

Ambuja Neotia NeoNews

FEBRUARY, 2020

Chairman's message

Love is a strong emotion that can lead to both positive and negative results.

This month, on Valentine's Day, once again the world will celebrate the many beautiful aspects of this sentiment that marks its origins from an ancient Roman festival called Lupercalia to officially commemorate the advent of springtime. Later, in the third century AD, the church wanted to turn this carnival into a Christian celebration and decided to use it to also remember St Valentine who had defied Emperor Claudius II's unfair ban on marriages for soldiers and gone ahead with nuptial ceremonies in secret. When Claudius found out, Valentine was thrown into jail and sentenced to death. There, he fell in love with the jailer's daughter and when he was taken to be killed on 14 February, he sent her a love letter signed 'from your Valentine.' As the years went on, Chaucer and Shakespeare romanticised it in their work, and it gained popularity throughout Britain and the rest of Europe. Handmade paper cards became the *tokens-du-jour* in the Middle Ages. Valentine's Day certainly eulogises romantic love. But what about its other aspects that are just as

moving? The love of a mother for a child, for instance? Or the love of siblings? What about the friendships we share? And most important, what about the love for our country?

Patriotic love has to be unconditional to remain meaningful – a love that supports our motherland through all its turmoil with responsibility and care. It means respecting our neighbour's opinion, but not letting ourselves be run over by it. Patriotic love means thinking for yourself; to be patriotic, you need to learn to understand where the biases are coming from and continue to ensure that everybody – regardless of gender, race, ethnicity and religion – has the opportunity to enjoy the democratic freedoms of our nation. Patriotism is not blind pride but unquestionable love for your motherland. And true patriots work in a spirit of compassion and understanding to make their country better. *Vande Maataram!*

Ravi Neotia



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What's New

- ▶ Times Food & Nightlife Award 2020 honours Sonar Tori, Afraa Restaurant and Lounge and East India Room with awards in various categories
- ▶ T2 steps into its teens and celebrated its 13th Anniversary at Raajkutr, Swabhumi, with a lively party

NeoFocus

Country Homes at ROG

Raichak on Ganges is your perfect escape from urban tensions. Here, in the lap of nature's serenity accompanied by the ever-changing moods of the river Ganga, you can relax in your own spacious farmhouse blending into the landscape. Here, in your own private haven, the warmth of country homes will greet you. Varying in design from the quaint to the modern, these exclusive farmhouses will be a second abode to those who wish to escape from the urban chaos and stress. Here, you can also indulge in an array of activities. Unwind, rejuvenate and return refreshed to the city.



Ganga Kutir Residency will help you make friends with good neighbours



Pakhiralaya, where home is like a cosy nest



Frangipani sports all the comforts of a home away from home



Gardenia is your own answer to a secret sanctuary



Hermitage is where peace and calm will gently greet you



Surabhi has all modern comforts in a serene environment



Plumeria is another name for luxury living



Riviera's duplex apartments, overlooking the expanse of the river, will take your breath away

Neotia Getwel OPD

A newly constructed wing for the purposes of an integrated OPD and diagnostic clinic was recently inaugurated at Neotia Getwel Healthcare Centre in Siliguri. The building, spread across 20,000 square feet, can provide services to 500 patients daily. It comprises OPD chambers, physiotherapy, neuro and sports rehabilitation centres, a gastroenterology unit, an ENT consultation wing and other medical services.



Chambers for medical staff attached to the OPD



A view of the new OPD and diagnostic clinic



Extra beds to accommodate patients at the newly opened OPD



The spacious sitting lounge



The reception area of the new block at NGHC, Siliguri

NeoBeginnings



Anthyesti Funeral Services Private Limited, India's first professional funeral management services, is a unique startup. Right from providing hearses, freezer boxes, priests for last rites across various communities and religions to catering services, the company plans to assist in the Last Journey of loved ones by arranging the nitty-gritties of funeral management to its last detail. Over the past four years, the organisation has catered to 2000+ families, arranging the logistics of a well-orchestrated funeral.

Anthyesti also specialises in transportation and repatriation of corpses across domestic and international borders. The company tries to minimise the hassles and pain families go through while arranging for the documentation, police clearances, ticket bookings and several other formalities when one loses a loved one in a different city. The aim of Anthyesti is to bridge the gap by a professional team that assists clients in all emergency and emotional upheavals.

