

AmbujaNeotia NeoNews

January, 2020

Chairman's message

As we step into a new decade, I take this opportunity to wish you peace and goodwill.

It is of utmost importance to remember that most global transitions beset with problems can be solved if we have the ability to step back and look for solutions rather than lament over the mishaps. Equanimity and positive communication are two immense tools we need to use to shape the future of humanity instead of getting agitated and fanning fires. As Albert Einstein said, 'Few people are capable of expressing with equanimity opinions which differ from the prejudices of their social environment. Most people are even incapable of forming such opinions.'

Life is constantly throwing up new challenges at us. But when we remain reasonable and calm in a difficult situation our resilience, persistence and willpower improve, making it easier for us to get things done. Equanimity means you don't need to become defensive. You are present, calm, fearless and clear. A lion walking through the forest is never defensive because he knows he has nothing to fear. That is the type of confidence that

equanimity brings. And with equanimity it is also important to be mindful and masterful in communicating our thoughts. Bringing equanimity and compassion into our communication with others makes it much easier to convey our point of view. A huge amount of freedom comes to us when we take nothing personally. Thus, spending our energy asking relevant questions about the issue in hand, rather than fighting back on the grounds of what the other party is saying, is a great way of controlling aggression without inflicting any emotional injury.

Over the past centuries some of our greatest leaders and sages have combined equanimity with mindful communication to express their eternal thoughts that inspire us even today. As Mahatma Gandhi had so succinctly pronounced, 'You must not lose faith in humanity. Humanity is like an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty.'

Ravi Neotia



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What's New

- Tech Shiksha, a Neotec Hub incubatee, bags funding from Mumbai Angels
- Raajkutti hosts the popular TOI Lit Fest that saw writers from all over India converge at this unique venue

NeoFocus

Utalika~Luxury Model Flat

Space in our homes is becoming a luxury as apartments get smaller and life becomes rushed. Not so in Utalika! Here, after a hard day's work, you can return to the comfort of space in your private nest; to capacious and comfortable bedrooms; to spacious living and dining areas where you can entertain your guests in style; to kitchens that are not cramped and bathrooms that are a private sanctuary. Dress up in privacy in your walk-in closet or snuggle with a book or your iPad in the many cosy corners of your residence. Utalika allows you to do more with your life in the extra spaces we have created for you. With over 350 buyers already booked into the complex, it is now your turn to experience the enormous value that space can create in your life!



A cup of tea in your own balcony



Just the right place to watch television



Space and style give the living-cum-dining room that touch of class



Even the washroom can turn into your personal, private haven



Cooking up a storm in your kitchen area can be fun



A cosy, comfortable bedroom that brings a sense of peace



When friends come over, you will be proud of your spacious living room



A view of the master bedroom with large French windows that bring the outdoors right inside

Royal Bengal Room at ROG

Raichak on Ganges just got bigger! The brand new Royal Bengal Room, spread over 6500 sq ft, is an expansive banqueting facility, offering an ideal location for life's treasured moments with its pristine natural setting, grand architecture and modern amenities. Poised to be one of Eastern India's finest business-cum-pleasure venues, this new Convention Centre is fully equipped to host seminars, exhibitions and launches as well as weddings, ceremonies and social gatherings. The Banquet can accommodate up to 500 guests – just the right venue celebrations and formal get-togethers.



A glimpse of the banqueting area



The attached veranda that overlooks verdant lawns



The Royal Bengal Room has an old-world charm



The Royal Bengal Room invokes memories of lodges from a bygone era

NeoBeginnings



CALNESTOR Knowledge Solutions Private Limited, a DIPP recognised Startup, was incorporated in 2016 with a mission to strengthen the Engineering Ecosystem in the present Indian scenario. It encourages the business of Recruitment and Employability Assessment, Up-skilling, Career Enhancement, Technical Enrichment, Professional Networking and Collaboration for the Engineers. Incubated in Neotec Hub since October 2018, CALNESTOR has become the exclusive partner of CII after signing an MoU to launch Industrial Proficiency Aptitude Test for Engineers (iPATE) as the first mega initiative in 125th year of CII. More than 10 lakh graduate engineers, passing out every year from 3,000+ technical institutes in India, will benefit through the iPATE initiative. This advantage will also be extended to experienced graduate engineers, along with entry level and proficient diploma engineers in due time.



Cutting Edge Platforms

- ENGGtalks™ Community – Techno Professional Networking Platform for Engineers
- ENGGtalks™ UpSkill – Learning, Development & Up-Skilling Platform for Engineers
- ENGGtalks™ Exams – Enterprise Recruitment Assessment Platform
- PREPARE@U™ - Open Access Preprint Archive and Online Distribution Service to secure unpublished Preprints from Phishing

Awards & Recognition

- Recognised as 'Top 3000 Startups in India' under Smart Fifty Programme by IIM Calcutta Innovation Park, in association with Dept of Science & Technology, Govt of India in 2018
- Appreciated as 'Top 50 Startups in Eastern India' under Y4BIZ Programme by U.S. Consulate General in association with University of Texas, Global Entrepreneurship Summit & Banglanatak.com in 2018
- Recognised as 'Top 5 Startups' under ICC Startup Pad 2018 Programme by Indian Chamber of Commerce, in association with American Center, Kolkata, in 2018.



