

# PRIMUS GANGES

**Eastern India's 1<sup>st</sup> Multi-Generational Senior Living Homes**



## WHERE THE RIVER BRINGS GENERATIONS TOGETHER

More than a home, it's a confluence.

Of lives, stories & generations flowing together — like the river they live beside.

At **Primus Ganges**, life unfolds on the banks of the Ganga.

Where every evening ends with a quiet calm over the river.

This is where time slows, hearts connect, and families find their rhythm again.

A place where all three generations come home together.



## BACK IN THE DAY

### 30 years ago

Life moved slower — and so did we. Three generations often lived under the same roof. Grandparents told stories after dinner, children played in shared courtyards, and the day naturally ended with family around. Togetherness wasn't planned — it happened between meals, walks, and conversations. There was comfort in knowing you were never truly alone.



### Today

Work, ambition, and changing cities have redefined how we live. Families are spread across geographies, time zones dictate interactions, and shared moments have been replaced by scheduled video calls. While independence has grown, the feeling of closeness has quietly faded. Now, being together takes planning. And even then, it feels like we're catching up.

**What changed is the distance.  
What hasn't, is the desire to stay close.**



**SRIJAN REALTY AND PRIMUS**  
HAVE COME TOGETHER TO INTRODUCE  
**A NEW WAY OF LIVING TOGETHER**

EASTERN INDIA'S 1<sup>ST</sup> **MULTI-GENERATIONAL**  
LIVING COMMUNITY

Set within **Srijan Ganga City** — Kolkata's most iconic 55-acre riverside township —

Primus Ganges brings back the spirit of connected living in a way that's thoughtful, modern, and deeply human.

Close enough to share. Separate enough to be free.



## WELCOME TO PRIMUS GANGES

Togetherness isn't just about proximity, it's about presence.

At Primus Ganges, life is designed to keep you close to the people who matter most.

Grandparents aren't visitors; they're part of the everyday. Children don't just grow up, they grow up surrounded by stories, wisdom, and shared memories.

Here, seniors live in thoughtfully planned residences, just steps away from their families, with the freedom of their own space and the comfort of knowing their loved ones are always near. Meals are shared more often. Milestones are celebrated together. And ordinary days feel just a little more special, simply because they're spent side by side.

This is a place where connection is effortless, care is integrated, and the joy of togetherness is felt, not arranged.

**BECAUSE THE GREATEST LUXURY IS LIVING  
A LIFE THAT INCLUDES EVERYONE YOU LOVE.**



## A LIFE OF PURPOSE BEGINS HERE

What if the key to a longer, healthier life isn't in medicine, but in meaning?

In places across the world — and in many parts of India — people well into their 80s, 90s, and even 100s are living full, active, engaged lives. Not because of genetics, but because of how they live: with movement, community, and purpose.

Inspired by the world's **Blue Zones**, regions like Okinawa and Ikaria where people live longer by living better, Primus Ganges embraces these principles. Set by the timeless Ganga, it's a community where the river's calm and flow echo a way of life where age never stops your purpose.



## PEOPLE WHO INSPIRE US

What sets these remarkable individuals apart isn't just their age, it's how they've chosen to live. Whether in their 70s, 80s, or beyond 100, they stay active in ways that keep their minds sharp and their days meaningful. They mentor, they create, they teach. They take part in workshops, pursue creative arts, track their health closely, stay socially connected, and remain curious about the world around them.

From marathon walks to heritage conservation, from promoting classical arts to planting thousands of trees, they've shown that when life is rooted in purpose, every day becomes an opportunity to grow.



### USHA SOMAN

85 – Barefoot Marathoner & Fitness Icon

Walks, treks, and trains regularly — proving that movement and mindset matter more than age.



### DR. M.S. SWAMINATHAN

98 – Father of India's Green Revolution

Even in his final years, he advised policymakers and mentored young scientists in agricultural reform and sustainability.



### JUSTICE LEILA SETH

83 – India's First Woman Chief Justice

Remained active in public life post-retirement — writing books, championing women's rights, and staying socially engaged.



### SAALUMARADA THIMMAKKA

112+ – Environmentalist & Padma Shri Awardee

Planted over 8,000 trees across Karnataka — proving it's never too late to leave behind a greener world.

# WHAT MAKES THESE LIVES **SO SPECIAL?**



## MOVE NATURALLY

Whether it's a morning walk, yoga session, or climbing stairs — they keep moving as part of their daily rhythm.

## Four Simple Principles for a Richer, Longer Life

Inspired by Blue Zones and reflected in Indian lives, these timeless values shape not just how long we live, but how meaningfully, joyfully and well we live each day.



## STAY CONNECTED

Strong bonds with family, neighbours, and community keep the hearts full and minds sharp.



## EAT MINDFULLY

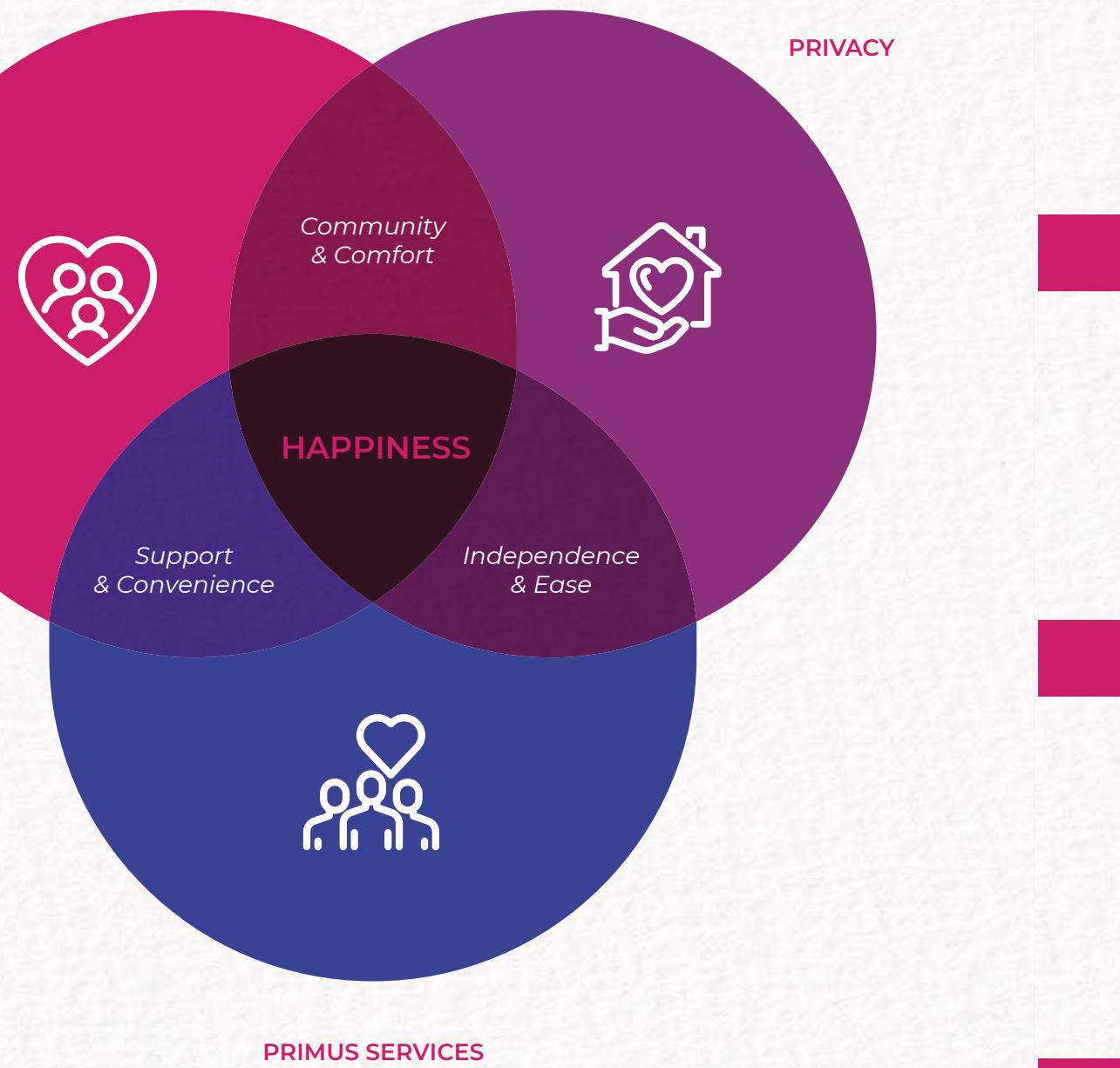
Wholesome, simple, mostly plant-based meals — not just good for the body, but rooted in tradition.



