

# AmbujaNeotia NeoNews

August, 2022

## Chairman's message

It has been a month of immense pride and hope as all of us celebrated 75 years of India's Independence. It is also a beautiful coincidence that our Independence Day falls on the month of Shravan. A month that reminds us of Lord Shiva, who held the poison emerging out of Samudra Manthan in his throat to save the universe from destruction.

If we ponder over this mythological event, it would be very clear that a churning as great as that of the oceans had brought up in its wake the amrita or nectar of immortality as well as the poison that could have destroyed the world. It is a learning that any churning or disruption will cause both good and evil. We cannot accept one and ignore the other.

As we celebrate the freedom that our forefathers had sacrificed their lives for, we also reflect on the meaning of freedom for us today. Freedom comes with responsibilities. The responsibility of not allowing the poison to destroy the fruits of great deeds. Freedom that comes with the onus to keep the scale of life balanced, so that the positive always outshines the negativities.

Lakhs of devotees keep pouring the proverbial Ganga Jal over Lord Neelkanth throughout the month of Shravan to nullify the impact of the visha or poison. Similarly, each one of us need to keep nullifying negativities such as hatred, jealousy, anger, lethargy and greed with the Ganga Jal of our mind – our consciousness, intention and compassion. Only positive intentions and emotions can neutralise the negativities born out of the constant disruptions we face on a daily basis.

As the timeless lyrics from Gurudev Rabindranath Tagore's "Bharat Vagya Vidhata" reiterates the value of compassion in our lives:

"The night is over, and the Sun has risen over the hills of the eastern horizon.



The birds are singing, and an auspicious breeze is pouring the elixir of new life.

By the halo of your compassion, India that was asleep is now waking..."

I pray to the Supreme Almighty, that for generations to come, India could continue to be the beacon of love, hope and compassion, as always.

Jai Hind!

*Ranvir Neotia*

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Urvisha~The CondoVille New Towers Launched



A panoramic view of Urvisha~The CondoVille

After the successful launch of Prathama and Dwitiya Towers in Urvisha the CondoVille, Ambuja Neotia recently introduced two more towers- Tritiya and Panchami.

Urvisha~The CondoVille is an urban oasis in New Town. It offers unparalleled choices, both indoors and outdoors, to unwind and de-stress after a hard day's work. Built on the foundations of trust and promise, it is a veritable haven where you can enjoy the perks of contemporary life in nature's serene company. Indeed, Urvisha – as the name suggests – is the Earth, carved out to create a synergy between your lifestyle and the very essence of your life.

Located in the 'growth corridor' of New Town with Sector V just a 5-minute drive away, Urvisha offers the ideal work-life balance you richly deserve.

Alongside spacious apartments, Urvisha comes with a private residents' club and leisurely luxuries like outdoor adda zones, barbeque areas on the rooftop, kids' play areas and the sky garden. The condoVille thus encourages you to pause, away from the urban rush, and step into a world where the joy of connected living is experienced at every corner with beauty and sublimity.



An aerial view of Urvisha~The CondoVille



Another breathtaking view of Urvisha~The CondoVille with the swimming pool in the foreground



Celebration Plaza



Rooftop Cabana



Outdoor Kids' Play Area

All images are artist's impressions



# NeoFocus

## Jaya Hey 2.0 Launch at Raajkutir



# NeoFocus



Harshavardhan Neotia, Soumyojit Das and Anupam Roy

**J**aya Hey 2.0 — 75 years, 75 artistes, one nation, one song. To celebrate the 75 glorious years of Independence and in keeping with Government of India's Azadi Ka Amrit Mahotsav, Harshavardhan Neotia, Chairman, Ambuja Neotia launched Jaya Hey 2.0, a musical tribute involving 75 artistes from across India, supported by the Ambuja Neotia Group. Conceptualised, music composed & directed by Sourendro Mullick and Soumyojit Das, better known as the Sourendro-Soumyojit duo, Jaya Hey 2.0 is a rendition of the full 5 verses of Bharat Bhagya Vidhata aka Jana Gana Mana, a timeless tune that fills us with pride, love, admiration and reverence for our dear Motherland.

