

## **Primarc iVenture, The Calcutta-based Primarc Group's new venture into nurturing start-up businesses**

**Kolkata, March 2015**

Primarc Group, a dominant Retail and Realty player in Eastern India today announced their recent initiative Primarc iVenture. It will focus on nurturing and fostering business ideas that create a better future for our society. This new Primarc venture will help start-ups by funding and guiding them to grow and carve their own success stories, with the ambition to fuel an entrepreneur's passion, commitment and integrity.

While launching this venture, Group Director, Sidharth Pansari, said "I am very optimistic on the start up eco-system both in West Bengal and India. The state government has an enhanced focus on entrepreneurship development and supporting start-ups. As successful entrepreneurs, it is our duty to support and mentor budding ideas."

### **Primarc iVenture**

Primarc iVenture invests in several startups and enterprises, whether they develop a product, business services or funds a marketing strategy. Primarc iVenture is geared to guide early stage investment, all rounds of funding or expansion. This new business will generate more wealth, employment and boost the country's economy.

- It focuses on West Bengal, where the organization would like to promote new business ventures, assist the state and its people move ahead (example I-Kure).
- Develops and supports ideas that create huge social impact and help transform lives as together we can create a better tomorrow (example Sampurna Earth, I-Kure, Catapoolt).
- Primarc Group's core expertise lies in it's 30+ years experience in Real estate & Retail. Primarc iVenture intends to guide businesses in these domains to ease customer pain points and foster growth for organizations (example Sampurna Earth, Design Café, Swarnapragati ).
- It constantly looks for exceptional ideas which can impact the world or society we live in (example Ketto).

### **What we do**

Primarc iVenture will help startups to develop sustainable products, services and systems through constant innovation by providing the following support:

- Financial investments
- Kick-starter support and assistance
- Mentoring and support
- Using & sharing Primarc's expertise and resources to develop and nurture ideas.

## **How we will do it**

Primarc Group has recently made several investments in ventures like Ketto, Logic Roots, Catapoolt, XCode Life sciences, Design Café, Sampurn Earth , Tabsquare, Ikure, CarveNiche and so on.

Primarc iVenture will carry this forward:

- Through existing platforms like Calcutta Angels, IAN, I3N and others.
- Direct interaction and connect through entrepreneurs.
- Startups originating through incubation centers supported by the State Government, Nasscom and Universities.

## **About Primarc Group**

- A diversified and 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, STORY and so on.
- Its flagship Raymond shop at Poddar Court, Kolkata has consistently been the highest selling Raymond store in India for the last 16 years. Primarc is also the largest Raymond master franchise with over 36 stores.
- Primarc Realty has recently pioneered the concept of environment friendly Green buildings across MIG and HIG segments in West 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 store in Eastern India.

For further information please contact:

Jayeeta Saha

Primarc Projects Private limited

Marketing@primarc.in

8443858632