



OPTIMA

LIVE OPTIMALLY

An aerial rendering of a modern residential complex in Rajarhat. The image shows several tall, light-colored apartment buildings with blue-tinted windows, arranged in a cluster. A wide, multi-lane road with white dashed lines runs diagonally from the bottom left towards the top left. To the right of the buildings, there is a large, lush green area with many trees and a small blue swimming pool. In the background, a large body of water is visible, surrounded by more greenery. The overall scene is bright and clear, suggesting a sunny day.

**Finally, the grandest
living in Rajarhat**

Where is OPTIMA



If not here, then where else?

- Srijan's most coveted grand project on Rajarhat Chowmatha
- Minutes away from Newtown Akankha crossing on Rajarhat main Road, **next to Rajarhat Chowmatha daily market** and on the 6-lane highway
- **Grand living spaces** with amenities and facilities that residents can really utilise every day to **live optimally**.
- **Well-connected** with bus, auto taxi and App cabs.
- Built on about 11.3 acres with about 71% open spaces. **14 residential towers with 1400 plus apartments** and **grand retail area** with 2BHK, and 3 BHK Smart, 3 BHK Deluxe, 3 BHK Luxury, and 4 BHK Duplexes.
- Apartments will have **two or more balconies**, and 3 BHK apartments will have a **utility balcony** with kitchen.



Proximity

Education centres

National English School **500 meters**
Devaki Memorial School **1.8 kms**
North Point Secondary School **3.2 kms**
St John's School **4.5 kms**
Derozio Memorial College **5 kms**
Jain Futuristic Academy **6 kms**
Narayana School **6.2 kms**
DPS Megacity **7 kms**
DPS Newtown School **7.7 kms**
The Newtown School **9.4 kms**
Orchids International School **10 kms**
St. Xavier's University **10.6 kms**
University of Engineering &
Management (UEM) **11.1 kms**
Techno India College **11.3 kms**

Daily Needs

Daily bazaar **300 metres**
Rajarhat Chowmatha Market
500 metres
Reckjaoni More Bazaar **500 metres**
Big Basket **3.7 kms**
Kalipark Bazaar **4.4 kms**
Spencer Chinar Park **6 kms**

Healthcare

Rajarhat Apex Hospital **2.7 kms**
Reckjoani Rural Hospital **2.8 kms**
Lotus Hospital **3.3 kms**
HCG EKO Cancer Centre
Newtown **8.1 kms**
Bhagirathi Neotia Women and
Child care Hospital Newtown
8.3 kms
Disha Eye Hospital
Newtown **8.6 kms**
Charnock Hospital **8.8 kms**
Ohio Hospital **8.9 kms**
TATA Medical Centre **9.2 kms**
Columbia Asia Hospital **15.6 kms**
AMRI Salt Lake **16 kms**

Transport connectivity

DLF II **7.4 kms**
Candor Tech Space **7.8 kms**
Newtown Economic Zone
9.3 kms
Airport **10.1 kms**
Sector V **12 kms**
WIPRO **13 kms**
Dalhousie **22.3 kms**
Park Street **27.4 kms**

Entertainment zones & Malls

Westside **5.6 kms**
Astra Tower **5.6 kms**
City Centre II **6 kms**
Shoppers Stop **6.1 kms**
Biswa Bangla **8.2 kms**
Axis Mall **9.9 kms**
Central **10 kms**
Aquatica **10.4 kms**
Downtown mall **11.3 km**
Eco Park **7.6 kms**
Diamond Plaza **12.8 kms**
Nicco Park **14.5 kms**

OPTIMA will have

With about **71% open space**, the apartments will be dynamically designed to ensure more light and air-flow.

Car parking in the podium level will be hidden from common sight.

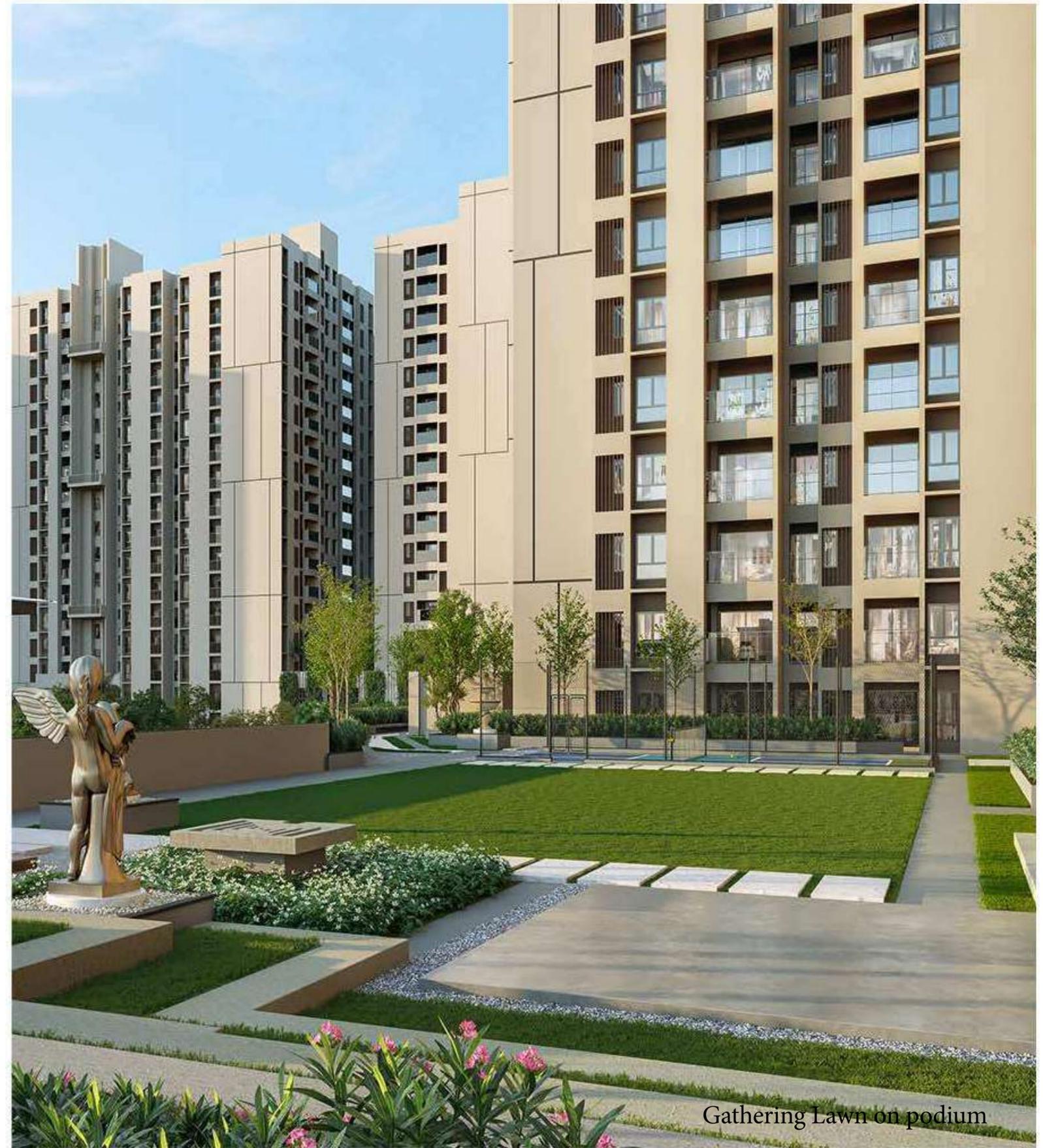
Large waterbody and about 1,00,000 plus sqft large clubbing zone with podia. Two multi-variety integrated retail arenas, senior citizens' indoor games and gym, banquet hall, sports court, outdoor gym, party lawn among many other facilities will ensure 'optimal' living at OPTIMA.

