

# AmbujaNeotia NeoNews

DECEMBER, 2019

## Chairman's message

As the year comes to an end, it is time to look forward to new beginnings. December ushers in a cold nip in the air. But there will soon be time for warmer days. Who can forget the famous lines of the great English poet, Percy Bysshe Shelly in his *Ode To The West Wind*: 'If winter comes, can spring be far behind?'

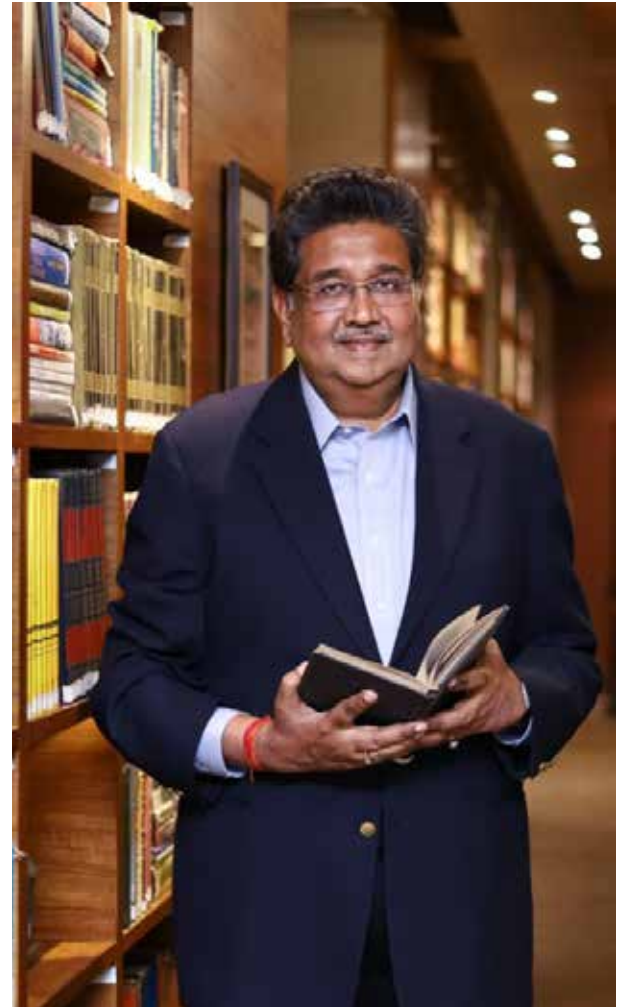
Indeed, even as we pass through periods of uncertainty in our lives, there is always hope for a fresh dawn. Hope, after all, is the essence of life. At times, things do go beyond our control, yet faith and courage help us to fight on. No darkness is permanent; we must realize that in the course of our lives, night always follows day and vice versa. It is undeniably a cosmic cycle that gives us the humility to accept adversities and victories and keep alive the flame of optimism in our hearts.

An optimistic attitude is, most certainly, a healthy sign of life and struggle. It makes us self-reliant, infusing a

new spirit in our minds and injecting a vitalizing energy in our veins. The capacity to hope is an indispensable human quality; even in times of crisis when confidence and trust have been broken, hope sustains us. It helps us to ignore the sufferings of the present.

When we stay positive about our future, and feel that we have to fight to win the problems, our probability to succeed increases. Hope is compelling because it is universal. It crosses all human boundaries: age, race, class, gender, ethnicity, and religious, political, or any other persuasion. Everyone needs it, and almost everyone exhibits at least some measure of hope at a time of crisis. Don't, therefore, let darkness overwhelm you, because each one of us has the capacity to influence each other to stay hopeful and usher in the glory of optimism and light.

*Ravi Neotia*



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## What's New

- BookingJini, a Neotec Hub incubatee, bags funding from Mumbai Angels
- A new banquet, now operational at Raichak on Ganges, can accommodate around 500 guests

# NeoFocus

## Utalika Efficiency & Comfort

A new, compact home for some of our buyers becomes a reality as Ambuja Neotia begins handing over the Efficiency and Comfort residences at Utalika – The Condoville located at Mukundapur. Dreams that were once dormant have now come alive for the lucky ones who will soon be moving into the premises of a secure, gated community. Surrounded by nature and nurtured with great care, the project was launched at the end of 2016 and timely handover of the apartments has been initiated from last month.

