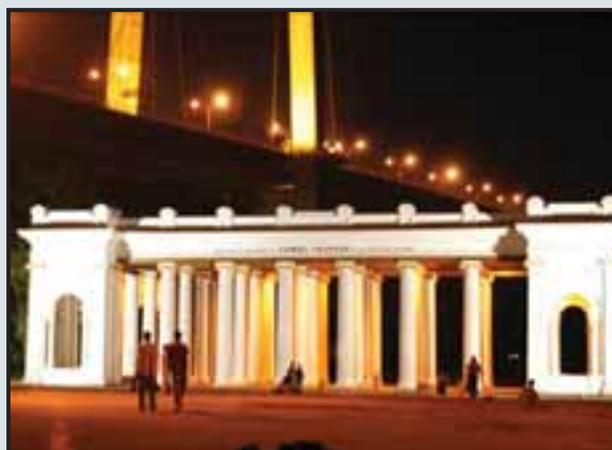
In 2007, we restored the exterior façade of St. John's Church.

Also, Archarya Bhavan, the residence of Sri Jagadish

Chandra Bose located near the Rajabari Science College was made into a science museum through INTACH.

Next, the Gwalior Monument located on Strand Road designed by Colonel H. Goodwyn of the Bengal Engineers and constructed by Jessop and Company was restored by us in 1990. The monument's metal cupola was vandalised , thus we ordered the same quality of gun metal (metal of the original cupola was melted down from the guns captured by the British in the Gwalior Campaign in the mid 1800s) for the restoration work of the cupola.

Another project I would like to mention here is the restoration of the Danish heritage in Serampore which has been funded by the National Museum of Denmark. The South Gate, the Main Gate of the Court compound, the Governor House, the Land Registry Office, the Denmark Hotel and Tavern Project are all part of this restoration project which will be completed by end 2017 and converted as a vibrant destination for tourists and visitors!



Prinsep Memorial before and after restoration



Gwalior Monument before and after restoration

Q5. How are the projects selected, does INTACH collaborate with the State Government?

We take up restoration projects where we can secure financial assistance. Restoration projects are taken up depending on the project profiles which in turn are evaluated by INTACH members.

Q6. Could you tell us about a few works of Art & Sculpture that have been restored by INTACH?

The Last Supper Painting in St. John's Church was restored by us in 2010 after seven months of continuous hard work. The project was funded by the Goethe Institute. The Painting is a work of exquisite work of art by Johan Zoffany (1785-86) in Kolkata which was then gifted by the artist

to the church. Zoffany was a British artist of German origin.

INTACH has also provided major assistance to the restoration of art works in private collections. The paintings that you see in Calcutta Club have also been restored by us.

Moreover, statues that were made during the British rule have been restored by INTACH and were removed to the flagstaff house in Barrackpore in 2005-06.

Currently, we are working on the restoration of a Buddhist monastery called the Alubari Monastery which was severely damaged during the 2011 earthquake. A sizeable collection of statues, manuscripts and murals were all affected.



Edwin Samuel Montegu before and after restoration

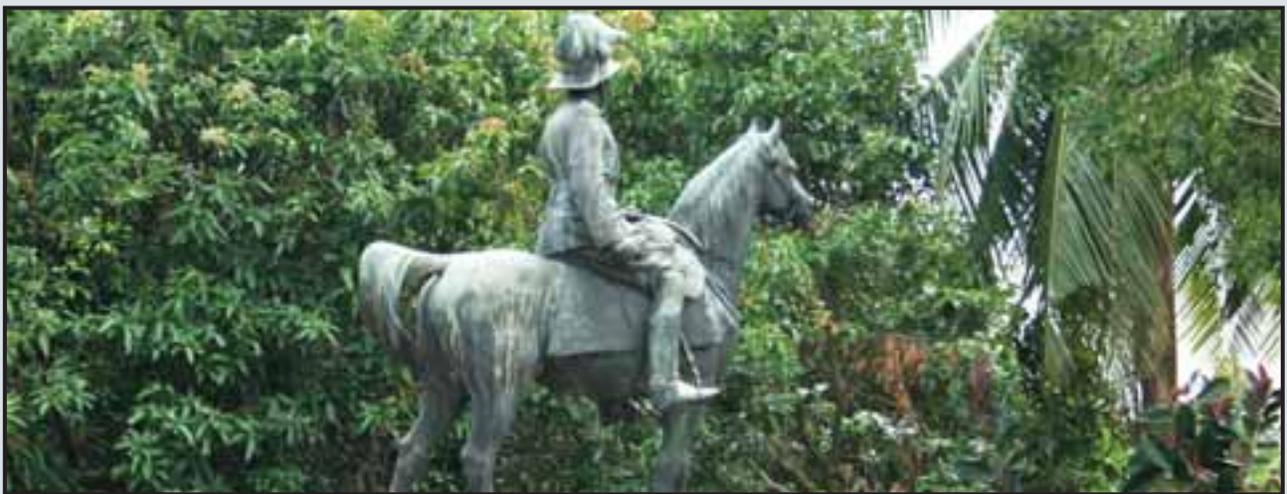
Q7. As citizens of Kolkata do we have a role to play towards preserving our history and heritage?

As citizens of Kolkata, we should realise the great heritage of our beloved city which can play a significant role as an economic engine. It should be our aim to protect the marvellous historical landmarks instead of letting them go to ruin.

Meanwhile, it is necessary to point out that Rent Control Laws do not support owners of buildings hence they become helpless in the maintenance of their properties. We must provide incentives to these owners so that our heritage can be maintained and protected.



Gilbert John (Closeup) before and after restoration



Gilbert John after restoration



George V (Closeup) before and after restoration

Offers Galore

SEMI-FURNISHED FLAT*

BOSE
HOME THEATRE / MODULAR KITCHEN*

or
SUBVENTION SCHEME*

+
0% SERVICE TAX - "GUARANTEED
ADDITIONAL SAVINGS UP TO ₹ 3.9 LACS**"

RISHI  **Ecoview**
own your paradise!

ADJACENT TO
THE 480 ACRES ECO TOURISM PARK



2+ Acres Land Area

5 Towers | G+7 Storied

PHASE - I Possession ongoing
with permanent Electricity & Water Connection

Why buy from us?

1. Timely Completion
2. Just 300m from New Town Expressway (MAR)
3. Category 1st Project / Flat Specification
4. Solar Street Light & LED Lights
in common area to minimise maintenance charges
5. Tata Sky & Internet System Provision
6. Rain Water Harvesting System
7. Sewerage Treatment Plant
8. Water Treatment Plant
9. Compositing Plant

*T&C Apply



Gymnasium

Swimming Pool with Kid's Pool

Central Landscaped Garden

Multipurpose Hall

Community Hall



Games Room

Home Theatre

Children Play Area

Club Facility equipped with

DAIKIN
AIR CONDITIONERS

SONY
MUSIC SYSTEM

ACTUAL
OF AMENITIES

2BHK + STUDY | 3BHK | 3BHK + STUDY | UNIT SIZES : 1284-1739 sq.ft.

Developed by
SVARNA
INFRASTRUCTURE & BUILDERS PVT. LTD.

Member
CREDAI
BENGAL

+91 90070 16003
+91 84206 46666
sales@rishi.net.in
www.rishi.net.in

**0%
SERVICE TAX**
+
**ENJOY
EMI HOLIDAY**



Developed by



**Realtech
Nirman
Pvt. Ltd.**

Affluent life at an affordable price.

Imagine a home with all the modern amenities at an affordable price. "Basanta" provides the comfort of various lifestyle facilities such as Jacuzzi, Rooftop garden, Gym & Community hall. Don't miss the opportunity. **Book now.**



OFFER

**1 BHK- 11 Lac.
2 BHK- 16.74 Lac.
3 BHK- 24.5 Lac.**

CONNECTIVITY-

- Airport- 15 mins
- City Center II- 7 mins
- Eco Tourism Park- 5 mins
- Rajarhat Expressway- 5 mins
- Proposed Metro Station- 5 mins
- Tata Medical Center- 10 mins
- Sector V- 15 mins
- Ultadanga More- 20 mins



Jacuzzi



Rooftop Garden



Gym

Call: 9874759944 | 9674779999

Office Address: T-68, Teghoria Main Road, Kolkata-700157, West Bengal | www.realtechnirman.com

Preferred Banks:



DISCOVER UNMATCHED LUXURY AND COMFORT



Phase-I

Howrah Anna Road
Near Delhi Public School, Domjur, Howrah

Residential Project | 2 BHK | 3 BHK
15 ACRES | Rs. 22.78 Lacs onwards | Rs. 30 Lacs onwards

Amenities: Swimming Pool, Gymnasium, Yoga Room, Meditation Room, Home Theatre, Library, Card Room, Children's Play Area, Table Tennis, Carom, Pool, AC Community Hall, Guest Room & many more.

www.riyamanbhari.com



SWARNA BHOOMI
A Riya Manbhari Project

Howrah Anna Road
Near Divine Martyr School
Opp. Basma Krishna Temple
Howrah 711 405

G+4 BUILDING
7 Blocks, 292 FLATS

1 BHK
Rs. 8.75 Lacs onwards
2 BHK
Rs. 11.36 Lacs onwards
3 BHK
Rs. 15.23 Lacs onwards



Riya Manbhari
ananya

NSC Bose Road,
Near Rajpur

G+4 Buildings,
6 Blocks, 132 Apartments

Price starts
Rs. 9.69 Lacs onwards

Amenities: Gymnasium, Swimming Pool, Out Door Children's Play Area, Afta Zone, Multipurpose Court, Toddler Zone, Landscaped Garden, Community Hall, Indoor Games Room.

www.riyamanbhari.com



PROJECT BY:



MEMBER OF :



98300 92506, 98300 06085

sales@riyamanbhari.com

RIYA GITANJALI

Live the Touch of Tagore

205 Flats* 7 Blocks* G+4 Buildings*

Modern Club Amenities

1 BHK ₹12 lac onwards*

2 BHK ₹17.5 lac onwards*

3 BHK ₹22.5 lac onwards*



MODEL FLAT READY

CONSTRUCTION IN FULL SWING



A PROJECT BY **RIYA**

BANKING PARTNER: **ICICI**



SOLE MARKETING PARTNER: **NK** 033-4040 1010

SPECIAL FESTIVE OFFER

- 1 One number of 1 Ton AC
- 2 One number of 1 Ton AC & Refrigerator
- 3 One number of 1 Ton AC, Refrigerator & Washing Machine



THE CLASSIC ELEGANCE OF ENGLAND AT BARASAT

"Near Barasat University" off Barasat-Barrackpore Road

OXFORD SQUARE



5 Blocks | 170+ Flats | G+4
FLATS @ ₹1800/sq.ft.*

1 BHK ₹ 8.82 Lacs onwards*

2 BHK ₹ 11.03 Lacs onwards*

3 BHK ₹ 16.54 Lacs onwards*

A PROJECT BY **RIYA**

MEMBER **primarc** PROJECTS

MEMBER **CREDIT**

BANKER **ICICI**

CONTACT **96746 70001**
90733 71885

“ফার্স্ট ক্লাস ফ্ল্যাটে থাকি
মাছও ধরি,,
Senior Challenge



CONSTRUCTION IN FULL SWING

FLATS ₹19 LACS ONWARDS*

MODEL FLAT READY

OTHER FACILITIES

- 60% Open Space layout
- Landscaped Garden
- Natural Waterbody
- Space for crèche
- Library
- Jogging Track
- Senior Citizen's Park
- Fishing Deck

MBPS waterview
Malancha Bazaar, Rajpur

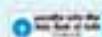
DEVELOPER

MBPS

MEMBER

CREDIT

PROJECT APPROVED BY



MARKETED BY



4040 1010/6620 1010
sales@nkrealtors.com

To Kolkata with Love

Introduction : The sounds, the charm, the colours, the spirit, the festivities, the warmth, the passion and the people of Kolkata- they love it all! They are based in Kolkata hailing from different corners of the world and they tell us what keeps them ticking amid the challenges and the chaos – here is a glimpse into their lives in the city and how they have tasted and imbibed the local culture, the food, the music, the literature and why they have been enjoying life to the hilt!