The song Bharat Bhagya Vidhata was written by Rabindranath Tagore in 1911 and had five stanzas. However, only the first stanza was adopted as our National Anthem in the 1950's, to keep the song's duration well within one minute.

With Harshavardhan Neotia lending his voice to stitch together the theme of integrity and freedom. The 75 artistes who have collaborated for Jaya Hey includes stalwarts and veterans of the music industry such as Asha Bhosle, Amjad Ali Khan, Hariprasad Chaurasia, Hariharan, Rashid Khan, Ajoy Chakrabarty, Shubha Mudgal, Aruna Sairam, L. Subramaniam, Vishwa Mohan Bhatt, Vikku Vinayakram, Lou Majaw, Anup Jalota, Parveen Sultana, Kumar Sanu, Sivamani, Bombay Jayashri, Udit Narayan, Alka Yagnik, Mohit Chauhan, Papon, Shaan, Kailash Kher, Sadhana Sargam, Shantanu Moitra and V. Selvaganesh among others.

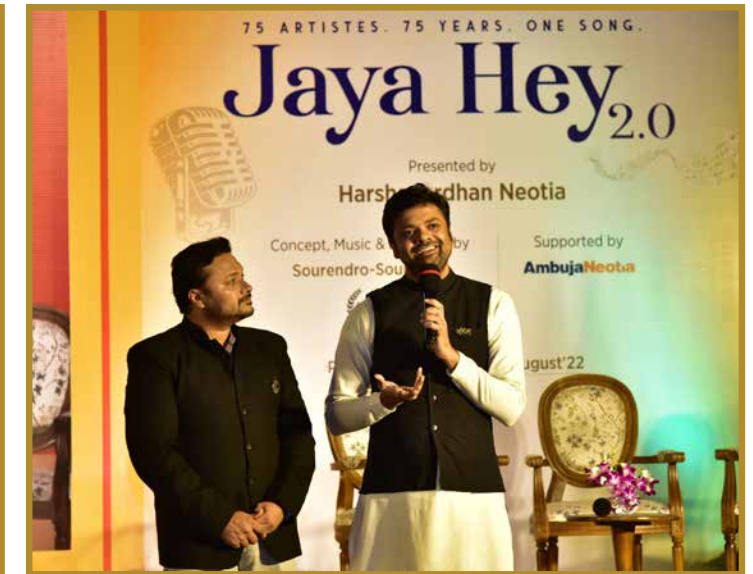
The list of artistes also includes successful young musicians from across the country who have created a niche for themselves, such as Kaushiki Chakraborty, Shreya Ghosal, Mahesh Kale, Amaan Ali Bangash, Aayan Ali Bangash, Tetseo Sisters, Amrit Ramnath, Omkar Dhumal, Ambi Subramaniam and Rhythm Shaw among others.

Popular names from Bengal representing different genres of music include Usha Uthup, Somlata Acharyya Chowdhury, Parvathy Baul, Anupam Roy, Rupam Islam among others.

Jaya Hey 2.0 is now available on YouTube. The link is <https://youtu.be/79Y8wwwk28A>



Artistes sharing the stage during the launch



Sourendro-Soumyojit sharing their experiences



Harshavardhan Neotia takes the stage



Rupam Islam



# NeoHealth

**B**hagirathi Neotia Woman & Child Care Centre organised a Health Awareness Program along with a free adult Vaccination Drive for females in association with the NGO and activist forum "Sappho for Equality" at their office. A health talk on "Cervical Cancer and HPV" was organised at this event for them. This was followed by a free HPV vaccination drive. Here are a few glimpses from the event.



**B**hagirathi Neotia Woman & Child Care Centre organised a school health program for the students of St. Mary's School in association with Seva Kendra Calcutta at St. Mary's School Tangra. A health talk on "Menstrual health and hygiene and adolescent skill training" was organised at this event for the students of classes XI and XII. This was followed by the distribution of health and hygiene products to all participants. Here are a few glimpses from the event.