Started in 2016 with a team of 3 people striving hard to launch this taboo domain into the market, now Team Anthyesti has grown to 12 employees, with two branches - one in Kolkata and the other in Bangalore. Death is, ironically, one event often overlooked in life though it needs to be handled and faced with the right emotions to lessen the trauma for surviving members.

Keeping in mind the demand from people who wish to conceive their own last journey, Anthyesti envisions to launch a service that helps people pre-plan their own funeral. It also wishes to launch an app where one can track and manage the whole event with a single click.

AWARDS :

A full blown commercial Bengali feature film titled 'Anthyesti.com' was launched earlier this year by the well-known director duo, Shiboprasad Mukherjee and Nandita Das under the banner of Windows production.

Shruthi Reddy, founder and CEO, has been selected for the National Entrepreneurship Awards 2018, under the logistics category. Anthyesti was amongst the 43 awardees out of the 4000 applications that went to the central government under the Ministry of Skill Development and Entrepreneurship Initiative. Shruthi is also among the top 10 finalists of 'Women Entrepreneur Quest 2018,' a joint initiative by Grass Hopper Conference India and Indo US Science and Technology Forum.

Shruthi Reddy's latest achievement is being an alumna of the 10,000 Women Goldman Sachs programme in collaboration with the prestigious IIM-B during which she has learnt the strategies and processes involved in the growth phase of a company.



NeoHealth



The HR Department at Bhagirathi Neotia Woman & Child Care Centre New Town hosted a colourful Christmas Celebration in the hospital premises. The event was attended by employees, followed by a lively cultural programme that was much appreciated



Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street was the Healthcare Partner at The Calcutta Club Bridge Tournament held recently in the club building. Information on the hospital was disseminated to members and visitors on this occasion



A well-organised inter-hospital cricket tournament, with participation from all major Kolkata hospitals, saw our healthcare division send a comprehensive team, Neotia Avengers, to the tournament



Neotia Getwel Healthcare Centre recently arranged a well-attended free health checkup camp in association with 37 No Ward committee at Siliguri. It was whole-heartedly applauded by the attendees



A free health checkup camp was also conducted by Neotia Getwel Healthcare Centre at Darjeeling's St Joseph North Point School



A free health camp was organised by Neotia Getwel Healthcare Centre in association with Labour Department of Kurseong

NeoHappenings



Ambuja Neotia Group, along with the musical duo, Sourendro-Soumyojit, recently staged the Inspired India Concert 2 at the Indian Museum lawns. A deeply moving musical tribute was paid to Mahatma Gandhi on the year of his 150th birth anniversary. The evening saw power-packed performances by several artistes from the world of music, dance and cinema. Harshavardhan Neotia, Chairman, Ambuja Neotia Group, recited a poem by Rabindranath Tagore that paid rich tribute to Gandhiji and his selfless contribution to India's freedom struggle. The photographs below capture the mood of various performers as they shared their talent in expressing the much-cherished idea of a many-splendoured, inclusive society 'where the mind is without fear and the head is held high'



Harshavardhan Neotia



Parvathy Baul



Akriti Kakkar



Roopam Islam



Somlata



Papon



Rashid Khan



Soumyojit



Howzat! It was, indeed, an exciting match as Ambuja Neotia Group recently organised an inter-department cricket tournament that saw 11 teams clashing with each other. A combination of adrenaline-rush, team-bonding, strategy and sportsmanship saw players give their best in the true spirit of sportsmanship. Team Utalika finally emerged as the winner and took home the trophy



Members of the Ambuja Neotia family gathered to offer prayers and seek blessings of Maa Saraswati, the goddess of Wisdom and the Arts



Harsh Neotia, along with other members of the ICC delegation, recently met Finance Minister Nirmala Sitharaman for a post-budget interactive session in Kolkata



The HR department organised an interesting interactive session with members of the Ambuja Parivar to address all their doubts and queries on medical insurance - an important subject that was tackled with great diligence and remained highly informative



Subrata Debnath, Business Head, Raajkutir, hosted celebrity chefs Ranveer Brar (Left), Sanjeev Kapoor and Shafquat Ali, a BBC journalist specializing on food, at East India Room