June Tomkyns & Priscilla Corner

June Tomkyns is the CEO of the June Tomkyns CHAIN OF Salons. She has worked in the Salon industry for the past 40 years. She was the first person in the Eastern Zone in India to be inducted into the Intercoiffure de Mondial.

She has trained with Vidal Sassoon, Toni and Guy and Saks.

Priscilla Corner has worked in the Salon industry for the past 15 years and is currently the Creative Director Hair for June Tomkyns. Priscilla was actively involved in theatre for 15 years, singing, writing, and has given close to 200 stage performances, the film in which she played the lead, The Outhouse.



June Tomkyns & Priscilla Corner

Q1. How many generations of your family have been living in Kolkata? When did you'll first settle in Kolkata?

June Tomkyns: My father was of Irish descent and my mother was Welsh. My parents met in India prior to 1947 and I was born in Wellington while my Dad was with the British Army! I have two sisters and a brother who are well settled in Toronto, Australia and Vancouver. I grew up in the southern part of the country and moved to Kolkata in 1965.

Q2 How were your growing up years in the city?

Priscilla Corner: I grew up in different cities in India such as Delhi, Srinagar, Bangalore, Mysore, Hyderabad and so on. I was in Kolkata in the Eighties and I relocated to the city in 2005 with my husband being posted at the Royal Calcutta Turf Club (RCTC)!

For me returning to Kolkata in 2005 was indeed homecoming. The city has a large heart, and its magnanimity helps in making people comfortable. Also my family who were already settled here helped me to quickly adapt and fit in!

I am proud of Kolkata specially because throughout its history, it has embraced so many cultures that have left their mark here.

Like so many people who have settled here it was quite easy for me to find my rhythm here and at the same time balance it with the city's rhythm!

Q3. How has the city and the people changed since you first started your salon? What were your challenges vis a vis your industry, the people and the culture?

June Tomkyns: I started my salon in Kolkata in 1985. I must say since the Eighties there has been tremendous progress vis a vis the city and the industry that I have been in for four decades!

When we started no hair colours were available, we had to struggle to get in the colours for our clients, there were no facilities for streaking hair. And we were the only salon in the Ballygunge area! With the passage of time, and Manmohan Singh's Liberalisation in 1991, overseas companies started pouring in and plenty of innovations were happening with hair just like any other industry in

the country. Earlier, in 1983 I had the opportunity to obtain training from Tony & Guy, London in 1983!

Meanwhile, with regard to facial products, we were experimenting and making face packs at home- which was tedious and a real challenge!

Priscilla Corner : When I returned to Kolkata in 2005, there was galloping progress in my profession of hair and beauty! On one hand foreign products were now available and the clients now had far more exposure through the Internet, Travel and exposure to make-up.

At present, our industry is extremely competitive where we have to be creative, innovative and well ahead of the clients' knowledge and perception of hair style, hair in general and beauty. This is really a wonderful time for the entrepreneur.

Furthermore, the progress and adaptation to new techniques have been smooth. Currently I see the hunger for learning among entrepreneurs and clients, a huge move from the days when my mother Ms June Tomkyns brought in hair extensions and gel nails from abroad! Now the challenge is how do you keep abreast with all the new products and methodology and how do you move ahead and keep your creativity hat on 24x7!

Q4. Are you aware of your roots, your language and your culture?

Priscilla Corner: I consider India my home and my roots are here. For instance I am traveling in and out of the country for business or training but I am comfortable when I return home!

I also feel that globalisation is wonderful but simultaneously ethnicity must be protected or else we will be one big homogeneous world!

June Tomkyns: You know people are so friendly here, I simply love my life which is so fulfilling and joyous here!

Priscilla Corner: I must admit there are several challenges in the dichotomy of diverse cultures but the constraints are gradually fading out with so many inter-community marriages happening all the time!

Q5. Do you miss the essence of the city during your youth?

June Tomkyns: You know times were different then and I feel quite nostalgic! The late Suchitra Sen and her daughters Riya and Riama would walk in to our salon. I miss the Park Street of the Seventies, I miss the likes of Pam Crain – somewhere the city has now lost its soul.

Q6. Do you think Kolkata is cosmopolitan? Why?

Priscilla Connor: Of course, the city is cosmopolitan in nature. Spending time in our Salon we are exposed to so many different communities and cultures! On any given day, time simply flies in the salon and I may end up cutting hair of 10 different communities!

Q7. Have you ever had the time to visit the old monuments and landmarks of Kolkata? How did you feel? Do you have any favourite spots in the city?

June Tomkyns: You know in the Nineties, we had a walkers' group. Early in the morning at about 6:00- 6:30 am, we would walk along Babu Ghat, the Princep Ghat.





June Tomkyns & Priscilla Corner

Q8. How did your community blend in with the ethos and culture of Kolkata? Has your own culture and heritage been preserved?

Priscilla Corner: I am a cent per cent part and parcel of Kolkata and I owe this to my Dad's army back ground! When I go to certain cities abroad, I feel quite lonely whereas in Kolkata I never feel alone. Kolkata is a city where one simply slips into different auras of different individuals!

Q9. What are three changes that you would like to see in the city, particularly with reference to heritage and architecture?

June Tomkyns: I would definitely like to see some road facilities like separate lanes for ambulances. Second, I would be delighted if the Government could provide basic housing for the underprivileged and needy children. Third, a care home for individuals who cannot think for themselves and are mentally challenged. Compassion is so important for society to be safe and secure.

Q10. What are your three favourite things about Kolkata? Please elaborate!

June Tomkyns: Though I am disciplined about food and am a vegetarian, I use to love the Biryani, the Ball Curry, fish and so on. Spicy food was what I thoroughly enjoyed in my younger days!

Priscilla Corner: I love the prevalent club culture in the city such as the Calcutta Cricket & Football Club CC&FC and Dalhousie Institute (DI). Also, the variety of dishes is an absolute delight here! Today the Indian curry is so popular in the UK and several other countries!

Q11. You have been a great traveller, your family is spread across the board! Is there anything local here in Kolkata that you would never give up?

Priscilla Corner: When you know you won't be here and your home will be across the seas your mind-set is

different. You tend to be less involved in the day to day affairs before leaving your roots! When people immigrate, they may be uprooted and in a confused state of mind. However, today, it's a different story where plenty of NRIs are realigning to life here, visiting the city more often and even coming home to celebrate Diwali or Durga Puja or Christmas with their families!

Stephane Amalir

Stéphane Amalir is the Director of the Alliance Française du Bengale.



Stephane Amalir

Q1. What brought you to Kolkata and how long have you been living here?

I arrived here in September 2012 and came in on official assignment as the Director of Alliance Française du Bengale.

Q2. What is your perception or impression of art, culture and literature that gives Kolkata a unique place on the national map?

The common perception among foreigners prior to landing in the city is that of apprehension and they identify Kolkata with Mother Teresa and her Missionaries of Charity and the Black Hole and I was no exception!

But believe me, when I touched base here, I was quite impressed. Kolkata or Calcutta, the former capital of India during the British Raj comes with amazing history, heritage and tradition!



My

colleagues at the Alliance Française and at the French embassy love the city and its charm at multifarious levels. For us, Kolkata is a real city.

I may mention that it is part of my responsibility to promote French culture and dialogue and Kolkata is indeed the ideal destination for the same - be it artists who want to collaborate with their French counterparts, French classical or contemporary music recitals and so on.

Speaking of performing Arts, theatre is great here, there is incredible talent among theatre directors and actors. Look at the brilliant musicians who perform at the Dover Lane Music Conference every year and not to speak of the larger than life Poet, Dramatist, Artist, Novelist, Philosopher, Rabindra Nath Tagore who is revered in Europe till date.

After living here for four years I have developed a strong affinity for the cultural milieu and cultural here!

Coming to Cinema, I see the French and the people in Kolkata enjoy the same passion and enthusiasm. For instance, everyone knows of the greatness and genius of Satyajit Ray back home in France!

Meanwhile, I have often been visiting art exhibitions in

Life has been quite fulfilling for me since there are so many cultural similarities between France and Kolkata and therefore I feel so much at home in the city!

Q3. Could you comment about the city's architecture and is there any remote similarity between Paris and Kolkata?

The traditional architecture here is amazing so rich, grand and varied! I wish if these great buildings, landmarks and monuments were maintained they would look beautiful. The lack of maintenance will snatch away the

charm and the beauty of these buildings with the passage of time. I feel there should be awareness among citizens, adequate infrastructure, funds to protect the architectural heritage of Kolkata.

You may be aware that a century back. Paris was in a complete mess but slowly down the decades, the city has taken shape and today the French are extremely house proud about their roots, their art and their history! The French Government too ensures that the historical





Stephane Amalir

Interestingly, both Kolkata and Paris are located on two great rivers the mighty Ganges and the Seine! Geographically they are quite similar with both cities being equidistant from the sea. I would like to point out here is that a development plan around the Ganges could be initiated by the Government that may benefit a huge number of people based around the river. The river banks too must be preserved in the near future.

Tourism is another commonality between the two historical cities. But to my mind if the basic infrastructure and amenities for travel improve here, Kolkata could attract far more tourists than at present!

Finally in terms of old architecture, I find a lot of similarities between Kolkata and Paris an example being the buildings at Dalhousie Square built by the British!

Q4. Have you visited the landmarks and monuments in Kolkata? What has been your impression?

Yes, most definitely! I have toured the most spectacular Marble Palace, the historic Victoria Memorial, the fascinating Kumartuli, and the exotic and colourful Mallick Ghat Flower Market ! Honestly, there is so much for the citizens of Kolkata to be proud of!

Kumartuli was absolutely mind blowing with the artists working on the Durga and other idols, the creative intricacy, their expertise really took me by surprise! I believe this art has come down several generations and the Durga Puja is the largest street festival in the world!

Apart from the architectural legacy (such as the Victoria Memorial or the buildings at Dalhousie Square, General Post Office, the Writers Buildings) left behind by the British, I am in awe of the great Lakshar Monument dedicated to the soldiers who died during World War I.

Q5. How did you blend in with the life and culture of Kolkata?

I must admit that Kolkata is a city that adopts you quickly! Look at the galore of invitations that come our way specially

during winter when the city is vibrant and glittering! If you know English here, life is quite easy and you don't have to really make a huge effort to actually blend in with the population. People are so warm, outgoing and social in the city. In comparison, my colleagues in Bhopal and Lucknow have a harder time fitting into the social scene and the local culture!

The only thing I have not adjusted to is the unbearable heat and the humidity in the summers !

Q6. Can you compare the social life of Kolkata and Paris?

Yes, there are plenty of similarities between the two cultures- the French like the Bengalis are passionate about food, theatre, cinema and literature! In fact, the French love going out, mingling and socialising like you'll here do in Kolkata! The adda culture too is very much prevalent in Paris!

Most importantly, both the French and the Bengalis are quite opinionated, judgemental and very involved in politics, hence Kolkata is very familiar and comfortable for me!

Q7. What are your two favourite things about Kolkata that you will cherish?

The fabulous parties held in the city and the fish in mustard sauce. I am pretty fond of spicy dishes!

Q8. What do the French tourists feel about Kolkata?

When they visit the city for a few days they have a negative impression about the city such as the noise pollution and the lack of cleanliness. But when they come here for a longer span of time they fall in love with the city, its rich attributes and the friendly people who will go out of their way to help you out. You need time to figure out the city and all its attributes that enriches your day to day existence!

