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Corporate Office: Ganpati 68/2, Harish Mukherjee Road, Kolkata 700 025

HIRA No.: HIRA/P/HOO/2019/00635

This brochure is not a legal document. It describes the concept and intent of New Kolkata only.



The river of life

- Susmit Bose



The river of life just keeps flowing
From the mountains through the great
lengths of this land
And all around it life passed by
Living as it were in paradise

The river of life
- Susmit Bose



Welcome to Alcove New Kolkata

A self-sustaining, state-of-the-art township in Serampore. The 29-acre property is a first-of-its-kind residential and commercial township in the world to be built along the banks of the holy river.

The perfect Sangam of life and lifestyle

Discover your dream home at New Kolkata Sangam - a luxurious residential complex that offers premium Ganges view and a host of conveniences. With three categories of residences - Signature, Suites, and Serenity - you'll have a variety of options to choose from to cater to your specific needs. Experience the ultimate in comfort and convenience at New Kolkata Sangam.





SANGAM
Signature

Unveiling the **signature** dream

Wake up to the inspiring Ganges sunrise every day.



Experience •
suite
elegance

Spacious homes for unrestricted living.



The serenity of value

Affordable luxury with breathtaking Ganges horizons.

Redefine Riverside Rollick

A 56,000 sq. ft. destination to revel in
modern leisure and athletic pursuits.



