

Press Release

Jain Group Introduces Miyawaki Technology To Develop A Dense Forest Area At Their 'Dream World City' Project In Joka

- **Celebrates International Forestry Week By Planting Saplings**
- **Starcast Of The Movie, Guldasta Joins In To Celebrate The Occasion**

Kolkata, 14th March, 2020: Jain Group announced their initiative of developing a dense forest in Kolkata at their **Dream World City** project area in Kolkata by using **Miyawaki**, a one of its kind Japanese plantation technique.

Jain Group celebrated **International Forestry Week** to mark the occasion of **International Day Of Forests** with planting saplings for developing the dense forest using Japanese **Miyawaki** technology. **Actors, Ms Arpita Chatterjee** and **Ms Debjani Chatterjee**, cast of upcoming Bengali film, **Gudasta** along with **Mr Shrayans Jain, Vice Chairman, Jain Group** and **Mr Rishi Jain, Managing Director, Jain Group** were present for the occasion.

“While developing a housing complex all possible amenities and facilities are kept in mind that will help provide our customers a better standard of living. Be it smart homes or a club with swimming pool, gaming room and amphitheater, these factors have always been on our mind and considered by our customers as well. But what we tend to forget is the environment we are living in and the air we are breathing. And thus came the idea of creating a dense forest in the middle of our project. This is definitely going to maintain a healthy environment for everyone and we hope this initiative of ours will be appreciated by all”, said **Mr Rishi Jain, Managing Director, Jain Group**.

Keeping that in mind the increasing pollution and environmental hazards Jain Group decided to create a dense forest based on a revolutionary concept that originated in Japan. This method is called Miyawaki and will help in protection of water and soil - keeping the ecological balance intact. Miyawaki helps the forest to grow ten times faster, absorb a high amount of carbon-dioxide amount and reduce noise and dust pollution. Dream World City will have an urban forest where a large number of trees would grow on a small land resulting in a rich and natural ecosystem.

“Urbanisation in Durgapur has exposed the city to high pollution. So we took a small step to bring change in the environment by introducing Miyawaki technology in our project Dream Eco City. The result has been encouraging enough for us to start a similar initiative in Kolkata”, said **Mr Shrayans Jain, Vice Chairman, Jain Group**.

Plantation through Miyawaki doesn't require much exposure of sunlight to ground, much maintenance, chemicals or artificial fertilisers.

Situated near IIM Kolkata in Joka, Dream World City will have 5000 apartments over 24 G+9 towers. The project is spread across an area of more than 20 acres. The architectural design for the project has been done by Prakalpa. Each of the themed residential unit would have a signature architectural wonder relevant to the city it is themed on. The London themed unit would have a replica of Tower Bridge, Paris would have a dummy Eiffel Tower, Dubai based phase would have a Palm Jumeirah Garden like space and amphitheater, Istanbul would have middle eastern boulevard landscaped garden the one based on Madrid would have a football ground and a mini stadium. The unit themed on Kolkata would have a proposed Dakshineswar Temple like area and this part of the project is proposed to be dedicated for senior citizen for assisted living. The project will also have a Hollywood



styled club with all indoor & outdoor sports & a supermarket with food court & plaza for the residents along with all the modern amenities.

About Jain Group:

The Jain Group is one of the most dynamic and admired organizations in the Infrastructure, Finance, Hospitality and Real Estate sector in Eastern India. Jain Group is the proud recipient of the National CNBC award for affordable housing, multiple East India travel Award, SP Jain award for innovative marketing, the Make My Trip outstanding hospitality Award and also the National Young Leader award from SP Jain institute of Management and Research , Mumbai. In addition to a string of various regional and national award in the fields of Real Estate and Hospitality.

The Jain Group was founded in 1970's the visionary Founder and CMD of the Group, MrPrem Jain, established its finance division, Jain Finance Corporation. In 2004, Jain Group had successfully ventured into Real Estate by creating a series of residential spaces at strategic locations in Kolkata under the aegis of 'Dream Homes'. Today, Dream Homes have become a brand to be reckoned with. In 2011, the group diversified into the hospitality sector and brought Holiday Inn hotel brand in collaboration with IHG (Inter Continental Hoteliers Group). In 2012, the group forayed into Lifestyle Affordable Housing sector under the aegis of "Dream Value Homes". The group has already delivered 2.5 million square feet and has a customer base of 4000 happy customers. Furthermore, the Group has a vision to build projects worth over Rs 900 crore covering 5 million sqft of space by 2020.

In the Real Estate Space, the Jain Group is proud to be 100% RERA compliant, 100% GST ready and completely focused towards development of quality and affordable lifestyle homes. Guided by this vision, fuelled by enthusiasm, strengthened by a strong dedicated work force and advantaged with advanced building technologies, the Jain Group is committed to give shape to the future of not just Kolkata, but many more cities spread across the country.

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