

AmbujaNeotia NeoNews

MARCH, 2020

Chairman's message

The festival of Holi is a celebration of colours; a veritable rainbow that holds together people in a spirit of joy and camaraderie. Rainbows bear significance across different cultures, usually occurring after a storm as a result of refracted sunlight hitting raindrops. Sunlight, however, is known as 'white light' and remains a mixture of all other noticeable tints. Therefore, rainbows spread over seven colours happen because the water droplets break white sunlight into the seven primary hues, akin to the seven musical notes that are strung to produce divine music. Because of their rarity, rainbows hold significance in many civilizations. In Christianity, a rainbow was seen after the Great Flood that God is supposed to have sent to cleanse evil from the world. Throughout native American culture, the significance of rainbows varies depending upon the tribe. In Islam, rainbows only have four colours that correspond with the four elements – water, earth, fire and air. Buddhists believe that the seven colours of the rainbow represent the seven continents and are a sign of luck, often synonymous with elusive pots of gold that lie at their end.

In classical antiquity, Aristotle claimed there was a scale of seven basic colours. In the

Renaissance, several artists tried to establish a new sequence of up to seven primary colours from which all other colours could be created. In line with this artistic tradition, Sir Isaac Newton too divided his colour circle, which, besides the seven basic colours, also included the tertiary colour indigo. Within the rainbow and the chakra system propagated by our ancient yogis, the violet arc is the Sahasrara Chakra, which coincides with the point where human consciousness connects with the Divine or spiritual realisation.

Thus life too throws us several challenges and every challenge comes with the light to conquer. After all, it takes sunshine and rain to make a rainbow! Acceptance and gratitude are the real treasures we need to seek because it isn't the pot of gold but the rainbow that colours our world without any discrimination. As Maya Angelou, the poet, says, 'Prepare yourself so you can be a rainbow in somebody else's cloud.'

Ravi K. Neotia



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What's New

- ▶ Ambuja Neotia releases a short film on 'Spreading Happiness' acknowledging the stakeholders for inspiring and supporting the Group for their various endeavours
- ▶ Utalika Luxury introduces Club De Ville, the in-house club, that features state-of-the-art amenities for its residents

NeoFocus

Utalika

Since it was launched three years ago, Utalika Luxury has become a landmark in the arena of urban neighbourhood. It has recently added another milestone by launching the Phase IV segment of the property. Utalika Luxury creates singular spaces that promote an active lifestyle in the midst of lush greenery, complemented with state-of-the-art amenities. The property, a prime choice to experience magnificence at its best, recently previewed its exclusive Residents' Club, Club De Ville, to showcase all the facilities that will take the residents by delight and surprise and add that extra zing to urban living. Here's a glimpse of Utalika shaped over the years.



The pool-side deck ensconced in greenery



A panoramic view of the Prathama tower



A glimpse of the 60-metre-long swimming pool, along with the kids' pool



The squash court at Utalika



The Sunset Terrace also houses a play area for kids



A room exclusively for toddlers to remain engaged



The world class gym with CrossFit facilities holds a place of pride



A spacious multipurpose hall for celebrations and social gatherings

The Neotia University

The Neotia University aims to provide a fresh benchmark in education that helps accommodate students in the current job markets by providing highly advanced courses that include Technology, Maritime Studies and several other specialised areas. TNU also has courses in general subjects and grooms leaders of tomorrow, for our nation. Experts prepare pupils to promote global thinking with national interest and values, professionalism, social sensitivity and dynamic entrepreneurship. Admissions are open now for the 2020-21 session.



Students at the comprehensive library on the campus



The main entrance to The Neotia University



Maritime cadets at a parade



The state-of-the-art computer room



The impressive facade of the main building

NeoBeginnings



Vedic Maths Forum India partners with the Directorate of Education, UT Administration of Dadra and Nagar Haveli, and Daman and Diu to teach Vedic Mathematics for a month to over 10,000 students of standard IX of government schools.

These children studying in government schools are in a constant struggle with Mathematics. They find basic mathematical calculations like addition, subtraction, multiplication tables very difficult to cope with as most of them are first generation learners going in for formal education without any support from their parents at home. They consequently suffer from a 'maths phobia' and are averse to the subject. One of the ways to help solve this problem is by implementing skills in Vedic Mathematics that offer ingenious methods to make the subject simple, fun and interesting to the delight of students. In fact, it is the world's fastest mental maths system originating in India.

Samagra Shiksha, a programme under The Government of India, is an overarching curriculum for the school education sector, extending from pre-school to class 12 and has been prepared with the broader goal of improving school effectiveness measured in terms of equal opportunities for schooling and equitable outcomes in learning.

The Vedic Maths Forum India is implementing this system of mental maths techniques in over 25 schools under this programme. They have deployed a team of over 15 teachers with Vedic Maths skills to train students in Silvassa. To measure the learning outcomes, they conducted a baseline test for students in basic arithmetic before the training started. After a month another test will be conducted to measure the success and efficacy of this programme.