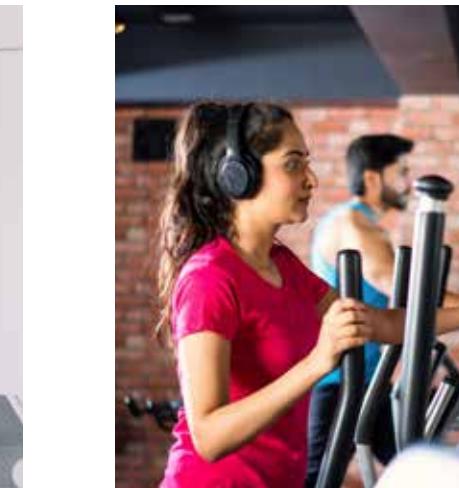


Swimming Pool

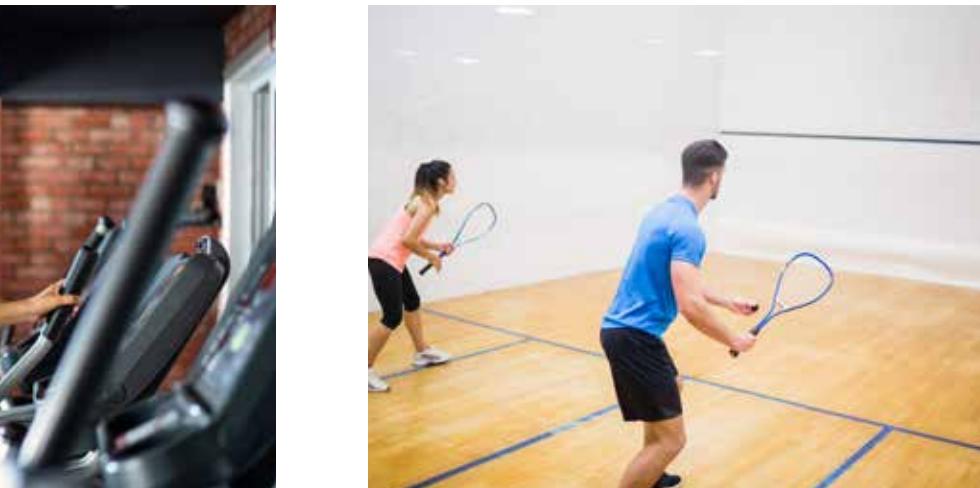
Indoor Gaming Lounge



Gym



Squash Court



A Lifestyle Beyond Compare

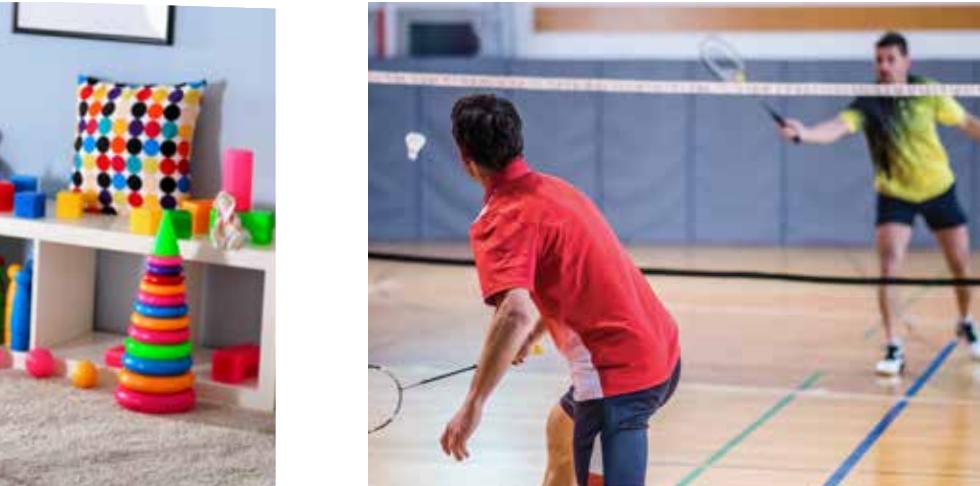
Elevate to elite facilities that help to unleash your potential. From comprehensive sport arenas to interactive gaming lounge, panoramic rooftop pool deck to the resort-style swimming pools, state-of-the-art fitness centres to elegant workshop spaces, find all these and much more at the riverside Clubhouse.