**B**hagirathi Neotia Woman & Child Care Centre organised a health awareness program for Missionaries of Charity at Nirmala Shishu Bhavan – Missionaries of Charity. A health talk on "Improved care practices for children with special needs" was organised at this event for caregivers along with a free vaccination drive for sisters, caregivers and children with special needs. Here are a few glimpses from the event.



**B**hagirathi Neotia Woman & Child Care Centre New Town organised many conferences for awareness. Starting from "Wheezing in Early Years of Life: Current Practices" to "Typhoid vaccination in infants and adults" with Dr Niloy Mitra, Consultant in Paediatrics and Neonatology. They even observed Breastfeeding Week in association with New Kolkata Academy of Paediatricians.



**B**hagirathi Neotia Woman & Child Care Centre, New Town, in association with the Indian Academy of Paediatrics recently organized a Basic Life Support Paediatric training for healthcare providers on the premises.

# NeoHealth



Bhagirathi Neotia Woman & Child Care Centre, New Town, organized a Medical Conference at Durgapur on "Precision Medicine in Paediatric Epilepsy" with Dr Arundhati Banerjee, Consultant Paediatric Neurologist at Bhagirathi Neotia Woman & Child Care Centre, New Town.



**B**hagirathi Neotia Woman & Child Care Centre, New Town, adorned the Tricolour in honour of the 75 years of India's Independence, standing in solidarity with Azadi Ka Amrit Mahotsav.



**B**hagirathi Neotia Woman & Child Care Centre, New Town, recently organized a webinar on "Polycystic Ovary Syndrome". Dr Amitoj Athwal, Consultant Gynaecologist & Obstetrician at Bhagirathi Neotia Woman & Child Care Centre, New Town, conducted the webinar, which was much appreciated by the participants.



**A** workshop was recently organized at Bhagirathi Neotia Woman & Child Care Centre, New Town, on "Normal Labour and Hypertensive Disorders in Pregnancy". The session was conducted by Dr Sanchaita Das, Dr Vineeta Kaul Nee Verma, Sr. Susriya Pal and Dr Prajnanika Gurung. It was attended by the in-house nursing staff from both Rawdon Street and New Town units.







To commemorate the Azadi Ka Amrit Mahotsav and the glorious 75 years of Independence, Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street, decked up in tricolours.



Bnwccc, Rawdon Street, partnered with the Calcutta Club Health & Fitness Fest for the Pain Management & Diet and Nutrition.



Dr Chandan Ray, Sr. Consultant Paediatrics & Neonatology chaired the session on Unraveling Human Milk Oligosaccharides.



Neotia Mediplus, Garia, organised a Health Checkup Camp & Doctor Consultation at the facility. The camp was attended by patients and their families from nearby areas.



The GNM 2nd year students of the Neotia Academy of Nursing conducted a Breastfeeding Week Awareness Programme at Baruipur Superspeciality Hospital, among the maternity patients of the hospital.



Neotia Skill Development Academy recently welcomed the new batch. They organised an induction ceremony on the academy premises themselves. Here are a few glimpses from the day.



The 76th Independence Day was celebrated at Neotia Skill Development Academy with the students and faculty members. The occasion was graced with cultural performances by the students.



Genome The Fertility Centre was a part of a Medical Conference held at Bardhaman. The session was on "Recent Advancements in Assisted Reproductive Technology". Reproductive Medicine Specialists from Genome, Dr Kousik Seth and Dr Prajnanka Gurung were the eminent speakers. This session was attended by the medical practitioners from Bardhaman.



Genome The Fertility Centre organized a Medical Conference on "Management of Infertility" at Indian Medical Association, Raniganj. Reproductive Medicine Specialists from Genome, Dr Kousik Seth and Dr Prajnanka Gurung were the eminent speakers. This session was attended by the medical practitioners from Raniganj.



Genome The Fertility Centre organised an interesting Webinar on "Endometriosis & Adenomyosis". The session was conducted by Dr Prajnanka Gurung (Reproductive Medicine Specialist, Genome), which was highly appreciated by the participants.

From flag hoisting on Independence Day to mentoring sessions and blood donation camps, it was an eventful month at Neotia Getwel Healthcare Centre. The healthcare centre organised mentoring sessions on Basic Life Support (BLS) and Cardiopulmonary Resuscitation (CPR) for the employees of Taj Chia Kutir, observed breastfeeding week to raise awareness and arranged a blood donation camp in association with Marwari Yuva Manch at Birpara Siliguri.