## LIVE WITH PURPOSE

Whether it's art, teaching, caregiving, or planting trees — having a "why" adds structure and joy to every day.

## THE 3 Ps OF LIVING WELL



Grandparents in one tower. Children in another. A garden stroll or a Ganga walk away.

No more video calls for dinner invites. Just knock and walk in.

- Riverfront plazas where generations naturally meet
- Walkable community with parks, gazebos, temples
- A shared township that encourages everyday connection

### TOGETHER, YET NOT TANGLED.

Here, every home is its own world.

Your space. Your time. Your choice.

- Independent residences for each generation
- Separate entrances, balconies, and personal zones
- Sound planning that respects silence

### AT PRIMUS GANGES, PRIVACY IS DESIGN PRINCIPLE.

Let life run smoothly in the background, so you can enjoy the moments that matter.

- Housekeeping Service
- Concierge assistance
- Bill payments & appointment scheduling
- Errands and parcel handling
- On-call maintenance and utility support

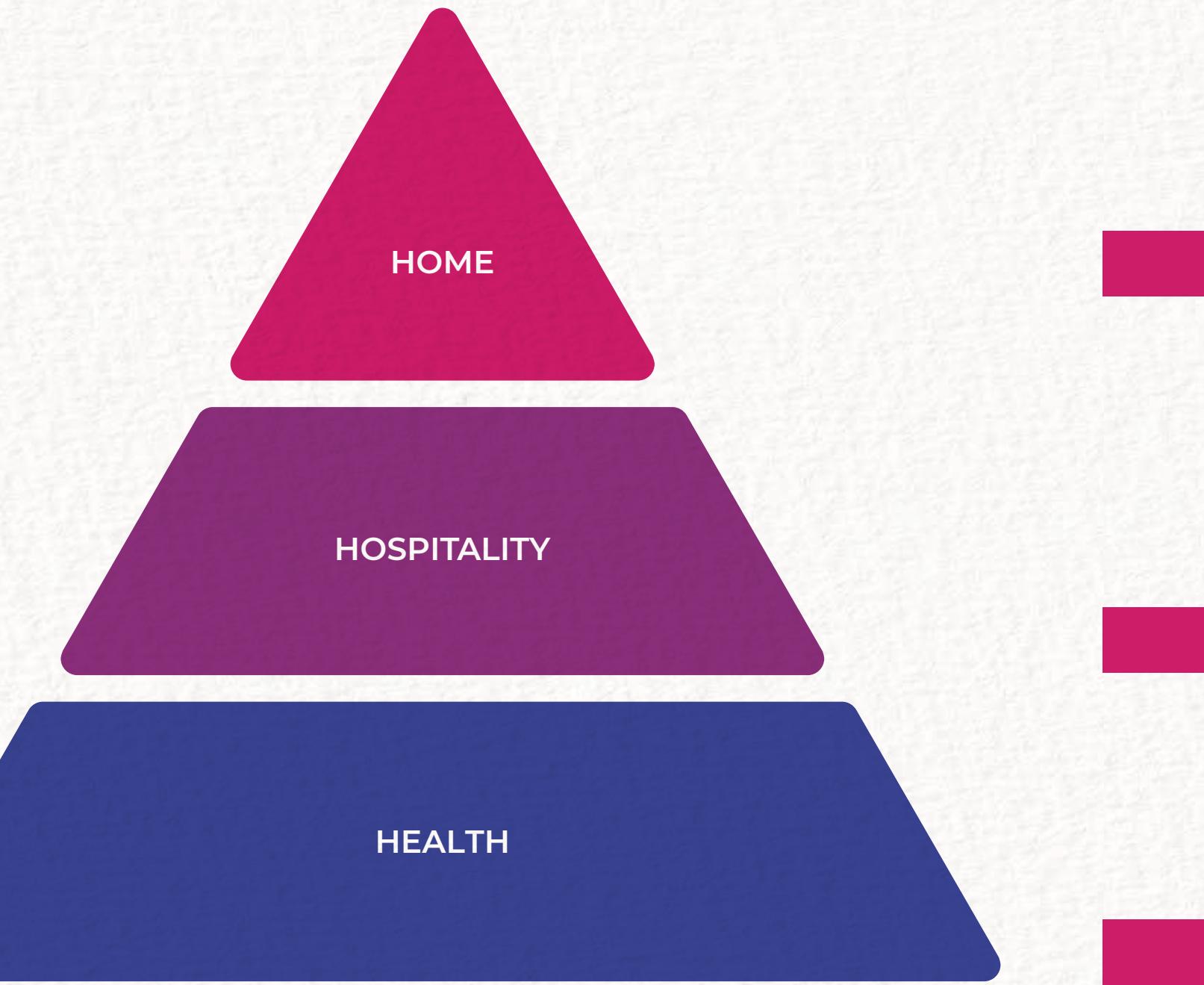
### YOU FOCUS ON LIFE. WE HANDLE THE REST.

## PROXIMITY

## PRIVACY

## PRIMUS SERVICES

## THE 3 Hs – HOLISTIC WELLBEING, DESIGNED IN



### HEALTH

A community that puts your wellness first — not just in emergencies, but every single day.

- On-site doctor & physiotherapist
- 24x7 nursing support
- Preventive health plans and telemedicine
- Emergency buttons and ambulance on call

### CARE THAT'S READY, NOT REACTIVE.

What if everyday living felt like a staycation?

- Chef-crafted meals, designed by nutritionists
- In-house dining spaces & festive menus
- Housekeeping, linen change, and spotless home
- Empyrean concierge for everything from transport to tailoring

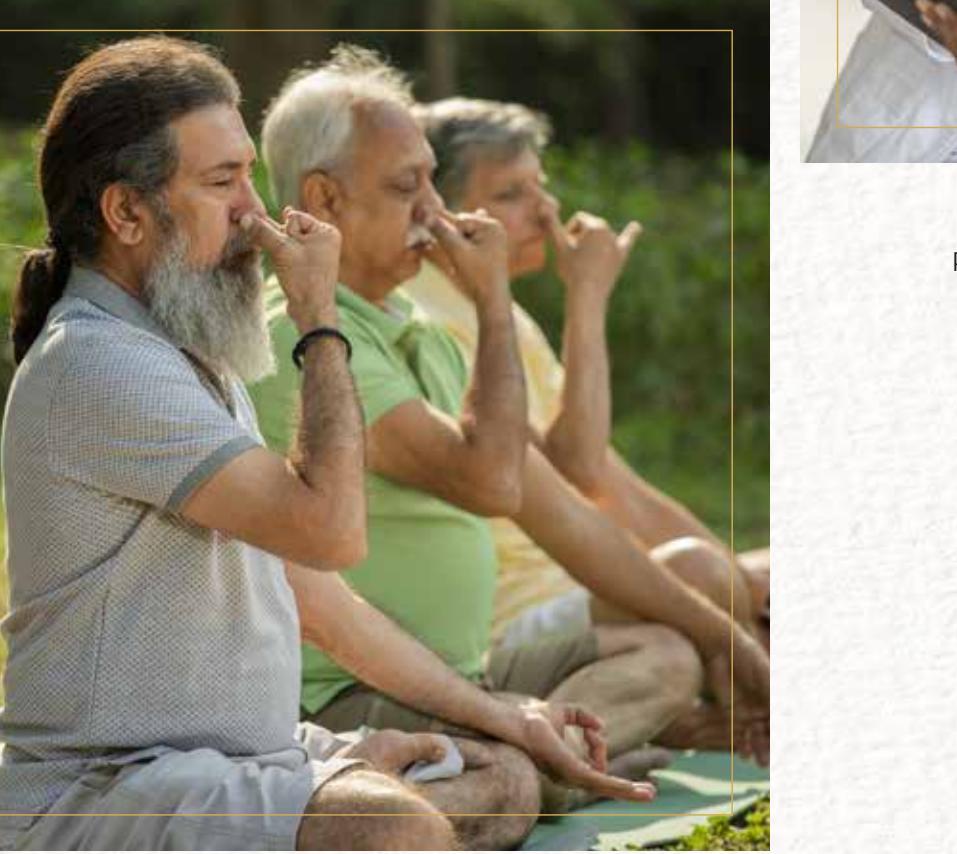
### SERVICE WITH SOUL, DESIGNED FOR EASE.