Theatre



Toddlers' Play Area



Badminton Court

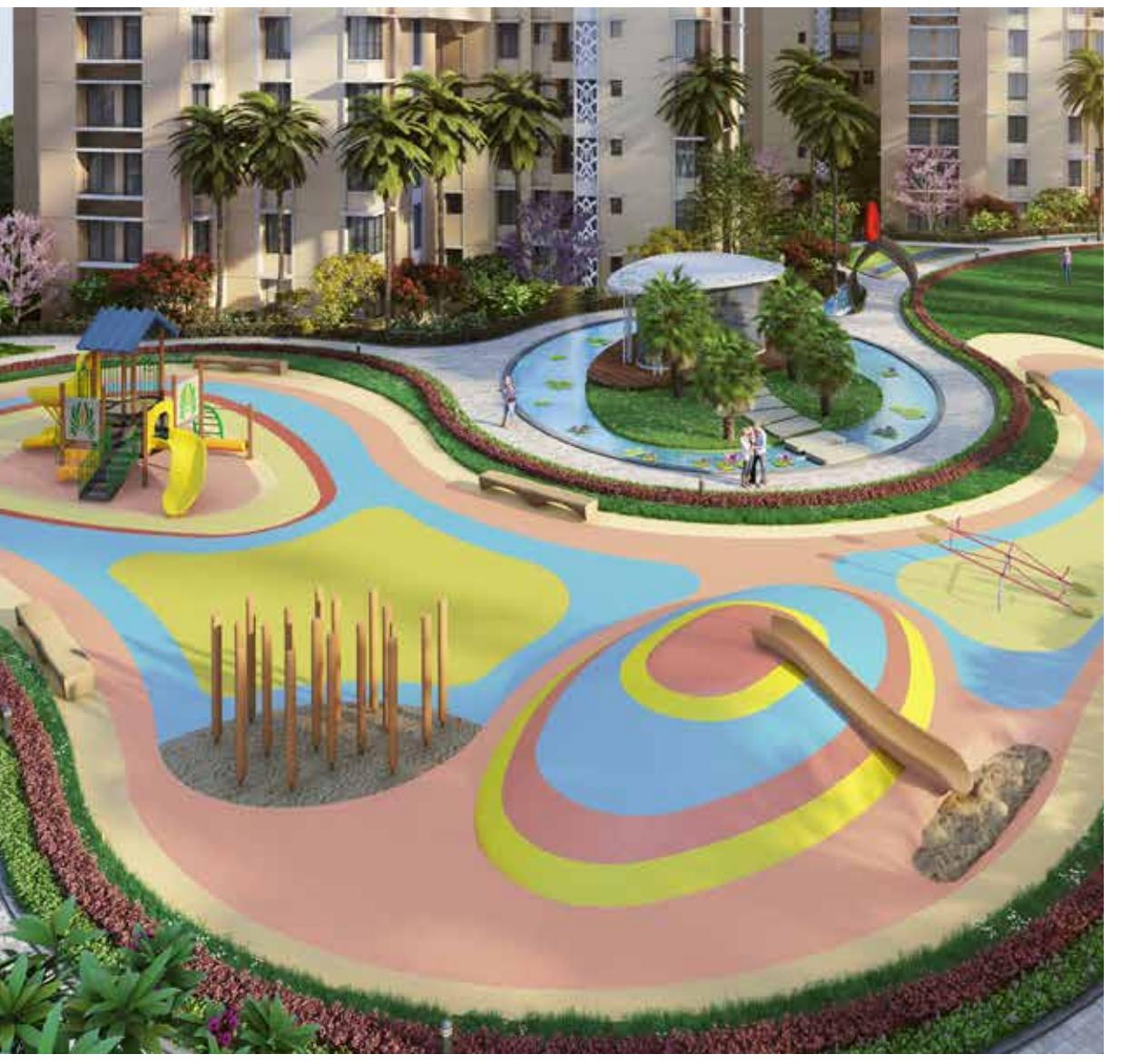


Unwind by the
waves



Landscaped to Perfection

Soothe your soul at the expansive 240,000 sq. ft. podium, a serene oasis designed for rejuvenation. Immerse yourself in the lush landscaped garden, tranquil lotus pond pavilion, and interactive fountains. Enjoy leisurely moments at the amphitheatre or meditation and yoga space. Engage in fun-filled activities at the skating rink, splash pool, and children's park. Take your pick while you embrace the mesmerising Ganges views and the energising riverside air.



Discover yourself
by the sacred and tranquil
rhythms of the

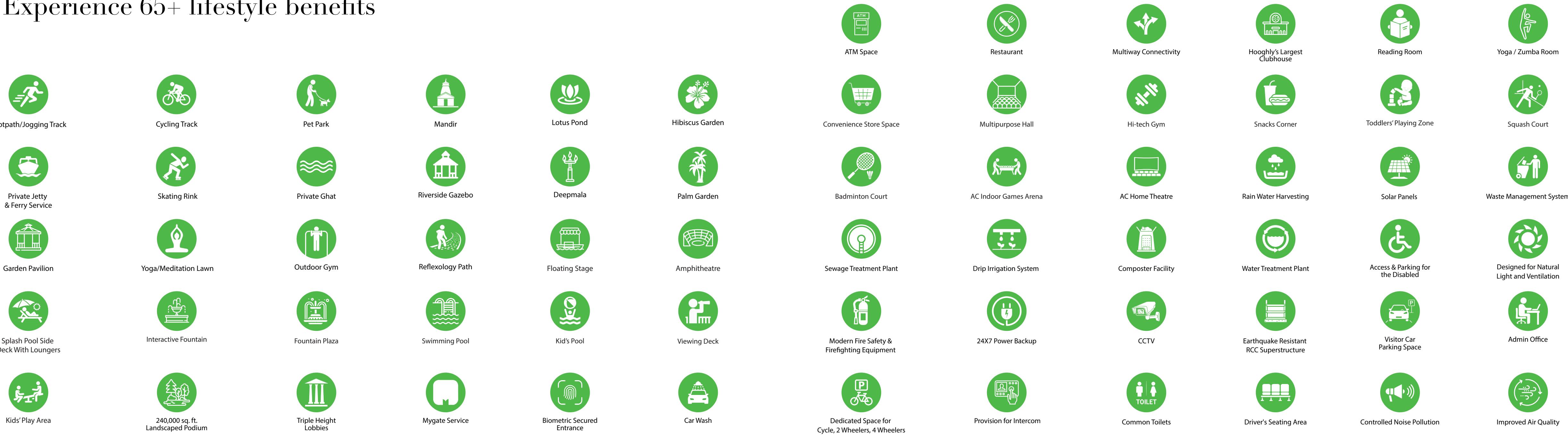
Ganges



Elevate to
**award
winning**
architectural brilliance



Live the green life. Experience 65+ lifestyle benefits





Specification



Structure

- Pile/raft foundation for durability and stability
- Earthquake resistant RCC superstructure



Electricals

- Copper PVC coated wiring in concealed conduits with switches of reputed make
- Socket points for AC, TV and telephone in living, dining and all bedrooms
- Electrical points for geyser, exhaust, washing machine, microwave, refrigerator, water purifier, grinder, computer, and mobile charging