NeoHealth



Bhagirathi Neotia Woman & Child Care Centre New Town recently took part in BOGSCON 45, the 45th Annual Conference of The Bengal Obstetric & Gynaecological Society, organised at The Westin, Kolkata



Genome participated in a scientific session on 'art of ART' at Golden Jubilee Celebration Conference & REUNION 2019, Bardhaman Medical College. Dr. Kousik Seth & Dr. Prajnika Gurung from Genome Bardhaman & Kolkata respectively were the eminent speakers



BNWCCC Rawdon Street, with the help of Dr Md Javed, Senior Consultant, General Medicine, conducted a corporate health checkup programme for employees of ITC Limited, Kolkata



An innovative Health Awareness Talk on Lifestyle Management was organised by Neotia Getwel Healthcare Centre at Don Bosco School, Sevoke Road, Siliguri, to much appreciation by the youngsters



Genome: The Fertility Centre, along with BNWCCC New Town, was proud to be associated with BOGSCON 45, the 45th Annual Conference of The Bengal Obstetric & Gynaecological Society

NeoHappenings

Abraham Lincoln said, 'Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.' In our endeavor to make this world a better place, we, at Utalika, recently set out on a green mission in association with like-minded green ambassadors who will soon be residents of this beautiful gated community. Amidst the green environs of their neighbourhood, we took the initiative to gift them their own, individual trees as a unique initiative christened 'Own A Tree,' where saplings were named after the residents owning property at Utalika Luxury. Soon these saplings will grow and flourish and become an integral part of several families.



A view of the podium area



Harsh Neotia talks to the audience on the importance of 'green living'



An enthusiastic group of Utalika residents watering the plants



A gift from the Utalika team to cherish as memories



Learning young! Learning to live in harmony with our environment



During his recent trip to Kolkata, Prime Minister Shri Narendra Modi met our Chairman, Harsh Neotia and other business leaders at Raj Bhavan



Ambuja Neotia's HR team, in association with TATA Capital, organised a unique employee engagement session. Teams were formed at the venue and made to participate in four different games, each having a significant connect to an employee's journey in an organisation. Starting with the Dart (start of the journey as an individual), it progressed to Build A Pyramid (building relationships along the way), Drop the Pencil (team building & bonding) and Throw A Ball (team management & leadership). Here are the participants of this interesting session



The Ambuja Neotia Knockout Football Tournament 2019 saw 12 teams compete in the time-honoured attitude of sportsmanship. Each team displayed great skill and strategy during this one-day knockout tournament, ending the year in the best tradition of *esprit de corps*

Winter Events



New Year was ushered in at Capella, Altair, with food, music, dancing and much merriment



Club Verde celebrated the advent of the New Year with style



New Year revelry at EcoHub saw entertainment at its best



A sparkling soiree was organised at Raajkutir on New Year's Eve, featuring music band Sargamwale, along with a wide spread of gastronomic delights





A Real Estate Expo was organised by The Times of India for employees of Ecospace Business Park where 10 developers showcased various residential projects



Neotec Hub, along with GINSEP (German Indian Startup Exchange Programme), organised a day-long workshop on 'STARTUP BRIDGE TO GERMANY' to explore opportunities for Indian Startups in Germany and connect them to the German Startup ecosystem. The workshop was attended by startups, incubators, investors, accelerators and Universities who found it most enlightening and useful.

Poem of the Month

— by Paroma Neotia —



Dhadhkano ne aisi shor machaayi hai merey andar
Iska ilaaj sirf sukoon mein hai
Jiski talaash har ibaadat mein kiya
Uska pataa kya terey dil mein hai?
Duniya sikha deti hai

zindagi ka maqsad banaana
Yeh kyun nehi bataa deti
terezy zulfon mein kho jaana?
Kuch yaar sharaab ke nashey mein
dhundh karwa detey hein mujhey
Woh chhor kyun nahi detey
tere aankhon mein doob jaana?
Bhatak chukey hein sukoon ki taalash mein
Ab tujhse door jaa chukey hein!
Kyun dhoondh leta hai yeh shor har baar mujhey
Jab mujhey sirf tujh mein hi hai kho jaana?

Such noise have my heartbeats drummed within me
That only peace is now its quiet remedy
Whom I have searched all my life through ardent supplications
Do you really know his address or where he resides?
The world teaches you what should be your cause
But why doesn't it also reveal how to lose myself in your silken tresses?
Some friends benumb my senses for a while in the heady intoxication of wine
Why don't they now leave me to myself
So than I can sink forever in the dark pools of your limpid eyes?
I have wandered enough in search of serenity
Alas! how far have I strayed away from you!
Oh why does this humdrum noise seek me out always
When all I want is to submerge myself in you?

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

Uttorayan, 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

Eccentre, 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