An educational tour, with kids from underprivileged families living in and around Mukundapur, beside our Utalika project site, was initiated by the Group's CSR team. The youngsters spent a happy day at the Ramakrishna Mission, Narendrapur campus, where a fair was organised. Employees from Ambuja Neotia were also present to share the joy of reaching out and enriching the lives of these children

Poem of the Month

— by Paroma Neotia —



Koi azadi dhoondh rahaa hai
Aur koi qaid hone ke liye tadap rahaa hai
Jaane kaisaa sheher hai yeh ishq ka!
Bazaar main lagtey bhi nahi hain
Aur phir bhi bik jaatey hain...

Some search for freedom
And some want to remain caged
How strange is this land of love!
You are never on display
Yet you are sold in the heartless bazaar...

NeoWorld

Housing and Township

Ongoing Projects

Utalika, EM Bypass

A premium luxury residential project spread across 20 acres with 1000+ units under construction

www.atalikaluxury.com | +91 33 4040 8070

Utalika WBHIRA REG No. HIRA/P/SOU/2018/000043

Uddipa, Sinthee More

A residential project spread over 2.2 acres with 360 units under construction

www.uddipa.com | +91 33 4040 8080

Uddipa WBHIRA REG No. HIRA/P/NOR/2018/000106

Uttsav Park, Dhulagarh

A plotted development project spread over 43 acres which offers a wide range of plots

+91 33 4040 8080

The Residency - City Centre Patna

A luxury residential project spread over 2 acres with 127 units under construction

patnaresidency.com | +91 33 4040 6060

RERA Registration No: BRERAP05734-1/994/R-766/2019 | www.rera.bihar.gov.in

Completed Projects

Udayan, EM Bypass

First integrated social project of Kolkata spread over 26 acres comprising 1606 units

Ulhas, Burdwan

A mini township spread over 96 acres

Uttorayon, Siliguri

An integrated residential township spread over 400 acres

Urvashi, Durgapur

A residential township spread over 120 acres

Utsa, New Town

A residential project spread over 5 acres with 402 units

Ujjwala, New Town

An enclave of luxury residential homes spread over 5 acres with 466 units

Ujaas, Lake Town

A residential project spread over 4.8 acres with 174 units

Upohar, EM Bypass

A premium residential project spread over 18 acres with 1198 units

The Residency, City Centre Salt Lake

Designer home spread over 1.8 acres with 60 units

Udvita, Manicktala

A convenient residential project spread over 1.6 acres with 150 units

www.ambujaneotia.com | +91 33 4040 6060

Education

The Neotia University

A private university offering contemporary, holistic education

www.tnu.in | +91 98317 30966/ +91 91636 10909

Healthcare

Bhagirathi Neotia Woman & Child Care Centre

Superspecialty hospitals for woman and child healthcare
Rawdon Street: +91 33 4040 5000 | New Town: +91 33 3323 5000
www.neotiahospital.com

Neotia Getwel Healthcare Centre

Siliguri's multi-specialty, tertiary-care hospital offering global expertise and technologies in healthcare services
www.neotiagetwelsiliguri.com | +91 353 305 3000

Genome - The Fertility Centre

A chain of fertility centres which supports and facilitates conception through Assisted Reproductive Technology
www.lifeatgenome.com | +91 800 1255 000

Neotia Mediplus

The NABL accredited chain of diagnostic centres
+91 33 4040 8000

Neotia Academy of Nursing

An institute imparting world class nursing education
www.neotiaacademy.com | +91 33 6815 5000

Commercial

Ecospace, New Town

A contemporarily designed business park spread over 20 acres comprising 20 lac sq ft of office space

Ecostation, Salt Lake

A 17-storey business tower comprising 2 lac sqft IT/ITES space

Ecosuite, New Town

A 7-storey premium commercial development comprising 1 lac sqft space

Ecocentre, Salt Lake

A 20-storey commercial development comprising 5 lac sqft office space and a boutique hotel

www.ambujaneotia.com | +91 33 4040 6060

CII-Suresh Neotia Centre of Excellence for Leadership

Serves as a facilitator for development of leaders, promoting economic and industrial growth

www.cii-leadership.in | +91 33 6614 0100

Neotia Institute of Technology, Management and Science (NITMAS)