Jennifer Heemstra

Pianist Jennifer Heemstra has performed as soloist and chamber musician, as well as theatrical accompanist and coach throughout the United States and Europe in such venues as the United Nations. International Press has acclaimed “Jennifer Heemstra’s finely calibrated piano accompaniment proves you don’t need an orchestra to showcase lovely music.”

Since her arrival in Kolkata she has performed for over 42,000 people in 50 concerts. Ms. Heemstra created the Kolkata Classics, a concert series promoting high quality western classical music to the masses regardless of socio economic status.

(On November 10, she is scheduled to receive the Secretary of State Award from John Kerry in Washington DC for outstanding voluntarism abroad.)



Jennifer Heemstra

Q1. How were you inspired to become a classical pianist? How did it all start?

I attribute my music to my maternal grand father who is a retired farmer. He is what you call a barber shop quartet singer. This is a form of socialising through music. My grand father and his friends would sing in four parts and thus, bond with each other, with music being the catalyst. This form of music was very popular in the 1950s and 1960s, which comprised good fun, good humour and the men who performed wore straw hats and suspenders!

My grand father is a charmer and he sang on his 100th birthday with some of the singers! It was amazing to see how he remembered the words- he has been singing for the past 75 years of his life!

When I was a child, I had a pianola which is a self-playing piano, containing a pneumatic or electro-mechanical mechanism that operates the piano action via pre-programmed music recorded on perforated paper, or in rare instances, metallic rolls.

I used to sit outside my home and muse about becoming a pianist. I had a great affinity for music and sports. During my teens, I entered music contests and did well. At 15, I toured with an international choir to Germany, Switzerland, France, Denmark, Sweden and the Czech Republic! And at High School I started pursuing music and thus began my journey in music!

Q2. How long have you been living in Kolkata? Could you tell us about your experience of settling into the city?

I have been based in Kolkata since end-March 2014! My experience here during the past two and a half years has indeed been fulfilling, exciting and so interesting! Actually when I landed the over stimulation of the senses, the people, the weather, the local languages were all quite overwhelming for me!

But once I settled down and connected with the local population, I started exploring the different facets of the city which were all quite intriguing and fascinating.

I realised how proud the people here are about their heritage and culture. Bengalis, for instance revere Tagore and other celebratory writers and poets who are all an integral part of the rich literary tradition of Bengal.

To my mind, Kolkata is certainly the cultural capital of India. The visual arts, the performing arts, music and



atmosphere amid which I grew up in mid-west United States.

Q3 What do you love about Kolkata and all the attributes that make the city so unique?

Oh! I love the warm, welcoming and proud people of Kolkata! The cultures, the religious ceremonies are so diverse, colourful and rich. To my mind the traditional Saree that comes in so many textures and patterns, is the most flattering and sophisticated garment a woman can wear.

Look at the fascinating jewellery that the ladies adorn themselves with, especially during weddings and festivals. There is no doubt that Kolkata is a fashionable city!

The cuisines available here are amazing! I was tasting food at a Bengali Cooking show I was on, the Zee Bangla Ranna Ghar when I learnt about mustard oil. I turned a vegetarian here and the different types of vegetables available here is superb! I love the Banana flower, the Banana leaf and the Bhukti (before I became a vegetarian). Moreover, Dosas, Idlis, Sambars, the coconut sauce and the curries are some of my favourite dishes here.

Of course, the wide array of breads such as the Roti, Nans Loochi along with the classic Marwari dessert made with pistachio and saffron are an absolute delight for the palette!

Q4. Are there any similarities at all between life in the US and Kolkata?

Actually not really. The life here may be compared to the life during the Fifties in the US!

However, there are a number of cultural similarities between that of Italy and Bengal! The Italians like people out here are very family oriented, they look after the elderly and are very close knit. Also, like here the Italians have many regional dialects and they too are passionate about their food!

I would like to mention that a few social issues such as the dilemma of gender equality, environmental constraints, lack of social services are resolved, India will be a great nation. It has tremendous potential, rich natural resources, a huge young population to excel and be one of the leading

countries of the world.

Q5. Do you think you have blended in with Kolkata?

I am open to cultures, lifestyle, food and so on- but I am me! I am a traveller but at heart I will always preserve my own identity!

Q6. You are a renowned and gifted classical pianist. How appreciated has the Kolkata audience been of your musical talent?

I must admit the Kolkata audience has been extremely receptive! So far, I have performed in more than 60 concerts and reached out to an audience of 55,000 people!

During my stint in Kolkata, I founded the Kolkata Classics which comprises a series of free musical recitals where I have introduced internationally famous musicians including fellow Spartan alumna Carrie Pierce who have all joined me on stage and played for free. We have performed in hotel ballrooms, concert halls as well as in slums, orphanages and the city's sprawling red light district, the largest in Asia and home to tens of thousands of women and children confined to sex trade. Through our concerts we realise that some of the less fortunate children have never even seen a piano or a cello.



Jennifer Heemstra

You will be happy to know that 25 top musicians around the world want to come here and give free recitals! They see Kolkata as a moving city for art and music- In fact, these musicians spend great times in the city and return home learning so much about the local traditions and nuances!

Till date patrons and sponsors such as Manjushree Khaitan & Kalyan Sen (Manjushree Group), Suresh Somani (Ratnabali Capitals Markets Ltd), Lata Bajoria (Hooghly Jute Mill) and Kunal Roy Chowdhury (Head Trustee, Tea and Allied) have kept Kolkata Classics afloat which is recognised in India as a trust or non-profit.

Meanwhile, it is indeed gratifying that through Kolkata Classics, we have been able to provide free health services and vaccinations and other medical services such as checking blood pressure for trafficked women and children.

I hope Kolkata Classics will be sustainable, for me its all about connecting, sharing energy and lifting spirits of all

sections of society, particularly the under privileged. We need to create a world where women's ideals are as valued as those of men. This is a small part in the larger human struggle.

Q7. Have you had a chance of visiting some of the landmarks and historical sites here?

Of course! For instance, the Jorasanko Thakur Bari when I held a concert in February 2015. I also loved the historic Tagore Castle, Pathuria Ghat Street which I visited along with the BBC team when they filmed Sue Perkin's documentary on Kolkata! (Tagore was such a great poet, lyricist and composer- interestingly, In the early 1900s Western Classical composers such as Franco Alfano, John Alden Carpenter, Richard Hageman and Karol Szymanowski, took his poems and set them to western classical music!)

The Victoria Memorial symbolic of the British Raj history is monumental along with its magnificent and beautifully manicured gardens.

I have also visited the three Jewish Synagogues in the city which are interesting and I found the Marble Palace to be spectacular! Yet another favourite haunt of mine is the

New Market I adore the jewellery stores that the market houses!

Our trip to the Sundarbans was great where we went around on a boat but unfortunately the flora and fauna, the eco-system are not being preserved.

Q8. What have you found intriguing about the city's architecture?

The buildings of North Kolkata and those built by the British are fascinating! I love the old tin ceiling roofs, textures and details you don't see in modern buildings.

The crown moulding on the entrances, lentils and supporting the verandas - things that were done with care and still lasting. The marble floors and high ceilings give grandeur to a space and make for great acoustics.

Here, at home, I wake up every morning and see the view of the Birla Mandir. The temple is so different than the older buildings of the city and so grandly Indian.

To my mind, some of the private sprawling private bungalows are grand and overwhelming housing 100-150 staff and security personnel for maintenance and safety! For example, Ms Lata Bajoria's home beautiful filled with antiques, old coloured glass and marble floors.



Shaun Kenworthy

UK-born and bred, Shaun began his career in Yorkshire, Manchester and London. In London, he worked in some of the best gourmet addresses in Bem's in Stockholm and Gustavinos in New York. Shaun arrived in India in 2000 when Indian taste buds were just awakening to international cuisines. He brought with him European cooking techniques and traditions and a list of other non purist styles and interpretation. Fresh ingredients and presentation and above all a great tasting honest marriage of flavors. Shaun has spent the best part of the last 10 years consulting to the hospitality industry and helping new project start-ups across over 50 projects. In his own words. Hotel Restaurant Bar Bakery Confectionery Cafe Retail and so on, "You name it I've worked on it!"

Q1. How did you land in Kolkata? And why did you decide to make Kolkata your home?

This is long story but in short, during my last job in London, I was invited to be a guest Chef at the "World Gourmet Summit" in Singapore, April 2000. During the summit, I met a gentleman by the name, Rohit Khattar who was based out of New Delhi. Following our meeting, for the next few months he persuaded me to spend a year in the Capital which was a great time of finding India for me.

In 2001 the disaster of 9/11 happened and suddenly the job I had been planning on at Gustavinos in New York didn't exist for me anymore!

Luckily earlier in the year, I had met the Chairperson of Apeejay Surrendra Park Hotels and Director of Apeejay Surrendra Group, Ms Priya Paul. During our conversation



Shaun Kenworthy

she told me that there could be an opening for me at her chain of hotels.

Well, the rest of the story most people in Calcutta are familiar with! I joined the Park Hotel, Calcutta as Executive Chef and four years later when I left my assignment, I was already married to Pinky for a year. We both discussed opportunities in the UK, Middle East, Australia and so on!

However, eventually we decided to try something out in Kolkata. The rest is history and currently, the city has been home for me for the past 15 years. Although most of my professional commitments keep me travelling for most of the year, Kolkata is indeed my home!

Q2. What were the difficult adjustments you had to make initially?

Not at all, I think from the day I first reached Calcutta, unlike the year I'd spent in Delhi, Calcutta really did feel like home. Even now if I cross the bridge into Howrah, it reminds me of the working class Manchester where I grew up and Dalhousie and the river of all those years in London.

Q3. Did you put blinkers on with regard to the garrulous high spirited people here?! How did you fit in?

Oh no, Not at all! My wife, a true Bengali in many ways, always laughs at how much nonsense I speak, the result of me having grown up in a small Mill town in the UK where everyone was an open book and filled with tales of yore!

Q4. Are you a die hard Kolkattan now and why?

I'm not a Kolkattan at all. I consider myself much more of a thoroughbred CALCUTTAN. And a true romantic! I'm indeed fascinated by the history of the city. I believe without the varied tradition and rich heritage, the city could never comprise such open minded people. For instance, just walk down Park Street, stand in Hogg market or spend a day on the Hooghly river or at the races and think back 100 years. Believe me, it is simply magical!

Q5. What did you initially explore when you decided Kolkata would be your home away from home?

Calcutta is very much home for me. Whenever I go back to the UK I feel like a stranger. I recollect during those early days in Kolkata, on my days off, I'd either keep sauntering down the streets or jumping on and off buses



with no idea where I was going on my expeditions! Eventually I would invariably hop into a yellow cab and simply tell the cab driver, “ Park Street!” Kolkata is indeed a city where you can simply never get lost.