Where the layout thinks for you — before you even ask.

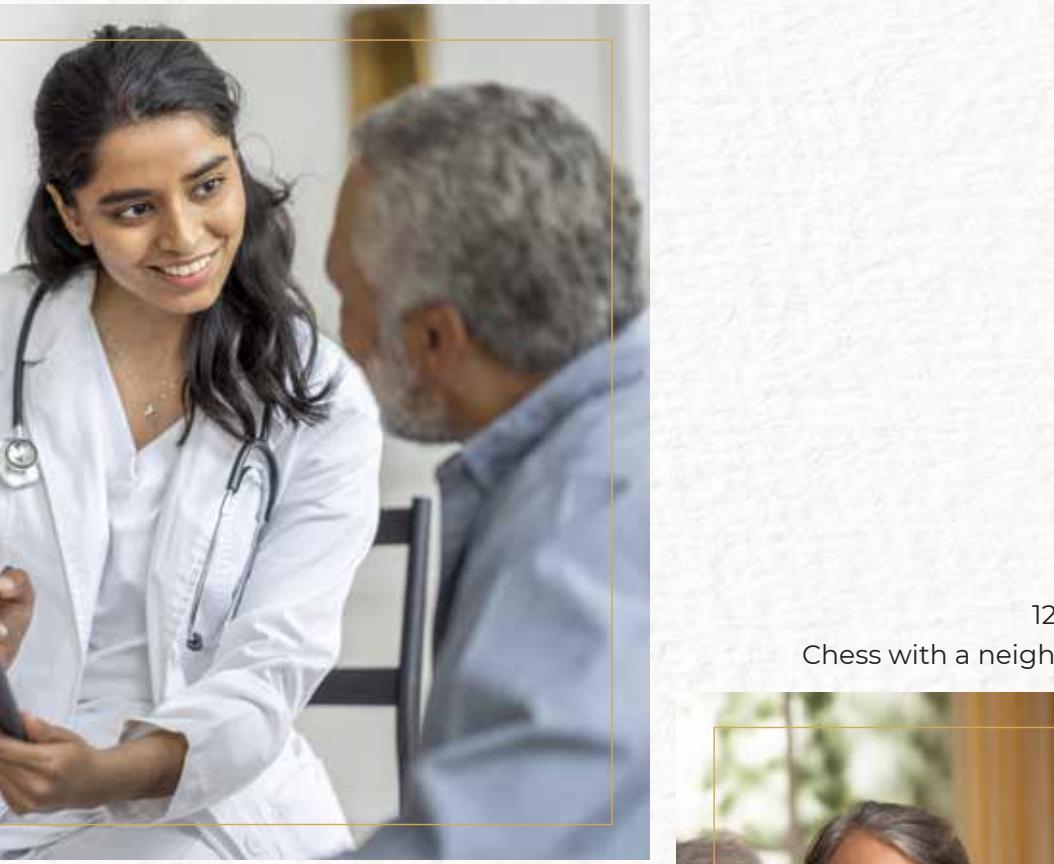
- Fall-safe flooring and anti-skid tiles
- Grab bars and senior-friendly corridors
- Soft corners, calming finishes, and lots of light

### IT'S A FUTURE-READY HOME

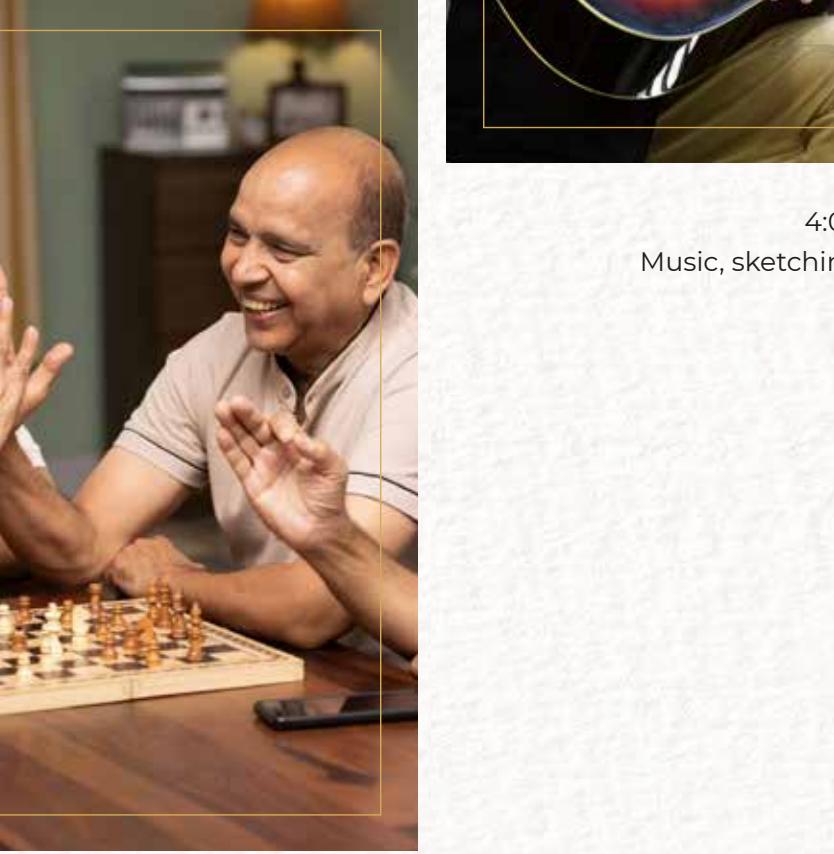
# A DAY AT PRIMUS GANGES



7:00 AM  
Sunrise yoga by the Ganga



9:30 AM  
Routine check-up at the in-house clinic



12:00 PM  
Chess with a neighbour or hobby club time



4:00 PM  
Music, sketching or photography



6:30 PM  
Chai by the gazebo



8:00 PM  
A shared meal at the dining hall or terrace

HERE, LIFE FLOWS.  
LIKE THE RIVER THAT SURROUNDS IT.

## LIFE, EASIER IN EVERY WAY

### Housekeeping That Keeps You at Ease

Enjoy a clean, well-kept home with timely housekeeping that fits seamlessly into your routine. From cleaning to linen changes, everything is managed with care — keeping your space fresh, restful, and always guest-ready.

**BECAUSE YOUR TIME IS BETTER SPENT LIVING, NOT TIDYING.**



### Community Events That Create Connection

Loneliness fades when there's something to look forward to. At Primus Ganges, our community events aren't just social — they're soulful. From festive gatherings to hobby clubs and wellness sessions, every event is designed to bring people together and add purpose to every day.

**BECAUSE STAYING CONNECTED ISN'T JUST ENJOYABLE — IT'S ESSENTIAL.**



## **Concierge That Remembers Your Favourites**

Need a cab, medicine, or a reminder for your next appointment? Our concierge takes care of life's small tasks — so you can focus on the moments that matter.

**HELP IS ALWAYS JUST  
A REQUEST AWAY.**



## **Meals Made With Care, Not Shortcuts**

Enjoy freshly cooked, nutritionist-approved meals every day — served hot, balanced, and tailored to your comfort. Because food here isn't just fuel — it's love, plated.

