

Press Release

Eden Realty Ventures To Host a 3-Day Flexi Home Loan Mela at Serampore and Joka

- Also Introduces a Limited Period Offer Where A few Buyers Can Win a Flat at Re 1-

Kolkata, 11th December, 2019: Eden Realty Group, one of the leading real estate developer of Eastern India, will organise a 3-day '**Flexi Home Loan Mela**' for the aspiring home buyers from 13th - 15th December, 2019 between 2 pm and 6 pm at **Solaris City Serampore** as well as at **Solaris Joka**. The objective of this initiative is to reach out to the customers and provide them an additional facility so that they can fulfil their dream of owning a home at Asia's largest and World's second largest affordable and integrated solar housing project, Solaris City Serampore and at Solaris Joka. Banks including **State Bank Of India, HDFC, ICICI Bank, Axis Bank & Allahabad Bank** will be participating with their attractive offers. A few lucky buyers at the Flexi Home Loan Mela can even win a flat for Re 1/- and other attractive prizes through a lucky draw.

Solaris City Serampore, strategically located on Kanai Lal Goswami Sarani in Serampore has 1 BHK, 2 BHK, 3 BHK apartments priced between Rs 9.95 lakhs to Rs 22.65 lakhs including GST, thus making it affordable in its truest sense. 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. On the other hand Solaris Joka is located right on D.H. Road has 1 BHK, 2 BHK, 3 BHK apartments priced between Rs 11.25 lakhs and Rs 25.60 lakhs including GST, and is only 10 minutes from the upcoming Joka metro.

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. ENACT Systems Inc, USA is the Solar Management Consultant of the projects.

"We wanted to extend the opportunity of owning an apartment in Solaris Serampore and Joka to a wider audience who are in the lookout for home loans with offers that would suit their pocket, hence we are organising this Flexi Home Loan Mela. With easy access to railway stations and highways, open spaces, fresh air & greenery in abundance we found Serampore and Joka 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", said **Mr Arya Sumant, Joint Managing Director, Eden Realty Group**.

Solaris City Serampore and Solaris Joka will provide modern amenities and conveniences galore. . Solaris City Serampore also have a 2.5 lakh sq. ft. Mall with Multiplex, Hyper Market, Brand Stores, Food Courts and other amenities.

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 current projects of Eden Realty include Siddha Eden LakeVille. The project is a Public Private Partnership with Government of West Bengal and Eden Realty. Siddha Group is our development partner. Eden Realty has built and delivered 'BONORINI' - homes for 540 displaced families who used to stay in dilapidated structures at the site. These families were resettled in 645 sq. ft. modern apartments. This is a one of its kind Public Private Partnership projects between Dept. of L&LR and RR&R, 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.

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