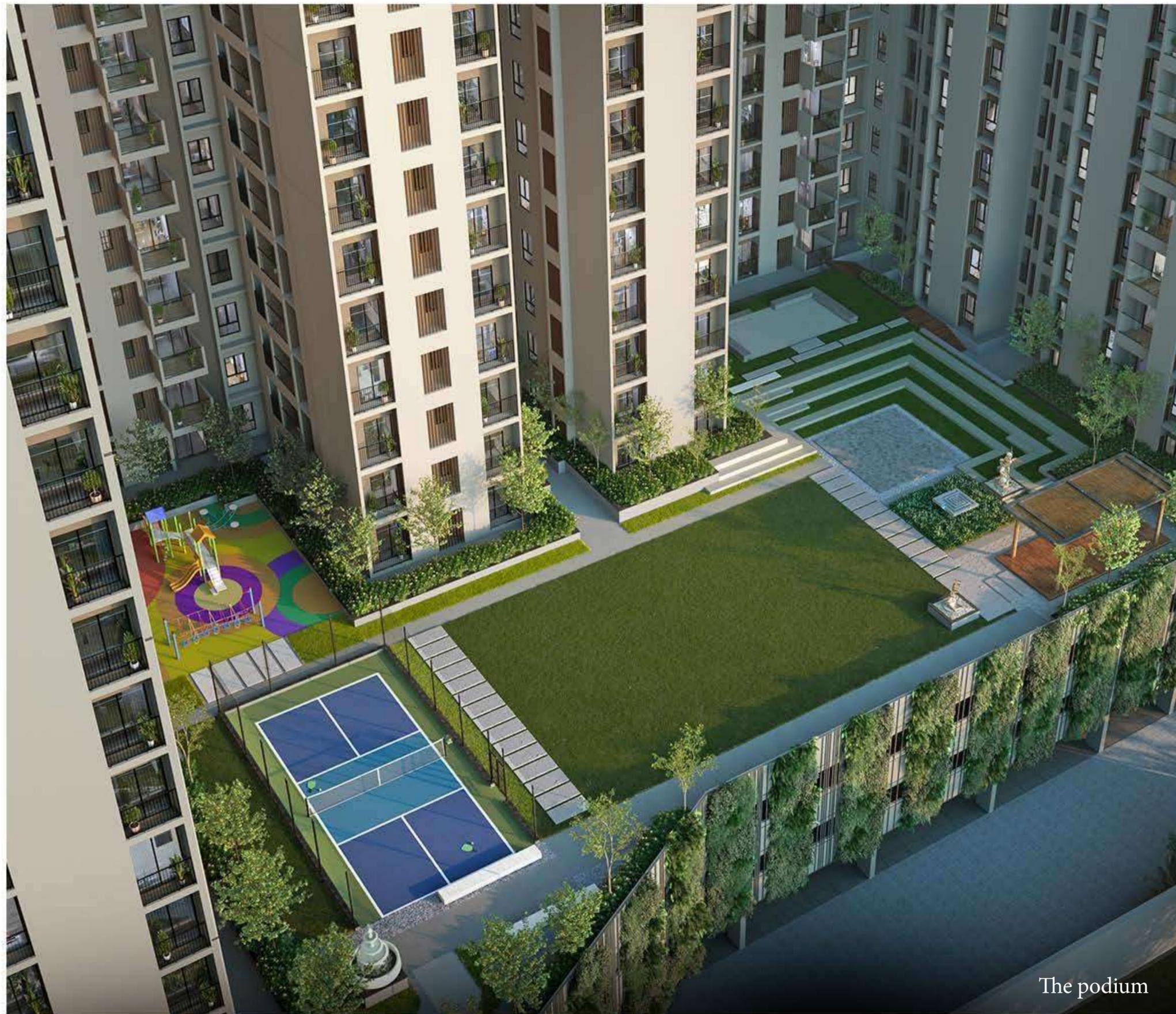
There will be **three large connected podia** with all future-ready amenities and facilities. That too, away from the ground floor vehicle movement pathway.

A in-house **shuttle service** to and from Sector V and New Town SEZ area will ensure a hassle-free daily commuting.



The entrance and shopping arcade





OPTIMA will have

AT THE CLUB

Indoor gymnasium
Swimming pool
(21 meters x 10.5 meters)

Kids' pool

Jacuzzi

Pool deck

Aqua gymnasium

Open café

Enclosed seating area

Covered deck

Guest rooms

Jacuzzi

Yoga and meditation

dance room & other

activity classes

Cards room

Indoor games (pool, table
tennis, dart, carrom, chess)

Virtual gaming

Co-workings spaces

Indoor kid's play area

Indoor games for
senior citizens

Party room

Home theatre

Squash court

Pickleball

Steam & massage

Hobby area

(Pottery, art and craft)

Isolation room

Conference room

Library-cum reading
room

Kids' learning area

Senior-friendly

gymnasium

Banquet hall

Day care creche

The podium

ELSEWHERE

Water body (About 29.7 cottahs)

Arrival Plaza

Forest trail

Willow den

Kids' play area

Sand pit

Climbing wall

Yoga lawn

Outdoor fitness

gymnasium

Amphitheatre and

stepped seating

Stage for cultural activities

Party lawn

Landscaped sitting area

Aromatic garden

Barbecue corner

Senior-citizens' corner

Adda Zone

Acupressure walk

Reflexology pathway

Hammock garden

Sculpture court

Badminton court

Half basketball court

Star gazing area

Sitting arrangement for the elderly

Forest cabana

Feature wall

Various types of gardens

Playable sculpture area

Look-out deck

Graffiti wall

Stump path

Bonfire

Fountains

Topiaries (ornamental shaped tress)

Lawns

Fitness Area

Silent Zone

Bird Bath

Deck for sitting



Basketball court

Indian Green Building Council features

Rainwater harvesting

A rainwater harvesting tank installed in OPTIMA would collect the rainwater from the roof and ground floor areas and store them to reuse it for gardening and landscaping. This will not only charge and enhance groundwater levels and reduce water flow into drains but also reduce the potable water required for the project, thereby making it water efficient.



