

Emami Realty to launch affordable project in Kolkata

Spread over 25-lakh sq ft, the large residential complex in north Kolkata will include 1,233 residential units

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EMAMI Realty, the real estate arm of the diversified Emami Group, is putting up a large residential complex near Lake Town on Jessore Road in north Kolkata.

Spread over a sprawling 25-lakh sq ft land, it will include 1,233 residential apartments. On offer is a perfect combination of the expertise and reliability of the Emami Group with world-class amenities - what more can you expect at an affordable price, query the developers.

Christened Emami City, the residential complex on a 15-acre plot on Jessore Road has been co-designed by architect Kiran Kapadia, international landscape architect Lem Green from Thailand and other consultants like Meinhardt from Singapore, Subhra Narayan Sil and DJ Consultants.

It offers an elegant life, full of modern amenities, comfort and relaxation, claims Sanjay Choudhary, director, Emami. The actual construction work is being undertaken by L&T. There will be 23



Independent view

"Emami is a large diversified group with instant name and brand recall. Actual construction is being done by L&T. It is going to be the largest project in north Kolkata with the biggest residential club. Developers are introducing the Mivan technique of construction for the first time in a residential project in this city. It is strategically located on the main Jessore Road, very close to the airport, City Centre, yet away from the urban pollution.."
—Nilesh Biswas, director, Calcutta Skyline

B+G+13 towers amidst a green and serene atmosphere. The development will also house retail cum commercial tower, he added.

"The whole idea is to bring together cutting edge capabilities covering every aspect of real-estate undertaking like design and

development, construction, technology and engineering, to ensure that our prized customers get the best in class, globally recognised standards for their home and investment," said Choudhary.

In order to give a different feel, there will be beautifully designed main gate with security room, proper surveillance systems and 150-metre landscaped driveway from the main gate to the complex. There will be a surveillance system for each tower, connected to the main entrance. The complex will have adequate fire fighting and

Historysheet

Although Emami Realty has been associated with some of Kolkata's landmark developments like South City Project, Orbit Heights as partners and has lined up several projects in Uttar Pradesh, Tamil Nadu, Andhra Pradesh and Maharashtra, this is their first full scale residential project.

prevention systems as per norms and recommendations of West Bengal Fire Fighting Services.

On offer at Emami City will be largest open-to-sky landscaped 1.5 acre garden, 1.5 acre water-body, infinity pool with a beautifully designed wooden deck, health club and luxury spa, sports arena for indoor games, squash court, café, mini soccer and cricket field, golf putting green, jogging track, multi-purpose banquet hall of 4,000 sq ft, a convenience store, ATM, diagnostic centre and pharmacy in the retail cum commercial tower, the company claimed in a statement.

Emami City will offer apartments of different sizes. The complex will keep 62 per cent as open space. The apartments, with all these facilities and amenities, will come with a price tag ranging between Rs 70 lakh and Rs 1.70 crore.

While apartments in some of the towers are nearly ready, the project is expected to be completed by March 2017 with a 9-month grace period. ■

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