Utalika – The Condoville's Efficiency and Comfort Complex comprises 545 apartments in a single G+25 tower. With a podium garden at the first-floor level accentuated by lush greenery, a swimming pool with a sundeck, open-air terraces, a gymnasium, a reading room and an indoor games room, a banquet hall, a celebration terrace and more, Utalika is designed to cater to the wellbeing of its residents. Here, families will not only live in contentment and ease but also find friendly neighbours. The children will come across a chance to play in secure surroundings and the elderly will discover like-minded mates. After all, we cannot live only for ourselves. A thousand fibres connect us with our fellow men. We hope Utalika will bring a strong sense of community living, as we have attempted to create a mix of superior design elements and a holistic living experience. As Coretta Scott King says, 'the greatness of a community is most accurately measured by the compassionate actions of its members.'



The entrance of Utalika - The Condoville, Efficiency & Comfort complex



A lush green central lawn with an attached kids' play area



The state-of-the-art gym for the health-conscious



A typical living room cum kitchen area



A cosy and comfortable bedroom



A panoramic view from the swimming deck



Wall art at the Residents' Activity Centre

Winter Celebration at East India Room

Imagine the splendour of old north-Calcutta zamindaari homes where the landlord gets ready to entertain the sahibs with food, music and revelry. Imagine memsahibs tittering behind open Burmese hand fans as they watch a nautch performance or sip on a glass of sherry, dressed to the gills in flowing gowns. Indeed, the winter months in Kolkata are an epicurean's delight, evoking the heady nostalgia of tables laden with food by both landlords and memsahibs of the Raj. This is that special time of the year for grand parties and picnics shared with family and friends. Or intimate meals over which lovers can linger in soft candlelight. Raajkutir at Swabhumi offers an array of events to spoil you through the exclusive days of winter.

With the advent of December and cold winter days, the festive season is once again upon us. Clear skies and a nip in the air make it the chosen time for celebrations at Raajkutir. Curtains have already risen over the much-awaited Backyard Barbeque that takes casual dining a notch higher up to 1st February, offering guests a choice of vegetarian and non-vegetarian grilled items that add a spark to winter meals along with interactive pasta and live bread counters, a choice of desserts and your favourite cocktails and wines sipped over music.

The Victorian Christmas Carnival at Loafer's Café is another attraction with fun games for kids and adults and a variety of delectable cakes and nibbles. Then, of course, there is the New Year's Eve dinner at East India Room that promises to be a connoisseur's delight. If you are still on the lookout for adventure, try the New Year's Bubbly Breakfast Brunch. Raajkutir gives these lovely days of 'chills and thrills and laughter in the sun', a brand new twist!



NeoBeginnings

Forbes once said that 'India has a new caste system' based on one's fluency in English. Sanjoy Paul, one of the founders of myELSA, faced this problem first hand when he had to change his school's name to an English Medium School from Bengali Medium in order to participate in a quiz competition in Kolkata. This real-life incident inspired Sanjoy and few of his friends to ideate and create myELSA and setup their company, Creamson Intelli Pvt Ltd in 2018.

myELSA is an app that provides a 360° approach to English learning and was launched on 25th January 2019. The company is presently incubated by Neotec Hub and also by IIT-BHU to spread wings in the Hindi heartland. The app aims at fulfilling the motto 'marks for curriculum and fluency for communication.' Curriculum has animated videos with adaptive assessments. CEFR guidelines are followed for communication modules. And it is endorsed by Ruskin Bond, one of India's best-known authors in English.

**Various Products of my ELSA:**

**Curriculum:** The app provides video content with assessments for literature, grammar, writing for WB Board, CBSE, ICSE and Manipur Board.

**Communication:** This refers to CEFR (Common European Framework of Reference for Languages) levels that enhance the learner's listening, speaking, reading and writing skills.

**Tutor app:** It also provides educators with Tutor app through which teachers can manage students' academic growth.

**Angrez Dost:** The AI enabled bot for the app named 'Angrez Dost' helps students with their speaking and listening skills.

**Mock Tests:** Through this section the students /teachers can access various questions across the segments of Question Bank, Question Paper and Mock Tests.

**Events:** myELSA arranges for competitions throughout the year to inspire students towards better communication of the English language.

**Uniqueness:**

Solutions for both curriculum and communication.

Propagates blended learning by bringing tutors, technology and students on one platform.

**Awards and Recognition:**

Top 20 Most Promising Startups in the CIO Review.



