

Press Release

Eden Realty Group Launches Asia's Largest & World's Second Largest Affordable and Integrated Solar Housing Project, "Solaris City Serampore" and, "Solaris Joka" - Affordable Housing Project in South of Kolkata

Kolkata, 16th November, 2018: Eden Realty Group, Eastern India's leading real estate developer, today 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**, today. 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 outfit. **Mr. Sachchidanand Rai, Chairman, Eden Realty Group, Mr. Arya Sumant & Mr. Kumar Satyaki, Joint Managing Directors, Eden Realty Group, Mr. Malay Ghosh, Architect, ESPACE, Mr. Anirban Gupta, Director - A&T Services, CBRE, Mr. Piyush Sharma Director -India Operations of ENACT Systems Inc, USA & renowned actress, Ms. 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 & Studio Apartments for the buyers to choose from. In all, there will be 24 G+ 12 towers. The locational advantage of the project is unparalleled as it is only 4 minutes from Rishra Railway Station, 8 minutes from Serampore Railway Station, 25 minutes from Howrah Station and less than 500 metres from the GT Road.

The usage of solar power will help in green living for the residents, will save carbon footprints, reduce and lower the overall maintenance cost leading to the buyers being able to saving 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 Bonhooghly, is a huge success. With easy access to railway stations and highways, open spaces, fresh air & greenery in abundance we found Serampore to be the ideal place for coming up with such a project with greater magnitude. 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", said **Mr. Sachchidanand Rai, Chairman, Eden Realty Group**.

"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", added **Mr. Rai**.

Spread across 23 acres, Solaris City Serampore will provide modern amenities and conveniences galore. It will have a 2.5 lakh sq ft Mall with Multiplex, Hyper Market, Brand Stores, Food Courts and other amenities. The Mall is expected to be ready in 3 - 4 years' time. The buyers here can also look forward to availing other facilities to be offered like a Badminton Court, Cricket Field, Mini Golf Course, Jacuzzi, Open Exercise Area, Jogging Track, Yoga Centre, Gymnasium, Swimming Pool, Indoor Games Room and Rooftop Community Space.

The land for this massive project has been acquired from National Textile Corporation (NTC). The project, to be completed across Phase 1 and Phase 2, 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 & 3 BHK apartments in this project spread across 5 G+ 12 towers. The apartments are priced between **₹ 8.75 lakhs to ₹ 23 lakhs**.

“The combined project valuation of both Solaris City Serampore and Solaris Joka is Rs 1020 crore. We would be able to generate 2MW green electricity per annum. This will help in reducing the monthly maintenance fee by around 50% to less than ₹ 1/- per square feet. Both the projects have the potential to revolutionise the real estate scenario of the country”, said **Mr. Arya Sumant, Joint Managing Director, Eden Realty Group.**

“People from Howrah, Burdwan, 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. Any person who works in Kolkata and is ready to travel a distance which is within one hour to reach home; for them this project will be ideal. Solaris Joka will be one of the most affordable projects for the buyers looking forward to buy their own home in South Kolkata. 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 **Mr. Kumar Satyaki, 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.

About Eden Realty Group:

Eden Realty Group was established in February, 2003 in Kolkata with an objective to develop quality infrastructure and real estate projects. The aim has been to build quality homes that anyone can afford. The group continues to keep it up in the upcoming Solaris projects to improve and transform lives.

Eden Realty started its journey with a single building project named Laxmi Niwas located at Kankurgachi. Then came one of the largest residential projects of South Kolkata, funded through FDI, Eden City Maheshtala. The project has been rated as Kolkata's 6-star residential project by CRISIL, a renowned global analytical company. Eden Realty has promoted the Project, completed and delivered its first phase comprising of 27 towers and exited. The current projects of Eden Realty include Siddha Eden LakeVille, one of the largest housing projects with a Rooftop Skywalk having entertainment and sports facilities in BT Road, North Kolkata. The project is a Public Private Partnership between R.R. & R Department, Government of West Bengal and Eden Realty and jointly developed by Siddha Group and Eden Realty. Alongside Siddha Eden LakeVille in Bonhooghly, Eden Realty Ventures has built and delivered ‘BONORINI’ - homes for 540 displaced families who used to stay in dilapidated structures at the site. These families will be resettled in 645 sq. ft. modern apartments. This is a one of its kind Public Private Partnership projects between R.R. & R. Department, Government of West Bengal and Eden Realty Group.

In July 2017 Eden Realty introduced North Kolkata’s first Real Affordable Solar supported housing project, Solaris Bonhooghly. The two-phases of the project comprising of 484 flats were sold in just 24 days! This encouraged Eden Realty to focus on sustainable mass housing projects.

Eden Realty fosters a team of determined and capable individuals who think out-of-the-box and strive to achieve success in all that they deliver. Under the able leadership and guidance of Mr. Sachchidanand Rai - Chairman, every member works collectively towards the Group's vision of excellence, sharing new ideas and methods to accomplish the ambitious projects.

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