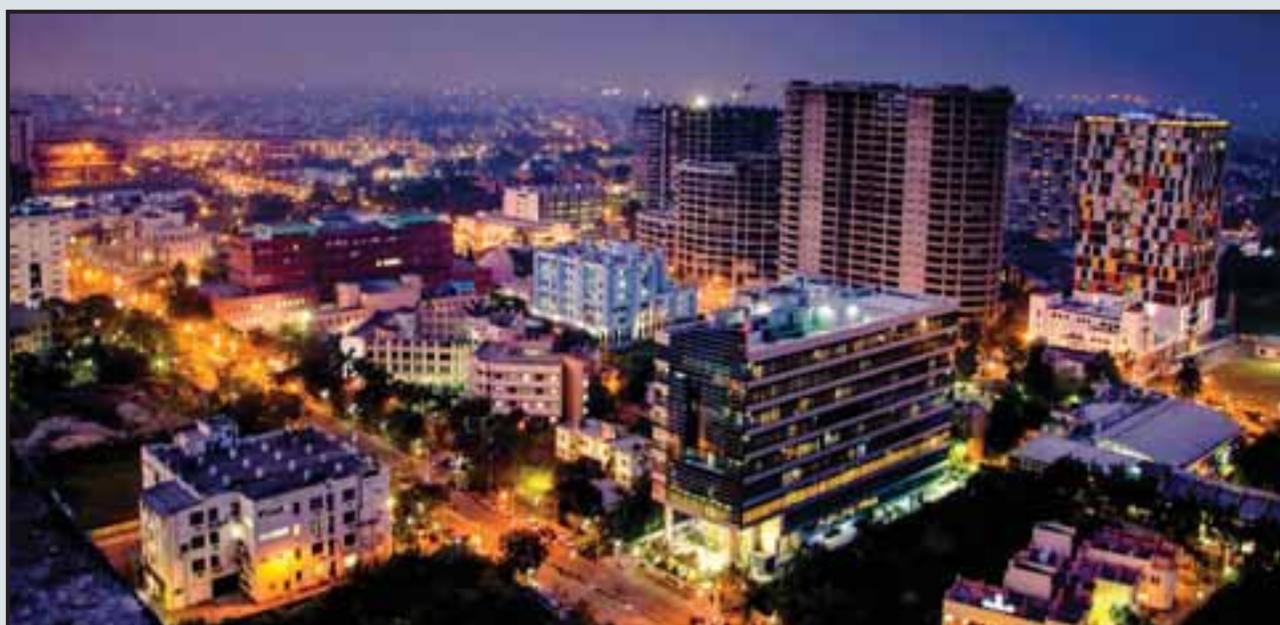
Q6. How did you blend in world cuisine with the local one? Did you go with your instinct or were you dictated by the local palette?

I've always been a fiddler and curious about what can be done with food and ingredients – hence during my initial years at The Park, exploring and experimenting with food was an awesome experience - it almost felt like being on an open playground for me and I guess this is when I put my stamp on the city!

Q7. You are a traveller? Can you relate Kolkata to any other city in terms of culture people and habits?

Yes, London for sure! However, as far as food and cultural habits are concerned, the Bengalis and the French are practically sail on the same boat! In fact, both nationalities spend morning till night discussing the next meal and the next and the very next, more than willing to give up everything for their culture, street-side adda, socialism and literature! A Bengali or a French will seldom refrain from frowning at others for being ill-educated idiots who have little knowledge about the joys of eating well and this is partly why I love the French as much as I do the Bengalis!

Q8. What excites you about Kolkata? And how would you like to city evolve in the future?



Kolkata, in many ways isn't a modern day exciting city but then again I'm not your modern day excitable Englishman! Although the city is slowly changing in terms of opportunity and growth, I really do hope for Kolkata to still have some historical and cultural interest in the future. The city has to evolve, keep pace with the changes at home and abroad, so that the young Bengalis will stay



back here and grow in this “ City of Joy!”

Q9. What are your hobbies and what are some of the local essence that you have adopted in Kolkata?

I think food and writing about food are still my main hobbies and when time permits, I'll definitely start painting again! I love art, adore Jazz and If I was ever to leave India, I'll still need a vest and lungi for wearing around the house and of course that water faucet in the bathroom! think I have finally become liberated !

Q10. Do you think expats have a good time in the city and there are things for them to be engaged in and enjoy?

I think this is a catch 22 question that you'd really need

to ask other expats. I've never really thought of myself as being one as such although I do have foreign friends. I'm indeed much more one of the locals.

However, what I can tell you is some expats come here hate it and quickly leave within a few months, others hate it at first then simply fall in love with the city and there are few like me that come and make it their home!



Sandhu Group

TURNING DREAMS INTO REALITY



8420121619/20
sandhugroup.in



**CLOSE,
TO YOU ...
TRAIN, BUS
FLIGHT
AND
MARKET
TOO.**

**From
30.46 lakhs**
To see the model
flat at the Experience
Centre call for
pick-up and
drop Today

**Your affordable home amidst mango trees.
Near the Airport.**



Green landscape at Eternis

WHY ETERNIS

- Evergreen living amidst mango trees at Eternis on Jessore Road, just 10 minutes from the NSC Bose International Airport
- Green Building ... a large area is devoted to green plantation and natural landscaping • Banks, shopping malls, educational institutions, and healthcare facilities reachable within minutes
- Peace, calm and quiet along with the basic necessities of citylife
- AC Bus service to reach residents to nearby Metro Railway station



The Club

WHAT'S IN STORE

- A community of 13 towers – B+G+11 storeys
- Ultra-luxurious 2, 3 & 4 BHK residences – 823 to 1637 sqft
- Interconnected Green landscapes • Jogging track
- Floating pavilion with resting deck • Open-air amphitheatre
- Single-screen Cinema • Guest rooms • Cafeteria • Garden lobby
- International standard Clubhouse – 18,000 sqft
- Club with Infinity pool • Steam and jacuzzi • Hi-tech gym
- Kids play area • toddlers' zone • Meditation centre with Yoga lounge • Banquet area cum badminton court
- Indoor sports arena – TT, billiards and card rooms and more



Infinity pool

THERE'S MORE ...

- 345 kottahs • 824 flats in Phase I • Plan to grow more than 100 trees in the near future • 55,000 sqft designer Landscaped Garden • Inter-connected Walkways and Sunken lawn
- Massage room with tranquil ambience • Decorated Entrance Lobby • Two lifts in each block • 24x7 CCTV surveillance at the entrance lobby • Fire fighting system
- Visitors' Parking • Sit-outs, Plantation and Walkways on rooftop



ETERNIS
EVERGREEN LIVING

LEAD DEVELOPER



CO-DEVELOPER



Home loans available from leading banks.

PREFERRED MARKETING AGENT



**4040 1010
6620 1010**

info@srijanreality.com | srijanreality.com

DISCLAIMER All specifications, drawings, amenities, facilities, parameters etc shown in this ad are subject to change as per approval from respective authorities. The final decision remains with the developers. All pictures shown here are for representation purposes only.



you deserve more, much

Brought to you by



greenfieldcity.com | sales@nkrealtors.com

Greenfield City is now about to have more amenities over and above what already exists. Not just another new club and shopping arcade, but much more. Because you deserve it. Open your eyes to what's in store.

Greenfield City

45.69 acres • 74% open to the sky • 2/3 BHK
1052 to 1323 sqft • Near Behala Chowrasta Metro
₹35.25 to ₹58.50 lakhs

What's there

Park • Rooftop swimming pool • Club Fountains
Jogging track and walkways for morning walks • Kids' play area
Tennis-volleyball court • Floodlit cricket-football stadium
State-of-the-art fitness centre • Jacuzzi • Massage • Spa
Indoor games • Toddlers' indoor play area • Miniplex auditorium
Large AC banquet hall • Senior citizens' sitting area
Separate guest rooms • Party lounge • Pharmacy
Stage for pujas and festivals • Guests' parking area
24-hour electricity • AC bus service to nearest Metro station
Green all around ...

What's new

Landscape design by international architect
Majestic, new entrance gate • Landscaped garden with
fountains and sculpture at the entrance • Green boulevard
New central park with pond and sculptures • New pocket
gardens with sculptures and kids' play areas • Reading court
Tea pavilion • Outdoor chess court • Barbeque pavilion
Picnic pavilion • Sensory court • Outdoor gym and Yoga corner
Playground with equipment for children • New badminton courts
New, modern club • New massage room • Virtual games arena
New coffee shop • Party lounge • Cards room with open terrace
Shopping arcade with fine dining Provision for
creche, playschool and multi-speciality healthcare unit
with diagnostic centre ...



Landscape design by international architect



Landscaped garden with fountains and sculptures



New swimming pool



New club



New shopping arcade with fine dining

more, the merrier.

All property pictures are artist impressions.

Near Behala Chowrasta Metro

4040 1010 | 6620 1010

Call for FREE pick-up and drop back.

 **Greenfield**
City LIVE THE BEST

Fusing beats with History & Heritage

Vocalist Soumyojit and pianist Sourendro rhyme as a duo. They have been creating, composing and performing together for a decade now. Soumyojit pursues music under the guidance of the legendary Pt. Ajoy Chakraborty, while Sourendro trained in Indian music under Pt. V Balsara & Ustad Vilayat Khan - also learning about different forms of music from Prof. Martin Keubert. They have created a new soundscape of their own and travelled far and wide with their music.

They have directed the music for the famous version of the Indian National Anthem, featuring 40 legendary musicians from India, as part of their album titled "Jaya Hey". Their versions of Rabindranath Tagore's compositions make up their extremely popular album Tagore & We, which has received several prestigious music awards and nominations.

They host the World Music Day - Kolkata Chapter every year, and are directors of several corporate cultural events and productions in India and abroad. Recently they debuted as Music Directors in National Award winning Director Sanjoy Nag's "Parapaar" where the legendary Asha Bhonsle has sung the duo's composition.

They believe in their music, they keep the faith of their connoisseurs, they worship art.

Q1. Tell us about your music, your inspiration.

Sourendro: Soumyojit and I have been collaborating together for the past 10 years! It all started back at our St. Xavier's College Auditorium when we casually performed for a college event. Today, when I look back, I am convinced that the matching of our wavelengths was a sheer example of divine conspiracy!

From the first day, we started on a very serious note about creating music, this was our vision, our challenge and the beginning of an exciting and a daring journey together! Moreover, we needed to make certain vital investments and at the same time not go bankrupt! Initially we took certain crazy decisions which inspired us!

It was a complete miracle how we managed to perform our first professional concert at Jamshedpur after missing our train, getting on to a local train (and sitting on the floor with our instruments) to Kharagpur; after arriving at Kharagpur station, to our horror we realised the only train (the Mumbai Mail) from there that passed through Jamshedpur did not actually halt at the Steel Town! We pleaded with the Station Master at Kharagpur to get us on the Mumbai Mail and only after hearing us perform he put us on the army compartment, did not charge us a single penny and confidently announced to our fellow passengers, "these boys will be national one day!" We finally arrived at the venue and were thrilled to be paid Rs 5000 instead of the Rs 1500 that was committed to us by the organisers!

Experience has taught both of us that apart from talent and consistency one needs astute marketing skills to package your art. Hence at times we would take help of Soumyojit's IQ and our labour to make music that had depth of the East (with a 4000 year-old history) and the free flowing music of the West.

For us, Kolkata rewarded us with a liberal audience who were receptive to anything new. Today we are surviving



because we are innovating, experimenting and creating new music. Our motto has been to explore new ideas coupled with practical orientations which could reach out to our audience. We are happy to have created a whole new audience with a new taste for music.

Soumyojit: As musicians we have never categorised our audience. We are determined to break our own mental shackles, we are not purists and we still have to convey that you cannot restrict and chain your creative minds. Moreover, we don't ever want our audience to be able to predict our music!



Sourendro: At present we have young musicians following our trends. We were fortunate to have looked into things with a visual eye which is so important in the digital age. The visual aspect of a performance is also crucial when you are entertaining an audience at an exotic destination.

Soumyojit: I would like to add that the moment musicians start idolising our music, we change, we evolve and we even have broken barriers. We have faced a lot of hurdles from puritans who were averse to improvisation- but thankfully, we have overcome these obstacles. The other thing I feel strongly about is the importance of stagecraft and it is absolutely imperative to make your performance exclusive. Of course, to be able to interpret any composition must also be special and one of a kind.

If you visit www.youtube.com/soumyojitsourendro, people from any part of the world can have access to our music.

Q2. Do elaborate about your performances and experiences across the world

Soumyojit: In 2005 we travelled to Germany for the first time. For me this was also the first time, I got on to an aircraft! Since then we have performed in Italy, Switzerland, Singapore, Dhaka, the UK, the US, Sydney, Canberra, Melbourne, Dubai.