Celebrating 50,000 myELSA App downloads



A glimpse of the training session undertaken by myELSA in a school, familiarising students on the use of the app



Harsh Neotia and the President of WB Higher Secondary Council President Dr. Mahua Das at the prize distribution ceremony of 'In search of young Ruskin Bond,' a short story writing competition



Ruskin Bond along with the myELSA team during a recently held event in Kolkata where the English Learning app was launched to provide solutions for school curriculum and spoken English communication from classes 5 to 12



Bhagirathi Neotia Woman and Child Care Centre, New Town recently organised a clinical meeting on Constipation: Challenges in Office Practice by New Kolkata Academy of Paediatricians, conducted by Dr Pavitra Chakraborty (Consultant, Paediatrician with special interest in Paediatric Gastroenterology)



BNWCCC, New Town and Genome partnered with The Bengal Obstetric & Gynaecological Society to organise a Health Mela at City Centre Salt Lake



BNWCCC Rawdon Street organised a CME on Winning The Battle Against Pneumococcal Pneumonia by eminent speaker Dr Chandan Ray, Senior Consultant, Paediatrics & Neonatology



BNWCCC New Town hosted a session on Stress Management for the employees of TCS, Infospace, New Town, Kolkata. The session was conducted by Dr Divya Pal (Psychiatrist)



Neotia Getwel Healthcare Centre organised a corporate health talk & checkup camp in association with Airport Authority of India, Bagdogra



A glimpse of handing-over ceremony performed recently at Utalika - The Condoville's Efficiency & Comfort complex to welcome the residents



A batch of happy owners with a replica of the key to their flats and a token gift that will remind them of their first day at the premises



Utalika - The Condoville project team headed by Sankha Bhattacharya (8th from the left) who worked tirelessly for the last three years to ensure timely delivery of the complex and watch spontaneous smiles wreath around the lips of happy buyers



Meeting old friends is always a pleasure. Harshavardhan Neotia and Saurav Ganguly were special guests at a Children's Day Programme hosted by Senco Gold at their recently opened store in Camac Street where Sourendro Mullick and Soumyojit Das entertained the audience with music



Prime Minister Narendra Modi, along with L K Advani and Home Minister Amit Shah attended a meeting of the Shree Somnath Trust. Harshavardhan Neotia, Chairman, Ambuja Neotia Group, in his capacity as a Trustee was also present at the meeting



Chandrakosh is an annual event that is closely associated with clubs of the Ambuja Neotia Group. This year playback singer Abhijeet Bhattacharya was part of the concert held at Club Verde in Kolkata, who kept the audience enthralled with his performance.



Bengali movie actress, Isha Saha, took part in the annual cake-mixing ceremony at Afraa Deli Salt Lake to usher in the festive season



Rahul Jain, Bollywood's popular musician, recently performed at Capella at AltAir, mesmerizing the audience with a collection of romantic songs



The Great Biryani & Kebab Festival (left) and Bakery Carnival (right) at Ecospace Business Park ushered in the spirit of winter feast to the working professionals



## NeoImpact

As part of its CSR initiative to commemorate World Diabetes Day, Ambuja Neotia conducted an awareness and medical camp on the dreaded disease at Punnya, a village in South 24 Parganas.

Some of the best endocrinologists in town, including Dr Biswajit Ghosh-Dastidar of Woodlands, Dr Kalyan Kumar Gangopadhyay of Fortis, Dr Sanjay Chatterjee and Dr J J Mukherjee (both from Apollo Hospitals), Dr Sudip Chatterjee, Director – Park Clinic, Dr Shyamal K Das from CMRI and Dr Sujoy Mazumder from Peerless Hospital registered their presence in complete heart and spirit. The campaign was a result of the successful collaboration between three organisations – IDEA, the technical medical partner; Punnya Vivekananda Seva Sangha, a grassroot CVO; and Ambuja Neotia, the pivotal organiser.

Through the day, activities encompassed a thorough campaigning about Diabetes, its prevention, identification, diet and healthy lifestyle. Also included were BMI of patients, including bodyweight and height, blood sugar and blood pressure checkups, doctors' consultation and prescription of medicines. Each patient at the camp also got a gift kit consisting of a toothbrush, an apple, a pack of sugar-free biscuits and a cake, all wrapped in an eco-friendly paper bag. Surprisingly, out of the 235 patients who attended the camp, 90% got to know about Diabetes for the first time. The success of the campaign laid in the fact that twenty-eight patients were detected with Diabetes which they were unaware of, and their treatment was initiated without delay.



