



## Press Release

### Siddha Group introduces online buying of apartments

**Kolkata, 11<sup>th</sup> February 2015.** Siddha Group today announced the launch of a unique online payment facility for buying apartments at their recently launched **Siddha WaterFront**.

Apartment buyers can now sit at home and transact without the hassle of writing a cheque, couriering it, then awaiting the proof of delivery. With a credit card or debit card or via net banking, they can now book an apartment, pay for it and get a receipt in the inbox within seconds. Moreover, they can view, decide and pay any time ~ a truly 24x7 experience.

“With people taking to the internet in a big way, the digital market is becoming stronger with each passing day. This realization drove us to become the first mover in Kolkata’s real estate industry to open up an online payment gateway for buying apartments online. We have just introduced this service with our newest project, **Siddha WaterFront**. Very soon we will introduce similar hassle-free online buying of apartments across all our projects,” said Sanjay Jain, Siddha Group managing director.

Interested buyers can register at the website [siddhewaterfront.com](http://siddhewaterfront.com) and easily buy apartments in Siddha Waterfront on BT Road Khardah, by booking and paying online in a few simple steps.

“Online buying is likely to become popular in the field of real estate like it already has in many other fields ~ especially among non-resident Indians and Kolkatans who live away from their home city. For them, buying an apartment at a desired location is difficult owing to lack of ready access. Buyers opting for online buying will not have to spend time going through several levels of people and deal with layered procedures,” added Mr Jain.

Online buying will reduce travel, time and cost for buyers of Siddha WaterFront. Reducing printed application forms, cheques, receipts et cetera, Siddha Group will, through this timely initiative, help reduce the use of paper benefiting society ~ environmentally.

Siddha WaterFront is a high-quality residential complex strategically located at BT Road-Khardah near Rahara Ramkrishna Mission School. The Khardah and Titagarh railway stations are within minutes’ walk. To be completed by 2018, this 15 lakh sq ft project is being built around a 3.5-acre natural lake beautified by Siddha, will offer 1800 highly-affordable apartments ~ 2/3 BHK, 845-1235 sq ft.

Amenities will include Club, Swimming Pool, Indoor Gaming Room, Gymnasium, Children’s Playroom, Landscaped Greens, Multi-activity Room and much more for the residents to relax, refresh and rejoice. The lake will be beautified by Siddha Group.

A water filtration plant, elevators, intercom, sewage treatment plant and rainwater harvesting system and a 24/7 surveillance and security system will be put in place.



## 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 while minding its mantra, 'Recreating Reality', 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.

**For more information, please call Sagittarius Communications.**

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