We have been extremely lucky to have collaborated with some of the finest musicians across the world. For instance, in 2007 we were in Munich to record a song for Stefan Stoppok's album – we were also experiencing how the West technically recorded an album. Anyways, during one of the recording sessions we met an old gentleman whom we quite didn't take to. However, he liked our performance

and my voice and during lunchtime he came and spoke to us. To our utter surprise we came to know that he was a bass player, a double Grammy winner and giants such as Pandit Ravi Shankar, Pandit Bismillah Khan and Ustad Allarakha Qureshi (father of Ustad Zakir Hussain) were friends of his! He was the extraordinary Klaus Voormann who had designed the cover of the Beatles' popular album, the Revolver! We ended up learning so much from him.

Sourendro: Today the difference between the West and East is narrowing down in the sense that the latter is gaining importance with the former adopting Yoga, Bollywood and classical performances. Initially, the Western world identified India with Rabindranath Tagore, Pandit Ravi Shankar, Mahatma Gandhi, the Taj Mahal and the snake charmers!

Today, the image of India has changed- while we were in Germany this time, we saw a huge poster announcing the commencement of the Zee Bollywood channel. In fact some of the Bollywood films are even being dubbed in German. The image of this new India wave makes us proud and it is indeed celebratory for us!

India is a celebratory, prosperous and a spirited country – the country of the future. In fact, the Indian culture is getting into the minds of the westerners. You see tourists here buying glass bangles from Chor Bazaar and sarees which they wear or use as bed covers back home. Interestingly, in Cologne an India week is held annually so we are trying to do a German week in Kolkata in the near future!

Soumyojit: On July 9, we performed at Rudolstadt during a World Music event where Anoushka Shankar

also played to the audience. Believe it or not about 5000 fans cheered us when we sang Tagore. We even went live on WDR radio station over there.

We see how the Indian community particularly the Bengalis abroad are immersed in their own culture and longing for their own land. During Durga Puja in London for instance, an entire community hall is turned into a para puja with bhog to dhunuchi naach ! The NRI Bengalis are sustaining the traditional culture and it is fantastic to see foreigners joining in the celebrations.

Another thing we have noticed during our travels is how Indian restaurants have sprung up every where be it London, New York, Brussels, Cologne or Luxembourg. Even, statues of Lord Ganesha and Lord Krishna stand in a lot of homes.

Sourendro: Currently, engineers in the West have started Indian architectural patterns and Yoga, vastu sastra feng shui are all in vogue!

I am deviating from the question but I firmly believe that a vibrant and dynamic platform for new artists is crucial. Both Soumyojit and I want to give back to society by creating a property where young artists can showcase their talent. A new India, a futuristic India has to give a new perspective as time flows by. However, we need government support to fulfil our plan.

Soumyojit: I want to add that if music could be made a compulsory subject in the primary level it would be fantastic for children to open their minds and creativity to flow in.

Q3. Could you tell us about your experience of living in Marble Palace. Would you like to share a few anecdotes about Marble Palace?

Sourendro: Living in a heritage building that has ears,

nose and a brain is certainly intriguing. You know the palace speaks to me with sad eyes about the plight of North Kolkata today. Trust me, you can flaunt grandiose pictures about historical landmarks or monuments but what is really important is preservation.

While I was growing up here, there have been both inspiring and scary moments for me. You see the political scenario changes, social situations take a new route and perspective of the people is never static, so many factors like these have lent different shades of colour to my life here.

Meanwhile, I think it was a great idea to promote Marble Palace as a museum where artists could imbibe so much about western techniques of art and sculpture.

Soumyojit: I have spent so much time at Marble Palace for the past 14 years. When I first met Sourendro in college, he never invited me home. So I called his father and pretended to be an employee of the Kolkata Telephone Exchange and asked him if his line was working! From the telephone number I discovered Sourendro's residential address! And it was a phenomenal experience when I first stepped into the Marble Palace! Quite unforgettable!

I have to say that we have the courage and the flamboyance to perform from this very landmark of history. Look at its magnificence, its elegance and its grandeur! The music room and the splendid ambience (the sprawling gardens, the pigeons, the sparrows flying across the compound, the ticking of the old clocks) here have helped us not to succumb to any dogma or doctrine. Furthermore, the music room is like our mother, quietly being there for us and emanating strength for us to even contact the living legend Asha Bhosle!





Do you know that the founder of Marble Palace (built between 1835 and 1840), Raja Rejendra Mullick Bahadur, disowned the property and did not want to amass wealth. He simply wanted people to visit the palace and to enjoy the art it housed. He obtained creations by Ruben and Raphael in the 19th century and created a charitable institution where approximately 500 people were fed daily and ayurvedic medicines were distributed to the poor. Today this tradition continues, and all these factors have inspired our music.

Q4. What are some of your favourite landmarks in North Kolkata?

Sourendro: I was born with seven sets of grandparents! During my childhood I would walk down the lanes and by-lanes of North Kolkata and get to know various relatives, some of whom owned mansions with lot of art and artefacts. Some others were interested in flora and fauna. For me the journey has been of a diary man and I definitely want to jot down a host of such memories of my childhood.

Meanwhile, it is not only the traditional Bengali families who live in this part of Kolkata but I have seen North Indians, Rajputs, Marwaris all mingling together and almost creating a new Indian language or dialect!

If you speak about landmarks or monuments, I admire the Nakhoda Masjid built in 1926. If you walk down Bagbazaar Ghat you get the colour of Old India- be it the sarees, sweet shops, the South Indian temples, phuchkas, Bhang, Nolen Gurer sandesh, Jaipuri marble art and so on.

The Colonial structures of North Kolkata speaks of Roman, Greek and medieval art. At the same time there are traditional Hindu mandirs architecturally different. You also see redundant temples with exquisite architecture standing quite deserted.

Now coming to the lanes of Burrabazar, you can enjoy Jain dishes. And on the opposite of the street is where some of the best beef halim is available during Eid!

If we move to Jorasanko, there are numerous chai shops everywhere. You get the Marwari chai, the masala chai with hot spices and eliche given to you in terracotta bars. Of course you cannot ignore the dhoti shops here.

Speaking of love for books of people here, look at College Street with so many bookstores lined on both sides of the street.

This gamut of landmarks along with traditional and authentic food and traditional clothing and books pricelessly enriches the tapestry of North Kolkata!

Finally I must mention that the family homes of Girish Ghosh, Swami Vivekananda, Dwarkanath Tagore are amazing and these larger than life individuals not only enriched the culture of Bengal but helped to form a will power to free our society from the British era and come out with a free minded and an independent India. You may also be aware that the nationalistic songs of these households were written by family members and rehearsed along with the neighbours. During the Quit India and the Swadeshi movement, members of these great families walked hand in hand singing their songs to protest against British rule.

In conclusion, North Kolkata is an old town and I wish number of vehicles could be restricted, and travellers and tourists could avail walkways to explore and relish the bygone era, the beauty, the aroma, the culture, the food and the tradition of old Kolkata!

Q5. What do you think is the future of North Kolkata?

Sourendro: A conscious movement has started among families here to restore their buildings and preserve their heritage. At the same time, the state government is coming up with great restoration plans. In addition, the councillors and MLAs have taken action to preserve the river ghats, redundant properties of colonial heritage.

Q6. How would you like to see the city in future in terms of aesthetics, monuments, art, culture and music?

Soumyojit: I would like to see Kolkata as the cultural capital of India. This is a statement by a typical Bengali who is biased towards his own culture and heritage!

I also believe that Kolkata is going to prove itself in terms of art, culture and performing arts. Overall I am proud of the city, I am homesick no matter which part of the world I am in and I will never ever shift base!

Delivering happiness since **1985**

Spread across **8 Cities**
with **100 +** completed projects

10 Million
sq.ft of residential spaces developed

9 Million
sq.ft of commercial spaces built

30 Million
sq.ft of properties to be built by **2018**

RESIDENTIAL



Silveroak Estate - Kolkata



Victoria Vistas - Kolkata



Necklace Pride - Hyderabad



Greenage - Bangalore

Designed by AOD - 98309 27673

COMMERCIAL



Novotel - Kolkata



G.R Techpark - Bangalore

AWARDS & RECOGNITIONS

Best Residential Project mid-segment for
'Greenage' (2014) by CNBC AWAAZ

Best Residential Apartment (Premium South) for
'Greenage' (2013) by NDTV

Employer of the Year (Popular Choice) in
Real Estate (2013) by ET NOW

Residential Property of the Year for
'Greenage' (2013) by ET NOW

Best Residential Property for
'Salarpuria Aristocracy' (2010) by CNBC AWAAZ

Best Commercial Property for
'Salarpuria Softzone' (2010) by CNBC AWAAZ



SALARPURIA

Kolkata Office:

5, Chittaranjan Avenue, S.S. Chambers,
1st Floor Kolkata- 700072
Ph: +91-33-4030 6000
Email: kolkata@salarpuriagroup.biz

VASTUDIO

ARCHITECTURAL VISUALIZATION | 360° TOUR | BRAND DESIGN | 3D ANIMATION | VIRTUAL REALITY

34 SARAT BANERJEE ROAD, KOLKATA - 700029

CONTACT NO: +91 83358 27500 / 600

EMAIL: CARE@VASTUDIO.IN



VASTUDIO



VASTUDIO





Kolkata's No.1 RMC COMPANY

AN ISO 9001 : 2000 CERTIFIED COMPANY



Rajarhat, 24 Parganas (N), West Bengal
Baniara, P.O.: Begri, Howrah-711411

Mobile : 9831044999, 9831066999 | www.transconcrete.com

SUKHMANI IMPERIA

The Signature of Class

only 5 mins
from Alipore Zoo

B+G+12 STORIED TOWER

3 SIDES OPEN AIRY FLATS

ONLY 2 UNITS PER FLOOR

67% OPEN SPACE

LANDSCAPED GARDEN

COMMUNITY HALL

designer: www.27studio.net

3BHK 1858 - 1881 sq.ft.



Disclaimer: The information & features given here are only indicative and should not be treated as a commitment and / or undertaking from the developer.

DEVELOPED BY

**sukhmani
GROUP**

MEMBER OF

**CREDAI
BENGAL**

MARKETED BY

**NK
REALTORS**
Where Real Estate Gets Its Start

ARCHITECTS

Agrawal & Agrawal

STRUCTURAL ENGINEER

SPA Consultants

SOLICITORS

R.L. Goggar

(033) 4040 1010 / 6620 1010
sales@nkrealtors.com



UNIQUE PROPERTY®

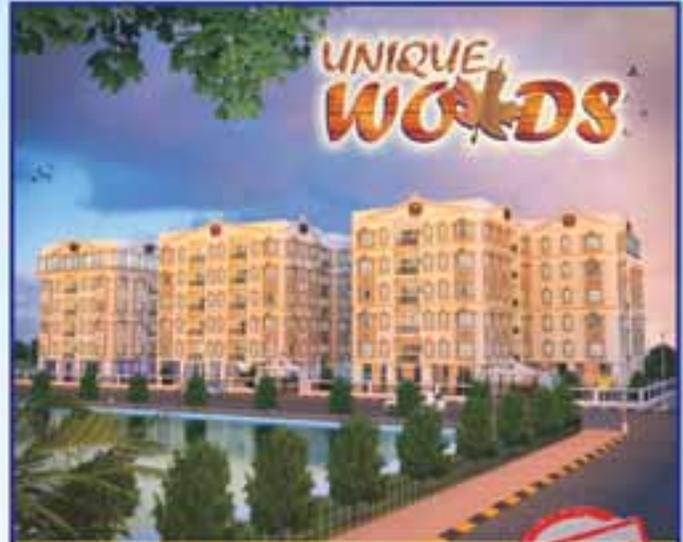
ISO- 9001 - 2008 CERTIFIED COMPANY



UNIQUE
INFINITE



Total Flat : 60
Area : (772 - 1371) sqft
Price : 3600/- Sqft
Completion Date : Dec, 2017
Location : Salua, Rajarhat (Near CC-II)



UNIQUE
WOODS



Total Flat : 40
Area : (850 - 1300) sqft
Price : 3000/- Sqft
Completion Date : Dec, 2018
Location : Salua, Rajarhat (Near CC-II)



UNIQUE
PARKWOODS

Total Flat : 60
Area : (550 - 1250) sqft
Price : 2900/- Sqft
Completion Date : Dec, 2018
Location : Salua, Rajarhat (Near CC-II)



UNIQUE
SHA LO



Total Flat : 45
Area : (475 - 1243) sqft
Price : 4200/- Sqft
Completion Date : Dec, 2017
Location : Tegharia, V.I.P. Road

Office : Office No. - 0603 (6th Floor), ECO SUITE BUSINESS TOWER, Plot No. - II-D/22,
Action Area - 2(New Town), Kolkata - 700157

8450055222 / 9830065133 / 9830027753

W: www.uniqueproperty.in, E: unique_subir@yahoo.co.in, kolkatauniqueproperty@gmail.com

The ultimate residential
value proposition.
Off Park Street.



