

Press Release

Primarc Group Announces ‘Astitva’ as one of the First “Gold Rated” Green Building Residential Project

Kolkata, 27th February 2014: The Primarc Group, a leading player in the retail and realty sectors in Eastern India today announced its high-end residential project ‘Astitva’ as the first Green Building residential destination in West Bengal. Under the Indian Green Building Council (IGBC), the project has been awarded the IGBC Green Homes Pre-certified Gold certification thereby fulfilling the definitive standard for energy efficient buildings with reduced electrical energy demand. This was announced today at a Press briefing. Mr. Sidharth Pansari, Director, Primarc Group was present at the occasion to address the media and share the specifics.

Located in the heart of Kankurgachi at Motilal Basak Lane, the upcoming facility consists of three residential towers offering G+16 floors and has a total built-up area of around 2,76,405 square feet (excluding parking). An emblem of modern urban architecture and infrastructure, the project is facilitated with amenities namely 120 feet long sky terrace, multipurpose play court on terrace, air-conditioned gymnasium & health club, indoor games room, squash court, well designed central landscaped garden to name a few.

Speaking at the occasion, Mr. Sidharth Pansari, Director, Primarc Group said, “Through our various initiatives we have always tried to deliver world class products and maximise customer experience. Astitva is one such effort. We are glad to be one of the first projects in the residential segment in Kolkata to be pre-certified with the gold rating. From the expansion perspective we are buoyant with the sentiment and opportunity in West Bengal and have several projects lined up in outer Kolkata and districts.”

The project ‘Astitva’ will involve an investment of over 125 crores in association with the MCK group. The expansion strategy of the brand is to develop 2 million square feet in four of their upcoming residential projects namely Astitva, Southwinds, Parvati Gardens and Gangetica. Some of the several residential projects that have been developed by Primarc include Parvati Vihar, Parvati Residency and commercial complexes namely PGE Plaza, PGE Centre, and so on.

About Primarc Group

Under the able guidance of Mr. Nand Kishore Pansari, Chairman, Pansari Group, the brand has achieved a dominant position in specialty retail and distribution sectors with emphasis on constant innovation, quality enhancement and outstanding customer service. The Group is the master franchisee for Raymond Limited with more than 31 stores in Eastern India including the flagship Raymond shop at Poddar Court, Kolkata which has consistently been the highest selling store in India for 19 years. Some of the other retail formats includes the franchisee for Crossword Bookstores in West Bengal with its flagship store at Elgin Road. With the same core values and promise of a better living and customer satisfaction the group forayed into real estate and over time the group has successfully built both commercial and residential complexes across the length and breadth of Kolkata.

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