Solar power lighting for common areas

Optima will have solar panels. The energy generated from these will be able to cater to the lighting of the common areas of the building. This will make OPTIMA immensely energy efficient.



GH platinum
pre-certified



Provision for electric vehicle charging points

With rising fuel prices there is and will be a propensity to shift to renewable resources for vehicles. Which is why, the usage of electric vehicles are on the rise. A platinum rated building will have to have electric vehicle charging points to provide residents the provisions to charge electric vehicles. OPTIMA will have 5% of the parking area devoted to this in the ground floor parking area.



Electric vehicle charging point

Virgin greens

The site will be restored to virgin greenlands by adequate landscaping that will offer residents ample space for relaxation and play.

Waste and garbage disposal

OPTIMA will recycle the waste water and reuse it for flushing in order to reduce the usage of potable water. The organic waste converter at OPTIMA will help manage waste in a proper way and convert the kitchen and garden waste to manure and use it for the landscaping.

Limiting water waste

Low water flow fixtures specifically designed to limit water waste will help residents reduce water consumption.

Energy efficient lights

LED lights that consume almost 30% less electricity in comparison to other lights will help OPTIMA reduce the energy consumption for the building making it energy efficient.



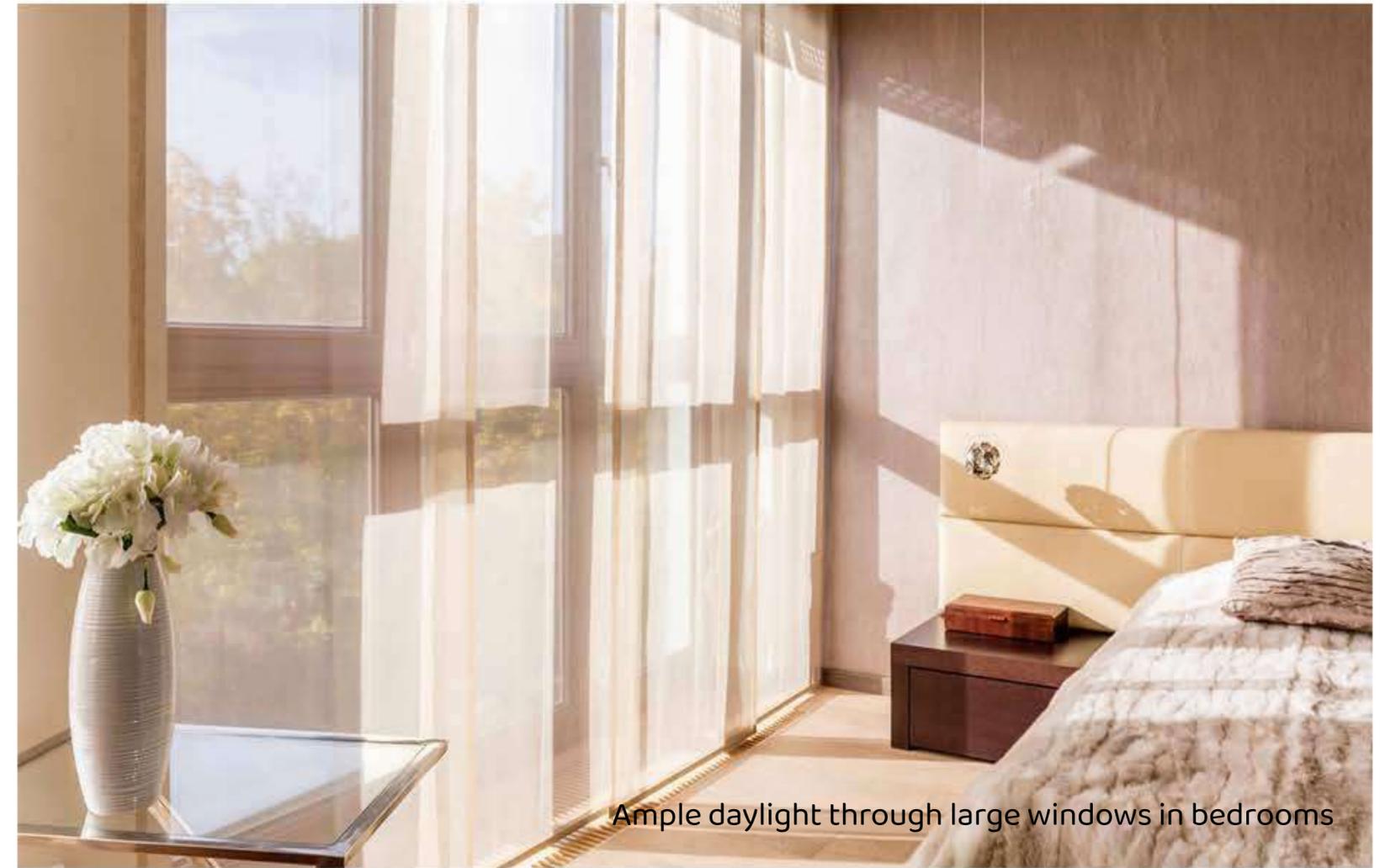
LED lights in indoor common areas

Use of sustainable and certified material

A platinum rated building is made of IGBC-rated sustainable products such as FSC certified wood, AAC blocks instead of fly-ash, certified lifts and low VOC paints. The material undergo rigorous scrutiny, and the quality of construction is therefore much superior. This will directly impact infrastructure and living conditions of the residents at OPTIMA.

Sunlight and fresh air

OPTIMA will have windows that are adequately sized to allow a lot of daylight and fresh air. Better indoor environmental quality will protect health, improve the quality of life, and reduce stress. In a way, it will also escalate the resale value of the apartments.