PARKIMPERIAL

G + 12 Storied
3 side open
1733 to 2185 sq.ft



Rooftop swimming pool | Rooftop children's play area | Meditation area

State-of-the-art gym | Community hall with landscaped podium

Applied for
IGBC Green Homes
Gold Rating

Developed by :



Member of



9831451914

Disclaimer : G + R1 Sanctioned , G + 12 Proposed

BIGGEST RIVERSIDE PROJECT AT BANDHAGHAT, HOWRAH

Ananta, the stunning haven of holistic living, overlooking the mighty Ganges. Revive your days amidst timeless nature, best of amenities and the never-changing wonder of riverside living!

Experience the sheer pleasure of living beside the Ganges.



Developed by:



Land owner:



Marketed by:



4046 4046

ananta
on River Ganges
coming soon...

Artists Impression

Spinning the Evergreen Yarn

Lata Bajoria's life changed in a moment when her husband breathed his last a couple of years ago. Within three days of his demise she had to consolidate the entire family jute business and take hard decisions about the disposal of certain number of mills. At the same time she had to guide her rudderless managers. She bought herself a laptop, started reading the Economic Times cover to cover and gradually took over the reigns at home and at work. Her husband was simple and transparent and today she is following his footsteps. She leads a highly disciplined life and at 66 she doesn't take a single medicine. Nature, organic food, spirituality, honesty, love for humanity are her mantras!

Q1. Please tell us a little about the history of this magnificent house.

This house must be around 90 years old. It came to my in-laws when they bought over the jute mill located nearby. Originally a Scottish family lived here. The house along with the garden stands as it is but we got some renovations done like removing the false ceiling from all the rooms. We wanted the house to have its old, original look. We also brought in a lot of furniture from out of jute mills and got them restored. I do not believe in ostentation and clutter; space, elegance and simplicity are very important for me.

We have a few precious things here, for example a green standing lamp made of cut glass which is about 300 years old! The lamp was purchased by my grand father in-law.

The two painted doors that you see on the verandah and in one of the inner rooms on the ground floor were brought over from our Ramdulari property which was named after my grand mother-in law. Both these doors have been painted by a French Artist by the name of Christophe about six months ago.

We also have some furniture that we bought from the Maharaja of Darbhanga sixty to seventy years ago.

Meanwhile, the Grand father clock that stands here is also quite an antique piece and the Acqua tint painting that hangs in one of our rooms is one of the series of photo drawings which are very old and precious done by British explorers when they came to India. You can see some of the paintings even today housed in the Victoria Memorial.



Lata Bajoria



Q2 How would you describe your garden, which is magnificent and a paradise for nature lovers?

Personally, for me I am actually maintaining a forest, not just a garden laden with butterflies, owls, parrots, kingfishers and hundreds of birds who are all breeding here! It is as much a home for them as it is for my family and me.

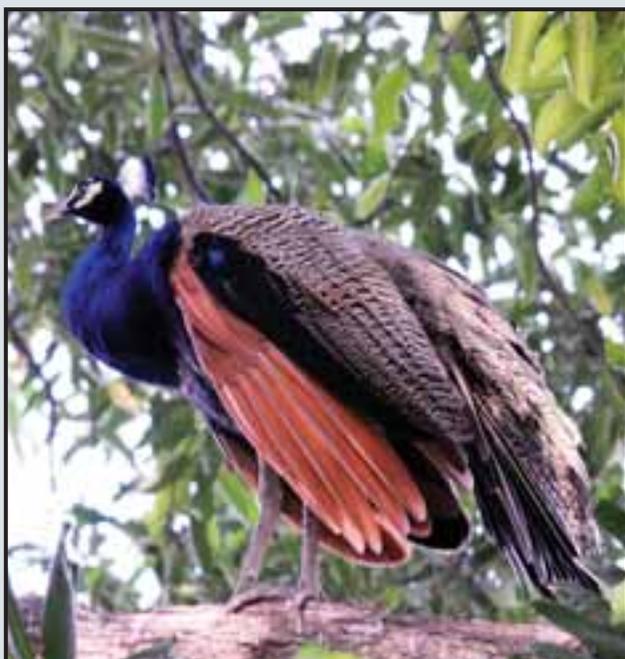
I also have a mini-zoo here with cows, peacocks, rabbits, chickens and two Python snakes who are friendly and harmless. I have also built a home for the eagles on my terrace where they come and rest and give birth to their babies.

On one occasion, I was sitting with my grand daughter



on the garden and her socks were lying next to her. All of a sudden an eagle swooped in and took one of her socks away. We waited and watched and after about ten minutes she came back for the second one. We figured out that she may have taken them to strengthen her nest for her babies!

I must mention, we have also had a snake show with 50 different kinds of snakes including the King Cobra- you know animals or reptiles or snakes are all afraid of us humans. We had made a big hole during the show and the King Cobra simply got into it with ease. Only if you harm animals they will harm you back to protect themselves from any danger.





Q3. Coming to the most beautiful area, please tell us about your garden which is honestly speaking absolutely idyllic?

I am obsessed with each and every tree, plant and foliage. You know 99 per cent of the trees and plants have usage in terms of edibility or medicinal herbs. For the past decade, we have not used any fertilisers or pesticides. In the long run these chemicals destroy the fertility of mother earth and leaves her totally barren. Hence, everything you see is totally organic and I must thank Dr Rehman of the Horticultural Gardens who has been my Guru and has bestowed me with so much of knowledge about maintaining my garden. Believe me it hasn't been easy, each tree or plant has to be raised and nurtured like a child.

Q4. Could you tell us some of the names of trees that you have in your garden?

We have the Almond, Cashewnut, Amla, Bixa, (which contains a red pigment and is a cross between the guava and the grape, we got it from Shantiniketan), Cocoa, 15 kinds of Tulsi, four kinds of Mint and the rare Rudraksha tree which grows in Uttarakhand and you have one in Kathmandu. And hundreds of others.

We also have Ashwagandha, Kafir Lime (from Bangkok, which is highly scented and is used as an ingredient in Thai food), Citronella, Lemon Basil, Harteki (a medicinal plant) Cardamom trees. We grow a host of spices and organic fruits and vegetables throughout the year like tomatoes, brinjals, carrots, cauliflowers, chilli, bananas, guavas, papaya and so on!

Q5. What about the flowers?

Oh! There are plenty of them, for instance the Gandharaj, Lotus, Wild Roses, Hibiscus, Sheuli. Most of my flowers here are wild. I am totally against plucking flowers or even bouquets- imagining plants and flowers have life in them and here we are plucking them, making them into bunches with wires and what not! Nature should not be tampered with, let them be, let them blossom!

Q6. How did you develop such a deep love and interest in flora and fauna?

I have been passionate about plants from the time I was a child. I was raised at Napean Sea Road in South Mumbai where my father was a botanist though he was a shareholder by profession. He used to often bring seeds from Malabar Hills and it was such a joy to see them bloom!

Nature is my God, and nurturing my garden and educating myself about the trees and plants here is indeed a humbling experience for me.

Q7. What is your message to the people of Kolkata?

I would love to see the people of this great city happy and healthy. I am not a purist, nor am I religious, though I am spiritual. I am against the usage of plastic and non-vegetarian food. We should eat organic food and be conscious about our diet, must exercise regularly, pursue a peaceful and a simple life and be disciplined.

Children specially, must be educated in schools and in their homes about food habits, healthy living and most certainly about the benefits of having organic food.



GREAT LIVING BEGINS HERE

at the most modern gated community of Tollygunge



1002
AC flats

₹ **51** Lakhs
onwards

2BHK | **3BHK** | **4BHK**
(1075 – 1355) sq.ft | (1385 – 1835) sq.ft | (2050 – 2160) sq.ft



Stay in shape

- Banquet hall & lawn
- Multiple swimming pools
- World-class gym
- Badminton, basketball & squash court
- Cricket field
- Table tennis & other indoor games room

Live near nature

- 11 towers, G+14 to G+18
- Over 11.5 acres with 81% open area
- Canopied sit-outs
- 4 lakh sq.ft. of landscaped greens created by LSG Landscape Architecture (USA)
- Natural waterbody



FREE
membership for residents
at the world-class club



591 A, Motilal Gupta Road
Kolkata - 700 008

IGBC PRE-CERTIFIED
GOLD RATED GREEN BUILDING
CRISIL 5 STAR RATED PROJECT

69446666



Give your life a touch of gold



LAUNCH PRICE STARTING AT
₹ 33 Lakhs*

*Other charges and conditions apply

IDEAL
aurum
THE GOLD STANDARD OF LIVING
SONARPUR

Ideal Aurum, situated in the upcoming neighbourhood of Sonarpur, is conveniently connected to the city's landmarks. Surround yourself with nature and enjoy the best of amenities that add a true golden touch to fine living.



Site Address: Ideal Aurum, Moula Kunakhari,
Holding Number 1 & B, Ukha 2 Sonarpur
Station Road, Kolkata - 703

Map not to scale

- 486 AC apartments in 5 towers spread over 4.24 acres
- 2BHK (935 - 975 sq.ft.) 3BHK (1175 - 1285 sq.ft.)
- 80% open space converted into lush green landscaped areas
- 20,620 sq.ft. Club Area with community hall and party lawn
- Swimming pools, badminton court, gym, pool table, table tennis, indoor games room, jogging track
- Proposed IGBC Gold Rated Green Building
- Inverter AC in all bedrooms



IDEAL
pillars of trust

www.ideal.in | sales@ideal.in

9830337333 | 6944 6666

Disclaimer: 1) The layout, landscaping, pathways, amenities, facilities and features, as shown, are tentative and subject to changes / variation, and additions / alterations as the Developer may at its sole discretion deem appropriate or as may be directed by appropriate authorities or as may be made by the Developer keeping in mind relevant / proposed laws, rules and regulations. 2) The photographs used are an artist's impression for illustrative purposes only and may not bear resemblance to the actual feature / offering. 3) The sale will be subject to the terms and conditions to be contained in the Agreement for Sale with each buyer which will be the only contract containing the entire terms and conditions of sale and will supersede all other prior understandings, representations and/or offerings.

#BeTheHope



A home loan that nurtures a child's health is a **hope** loan.



Lowest rate of 9.25% p.a. • No processing fee*

www.sbi.co.in

Your loan can change a life.