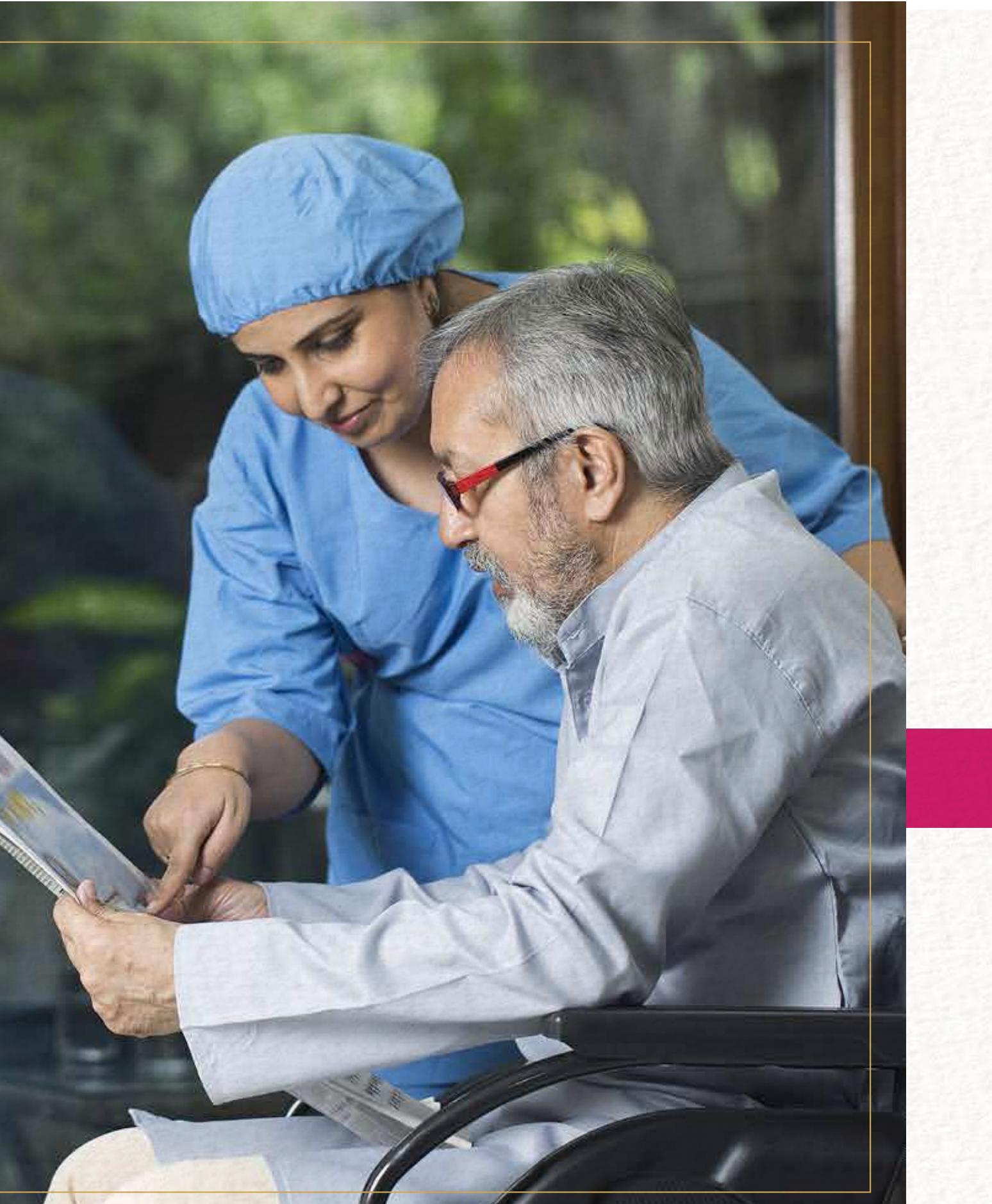
**YOU DESERVE MEALS THAT  
FEEL LIKE HOME.**



## **Medical Help, Always Within Reach**

With 24x7 nurses, on-call doctors, and emergency response systems, your wellbeing is never a question mark. It's not just care. It's quiet confidence, built into your daily life.

**SO YOU LIVE FREELY, KNOWING  
YOU'RE ALWAYS COVERED.**



## **Security That's Alert, Not Aggressive**

Feel protected without feeling watched. From gated access and CCTV to trained personnel — security is present, subtle, and reassuringly human.

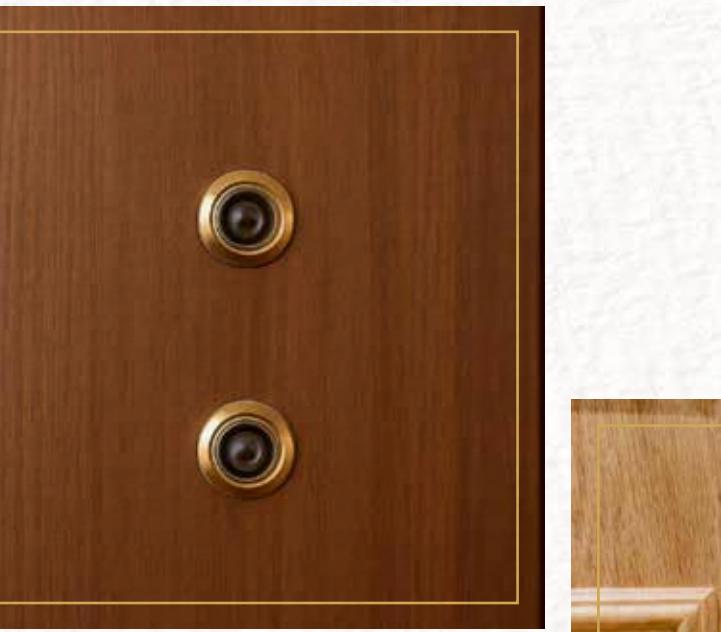
**HERE, SAFETY FEELS  
NATURAL — NOT INTRUSIVE.**



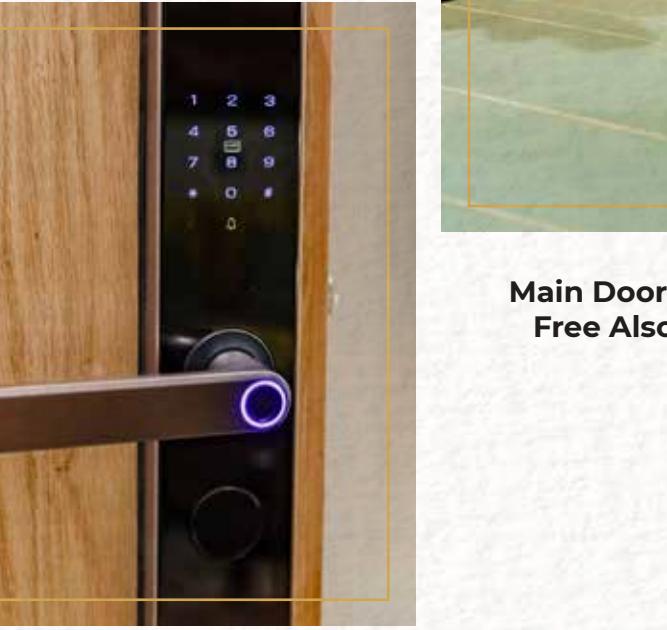
## SENIOR FRIENDLY FEATURES



Rounded Edge Walls Fro Safety



2 Nos Of Eye Viewer For Main Door



Sturdy Lever Door Handles



Main Doors Shall Be Threshold Free Also In The Entire Unit



Matt Finish Virified Flooring In The Entire Units



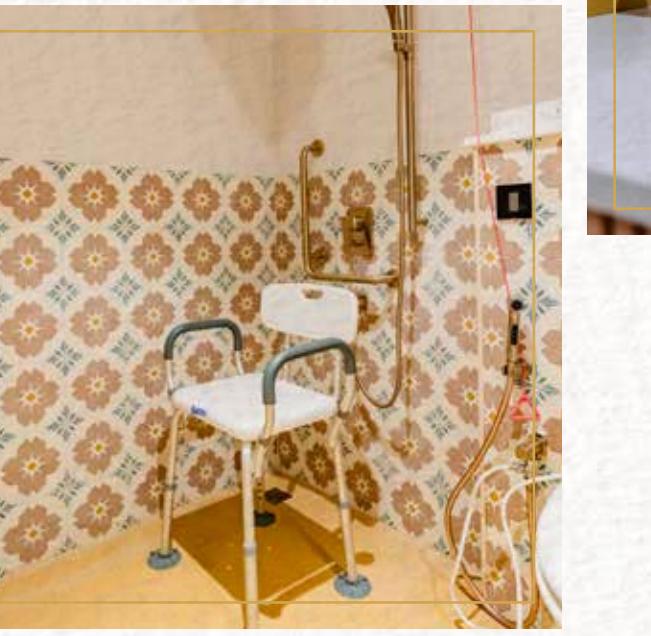
Accessible Senior-Friendly Design In Toilet