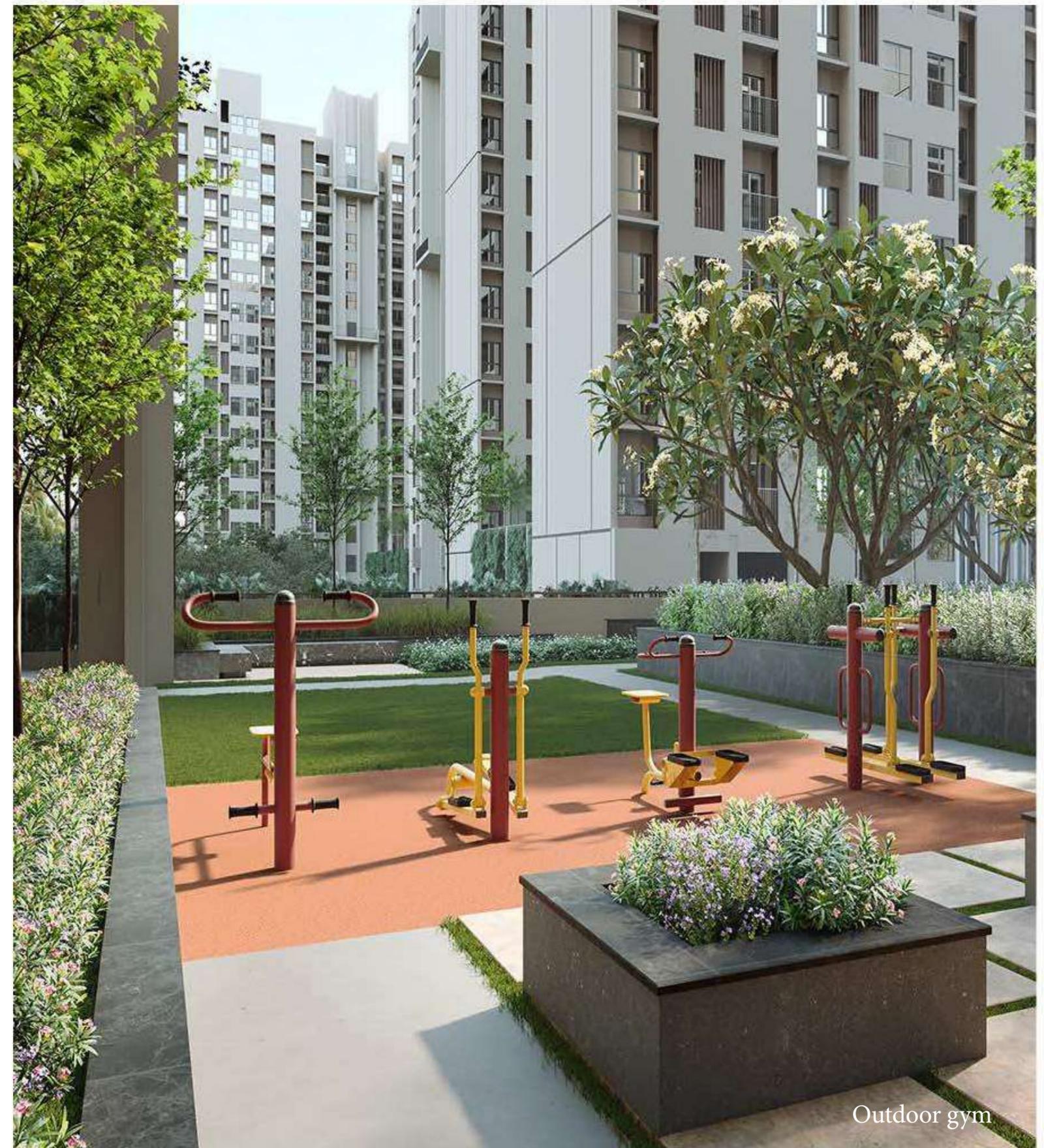


Ample daylight through large windows in bedrooms

Your life at OPTIMA



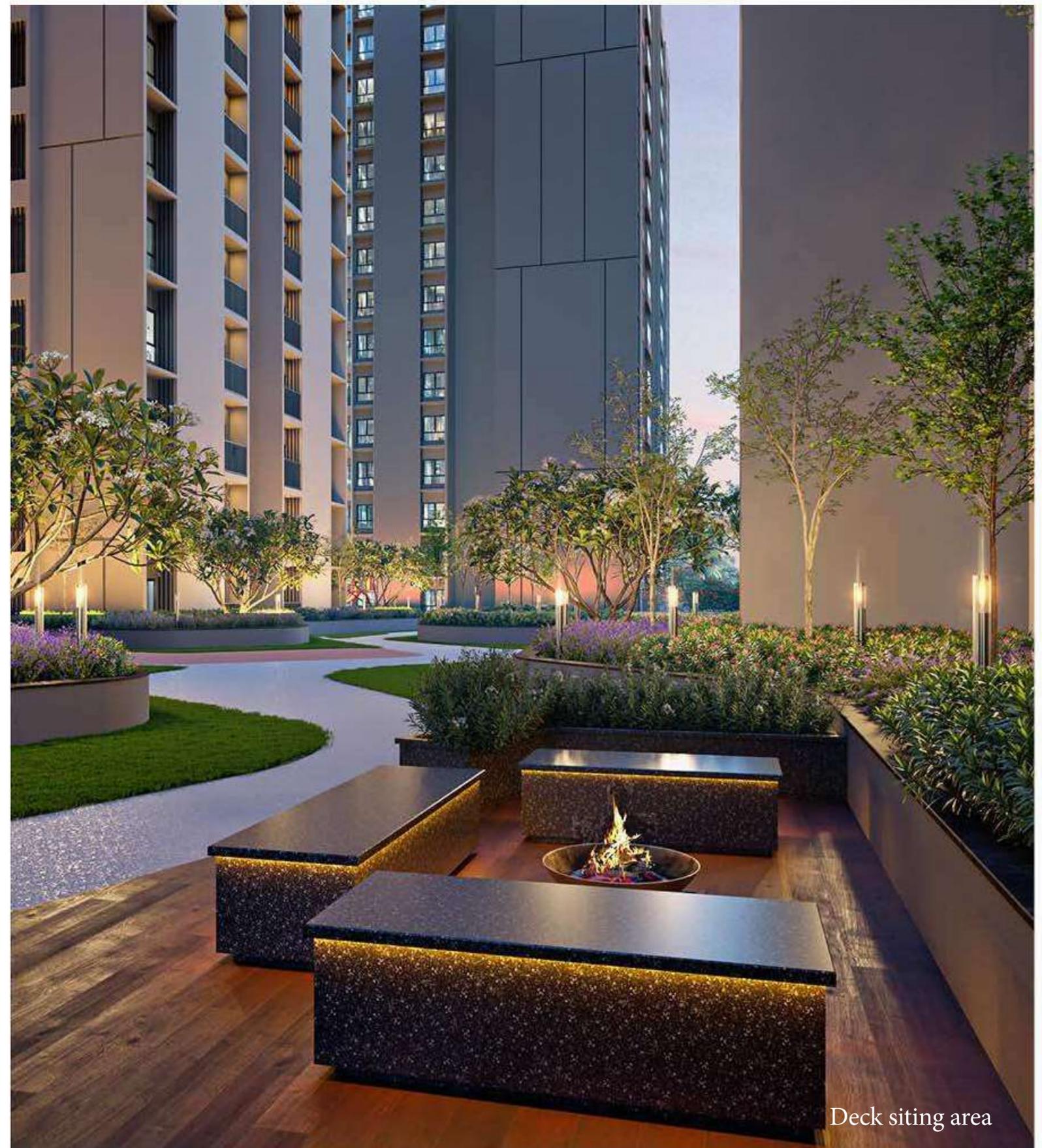
Kids' play area



Outdoor gym



Badminton court

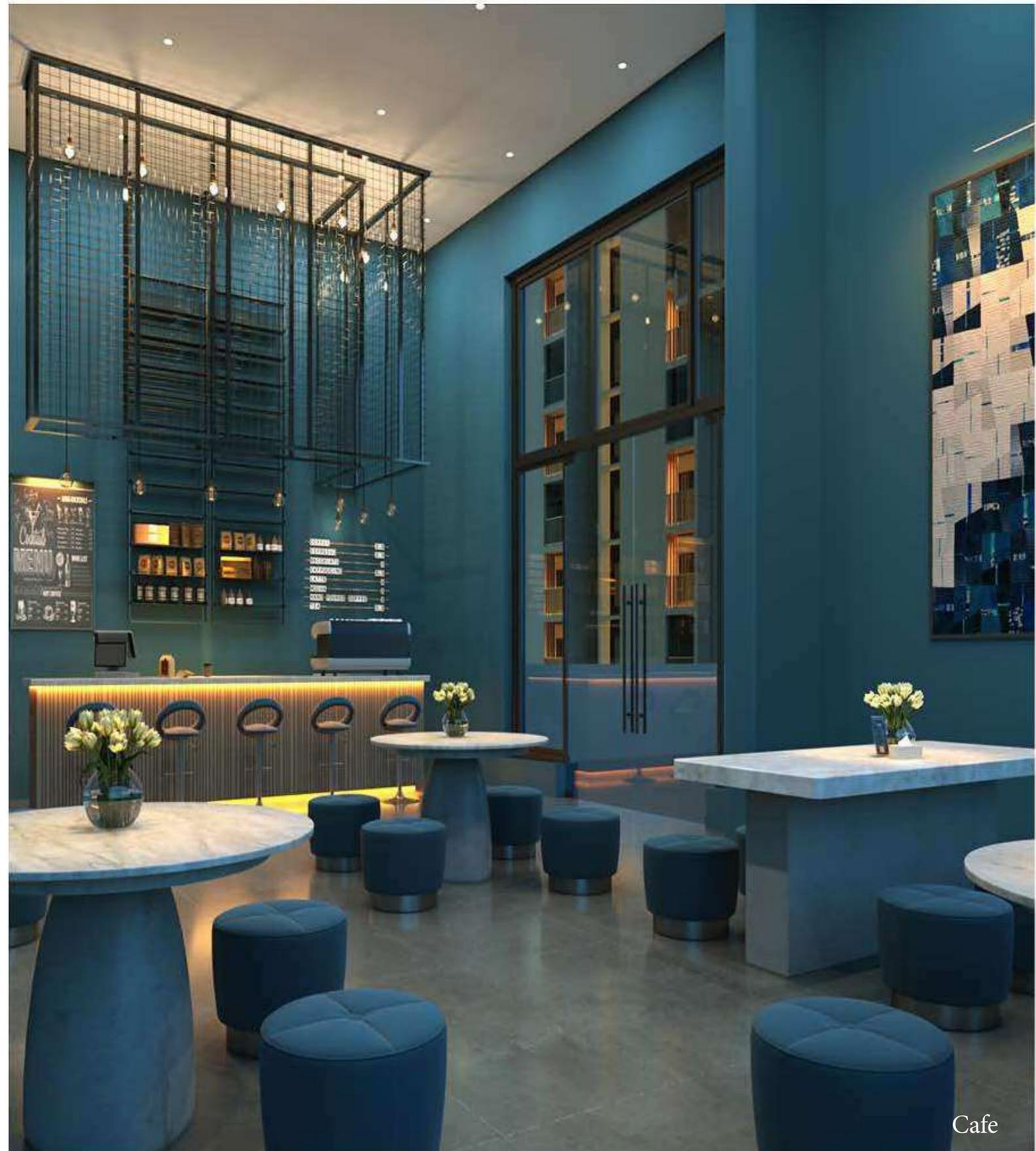


Deck sitting area

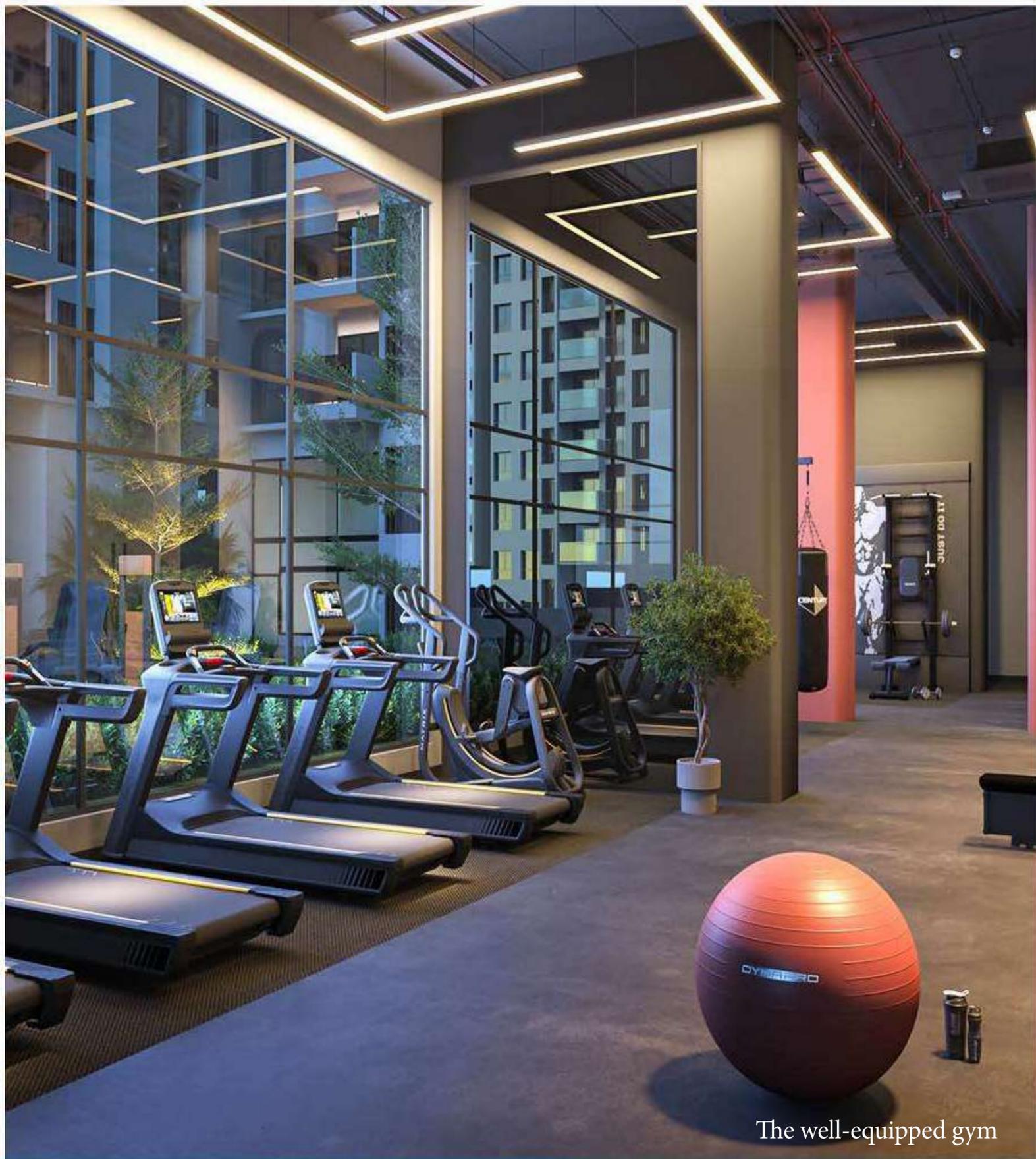
Club life at OPTIMA



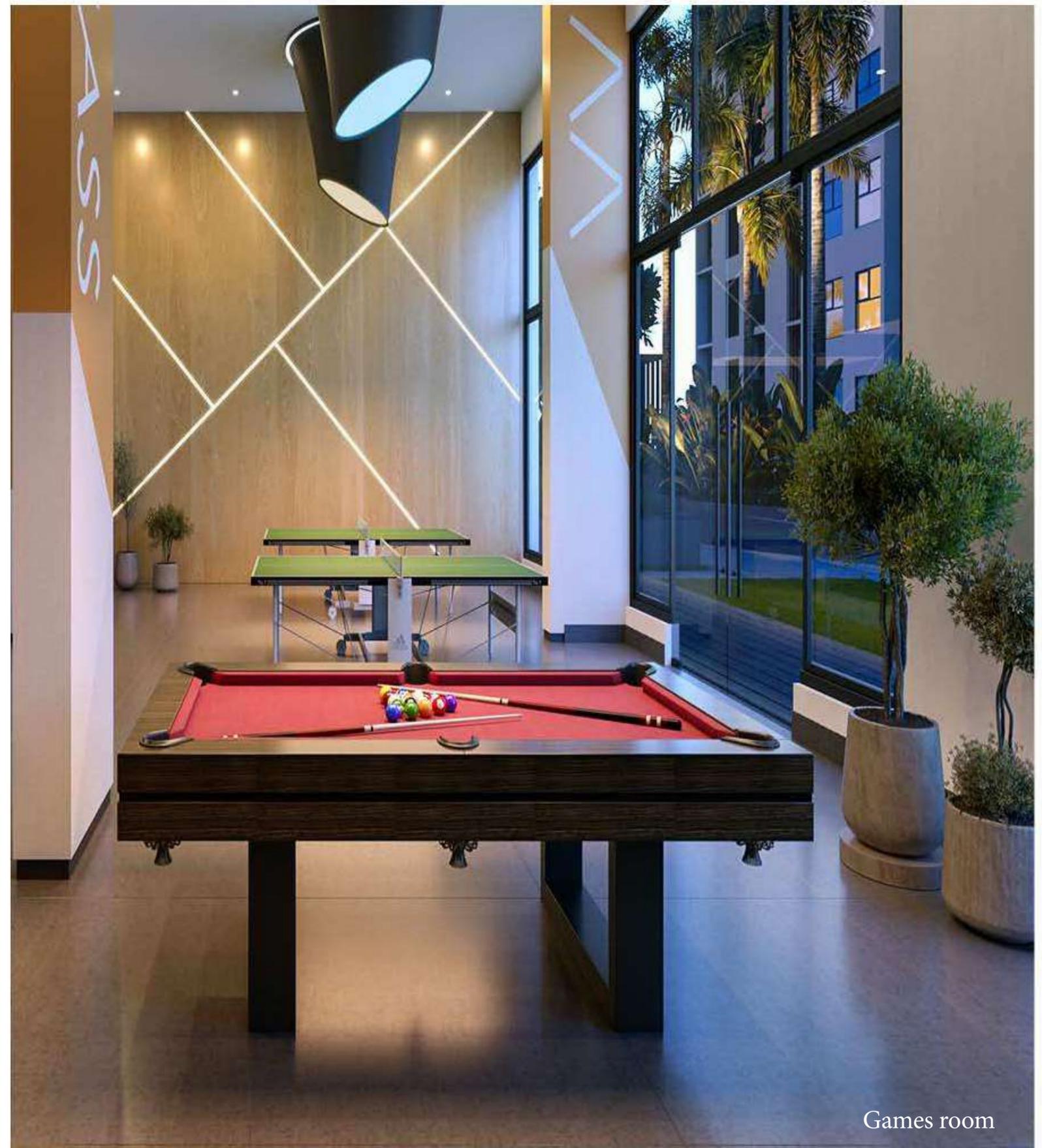
Swimming pool



Cafe



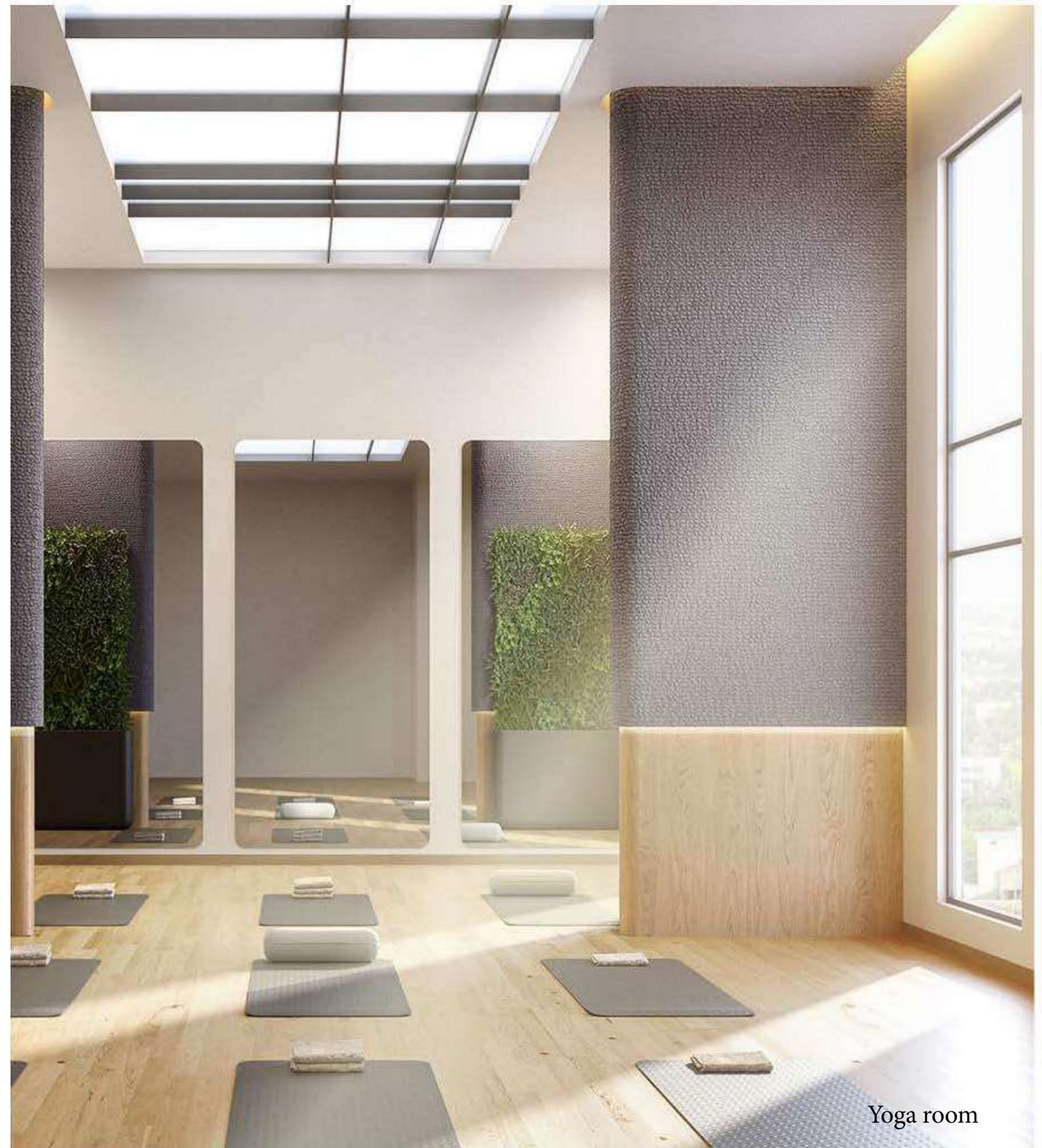
The well-equipped gym



Games room



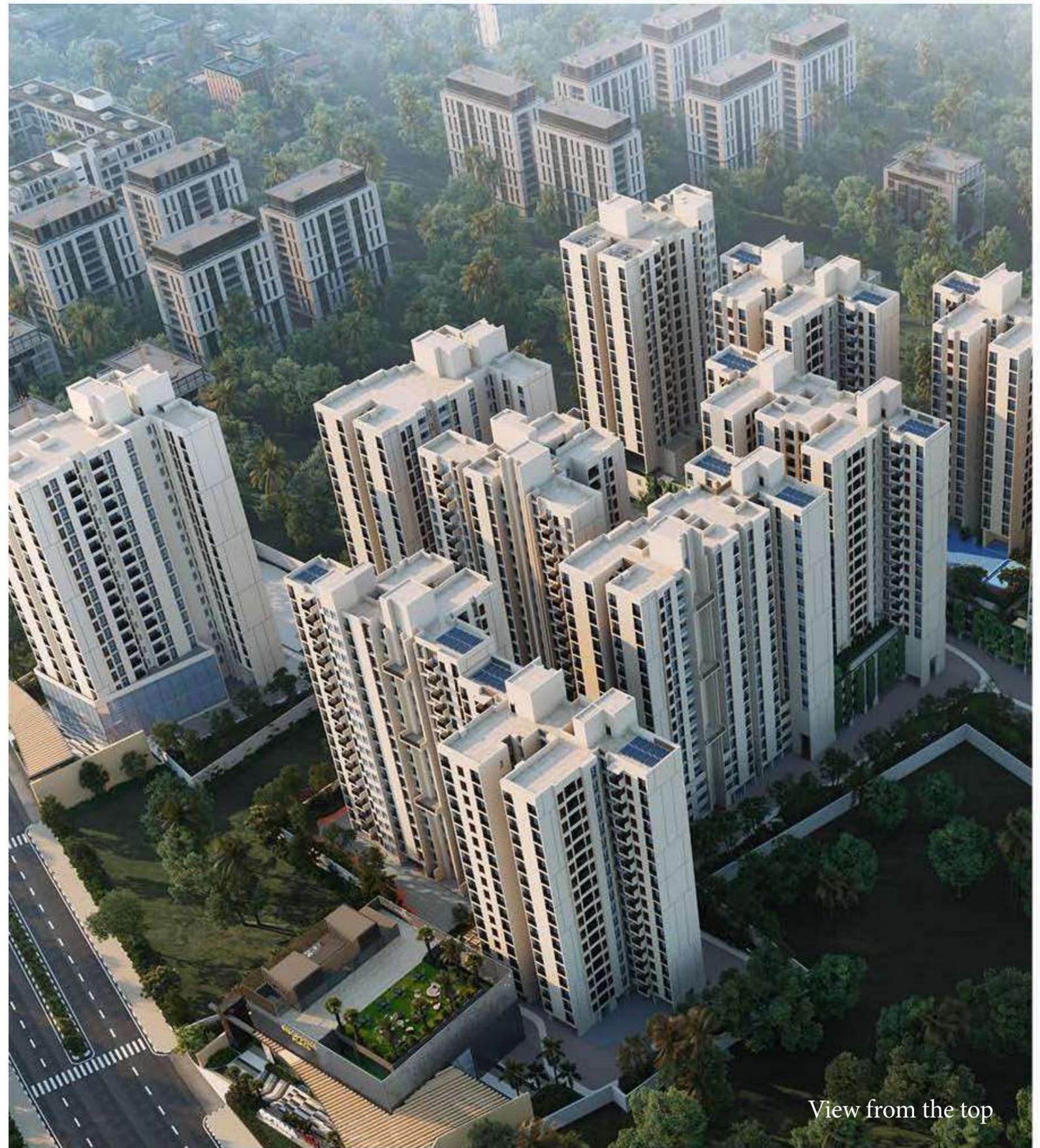
Indoor kids' play area



Yoga room



Spacious Deck balcony



View from the top

OPTIMA essentials

Structure RCC frame structure.

Outdoor finish Weather-coat paint.

Interior finish POP (walls and ceilings).

Doors and windows

Flush doors/NWFC.

Door frame ~ Engineered wood frame/NWFC.

Windows ~ aluminium penable/sliding

Balcony ~ Aluminium sliding.

Kitchen fittings

Stainless steel sink, provision of water filter point / provision for chimney/exhaust point

Toilets

Sanitary wares ~

Jaquar/ Hindware/Varmora or any other reputed brand.

Sanitary fittings ~ Jaquar/ Hindware/ or any other reputed brand.