# NeoHappening



The honourable Chief Minister of West Bengal, Smt. Mamata Banerjee, recently conferred Harshvardhan Neotia with Banga Bibhushan, a title instituted by the West Bengal Government to honour the services of personalities in various fields.

Photo Courtesy- Amit Datta (The Telegraph India)



Azaadi 2022, a musical gala, was organised at City Centre Haldia. The renowned singer Shovan Ganguly enthralled the audience along with Alo The Band.



City Centre Raipur enjoyed an eventful month with Smart Bazaar Grand Launch, Independence Day celebrations, Raipur Police Cybercrime Awareness Campaign and Friendship Day. Here are some glimpses.



City Centre Siliguri celebrated National Handloom Day and Friendship Day with cultural performance, band performance, handloom stalls, fashion show etc. They joined hands with Sashastra Seema Bal Frontier Headquarters Siliguri to celebrate Azadi ka Amrit Mahotsav. As a part of the Har Ghar Tiranga Campaign, Indian Flags were distributed on 13th August. The mall was also decorated to observe Indian Independence Day.



# NeoHappening



Montana Vista paid a tribute to KK with "Beetein Lamhe – KK night". Kaushik Roy Chowdhury wooed and enthralled the audience with the tunes.



Conclave & EcoHub organized mocktail festival "Summer Coolers". The cool colourful drinks were a hit as it offered respite in the scorching summer heat.



It was raining Hilsa at Club Verde and EcoHub. The clubs organized Hilsa Festival, serving delights to tickle the taste buds during the Hilsa season





# NeoHappening



In reverence with Azadi ka Amrit Mahotsav, all the clubs hoisted the Indian Flag and celebrated Independence Day. Montana Vista and EcoHub served a tricolor buffet to mark the grand celebration.



Oriental Food Festival at Club Verde was a huge hit. Chef Gora Chand Das with his culinary finesse won over many hearts.



Club Verde hosted Rain Dance Party. It was thoroughly enjoyed by members and their kids.

# NeoHappening



The pride of the nation was reflected on the plates of Afaa as the chefs cooked up tricolour-inspired food at Afaa, City Centre Salt Lake



Ambuja Neotia took a step forward with Salesforce to build a better bond with the customers through digitized CRM implementation. Thus making a difference to build a better relationship with the customers.



## NeoHR Corner



Team HRD conjured a melodious afternoon with "Let's Bolly Wolly" - a fun-filled game of Antakshari



An insightful session with S.Venugopal, Promoter Director of Vermillion Enterprises Pvt. Ltd. was hosted by Team HRD on design management, project management, procurement management and construction management.



Commemorating Azaadi Ka Amrit Mahotsav - 75 years of independence, Team HRD organised Independence Day celebrations where the Ambuja Neotia Parivaar participated to make this event a grand success.



Team HRD celebrated World Photography Day with "Shutterscape 2.0". The theme was "Dusk & Dawn" where Soumya Mukherjee emerged as the winner.

## NeoImpact



Ambuja Neotia observed the Van Mahotsav month with the Botany Department of Dr APJ Abdul Kalam Govt. College, New Town. They joined hands with the faculty and the Principal of the college to build an Ayurveda Bagicha where medicinal herbs and trees were planted.

## 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](http://www.atalikaluxury.com) | +91 33 4040 8070  
Utalika WBHIRA REG No. HIRA/P/SOU/2018/000043

**Ecospace Residencia, New Town**  
A contemporary eco-friendly residential project beside Ecospace comprising 126 units spread across two towers  
[www.ecospaceresidencia.com](http://www.ecospaceresidencia.com)  
+91 33 4040 8080  
Ecospace WBHIRA REG No. HIRA/P/NOR/2020/001066

**Utsodhaara Teesta Township, Siliguri**  
An integrated township project spread over 81 acres which offers a wide range of plots  
[www.utsodhaara.com](http://www.utsodhaara.com) | +91 33 4040 8075