EMBRACED BY WATER KISSED BY THE SKY

INFINITY EDGED HANGING SWIMMING POOL ON THE 15TH FLOOR TERRACE

SIGHT GRAND CASTLE

Mahamayatala
Garia



SIGHT
Flourish



Hindustan More, Garia

SIGHT
Maple



Garia, Near EM Bypass

SIGHT
Olivia



Garia, Near EM Bypass

SIGHT
CITY HOUSE
KALASBATI



Near Garia Junction



GangulyGroup
Value Housing

4Sight, Prestige, 1st Floor, 159, Garia Station Road, Kolkata - 700 084
M: 9748033022 E: support@gangulygroup.in W: www.gangulygroup.in

www.gangulygroup.com

Model Flat
Ready

TIRUPATI PARADISE

Book your home at Tirupati Paradise today
& avail the unbelievable offer

950 mtrs / 5 mins from Southern Bypass, Rajpur



21 Blocks | 300+ Flats

Construction in Full Swing

unmatched lifestyle @ unbelievable price



Swimming pool

A/C community hall

Indoor games room



Fully equipped gym

Multipurpose court

Children's play area

Landscaped garden

Jogging track

Kids corner

Pick &
Drop

Facility Available
(for site visit)

2BHK

938 - 1046 sq.ft.

3BHK

1061 - 1360 sq.ft.

@ ₹2,850 per sq.ft.

Complete Set of
Home Appliances

ASSURED GIFT



AC + Refrigerator + LED TV +
Washing Machine + Microwave

DOUBLE DHAMAAL

a chance to win
Vitara Brezza

LUCKY DRAW



Special Offer for Government Employees

Developer
**TIRUPATI
AWAS**
info@tirupatiawas.com

Member
CREDAI
BENGOAL

Approved Bankers

Marketed by
**NK
REALTORS**

(033) 4040 1010

98300 11551

sales@nkrealtors.com

Zone Divider Sponsor :



Kolkata ● Chennai ● Ahmedabad ● Raipur

North & Central Kolkata

Symbolic of the city's heritage of the past era, North and Central Kolkata continue to captivate with their old world charm. Accessibility to other parts of the city and the old down-town are major drivers.



Luxurious & Affordable Apartments in Central & North Kolkata



3 G & 4 BHK. RSI 1877-1708 Sq.Ft.



Enjoy Kolkata's first ever island life!
1.2 km from Salt Lake Metro
Fully AC 2.5 & 3 BHK through apartments

- Awe inspiring elevation
- Surrounded by natural water body
- Swimming pool with wet island bar & Jacuzzi
- Twin towers of B+G+24 and G+12
- Maximum flats with open terrace
- Club facilities
- Rooftop sky pool & Garden
- AC community hall
- Children's play area
- AC gym



2 G & 3 BHK. RSI 829-1011 Sq.Ft.



BY ROAD
MAXIMUS
BY ROAD
MAXIMUM HAPPINESS
on B.T. Road, Sodepur More

- Comfortable 2 & 3 BHK. Apartments
- Elevation : G+11 Storiied, 7 Towers
- No. of Flats : 474
- Most Apartments facing Landscaped Water-body and Garden
- Kolkata's First Wifi Gaming Zone
- Sports Arena: Basketball & Badminton
- Shopping Arcade with Daily Convenience Stores
- State-of-the-art Club House



1, 2 G & 3 BHK. RSI 861-1005 Sq.Ft.



Convent Lane

- Fully Air Conditioned Apartments
- Elevation : B+G+12* & G+4
- No. of flats : 59
- Roof-top Swimming Pool with Landscaped Greens
- Fully Equipped A.C Gym
- A.C. Community hall
- Children's Play Area
- A.C Indoor Games Room



2 G & 3 BHK. RSI 104-1190 Sq.Ft.



the way forward
CIT Road, Kolkata

- 12 Storiied, Twin Towers
- Elevation : B+G+11
- Natural waterbody with greenery all around
- Air-conditioned clubhouse with Community Hall, Swimming Pool & Gym
- Well Decorated foyer, common areas & lobbies
- AC apartments with Smart Home Features



Kolkata • Chennai • Ahmedabad • Raipur • Pune

Call : 033-3087 1655

Follow us on: [f](#) [t](#) [in](#) [v](#) [y](#)



Developer's Name : SIGNUM GROUP
 Land Area : 71 cotthas (Approx)
 Location : 76/1B Bidhan Sarani,
 Kolkata-6, Near Burtala PS
 on Hatibagan
 Size : 3 / 5 BHK flats ranging from
 1630 – 2773 sq.ft
 Price Range : Rs. 6900/- per sq.ft as on
 26/10/2016
 Completion Date : 2017 December (Tentative)
 Contact : 98747 09123
 E-mail : sales@signumgroup.in
 Website : www.signumgroup.in



Project Name : Sunrise Heights
 Developer's Name : SUREKA GROUP
 Land Area : 88 cotthas
 Location : Opposite Sales Tax Office,
 Beliaghata Road
 Price Range : On Request
 Completion Date : June 2017
 Contact : 9831644400
 E-mail : sales@surekaproperties.com
 Website : www.surekaproperties.com



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 -
 700 124
 Price Range : 3BHK: Rs.28 Lacs Onwards
 Completion Date : Phase I, II & III & IV Handed
 Over
 Final Phase: Booking Open &
 Possession in October'2015
 Contact : Land: 91 (033) 4002 4002;
 Mobile: 098368 11111
 E -Mail : sales@pioneerproperty.in
 Website : www.fortunerealty.in





Developer's Name : Fortune Realty
Project's name : Fortune Heights
Land Area : 5.841 Acres of Free Hold Land
Location : 168, Krishnanagar Road,
Barasat, Kolkata - 700 124
Price Range : On request
Completion Date : Phase I - Possession -
December 2018
Contact : 9231433798 / 9748570000
E-Mail : enquiry@fortunerealty.in
Website : www.fortunerealty.in



Developer's Name : Arya Realty, Unimark Group,
Reliable Group
Land Area : Approx 31 Cottahs
Location : Off Park Street
Price Range : On Request
Completion Date : 2020
Contact : 9831451914
E-mail : sales@aryarealty.in
Website : www.aryarealty.in



Developer Name : Ideal Unique Realtors Pvt.Ltd
(Ideal Unique Residency)
Land Area : 91 Cottahs
Location : Sri Aurobindo Sarani (Grey
Street)
Price Range : 112 Lakhs – 154 Lakhs
Completion date : June 2017
Contact : 69446666
Email : sales@ideal.in
Website : www.ideal.in

Zone Divider Sponsor :



Kolkata ● Chennai ● Ahmedabad ● Raipur

East Kolkata & Rajarhat

EM Bypass is the new CBD, the new destination for high-end apartments and a hot-spot for hospitality investment, driven by the new metro line and the BRTS construction which has opened up exciting areas for mixed-use. Rajarhat is Bengal's flagship investment destination, triggered by economic activity, especially led by IT & ITeS and social infrastructure development, bearing the surplus capacity for the future...



Luxurious Apartments in East Kolkata & Rajarhat



Kolkata's 1st ever fashion homes by a 1000 acre natural lake.

The Showstopper

4.22 acres | 60% open space | 5 towers | 3 BHK | BU 1062-2392 sq ft | 5 majestic high rise towers | Multi level parking | Landscaped central garden | Swanky clubhouse

Project Highlights

Water features & fountains | Jogging and cycling tracks | Meditation pavilion / gazebos | Open air exercise / yoga zone | Senior citizens park | Shaded sit outs | BBQ zone | Children's play area with sand pit | Lily pond | Infinity-edge Swimming pool with Jacuzzi jets | Aerobics & Yoga room | Steam | Well-equipped gym | Library | AC banquet hall | Multi-purpose AC hall | Cards/ chess room | Squash courts | Pool & Billiards | Multipurpose Sports Arena | Cigar Lounge

5 mins from upcoming Metro | 15 mins drive to ITC Sonar



Call : 033-3087 1655



16 exclusive blocks : G+14 – G+30

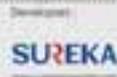
2 BHK : 1210 sq.ft. | 2.5 BHK : 1174 & 1195 sq.ft. | 3 BHK : 1503 - 1742 sq.ft.

Discover a range of features and amenities.

Air-conditioned apartment starts from 56.7 lacs onwards.

Book a 3 BHK apartment and get a Complimentary Covered Car Parking worth 5 lacs*.

Unfitted period offer on select flats only. T&C apply.



+91 98300 11551

associated by



+91 98368 11111

www.elita.in

The prices, features, amenities and block are tentative only. This is not a legal offer. The sale will be subject to the terms and conditions to be contained in the Agreement for sale. Project Approved by REC/Bank.



Developer Name : Ideal Real Estates Pvt.Ltd
(Project : Ideal Enclave)
Land Area : 399 Cottahs
Location : Rajarhat
Price Range : 53 Lakhs – 89 Lakhs
Completion date : “Ready To Move “ / Immediate
possession
Contact : 69446666
Email : sales@ideal.in
Website : www.ideal.in



Developer Name : Ideal Real Estates Pvt.Ltd
(Project : Ideal Aquaview)
Land Area : 368 Cottahs
Location : Maheshbatan
Price Range : 59 Lakhs – 115 Lakhs
Completion date : 2017 December onwards
Contact : 69446666
Email : sales@ideal.in
Website : www.ideal.in



Developer Name : Ideal Real Estates Pvt.Ltd
(Project : Ideal Niketan)
Land Area : 111 Cottahs
Location : Behind ITC Sonar and JW
Marriot
Price Range : 56 Lakhs – 82 Lakhs
Completion date : Ready For Possession
Contact : 69446666
Email : sales@ideal.in



SEND US YOUR FEEDBACK



How do you find this issue of Real Estate Digest?

How do you want us to improve?

Anything in particular you want covered in the magazine?

We're open to your suggestions...

Email us at –

info@credaibengal.in

Zone Divider Sponsor :



Kolkata ● Chennai ● Ahmedabad ● Raipur

South Kolkata

This is symbolic of Kolkata's rapid expansion in the realm of urbanisation...in fact most of the city's new constructions, within the city limits, find pride of place here...its gleaming highrises, malls and wide roads make this zone upmarket and thoroughly residence-friendly...The South extends to the greater south which is a hot-bed of construction right now, linked to the Metro expansion...



Ready to move Apartments in Behala



MERLIN
CRIST

on DH Road

Combination of Class, Comfort & Convenience with the Metro at your doorstep.