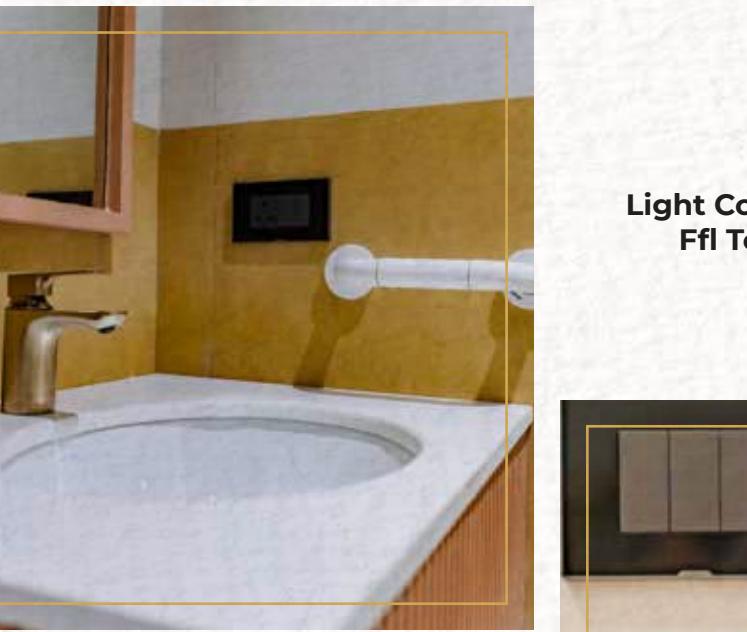
Counter Slab Heights Shall As Per Nbc  
(Accessible Design Standards)



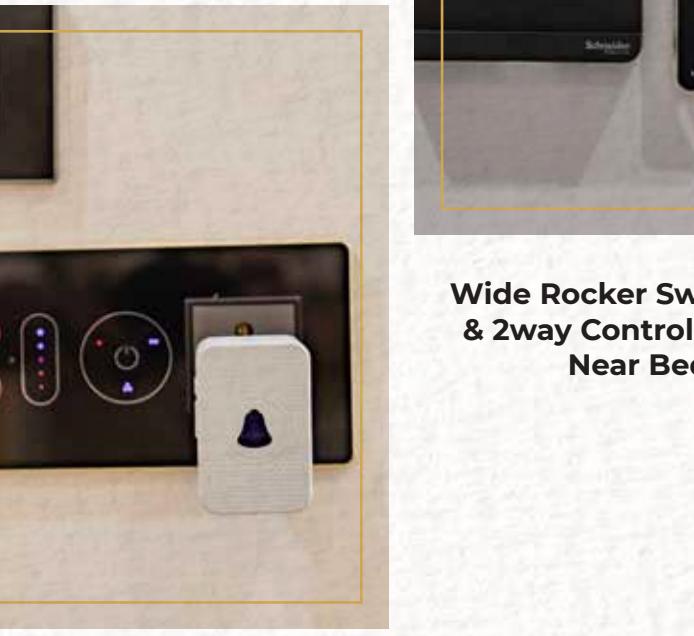
Thermostatic Shower Mixer For Hot & Cold Water Supply



Toilet - Grab Bars For Wc  
(Foldable Grab Bars), Washbasin  
& Shower Area



Senior-Friendly Washbasin  
With Hot & Cold Water Mixer



Light Control Switch Box From  
Ffl To Bottom Of Switch  
Control



Wide Rocker Switch For Operation  
& 2way Control Switch For Lights  
Near Bedside Table

## OTHER SAFETY SPECIFICATIONS

- 900mm engineered wooden swivel-hinged door (inward/outward openable) for the master toilet
- Sliding door with handle, thumb-turn lock, and indicator (can also be opened from outside for safety)
- Threshold ramp provided at balcony in case of minor level difference
- Balcony sliding door frames flushed with floor level for seamless transition
- Two-way light control switch positioned near bedside for convenience
- Footlights installed at toilet entry and bedside area to prevent falls at night

## AMENITIES AT **PRIMUS GANGES**



DOCTOR'S ROOM



RECEPTION LOUNGE



HEALTH STATION



MULTIPURPOSE HALL



READING ROOM



DINING HALL



INDOOR GAME

## GANGA CITY LOCATION MAP



## MASTER PLAN



# TYPICAL FLOOR PLAN



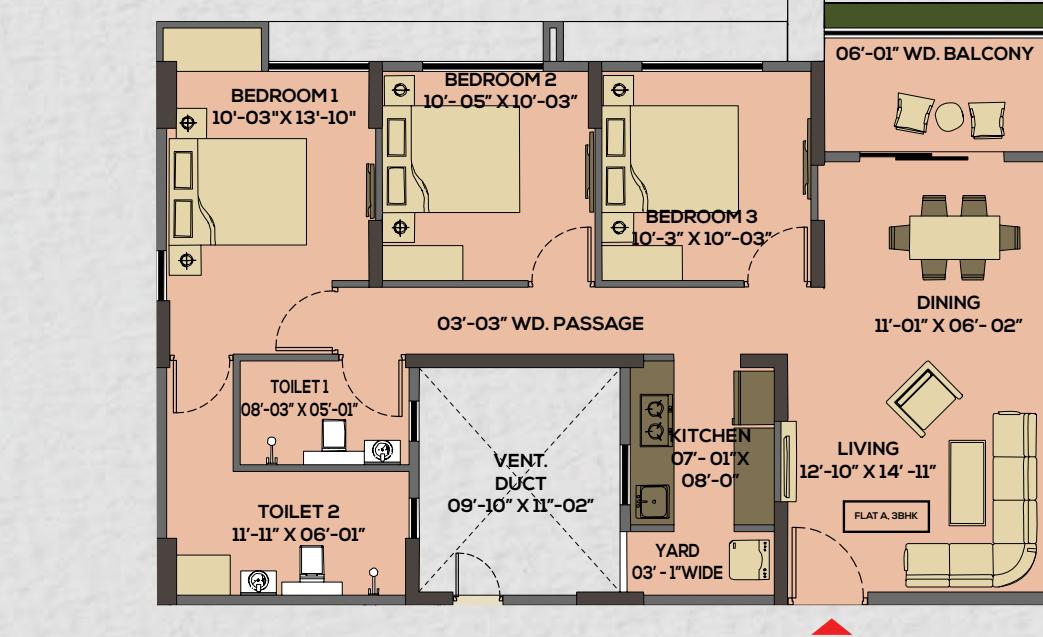
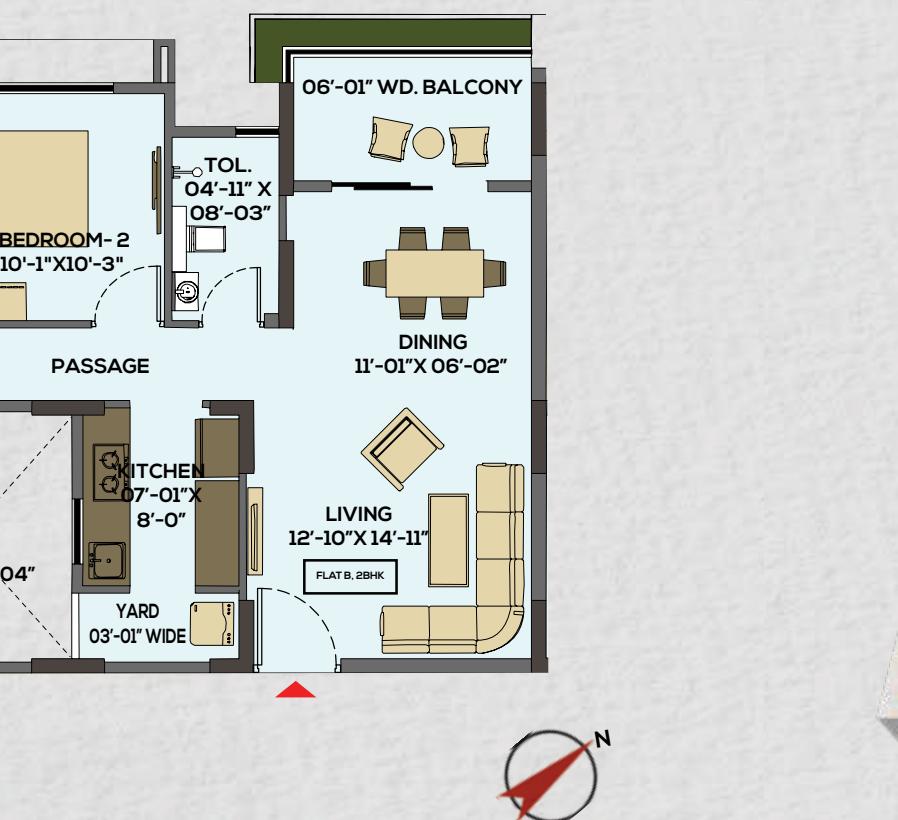
(2ND - 18TH FLOOR PLAN)