## NeoWorld

### Housing and Township

#### Ongoing Projects

**Utalika, EM Bypass**  
A premium luxury residential project spread across 20 acres with 1000+ units under construction  
[www.atalikaluxury.com](http://www.atalikaluxury.com) | +91 33 4040 8070  
Utalika WBHIRA REG No. HIRA/P/SOU/2018/000043

**Uddipa, Sinthee More**  
A residential project spread over 2.2 acres with 360 units under construction  
[www.uddipa.com](http://www.uddipa.com) | +91 33 4040 8080  
Uddipa WBHIRA REG No. HIRA/P/NOR/2018/000106

**Uttsav Park, Dhulagarh**  
A plotted development project spread over 43 acres which offers a wide range of plots  
**+91 33 4040 8080**

**The Residency - City Centre Patna**  
A luxury residential project spread over 2 acres with 127 units under construction  
[patnaresidency.com](http://patnaresidency.com) | +91 33 4040 6060  
RERA Registration No: BRERAP05734-1/994/R-766/2019 | [www.rera.bihar.gov.in](http://www.rera.bihar.gov.in)

#### Completed Projects

**Udayan, EM Bypass**  
First integrated social project of Kolkata spread over 26 acres comprising 1606 units

**Ulhas, Burdwan**  
A mini township spread over 96 acres

**Uttorayon, Siliguri**  
An integrated residential township spread over 400 acres

**Urvashi, Durgapur**  
A residential township spread over 120 acres

**Utsa, New Town**  
A residential project spread over 5 acres with 402 units

**Ujjwala, New Town**  
An enclave of luxury residential homes spread over 5 acres with 466 units

**Ujaas, Lake Town**  
A residential project spread over 4.8 acres with 174 units

**Upohar, EM Bypass**  
A premium residential project spread over 18 acres with 1198 units

**The Residency, City Centre Salt Lake**  
Designer home spread over 1.8 acres with 60 units

**Udvita, Manicktala**  
A convenient residential project spread over 1.6 acres with 150 units  
[www.ambujaneotia.com](http://www.ambujaneotia.com) | +91 33 4040 6060

### Education

**The Neotia University**  
A private university offering contemporary, holistic education  
[www.tnu.in](http://www.tnu.in) | +91 98317 30966/ +91 91636 10909

### Healthcare

**Bhagirathi Neotia Woman & Child Care Centre**  
Superspecialty hospitals for woman and child healthcare  
Rawdon Street: **+91 33 4040 5000** | New Town: **+91 33 3323 5000**  
[www.neotiahospital.com](http://www.neotiahospital.com)

**Neotia Getwel Healthcare Centre**  
Siliguri's multi-specialty, tertiary-care hospital offering global expertise and technologies in healthcare services  
[www.neotiagetwelsiliguri.com](http://www.neotiagetwelsiliguri.com) | +91 353 305 3000

**Genome - The Fertility Centre**  
A chain of fertility centres which supports and facilitates conception through Assisted Reproductive Technology  
[www.lifeatgenome.com](http://www.lifeatgenome.com) | +91 800 1255 000

**Neotia Mediplus**  
The NABL accredited chain of diagnostic centres  
**+91 33 4040 8000**

**Neotia Academy of Nursing**  
An institute imparting world class nursing education  
[www.neotiaacademy.com](http://www.neotiaacademy.com) | +91 33 6815 5000

### Commercial

**Ecospace, New Town**  
A contemporarily designed business park spread over 20 acres comprising 20 lac sq ft of office space

**Ecostation, Salt Lake**  
A 17-storey business tower comprising 2 lac sqft IT/ITES space

**Ecosuite, New Town**  
A 7-storey premium commercial development comprising 1 lac sqft space

**Ecocentre, Salt Lake**  
A 20-storey commercial development comprising 5 lac sqft office space and a boutique hotel  
[www.ambujaneotia.com](http://www.ambujaneotia.com) | +91 33 4040 6060

**CII-Suresh Neotia Centre of Excellence for Leadership**  
Serves as a facilitator for development of leaders, promoting economic and industrial growth  
[www.cii-leadership.in](http://www.cii-leadership.in) | +91 33 6614 0100

**Neotia Institute of Technology, Management and Science (NITMAS)**  
Affiliated to MAKAUT and approved by AICTE offering courses in Electronics & Communication Engineering (ECE) and Computer Science & Engineering (CSE)  
[www.nitmas.edu.in](http://www.nitmas.edu.in) | +91 33 4008 4848