**Urvisha, New Town**  
A Residential project with 4 towers B+G+11 floors and 1 Tower of B+G+7 floors offering 2 and 3 BHK Apartments  
[urvisha.in](http://urvisha.in) | 91 33 4040 8060

**Utsav 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](http://patnaresidency.com) | 91 33 4040 6060  
RERA Registration No: BRERAP05734-1/994/R-766/2019 | [www.rera.bihar.gov.in](http://www.rera.bihar.gov.in)

**Usshar, Maheshtala**  
A residential project with G+31 towers located at Maheshtala offering 2 and 3 BHK compact Apartments  
[usshar.com](http://usshar.com) | 91 33 4040 8085  
HIRA/P/SOU/2020/001067 | [www.hira.wb.gov.in](http://www.hira.wb.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

**Uddipa, Sinthee More**  
A Residential project spread over 2.2 acre with 360 units

### Healthcare

**Bhagirathi Neotia Woman & Child Care Centre**  
Superspecialty hospitals for woman and child healthcare  
Rawdon Street: +91 33 4040 5000 | New Town: +91 33 6640 5000  
[www.neotiahospital.com](http://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](http://www.neotiagetwelsiliguri.com) | +0353 660 3000

**Genome - The Fertility Centre**  
A chain of fertility centres which supports and facilitates conception through Assisted Reproductive Technology  
[www.lifeatgenome.com](http://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](http://www.neotiaacademy.com) | +91 33 6815 5000

**Neotia Skill Development Academy**  
A CSR initiative to impart skill based training using latest pedagogy and curriculum thereby enhancing community livelihood  
[www.neotiaskill.com](http://www.neotiaskill.com) | +91 33 40735057

### Commercial

**Ecospace, New Town**  
A contemporarily designed business park spread over 20 acres comprising 20 lacs sqft. of office space

**Ecostation, Salt Lake**  
A 17-storey business tower comprising 2 lacs 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 lacs sqft. office space and a boutique hotel  
[www.ambujaneotia.com](http://www.ambujaneotia.com) | +91 33 4040 6060

**Ecospace Business Towers, New Town**  
B+G+11, 3 towers comprising smart workspaces located adjacent to Ecospace Business Park, New Town  
[www.ecospacebusiness Towers.com](http://www.ecospacebusiness Towers.com) | +91 33 4040 8080

### Education

**The Neotia University**  
A private university offering contemporary, holistic education  
[www.tnu.in](http://www.tnu.in) | +91 98317 30966/ +91 91636 10909

**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](http://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](http://www.nitmas.edu.in) | +91 33 4008 4848

**Jnana-Pravaha - Centre for Cultural Studies and Research, Varanasi, India**  
Jnana-Pravaha promotes, supports and propagates Indian Culture in its quintessence.  
[www.jnanpravaha.org](http://www.jnanpravaha.org) | 91-542-2366326



**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

**Taj City Centre New Town**

A 5-star luxury hotel with 137 rooms & 10 suites  
+91 33 6820 0303

**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

**Taj Chia Kutir Resort & Spa - Darjeeling**

Just an hour away from Bagdogra Airport, Taj Chia Kutir offers a total of 72 rooms including suites and villas created by Ambuja Neotia  
+91 0354 234 6070

**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 Asian and Indian 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

**Loafer's Cafe**

A Victorian-style sip & snack cafe-cum-patisserie offering a range of bakery and confectionery delicacies, savouries, large plates, wellness tea, a range of cold brew, coffee with customized coffee art — all coming together in a book menu  
Raajkutir: 6289461972 / City Centre Saltlake: 6292251234

**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

**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 lacs sqft.  
+91 33 4006 3195

**City Centre, New Town, Kolkata**

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

**City Centre, Siliguri**

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

**City Centre, Raipur**

A mixed-use complex comprising shopping plaza, entertainment arena and office space spread over 3.5 lacs sqft.  
+91 80803 18939

**City Centre, Haldia**

A mixed-use commercial complex consisting of shopping plaza, entertainment arena and office space spread over 3 lacs sqft.  
www.citycentremalls.in | +91 83369 88187