Flooring

- Porcelano tiles in all bedrooms
- Vitrified tiles in the living/dining space & kitchen
- Anti-skid ceramic tiles in toilets



Kitchen

- Kadappa counter with stainless steel sink and tap of reputed make
- Ceramic tile dado up to 2 ft. above working platform
- Provision for water inlet for filter
- Provision for exhaust



Wall

- **Exterior:** Weather-proof cement based paint
- **Interior walls & ceiling:** RCC structured/wall with putty finish



Lifts

- 3-high speed passenger lifts (including 1 stretcher lift) in each tower



Windows

- Natural coloured anodised aluminium windows



Toilets

- CP fittings of reputed make like Jaquar or similar
- **Sanitary ware:** White porcelain of reputed make like Jaquar or similar
- Mirror and towel ring
- **Wall:** Ceramic tiles up to door height
- Provision for geyser and exhaust



Doors

- **Entrance door:** Laminated flush door with magic eye and handle
- **Internal door:** Primer finish flush doors with cylindrical lock



Staircase

- 2 spacious RCC staircase in each tower



Balcony

- RCC railing
- Ceramic tiles in the balcony attached to the bedroom, if any
- Vitrified tiles in the balcony attached to the living and dining space, if any



Lobby

- Well decorated triple height lobby on ground floor
- Vitrified tiles flooring

Omniplex: The New Era of Convenience



NEW
KOLKATA
TRIVENI

Banquet Halls



Hotel



Multiplex



Conveniently located within the township, the commercial complex boasts a diverse mix of modern day conveniences such as retail outlets, a multiplex cinema, supermarket for all your grocery shopping needs, and doctors' chamber for quality healthcare services. Additionally, a sophisticated hotel provides comfortable accommodations for visiting guests, while an elegant banquet hall serves as the perfect venue for hosting memorable events and special occasions.



Retail Outlets



Diagnostic Centre



Supermarket

Riverside Dreams. Delivered.

Actual image



Buddha Fountain



Outdoor Kids' Play Area



Swimming Pool



Theatre



Badminton Court

Our completed residential complex - New Kolkata Prayag and its 1200+ happy residents stand as a testament of our commitment to delivering homes with exceptional quality and within record breaking time, even in the toughest of times.

Trusted by thousands. Certified by experts.



Realty+ Conclave Excellence
Awards 2023- East

- ★ Architectural Design of the Year - Residential
Alcove New Kolkata
- ★ Residential Complex of the Year
Alcove New Kolkata



PMAY (Pradhan Mantri
Awas Yojna) Award 2022

- ★ Best Affordable EWS/LIG Housing Project
Alcove New Kolkata Prayag



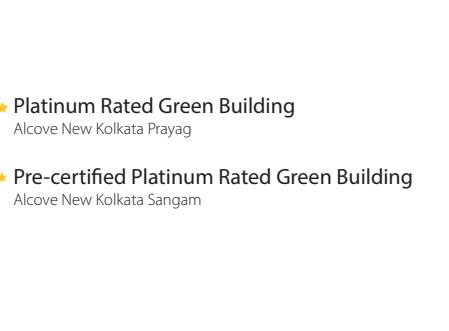
ET-East Real Estate
Conclave Awards 2022

- ★ Residential Project - Developer (Metro)
Alcove Realty
- ★ Residential Project - Affordable Housing
(Metro: Completed), Alcove New Kolkata Prayag
- ★ Environmental Friendly
Residential Project (Metro),
Alcove New Kolkata Prayag



Credai Howrah Hooghly
Realty Awards 2022

- ★ Best Concept & Designed Residential Project
in Howrah & Hooghly Alcove New Kolkata Prayag
- ★ Best Completed Residential Project
in Hooghly above 1 Lakh Sq. Ft. Alcove New Kolkata Prayag



IGBC Green
Affordable Housing 2022

- ★ Platinum Rated Green Building
Alcove New Kolkata Prayag
- ★ Pre-certified Platinum Rated Green Building
Alcove New Kolkata Sangam



Meet the Man Behind the Vision

Alcove Realty was founded by **Shri. Amar Nath Shroff**. He is the driving force behind our commitment to excellence, innovation, and customer satisfaction. With decades of experience in the industry, he has shaped our company into what it is today. His passion for creating exceptional homes has led our team to deliver countless successful projects that have set new benchmarks in the industry.

