

Eden Realty Group launches two housing projects

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OUR CORRESPONDENT

Eden Realty Group, Eastern India's leading real estate developer, recently announced the launch of Asia's largest and world's second largest affordable and integrated solar housing project, Solaris City Serampore. The group also launched another ambitious project Solaris Joka.

Solaris City Serampore is going to be a destination by itself. It is a large residential project with a full-fledged mall, food court and large format retail outlet.

Sachchidanand Rai, Chairman, Eden Realty Group, Arya Suman and Kumar Satyuki, Joint Managing Directors, Eden Realty Group, Malay Ghosh, Architect, ESPACE, Anirban Gupta, Director - A&T Services, CBRE, Piyush Sharma Director - India Operations of ENACT Systems Inc, USA and renowned actor, Gargee Roy Chowdhury were present to launch the projects.

Solaris City Serampore, strategically located in Kanai Lal Goswami Sarani in Serampore will have apartments priced between Rs 4.95 lakhs to Rs 20.20 lakhs, thus making it affordable in its truest sense. There will be a variety of options like 1 BHK, 2 BHK, 3 BHK Flats and Studio apartments for the buyers to choose from. The locational advantage of the project is unparalleled.

The usage of solar power will help in green living for the residents, will save car-



Arya Suman, Gorgi Roychowdhury and Sachchidanand Rai unveiling the Solaris City Serampore Project

bon footprints, reduce and lower the overall maintenance cost leading to the buyers being able to save money.

"In keeping with the global trend, installation of the solar panels on rooftops are slowly catching up. Our first solar supported housing project, Solaris Bonboughly, is a huge success. With easy access to railway stations and highways, open spaces, fresh air and greenery in abundance we found Serampore to be the ideal place for coming up with such a project with greater magnitude," said Sachchidanand Rai, Chairman, Eden Realty Group.

"By using roof top solar panel we are able to reduce monthly maintenance cost for all future residents to around 50% of the existing charges across projects and also help in creating a cleaner atmosphere for our future generations. Even Joka has immense potential as far as real estate development is concerned," he further added.

Talking about the targeted audience, he said, "We are looking at first time buyers from all cross-section of the society. Any one can buy a Solaris flat. Both projects conform to the norm prescribed for benefits under Credit Linked Subsidy Scheme of Government of India's Pradhan Mantri Awas Yojana. Eligible applicants can get a subsidy up to an amount of Rs 2.67 lakhs. Thus, buying an apartment in any of these projects will become more viable."

Spread across 23 acres, Solaris City Serampore will provide modern ameni-

ties and conveniences galore. The land for this massive project has been acquired from National Textile Corporation (NTC). The project, to be completed across Phase one and Phase two, will comprise of 4300 apartments.

Spread across 4.1 acres and situated on D H Road, Solaris Joka will have 948 apartments and will be completed in two phases. There will be 1 BHK, 2 BHK and 3 BHK apartments in this project spread across 5 G+ 12 towers. The apartments are priced between Rs 8.75 lakhs to Rs 23 lakhs.

"People from Howrah, Bardwan, Asansol and adjacent areas would like to buy apartments in Solaris City Serampore. It will also be a destination for shopping for the suburban area. The availability of quality educational institutions, healthcare facilities, proximity to the bypass area, etc. have made Joka, over the years, a lucrative option for the home buyers," said Kumar Satyuki, Joint Managing Director, Eden Realty Group.

The allotment for the apartments will be done through Lottery process. The booking application process for both the projects will start within a week.

ENACT Systems Inc, USA is the Solar Management Consultant of the projects. Sure Homes, which provides full service in marketing and selling, will be marketing both the projects. Eden Realty Group was established in February, 2003 in Kolkata with an objective to develop quality infrastructure and real estate projects.