Provision for hot and cold line in shower area only

Electrical fittings

Concealed with provision for modular switches.

ACs and Power Back-up

Provision for acs in all bedrooms and living areas. Provision for generator power in the flats. Partial emergency backup for a flat (light, fan, RO and refrigerator usage).

500 W emergency load for Flat type 2 BHK & 2.5 BHK

640 W emergency load for Flat type 3 BHK 3.5 BHK

960 W emergency load for Flat type 4 BHK & 4.5 BHK

Water filtration plant in the project ~ YES

Other features

Rooftop treatment Waterproofing

Source of water in the project
Bore well

Lifts 3 in each block. 1 of the 3 will be dedicated to fire escape.

Firefighting arrangements in the project as per fire department norms.

OPTIMA basics

Srijan Realty Credentials

Greenfield City near Behala

Ozone on South EM Bypass

Eternis on Jessore Road

Srijan Industrial Logistic Park NH6

The Royal Ganges Batanagar

Botanica near Southern Bypass

Nirvana near Southern Bypass

Town Square Newtown

Galaxy Mall Asansol

Exterior and Interiors Architect

Kamal Periwal

Maheshwari & Associates

Landscape

Madhup Mazumder

Design Accord

Structural Designer

MNU Consultants Private Limited

IGBC features

Rainwater harvesting

Organic green area

Use of solar panels

Waste management

Use of sustainable and
certified material

Sunlight and fresh air

Energy-efficient lights

Use of renewable resources

Better indoor environment
quality

Use of energy efficient fixtures

Area

About 11.3 acres

Total open space (including
podium) - About 71%

Number of Flats ~ About 1400 plus

Sizes

2BHK | SBU 921 sqft to 926 sqft

3BHK Smart-2 T | SBU 1056 to 1153 sqft

3 BHK Deluxe-2 T | SBU 1282 to 1430 sqft

3 BHK Luxury- 3 T | SBU 1470 to 1649 sqft

4 BHK (Duplex) | SBU 2436 and 2596 sqft

The Srijan advantage

Srijan Realty Private Limited is one of the leading real estate companies of eastern India with its presence in Kolkata and Asansol as well as Chennai in the South. The company has leveraged its rich insight into consumer preferences with customised property development.

Srijan's diversified realty portfolio comprise secured, gated communities, commercial parks, logistic parks, shopping malls, retail establishments, making it possible to address every opportunity and upturn.