As a visionary leader, **Shri. Amar Nath Shroff's** expertise continues to inspire our team to push boundaries and exceed expectations. At Alcove Realty, we take pride in having him at the helm of our journey towards excellence and customer satisfaction.



Designed for the Future

Padma Bhushan awardee architect Hafeez Contractor designed the New Kolkata project with the aim of providing economic yet superlative housing. He ensured that each flat had a view of the Ganges and cross ventilation. His vision for the project was to provide high-end flats in a well-located area, with fabulous layout, a grand entrance, with convenient amenities and luxurious facilities that can compete with any other flats in the heart of Kolkata, all this whilst enjoying an affordable price point.

The ones who made our dream come true

**Architect
Hafeez
Contractor**
आर्किटेक्ट हाफीज चॉन्ट्रॉक्टर

Principal Architect
Hafeez Contractor
Mumbai

INNATE
ARCHITECTS PLANNERS ENGINEERS

Associate Architect
INNATE
Kolkata

mn

Structural Engineer
MN Consultants Pvt. Ltd.
Kolkata

**SINGAL
ASSOCIATES**

Landscape Architect
Singal Associates
Delhi

TTS

Fire Consultant
TTS Consultant
Kolkata

Godrej

Green Building Consultant
Godrej & Boyce Mfg. Co. Ltd.
Mumbai

I

PHE Consultant
Imperial PHE Services LLP
Kolkata

Geo-technical Engineer
C.E. Testing Company Pvt. Ltd.

HVAC
Sonaire Services

Electrical Consultant
Mitra Roy

SBI

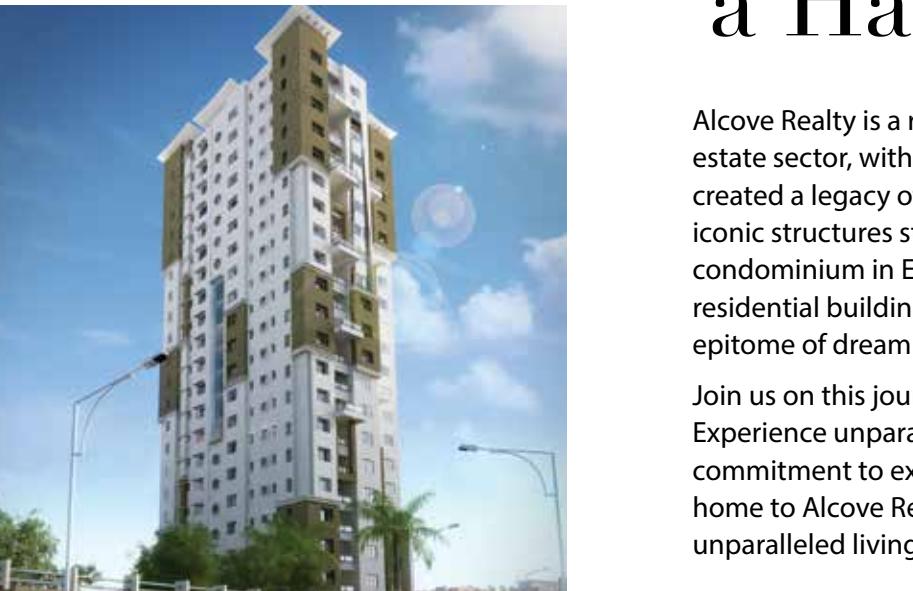
ICICI Bank



THE 42 Tower 5



Alcove Regency



Flora Fountain



Alcove Gloria

Building a Happy Future

Alcove Realty is a renowned and trusted name in Eastern India's real estate sector, with over 40 years of experience. The organisation has created a legacy of redefining the Kolkata skyline with innovative and iconic structures starting from Brindavan Gardens - the first condominium in Eastern India to THE 42 - India's tallest occupied residential building. Alcove's latest offering, Alcove New Kolkata, is an epitome of dream homes by the Ganges.

Join us on this journey and discover the Alcove Advantage for yourself. Experience unparalleled quality, exceptional craftsmanship, and a commitment to excellence that is unmatched in the industry. Welcome home to Alcove Realty, where luxury and value meet to create an unparalleled living experience.

Disclaimer

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