



Press Release

- Primarc Group Wins Credai Bengal Realty Award 2015 For The Best Green Project -

Kolkata, 19th March, 2015: ASTITVA, Kolkata's first gold rated green residential building from the **Primarc Group**, accredited by Indian Green Building Council, has been conferred the prestigious Credai Bengal Realty Award 2015 under the Best Green Project segment.

ASTITVA, one the flagship projects of Primarc Group, which has been awarded the IGBC Green Homes Pre-certified Gold certification, comprises of three residential towers offering G+16 floors and spread over 2,76,405 square feet.

"We truly acknowledge the Award bestowed on us by CREDAI Bengal. We are delighted and all I can say is that this award would encourage my team to work towards the direction of making Primarc a name to reckon with in the real estate segment", said **Mr Sidharth Pansari, Director, Primarc Group**.

The Building is designed to gain more natural lighting and fresh air. Orientation of the building minimizes the exposure to solar radiation. All aspects of modern gated community have been incorporated in the design. Skywalks over the rooftop connect all the three blocks.

"Features like water efficient landscaping, water efficient plumbing fixtures, waste water treatment and reuse, energy efficient HVAC system, Solar PV powered street lighting, use of regional and high recycled content material are some of the key features which has made Astitva the Best Green Project of the city", added **Mr Pansari**.

At ASTITVA, situated at Kankurgachhi, there is ample greenery provided by lush green foliage and focal on environment friendly initiatives such as Stretcher and Service lift in every block, air conditioned apartments with VRF technology, water treatment plant using latest technology, natural waterbody with walkways and greenery on sides. The property also has modern amenities Suspended Sky Terrace, Water Body, Multipurpose Playcourt on terrace, Temple, air-conditioned Gymnasium & Health Club, Indoor Games Room, air-conditioned community Hall.

About Primarc Group:

Primarc Group is a diversified & dominant player in the retail & realty sector in Eastern India. Primarc owns and operates over 45 stores across various formats across East India including Raymond, Color Plus, Park Avenue, Essence, Esquire, STORY and so on. It's flagship Raymond shop at Poddar Court, Kolkata has consistently been the highest selling store in India for 16 years. Primarc happens to be the largest master franchise for Raymond with over 34 stores. Primarc Realty has recently pioneered the concept of environment friendly Green buildings across MIG & HIG segments in Bengal, with its flagship project Astitva being Pre-Certified as the first GOLD rated residential building in West Bengal. It



has over 4 million sq. ft. of residential projects under development. Primarc also owns and operates STORY - the largest destination & leisure store of Eastern India. Primarc has also forayed into angel and venture investing with a vision to promote enterprise and entrepreneurship. Through Kolkata Angels and other forums, Primarc has invested in several startups and enterprises including Tab Square, I-Kure, Ketto, Catapoolt, Carve Niche and others.

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