**Hospitality****Hotels & Resorts****The Ffort Raichak - Raichak on Ganges**

An experiential hotel with 62 rooms, 31 deluxe suites (The Ffort Suites) ideal for families & large group & 19 duplex villas (Anaya Villas) surrounded by a 7000 sq.ft pool & private rooftop bubble bath  
+91 33 4040 4040 | +91 98314 04040

**Ganga Kutir - Raichak on Ganges**

A luxury resort with 26 guest rooms which includes 16 guest rooms by the river and 10 duplex Pool Villas  
+91 33 4040 4040 | +91 98314 04040

**Swissotel Kolkata Neotia Vista**

Deluxe 5-star hotel located in New Town  
[www.swissotel.com](http://www.swissotel.com) | +91 33 6626 6666

**Altair**

A boutique hotel comprising 23 well-appointed rooms and a sky lounge in Sector V, Salt Lake  
[altairkolkata.com](http://altairkolkata.com) | +033 7101 7101

**Raajkutir**

A boutique hotel comprising 33 well-appointed rooms at Swabhumii  
[raajkutir.com](http://raajkutir.com) | +91 33 4040 4040

**Montana Vista**

Siliguri's first premium club & hotel offering leisure and entertainment choices comprising 39 well-appointed rooms  
+91 35325 71401

**Ecohub**

A business club & hotel located inside the Ecospace Business Park with 9 well-appointed rooms  
+91 33 4031 9000

**Ganga Awas - Raichak on Ganges**

Country homes spread across the landscape at Raichak  
[raichakonganges.com](http://raichakonganges.com) | +91 33 4040 4070

**Clubs****The Conclave**

The city's first business club located at AJC Bose Road  
+91 33 2290 5555

**Club Verde**

One of Kolkata's premier clubs, providing world-class clubbing experience with 4 well-appointed rooms  
+91 33 2423 9900

**Dining****The Orient**

Specialty restaurant offering cuisine from South East Asian countries  
Salt Lake: +91 90514 77177 | New Town: +91 86979 05725  
Raichak on Ganges: +91 33 4040 4040 | +91 98314 04040

**Sonar Tori**

A boutique restaurant serving authentic Bengali cuisine  
City Centre Salt Lake: +91 98745 17000  
Raichak on Ganges: +91 33 4040 4040 | +91 98314 04040

**Afraa Lounge & Restaurant**

Enjoy delectable Mediterranean cuisine and revel in Bar and Lounge experience located at City Centre Salt Lake  
[neotiahospitality.com](http://neotiahospitality.com) | +91 98312 52442

**Uno Chicago Bar & Grill**

An authentic American Bar & Grill experience at Swabhumii, Kolkata: +91 99714 48700  
Gardens Galleria Mall, Noida: +91 96675 40038  
Forum Shantiniketan Whitefield Bangalore: +91 96675 40036

**QSR****Afraa Deli**

An all-day spread with a sumptuous breakfast and takeaway menu  
Ecospace: +91 84200 85087 | City Centre Salt Lake: +91 84203 97977 | City Centre New Town: +91 6335 6891 | Acropolis: +91 84200 70000

**Afraa Creperie**

A popular creperie offering delectable food enveloped in a contemporary and cozy environment at City Centre Salt Lake: +91 6333 4985

**Tea Junction**

A tea shop reviving the old 'adda' concept of Kolkata  
[theteajunction.co.in](http://theteajunction.co.in) | +91 83360 00053

**Retail****City Centre, Salt Lake, Kolkata**

A complete shopping experience spread over 4 lac sqft  
+91 33 4006 3195

**City Centre, New Town, Kolkata**

A mixed-use commercial complex in New Town spread over 3.5 lac sqft  
+91 33 2526 6000

**City Centre, Siliguri**

A multi-utility project consisting of shopping plaza, multiplex and entertainment arena spread over 6.05 lac sqft  
+91 98320 69908

**City Centre, Raipur**

A mixed-use complex comprising shopping plaza, entertainment arena and office space spread over 3.5 lac sqft  
+91 96177 10000

**City Centre, Haldia**

A mixed-use commercial complex consisting of shopping plaza, entertainment arena and office space spread over 3 lac sqft  
[www.citycentremalls.in](http://www.citycentremalls.in) | +91 70440 59536

**Incubation****Neotec Hub**

An Incubation centre empowering startup ecosystem in Eastern India  
Ecospace New Town: +91 4040 6169