## AREA CHART

BLOCK NO.	FLAT TYPE	APARTMENT TYPE	CARPET AREA (FLAT)		TOTAL BALCONY CARPET AREA	TOTAL CARPET AREA (FLAT WITH BALCONY)	BUILT-UP AREA (FLAT)	SUPER N BUILT-UP AREA
			CARPET AREA (FLAT) (WITHOUT BALCONY BUT INCLUDE C.B. AS PER RERA)	SQ. FT.				
23	FLAT A	3BHK + 2T	889	89	978	1072	1536	
	FLAT B	2BHK + 2T	733	89	821	902	1292	
	FLAT C	2BHK + 2T	732	89	821	902	1292	
	FLAT D	2BHK + 2T	732	87	819	911	1305	
	FLAT E	3BHK + 2T	885	89	974	1072	1536	
	FLAT F	2BHK + 2T	732	89	821	903	1294	
	FLAT G	2BHK + 2T	732	87	820	902	1293	
	FLAT H	3BHK + 2T	890	88	979	1071	1535	

## UNIT PLAN AND ISOMETRIC PLAN OF 2BHK



## GANGA CITY – WHERE IT ALL COMES TOGETHER

An extraordinary riverside township where every generation finds their space, and yet all remain beautifully connected. Set across 55 acres with over 3 km of uninterrupted Ganga frontage, this is where riverfront living meets future-ready urban design.

Here, **The Royal Ganges**, **The Royal Villas**, and **Primus Ganges** come together to form a thoughtfully integrated township — offering not just homes, but a complete way of life. From high-rise towers and ultra-luxury villas to senior-friendly residences and plotted enclaves, Ganga City is designed for every phase and facet of life.

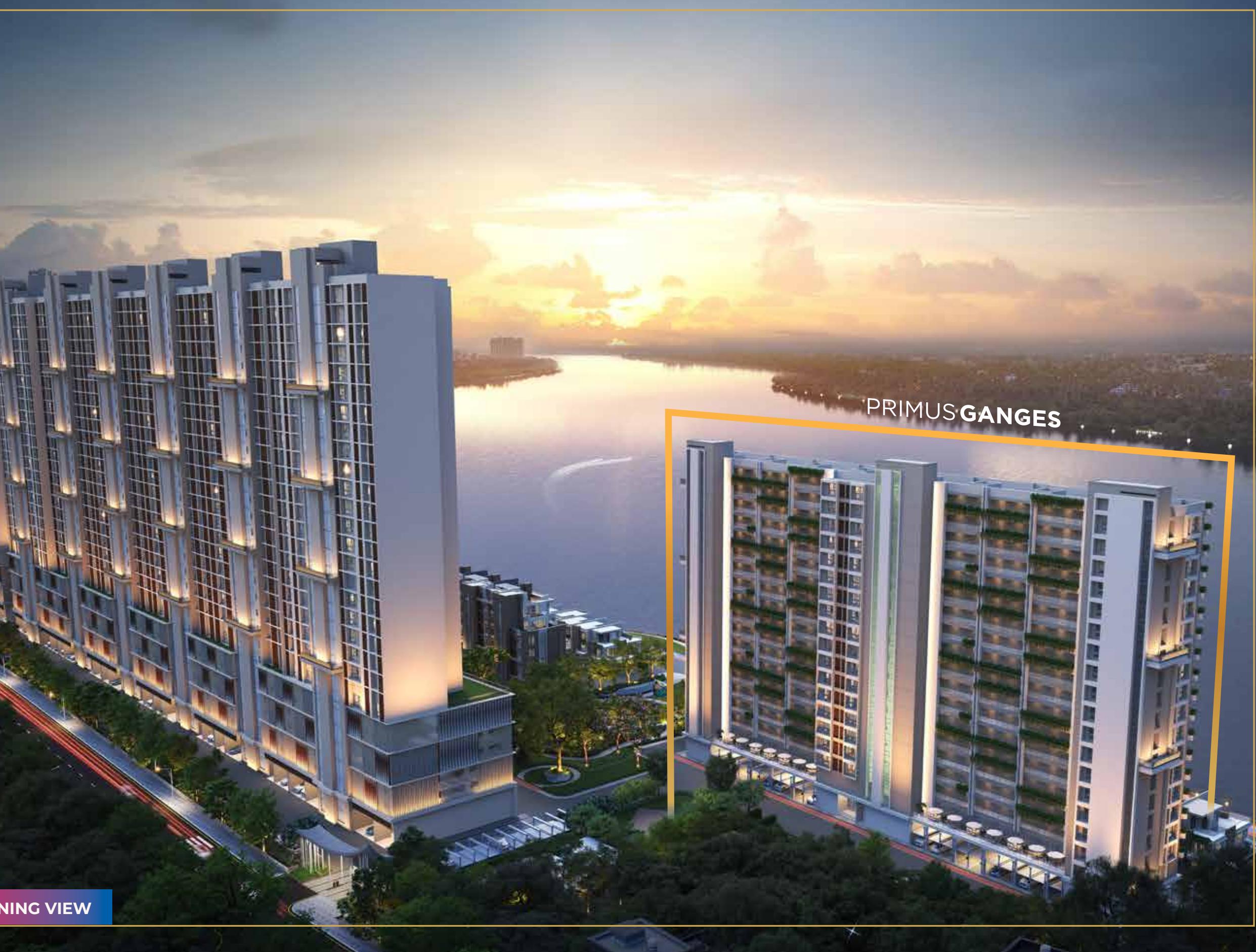
With a boutique five-star resort, a dedicated health centre with 24-hour medical access, a curated retail arena featuring essentials like provision stores, chemists, salons, wine shops, ATMs, and restaurants — life here is self-contained, seamless, and secure. And it all flows back to the river.

A **private jetty** redefines commuting with a premium ferry service to Millennium Park, while a free AC shuttle connects you to Taratala Metro — making your journey to New Alipore and beyond just minutes away. Whether by road, rail, or river — you're always connected.

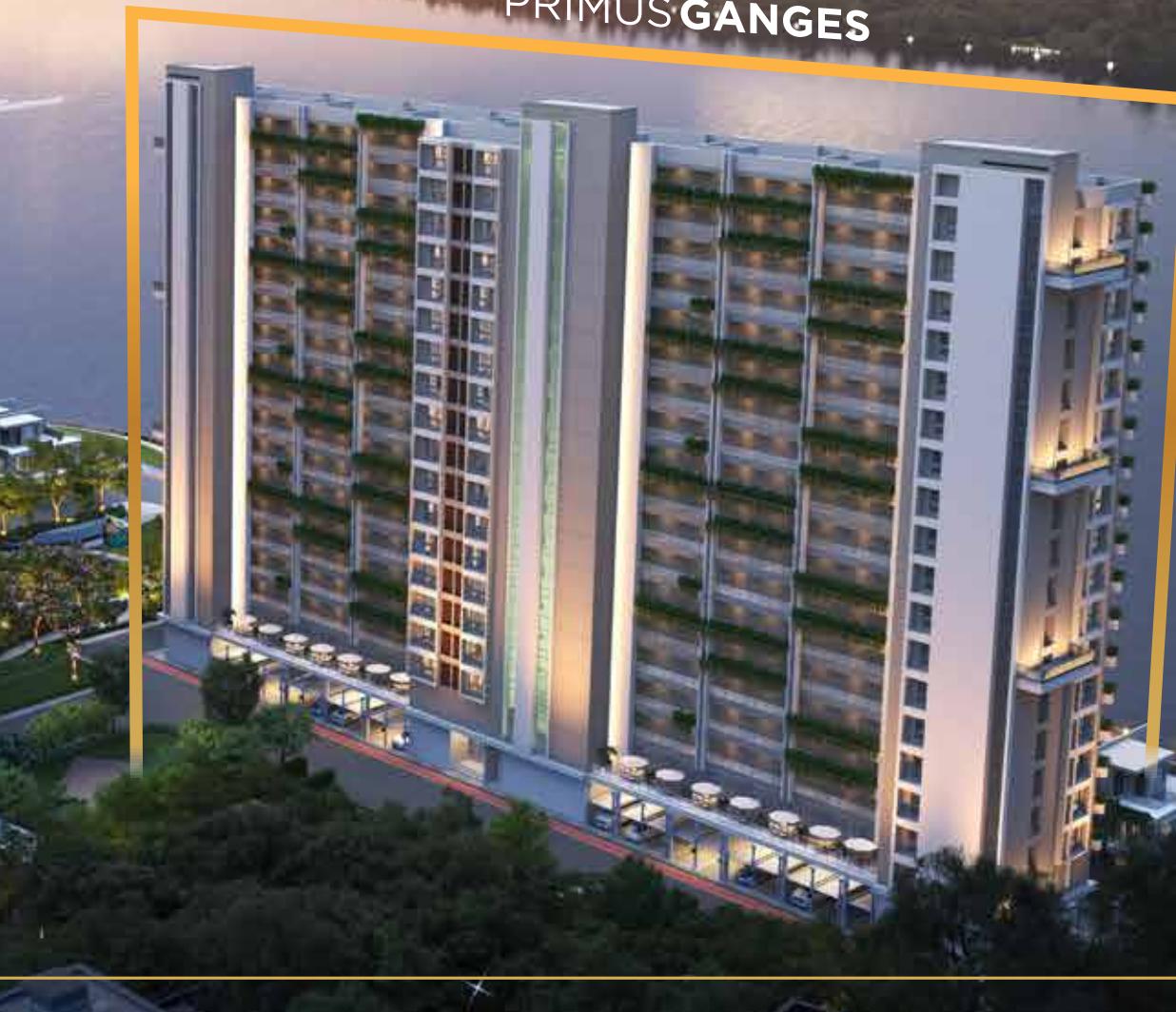
The township's masterplan embraces its riverside character with wide boulevards, green pockets, intelligently zoned layouts, and uninterrupted Ganga views. **Jogging and cycling tracks**, **riverside promenades**, **meditation decks**, and **open-air fitness spaces** create the perfect rhythm of movement and mindfulness.