Affiliated to MAKAUT and approved by AICTE offering courses in Electronics & Communication Engineering (ECE) and Computer Science & Engineering (CSE)

www.nitmas.edu.in | +91 33 4008 4848

Hospitality**Hotels & Resorts****The Ffort Raichak - Raichak on Ganges**

An experiential hotel with 62 rooms, 31 deluxe suites (The Ffort Suites) ideal for families & large group & 19 duplex villas (Anaya Villas) surrounded by a 7000 sq.ft pool & private rooftop bubble bath
+91 33 4040 4040 | +91 98314 04040

Ganga Kutir - Raichak on Ganges

A luxury resort with 26 guest rooms which includes 16 guest rooms by the river and 10 duplex Pool Villas
+91 33 4040 4040 | +91 98314 04040

Swissotel Kolkata Neotia Vista

Deluxe 5-star hotel located in New Town
www.swissotel.com | +91 33 6626 6666

Altair

A boutique hotel comprising 23 well-appointed rooms and a sky lounge in Sector V, Salt Lake
altairkolkata.com | +033 7101 7101

Raajkutir

A boutique hotel comprising 33 well-appointed rooms at Swabhumii
raajkutir.com | +91 33 4040 4040

Montana Vista

Siliguri's first premium club & hotel offering leisure and entertainment choices comprising 39 well-appointed rooms
+91 35325 71401

Ecohub

A business club & hotel located inside the Ecospace Business Park with 9 well-appointed rooms
+91 33 4031 9000

Ganga Awas - Raichak on Ganges

Country homes spread across the landscape at Raichak
raichakonganges.com | +91 33 4040 4070

Clubs**The Conclave**

The city's first business club located at AJC Bose Road
+91 33 2290 5555

Club Verde

One of Kolkata's premier clubs, providing world-class clubbing experience with 4 well-appointed rooms
+91 33 2423 9900

Dining**The Orient**

Specialty restaurant offering cuisine from South East Asian countries
Salt Lake: +91 90514 77177 | New Town: +91 86979 05725
Raichak on Ganges: +91 33 4040 4040 | +91 98314 04040

Sonar Tori

A boutique restaurant serving authentic Bengali cuisine
City Centre Salt Lake: +91 98745 17000
Raichak on Ganges: +91 33 4040 4040 | +91 98314 04040

Afraa Lounge & Restaurant

Enjoy delectable Mediterranean cuisine and revel in Bar and Lounge experience located at City Centre Salt Lake
neotiahospitality.com | +91 98312 52442

Uno Chicago Bar & Grill

An authentic American Bar & Grill experience at Swabhumii, Kolkata: +91 99714 48700
Gardens Galleria Mall, Noida: +91 96675 40038
Forum Shantiniketan Whitefield Bangalore: +91 96675 40036

QSR**Afraa Deli**

An all-day spread with a sumptuous breakfast and takeaway menu
Ecospace: +91 84200 85087 | City Centre Salt Lake: +91 84203 97977 | City Centre New Town: +91 6335 6891 | Acropolis: +91 84200 70000

Afraa Creperie

A popular creperie offering delectable food enveloped in a contemporary and cozy environment at City Centre Salt Lake: +91 6333 4985

Tea Junction

A tea shop reviving the old 'adda' concept of Kolkata
theteajunction.co.in | +91 83360 00053

Retail**City Centre, Salt Lake, Kolkata**

A complete shopping experience spread over 4 lac sqft
+91 33 4006 3195

City Centre, New Town, Kolkata

A mixed-use commercial complex in New Town spread over 3.5 lac sqft
+91 33 2526 6000

City Centre, Siliguri

A multi-utility project consisting of shopping plaza, multiplex and entertainment arena spread over 6.05 lac sqft
+91 98320 69908

City Centre, Raipur

A mixed-use complex comprising shopping plaza, entertainment arena and office space spread over 3.5 lac sqft
+91 96177 10000

City Centre, Haldia

A mixed-use commercial complex consisting of shopping plaza, entertainment arena and office space spread over 3 lac sqft
www.citycentremalls.in | +91 70440 59536

Incubation**Neotec Hub**

An Incubation centre empowering startup ecosystem in Eastern India
Ecospace New Town: +91 4040 6169