

Press Release

Siddha Group Launches 'Reinvention!' A Coffee Table Book On BT Road

Kolkata, 17th February, 2016: Real estate major, **Siddha Group**, today launched a coffee table book titled **Reinvention!**, on the history, changes & reawakening of BT Road. The book was chronicled by **Siddha Foundation**. The book was launched in the presence of **Mr Saugata Roy, Honorable Member of Parliament, GM Kapoor, State Convener INTACH, advertising Guru Mr Ram Ray, actress Ms Gargee Roychowdhury, Mr Raju Burman of Rupa Publications and Mr Sanjay Jain, Managing Director, Siddha Group.**

BT Road is not only a preferred educational hub today, but is also fast becoming one of the most exciting, luxurious and modern residential destinations in West Bengal.

A living testament of the rich legacy of culture and tradition spanning more than two hundred years, BT Road is also a fantastic representation of the history, changes, reawakening and most importantly, development of West Bengal. Being prominently involved with the modern development of BT Road, Siddha Group felt the need to document and highlight the transition in this sumptuous visual treat: The old evolving into the new; sleepy lanes becoming modern residential complexes; and scattered roadside markets giving way to world-class shopping complexes.

"We all know that The Barrackpore Trunk Road is no ordinary road. Built in the year 1775, BT Road is one of the oldest metalled roads in India. The significant road was used by the high and mighty British Empire to travel from their capital Calcutta (now Kolkata) to Barrackpore, the oldest Indian cantonment of the British. "Reinvention!" is a unique representation on the rich history, culture & reinvention of BT Road. Reinvention! captures the extraordinary and dramatic transformation of a historical road, which we hope you all will enjoy", said **Mr Sanjay Jain, Managing Director, Siddha Group.**

Reinvention! is a part of Siddha Group's initiative to actively promote the vibrant art, culture and tradition of West Bengal.

Reinvention has been written and designed by Trisys Communications. Research work has been done by Trisys Communications and photography is by Mr Neelutpal Das.

About Siddha Group

Since its 1986 inception, Siddha Group has been creating homes making better living affordable in Kolkata and Jaipur. Siddha's passion for quality homes has been driving it forward increasingly with each new project. Led by group chairman Chandra Prakash Jain and group managing Director Sanjay Jain, Siddha Group creates and markets high-quality housing in India. Combining upmarket design skills, optimal materials and excellence in construction, Siddha is focused on delivering comfortable homes at convenient prices within committed timeframes.

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