3 BHK | 1420 - 1495 Sq. Ft | 65 lacs*

Site Address: 7, Diamond Harbour Road,
Kolkata - 700 008

Premium Housing Complex

Just 1 Min from proposed,
Behala Chowrasta Metro Station

2/3 BHK | 1377 - 1899 Sq. Ft | 60 lacs*

Site Address: 528, Biren Roy Road (West),
Behala Chowrasta, Kolkata - 700 034

Project Managed By



MERLIN
Trinoyoni

Sarsuna, Behala

Lifestyle value homes, just 10 mins from
Behala Chowrasta Metro Station

2 BHK | 730 - 850 Sq. Ft. | 24 lacs*

Site Address: 221, Bagpota Road, Behala Sarsuna,
Kolkata - 700 061



Call : 033-3087 1655



Developer's Name : SIGNUM GROUP
 Land Area : 44 cottahs
 Location : 3 Dr. G.S Bose Road, near Bondel flyover, Kolkata – 700039
 Size : 3 BHK flat ranging from 1396 sq.ft
 Price Range : Rs. 5500/- per sq.ft
 Completion Date : Dec 2016 (Tentative)
 Contact : 98747 09123 / 98747 22445
 E-mail : sales@signumgroup.in
 Website : www.signumgroup.in



Developer's Name : SIGNUM GROUP, SRIJAN REALTY & PS GROUP
 Land Area : 75 cottahs (approx)
 Location : 4, Bhuinkailash Road, Kolkata-700023, Off Alipore, beside CISF parade ground.
 Size : 2 / 3 / 4 BHK affordable luxury apartments
 Price Range : Rs. 7200/- per sq.ft as on 26/10/2016
 Completion Date : 2017 December (Tentative)
 Contact : 98747 38300
 E-mail : sales@signumgroup.in
 Website : www.signumgroup.in



Developer's Name : FORT GROUP
 Land Area : 421 COTTAHS
 Location : BALLYGUNGE (37 PANDITIYA ROAD, KOLKATA – 700 029)
 Price Range : ON REQUEST
 Completion Date : DECEMBER 2018
 Contact : SUBRATA DAS 9830877888
 E-mail : sales@fortgroup.com
 Website : www.fortgroup.com





Developer's Name : FORT GROUP
Land Area : 18 COTTAHS 6 CHITTAKS
and 45 sq.ft
Location : BALLYGUNGE
(4/1PANDITIYA ROAD,
KOLKATA – 700 029)
Price Range : ON REQUEST
Completion Date : DECEMBER 2017
Contact : SUBRATA DAS 9830877888
E-mail : sales@fortgroup.com
Website : www.fortgroup.com



Developer's Name : FORT GROUP
Land Area : 18 COTTAHS
Location : BEHALA (380 HO CHI MINH
SARANI, KOLKATA – 700 060)
Price Range : ON REQUEST
Completion Date : SEPTEMBER 2018
Contact : SUBRATA DAS 9830877888
E-mail : sales@fortgroup.com
Website : www.fortgroup.com



Project Name : Raghu EstateS
Developer's Name : SUREKA GROUP
Land Area : 1 Acre
Location : Alipore Road
Price Range : On Request
Completion Date : December 2018 (Approx)
Contact : 9831399910
E-mail : sales@surekapropertise.com
Website : www.surekapropertise.com

IDEAL
aurum
THE GOLD STANDARD OF LIVING

Developer Name : Ideal Aurum Nirman LLP
(Project IDEAL AURUM)

Land Area : 256 cottahs

Location : Sonarpur

Price Range : 36 lakhs – 51 Lakhs

Completion date : June 2020

Contact : 69446666

Email : sales@ideal.in

Website : www.ideal.in



Ideal
Greens

Developer Name : Ideal Real Estates Pvt.Ltd
(Project : Ideal Greens)

Land Area : 699 Cottahs

Location : Tollygunge

Price Range : 51 Lakhs – 105 Lakhs

Completion date : 2019 Onwards

Contact : 69446666

Email : sales@ideal.in

Website : www.ideal.in



IDEAL
EXOTICA

Developer Name : Ideal Real Estates Pvt.Ltd
(Project : Ideal Exotica)

Land Area : 230 Cottahs

Location : New Alipore

Price Range : On request

Contact : 69446666

Email : sales@ideal.in

Website : www.ideal.in



Membership Norms

CREDAI Bengal is synonymous with transparency, goodwill and honesty

A CREDAI Bengal Membership comes with Responsibility

So

Following is the Criteria for Membership Application -

- The Applicant Company should have completed at least one project of 50,000 Sq.ft. if developed solely or 75,000 Sq.ft. if developed in joint ventures during the last 3 years.
- Applicant Companies (developers) who are engaged in construction activities only will be entitled to membership.
- Those companies who are in the business of parcelization of land (plotting of land) Only will not be entitled to membership.

- The net worth of the applicant company should be at least Rs. 50 Lacs or the applicant company should have obtained valid sanction for 1,00,000 Sq.ft. of development and the project should have commenced.

Along with the application, the applicant must submit the following:

- Last 3 years' Balance Sheet of the Applicant Company
- Applicant Company Profile
- 2 referees from existing CREDAI Bengal's Patron /Ordinary members should recommend the membership

On receiving the application, with all the necessary enclosures, the same will be forwarded to the Convener of Membership Committee for further processing.

(So all members are requested to take note of aforesaid criteria and forward/recommend new applications which only meet the aforesaid criteria)

Logo Usage Conditions

Attn. : CREDAI Bengal Members



Want to use the CREDAI Bengal Logo in your publicity materials and collaterals?

Please submit the following documents :

- 1. Sanction Plan of Project**
- 2. Conversion Certificate / Assessment Role in case of Municipal Area**
- 3. Title Report / Non Encumbrance Certificate**
- 4. BL&LRO Mutation Certificate**
- 5. BL&LRO Conversion Certificate**
- 6. Promoters Registration under Promoters Act**
- 7. Concept design of advertisement/communication materials**
- 8. Processing fee of Rs. 2000/- for each project. (Cheque to be drawn in favour of CREDAI Bengal)**

We want transparency to be synonymous with CREDAI Bengal, and it is every existing CREDAI Bengal member's responsibility to ensure that the CREDAI Bengal flag continues to ply with utter pride !

Zone Divider Sponsor :



Kolkata ● Chennai ● Ahmedabad ● Raipur

Howrah & Outside Kolkata

Cross the Hooghly and Howrah is the new hotspot for development. Thriving trade opportunities have given a thumbs-up to the real-estate scenario here.

The city peripheries as well as smaller towns and cities are seeing organised development, as the demand for new properties gain momentum with the middle classes, who seek distinct lifestyle choices in their abodes. Also the humdrum of city life is giving way to consumers opting for second homes, far from the city limits.



Luxurious Apartments in Howrah & Hooghly

Follow us on:     



₹freedom from EMIs

20% down payment and no EMI till 2018

Freedom to live close to Ganges & Botanical Garden.
Freedom to live within 15 mins from Park Street.

MERLIN
WATERFRONT
Shalimar | Howrah

Book a 2 BHK with ₹ 8 lacs* & 3 BHK with ₹ 11 lacs*
at Howrah's First Fully AC Automated Green Homes

Flats Starting from ₹ 40 Lacs only

4, G+12 Storied towers

- Walking distance from BESU, Shalimar Station & Nabanna
- 2 minutes from Vidyasagar Setu
- Well ventilated Vaastu friendly 2/3 BHK river-view apartments
- A.C. Residents' Club with swimming pool
- Large open spaces with landscaped greens

*Conditions Apply

Follow us on:     



Merlin
Uttara

Uttara - Konnagar

উত্তরাতে মজা ভারী...
বাড়ি কিনলেই পাবেন
ইলেক্ট্রনিক্স ও গাড়ি।*

Offer Valid Till
31st Dec 2016
Offer Valid Till

2, 3 & 4 BHK Flats | 1051 - 1606 Sq. Ft. | ₹ 30 Lacs onwards*

Project Highlights

Residents' Club with Swimming Pool, A.C. Indoor Games, Children's Play Area | Lift, Generator, A.C. Community Hall |
Gated Community with 24/7 Security & CCTV Surveillance | Ample Open Area with Several Landscapes | Lawn with greenery all around

*T&C Apply

MERLIN GROUP
Build • Create • Inspire • Equip • Power

Call : 033-3087 1655



Developer's Name : SIGNUM GROUP & RDB GROUP
 Land Area : 9.25 Acres (Approx)
 Location : 55 Khan Road, Ward No -1 (New), Beside Mankundu Station, Hooghly: 712139
 Size : 2 / 3 BHK affordable flats ranging from 596 – 1066 sq.ft
 Price Range : Rs.2325/- per sq.ft (14 lakh Onwards) as on 26/10/2016
 Completion Date : Phase 1, June 2018 (Tentative)
 Contact : 98747 67800
 E-mail : sales@signumgroup.in
 Website : www.signumgroup.in



Developer's Name : Arya Realty, Infinity
 Land Area : Approx 4 Acres
 Location : Bandhaghat, Howrah
 Price Range : On Request
 Completion Date : 2022
 Contact : 033 4046 4046
 E-mail : sales@modernproperties.in
 Website : www.aryarealty.in



Developer Name : Ideal Real Estates Pvt.Ltd (Project : Ideal Grand)
 Land Area : 280 Cottahs
 Location : Howrah
 Price Range : 64 Lakhs - 113 Lakhs
 Completion date : December 2016
 Contact : 69446666
 Email : sales@ideal.in
 Website : www.ideal.in



Upcoming Events

20th & 21st January '17

Bengal Global Business Summit 2017

(CREDAI Bengal is a supporting Chamber, hosting a separate breakaway Session on knowledge-sharing)

CREDAI Bengal Golf Tournament

CREDAI Bengal Cricket Tournament

CREDAI National Conclave

30th & 31st January, Taj Palace Hotel, New Delhi

3rd Edition of CREDAI Bengal Realty Awards 2017

Architects' Symposium – "Connecting Histories"

6th February, 2017, The Oberoi Grand, Kolkata

Email us at –

info@credaibengal.in

Index

COMPANY NAME	PAGE NO.
Action Construction Equipment Limited	26
Alcove Constructions Pvt Ltd	24, 25
Arya Group	111, 112, 113
Belani Housing Development Limited	39
Bengal DCL Housing Development Company Limited	Back Inside
City Star Ganguly Projects LLP	121
Diamond Heritage Enterprises	11
DTC Projects Private Limited	40, 41
Fortune Realty	36, 37
Ideal Real Estates Private Limited	118, 119
Jain Group Projects Pvt Ltd	142
Kolkata Unique Abasan Private Limited	110
Vinayak Group	32, 33
Magnolia Infrastructure Development Limited	71
Mayfair Villa Pvt. Ltd	70
Megacity Apartments Private Limited	68, 69
Merlin Group	124, 128, 132, 138
Orbit Group	78, 79
Purti Aqua	46
Purti Deluxe Mall	56
Purti Flowers	54
Purti Jewel	48
Purti Nest	49
Purti Planet	55
Purti Star	47
Purti Ujjayanta	58, 59
Purti Viraat	57
Realtech Nirman Private Limited	85
Riverbank Developers Private Limited	74, 75
Riya Manbhari	86, 87
Salarpuria Properties Private Limited	106
Sandhu Group	98
Srijan Realty Pvt. Ltd	99, 100, 101
SSS TileSquare (India) Private Limited	27
State bank of India	120
Sugam Griha Nirman Limited	18, 19
Sukhmani Developers Private Limited	109
Swarna Infrastructure	84
Tirupati Awas Private Limited	122
Trans Concrete Private Limited	108
Virtual Aesthetics LLP	107
Yaduka Group	12, 13



VERSACE



Kolkata's First
Intelligent Home

THE WORLD'S LEADING
LUXURY BRAND
NOW IN YOUR HOME!

Opposite Eco Park, Newtown

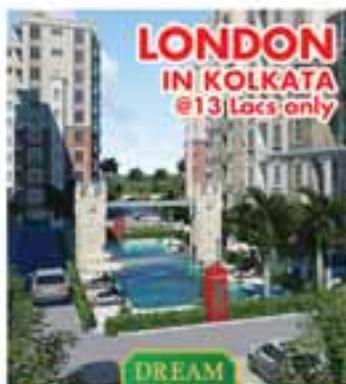


Luxury Starts from 65 Lacs (2 BHK)

Technology Partner



Dream One is integrated with technology gadgets from global leader HAGER which makes it truly, the kind of home you have been reading in science digests.



LONDON
IN KOLKATA
@13 Lacs only

DREAM
WORLD
CITY

Location:
Near Joka Metro, Pailan
Size: 1, 2 & 3 BHK



Price @
15.5 Lacs
Onwards

DREAM
EXOTICA

Location: Madhyamgram
Flats: 154
Size: 1, 2 & 3 BHK



Price @
24 Lacs
Onwards

DREAM
ECO CITY

Location: Durgapur
Flats: 253
Size: 2, 2.5 & 3 BHK



Price @
44.5 Lacs
Onwards

DREAM
VALLEY

Location: Siliguri
Flats: 248 Villas: 63
Size: 3 BHK



Corporate Office: Jain Tower,
44/2A, Hazra Road,
Near Dover Road Crossing,
Kolkata: 700 019

For more info contact:

9681 411 411

www.thejaingroup.com | marketing@thejaingroup.com