The project is being spearheaded by Nilesh Gurav, State Project Director, and Paritosh Shukla, Assistant State Project Director from the Department of Education, in Silvassa along with a team from Vedic Maths Forum India led by Gaurav Tekriwal, President, and Anushree Goenka Tekriwal, Director, for implementation.

For further information please contact Gaurav Tekriwal, President, gtekriwal@vedicmathsindia.org, www.vedicmathsindia.org, <https://twitter.com/VedicMathIndia>, Mobile: 98305 32264



NeoHealth



Bhagirathi Neotia Woman & Child Care Centre, New Town, is two years old! The hospital celebrated its 2nd Annual Day in a spirit of great bonhomie, with several employees taking part in a cultural programme



CONVERGENCE 2020, an annual get-together of BNWCCC doctors, was hosted at Rangmanch, Swabhami, where participants from Rawdon Street and New Town celebrated over music and poetry



Infertility specialists from Genome the Fertility Centre, Dr Prajnanika Gurung (Kolkata/ Medinipur/ New Town) and Dr Kousik Seth (Bardhaman) spoke at a CME on Infertility Updates at Hotel City Tower, Bardhaman, to a full house of medical professionals



Another edition of MAITREE, the much-awaited Annual Day celebrations of the Neotia Academy of Nursing, recently took off to a flying start. The event began with the traditional lamp-lighting ceremony at Kalamandir, followed by a lively performance



Neotia Institute of Renal Science and Transplantation (NIRST) organised an enriching seminar on 'Renal Transplant Update' at Montana Vista, Uttorayon, Siliguri, to an audience of professionals



Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street, proudly stepped in as the woman and child healthcare partner at the recent Hooghly District Health Fair 2020 at Konnagar

NeoHappenings

Recently, Utalika Luxury opened doors to its exclusive residents' club, Club De Ville, to experience the prime amenities and showcase the benefits of living at the property. Among other facilities, the club also boasts a lavish swimming pool, a state-of-the-art gym, a Celebration Terrace, a cricket practice pitch, squash and badminton courts, a multipurpose hall, a 74-seater private theatre, a play area for kids and an exclusive room for toddlers. Club De Ville will certainly be the face of entertainment and relaxation once it begins functioning in full swing!



An evening dedicated to celebrations was recently hosted at Utalika Luxury where the Ambuja Neotia Group invited all the internal and external stakeholders to bond over a gala dinner and live musical performances at the property. Find glimpses from that special evening below.





The Times Food & Nightlife Awards 2020 recently honoured Afraa in the category, Bar with Best Ambience in a Mall, to much applause



East India Room at Raajkutir, Swabhami, was also awarded at the same Awards function in the British Colonial Raaj Cuisine category



Harsh Neotia seen at the lamp-lighting ceremony before the fireside chat with Sanjiv Puri and Javed Sayed for the Economic Times Bengal Corporate Awards 2020 recently hosted in Kolkata



The organisation's HR department recently arranged an interesting Health Talk on 'Transforming Life Through Food As Medicine' by Dr Vikash Agarwal and Dr Vibha Agarwal for members of the Ambuja Neotia parivaar at Ecospace



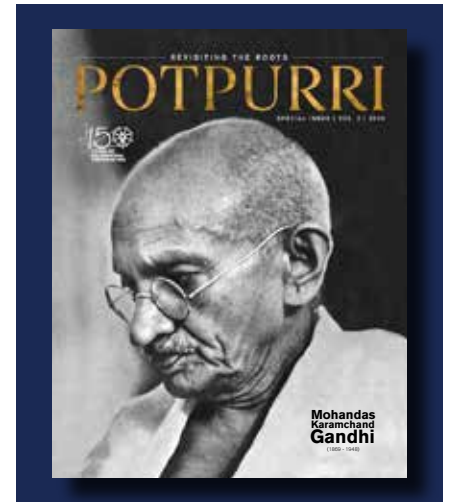
Harsh Neotia in a fireside discussion at the CII Family Business Conclave organised by PWC on "Continuity and Unlocking Value" in Kolkata



As a part of its CSR initiative, the Ambuja Neotia Group in association with Ramakrishna Mission constructed 30 toilets in the Mukundapur area, striving towards a better suburban sanitary infrastructure



An interactive story writing session based on showcased pictures was held at our corporate office where six teams from different departments participated. It was followed by an enlightening session on Wealth Management that attendees found extremely useful



Potpurri recently launched a special issue on Mahatma Gandhi marking his 150th birth anniversary. Access it on:

<https://www.ambujaneotia.com/media/pot-purri/>

Poem of the Month

— by Paroma Neotia —



Tujhey bhulaaney ke liye
Jaaney kitni yaadon se guzarna padha hai
Tujhsey itni nafrat karney ke liye
Tujhey kya pataa
Kitni mohabbat se guzarna karna padha hai

To forget you
Who knows how many memories I have to traverse
And to hate you
You will never discern
The countless paths of love I have to travel

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