At its heart is The **River Club** — a 70,000 sq. ft. world-class lifestyle and wellness hub. With an Olympic-sized pool, indoor courts, co-working lounges, banquets, and fine dining, it stands as a new benchmark in community living.

THIS ISN'T JUST AN ADDRESS — IT'S A RIVERSIDE LEGACY IN THE MAKING.



EVENING VIEW



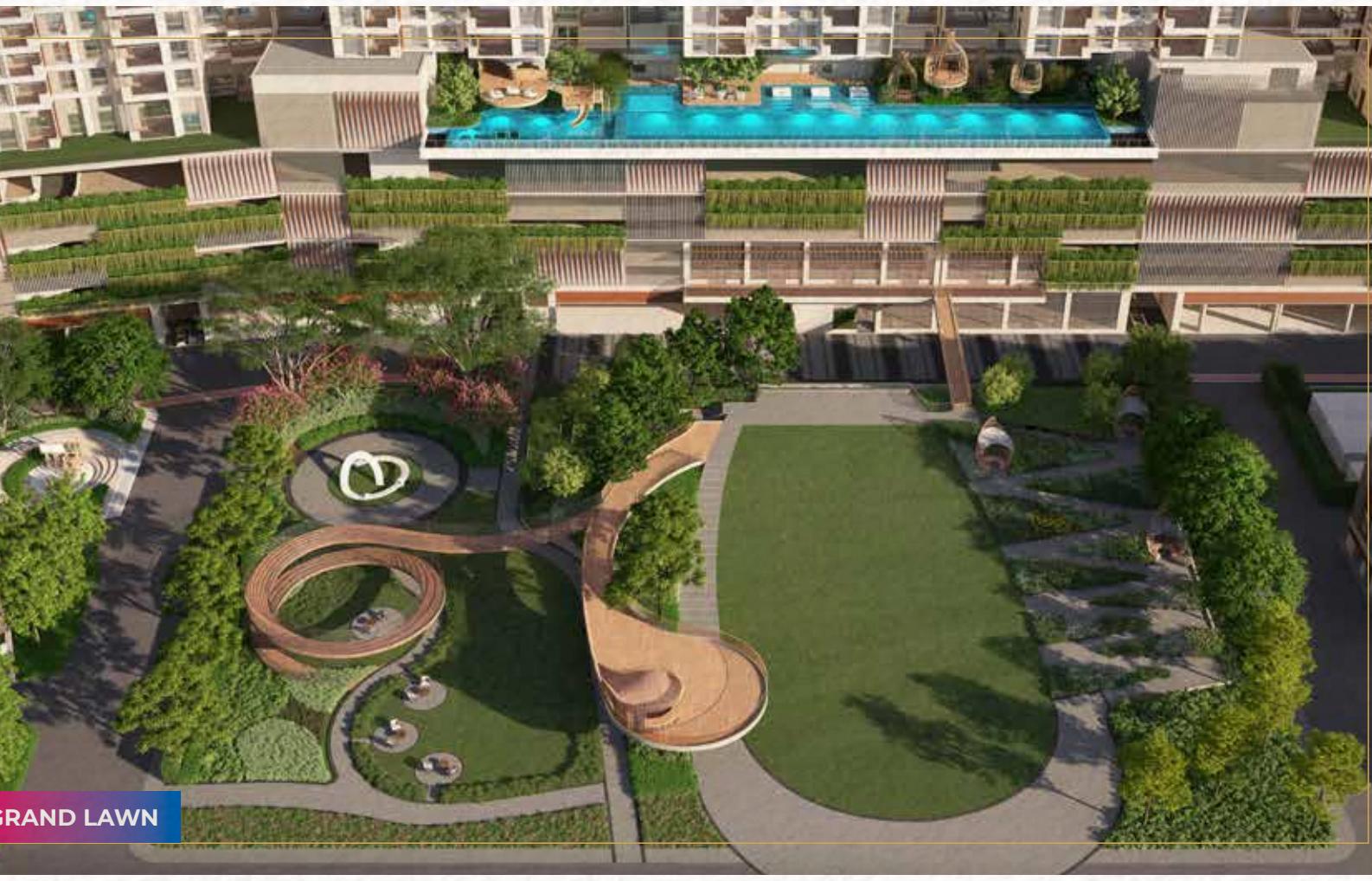
## EXTERIOR AMENITIES OF THE ROYAL GANGES



FISHING DECK



TEMPLE



GRAND LAWN

## EXTERIOR AMENITIES OF THE ROYAL GANGES



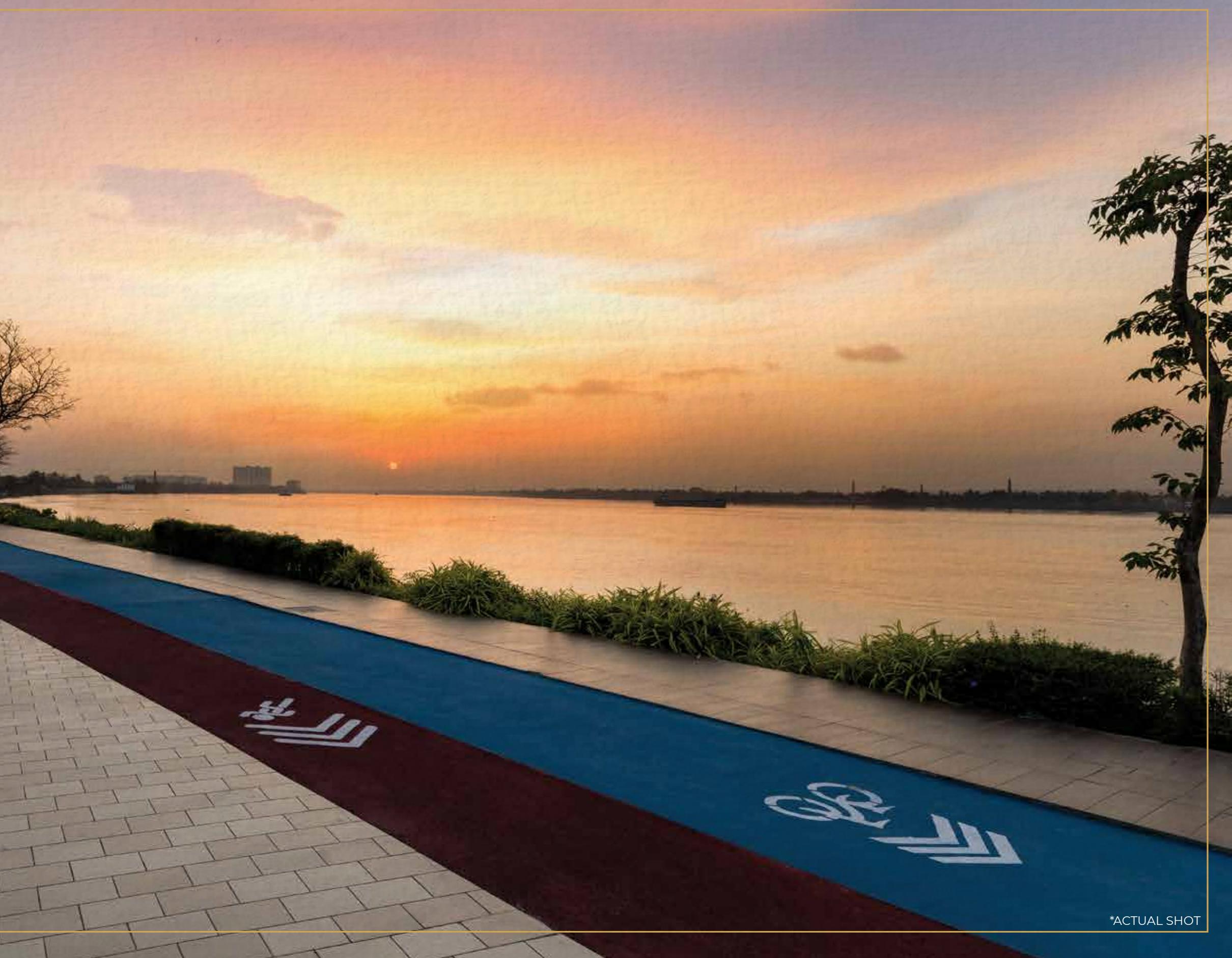
## THE RIVER ALWAYS CLOSE, ALWAYS MOVING YOU

And flowing through it all — is the Ganga.

A silent presence, a source of calm, a companion to your every morning walk and evening pause.

At Ganga City, the river isn't just a view.

It's the soul of the township — gently binding generations, moments, and memories together.



\*ACTUAL SHOT

# SPECIFICATION AND PROJECT OVERVIEW

## PROJECT OVERVIEW

Total Area:	1.90 Lac sq-ft
Total Units:	136 approx.
Number of Lifts:	4 nos. (3 passenger lifts + 1 stretcher lift)
Floors:	G+18

Configurations Available:	
2 BHK +2 T -	<b>1292</b>
3 BHK +2T -	<b>1535</b>

## SPECIFICATIONS

**Structure:**  
RCC Frame Structure

Flooring & Tiling:	
Living & Dining :	Antiskid Vitrified tile
Kitchen :	Antiskid Vitrified tile
Bedrooms :	Antiskid Vitrified tile
All Bathroom :	Antiskid Vitrified for flooring and Antiskid / Glossy Ceramic tile for wall dado.
Balcony :	Antiskid finish Vitrified for flooring
Roof Area :	Solar Reflection tiles

Sanitary & Plumbing:	
Water Closets :	EWC of reputed brand like Varmora or equivalent.
Wash Basins :	Wall mounted wash basin for all Toilets.
Overhead Showers :	Reputed brand like Jaquar or equivalent.
Geyser :	Provision for Geyser point in all bathroom` .
Faucet :	Reputed brand like Jaquar or equivalent (Provision can be kept, added at additional cost)
Other Accessories :	Hand shower, Shower seat, Grab bars

## Doors & Windows :

Frames :	Engineered wood frames
Door shutters :	Main door – Engineered wood door/Flush Door and Other doors – Engineered wood door/Flush Door.
Finish :	Main door – Engineered door with veneer and melamine polish. Other doors – Engineered frame and engineered shutter with Paint finish.
Hardware :	Finish as per availability.
Door Stopper :	Finish as per availability.
Windows :	Anodized/powder coated Aluminum windows. (Grill optional at an extra cost.)
Roof Main Doors :	Wood plastic composite (WPC) door with enamel paint.

## Kitchen Counter :

Counter with a stainless steel sink, Kitchen Dado to be ceramic slab up to 2ft.  
Electrical point for water filter point, Exhaust fan point or chimney point.

## Electrical:

Wiring :	As per IS code.
Earthing :	As per IS code.
Switches :	Concealed copper wiring with modular switches of reputed Make.
	Provision for telephone in living area.
	Provision for AC in Master Bedrooms and Living area.