Srijan currently has **26 ongoing projects** spanning 276 lakhs sqft across Kolkata with **34 completed projects** totalling 112 lakhs sqft across Kolkata, Asansol, Burdhan and Chennai. Looking forward, we have plans to launch **22 projects** covering 15.1 lakhs sqft that will include high-end residential developments, smart office spaces, and industrial logistic and industrial parks in and around Kolkata.



The Royal Ganges Batanagar



Town Square near Newtown



Ozone South EM Bypass



Greenfield City near Behala Chowrasta Metro



Srijan Industrial Logistic Park NH6



Intellia near Park Street



Eternis Jessore Road



Botanica near Southern Bypass

All the images are artist impression

Recognition for Srijan Realty

Srijan has won the

Magpie Estate Awards 2016
organised by Franchise India & Media Partner ET Now,
Regional Developer of the Year – East 2016

ABP News Real Estate Awards 2017 for Best Quality
Assurance • ABP News Real Estate Awards 2017
for Professional Excellence in Real Estate 2017

Certificate of Merit • ET Now Real Estate Awards 2018
Brand of the Year 2018 • ET Now Real Estate Awards 2018

Developer of the year 2018 • 10th Realty Plus Conclave
& Excellence Awards 2018 East
Excellence in Delivery 2018

Realty Plus Conclave & Excellence Awards 2022 East -
Emerging Developer of the Year-Industrial and Warehouse 2022- 2022 - Winner

Times Real Estate Review 2022 -
Dynamic Developer of the Year 2022 - Winner

ET Industry Leaders Real Estate Awards 2022 -
Iconic Real Estate Brand of the year 2022- Winner

Economic Times Real Estate Conclave Awards 2022 - EAST
Best Developer - Commercial Project (Metro) 2022 - Winner

Sanmarg Business Awards 2023 -
Excellence in Real estate 2023 - Winner

CREDAI Bengal Realty Awards 2023-
CSR Initiative of the year 2023 - Winner



Phase I - WBRERA/P/NOR/2024/002162 | rera.wb.gov.in

OPTIMA Mouza Kalaberia (JL 30) and Bhatenda (JL 28) | PS ~ Rajarhat | Bishnupur ~ I Gram Panchayat, under the jurisdiction of ADSR office at Rajarhat (New Town) 24 Parganas N | New Town | Kolkata, West Bengal

NOTE

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