	Provision for Geyser in Bathroom.

## Paint :

Internal :	Smooth Pop Finish.
External :	Superfine Texture/weather coat/Paint.

## Utilities / Services :

Back-up Power : Power back-up for units.

Note: All specifications above are subject to change & decisions taken from time to time by the Developers shall be final and binding. In the brands mentioned above, the Developers may use equivalent brands at their discretion.

# INDIAN GREEN BUILDING COUNCIL FEATURES

Green buildings offer significant advantages, such as 20–30% energy savings and 30–50% water savings from day one. Intangible benefits include improved air quality, ample daylight, enhanced health and well-being, safety, and natural resource conservation.

## RAINWATER HARVESTING

A dedicated rainwater harvesting system will collect rainwater from roofs and ground areas for reuse in landscaping, replenishing groundwater, reducing drainage overflow, and minimizing potable water usage.



## VIRGIN GREEN SPACES

The site will be transformed with extensive landscaping to provide open green areas for relaxation and recreation.

## WASTE MANAGEMENT

The project will recycle wastewater for flushing, and an organic waste converter will turn kitchen and garden waste into manure for landscaping, promoting efficient waste management.



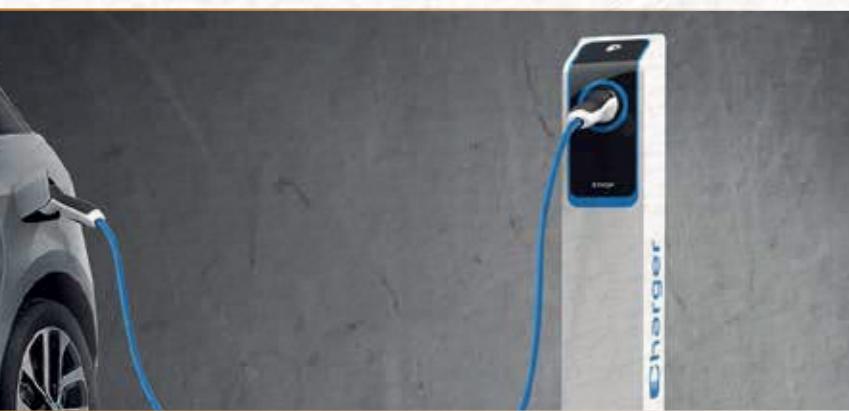
## SOLAR POWER LIGHTING FOR COMMON AREAS

Solar panels will supply electricity required for common areas, contributing to energy efficiency



## WATER-SAVING FIXTURES

Low-flow water fixtures will help residents significantly reduce water consumption.



## ELECTRIC VEHICLE CHARGING POINTS

Recognizing the shift toward electric vehicles, the project will feature EV charging points to support sustainable commuting options (available at an additional cost).



## ENERGY-EFFICIENT LIGHTING

LED lights, consuming 30% less energy, will be installed in common areas to reduce overall power consumption.



## ADEQUATE NATURAL LIGHT & AIRFLOW

Well-sized windows will ensure ample natural light and ventilation, improving indoor air quality, enhancing health, and increasing the property's resale value.

## SOME COVETED PROJECTS BY SRIJAN



BOTANICA Bungalows near Southern Bypass



LAGUNA BAY Near Science City



Optima at Rajarhat



OZONE On South EM Bypass



TOWN SQUARE at Newtown



SRIJAN INDUSTRIAL LOGISTIC PARK ON NH 6



SRIJAN TECH PARK Sector V Salt Lake



SRIJAN CORPORATE PARK Sector V Salt Lake



INTELLIA Near Park Street



Primus Darpan, Bengaluru



Primus Sangama, Bengaluru



Primus Zion, Chennai



Primus Reflection, Bengaluru



Primus Ohana - Bengaluru



DEVELOPED IN COLLABORATION BY



PRIMUS GANGES: HOLDING NO C4-173 (NEW) MOUZA ~ KRISHNANAGAR | JL 1 UNDER MAHESHTALA MUNICIPALITY | PO BATANAGAR | PS MAHESHTALA  
(NEAR BATA FACTORY BESIDE ULUDANGA PARK) | 24 PARGANAS SOUTH 700 141

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