

# AmbujaNeotia NeoNews

SEPTEMBER, 2019

## Chairman's message

September is that wonderful month held in much anticipation by Indians all over the country. After the scorching heat of summer, followed by unpredictable monsoon showers, we look forward to that time of the year so beautifully described by the English poet John Keats as 'season of mists and mellow fruitfulness/ Close bosom friend of the maturing sun.' Indeed, it is a time to take stock of what the year has held for us, even as we look forward to the festive days that lie ahead. It is time to introspect and take stock of how we have spent the months that have just gone by. Every day people think about their feelings and emotions, but there is a way to do this that brings focus, purpose and a better understanding of self-reflection and self-awareness.

Before we prepare to worship Ma Durga, we need to look deep within our hearts and find out if we

have given our time the best effort we possibly could, despite countless difficulties. Have we put our best foot forward at work and handled our tasks with sincerity? Have we given honesty to relationships and expressed compassion at a time when the tides were against us? Have we forgiven those who have wronged us or taken us for granted? Have we dedicated ourselves to look beyond temporary barriers and face the challenges that lie ahead?

Even as Ma Durga slays Asura to bring prosperity and promise to her devotees, so must we slay the personal demons that lie deep within our hearts and look forward to offering Anjali at the feet of the Goddess with joy and reverence. It is time for new beginnings and we must make the most of our prayers so that we can face all our adversities with courage.

*Ravi K. Neotia*



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## What's New

- Afraa Pizzeria open its first outlet in City Centre New Town
- East India Room at Raajkutir awarded in the category of popular Colonial Cuisine at Times Hospitality Icons 2019

# NeoFocus

## Utalika Phase IV Launch

It was certainly a much awaited launch! Utalika - the Condoville recently unveiled phase IV to much applause. A languid lake overlooks Phase IV and offers an array of thrills. Located off the EM Bypass, behind Metro Cash and Carry, Utalika mirrors a world where large open spaces, luxurious greenery, a pristine private lake, serpentine floral gardens, spacious apartments, a plush club and futuristic amenities are yours for the asking. The unmistakable Ambuja Neotia signature of assurance and trust remains, of course, the jewel in its crown. Living at Utalika promises to be in a luxurious retreat, where you can explore Nature at its idyllic best. Jog, boat, fish or just soak. The project is planned for efficient use of water, energy and conservation of natural resources. It aspires to aid in creating a healthy environment and contribute to the planet's sustainability. Welcome to Utalika! Come. Explore.



HIRA/P/SOU/2019/000451

A breathtaking aerial view of Utalika

### Amenities around the Lake

- Boating
- Fishing Deck
- Marina
- Rock Garden
- Pet Garden
- Floating Fountain
- Jogging Track
- Putting Green
- Senior Citizens' Area
- Amphitheatre
- Kids' Play Area
- Fruit Trail
- Fragrance Trail
- Hibiscus Garden
- Gazebos
- Meditation Garden



Utalika, with Phase IV overlooking the lake

### Other Amenities

- Central Green
- Viewing Deck
- Bamboo Forest
- 72-seater Private Theatre
- Swimming Pool
- Basketball Court
- Cricket Practice Pitch
- Badminton Court
- Five-a-side Football Court
- Rock Climbing Wall
- Yoga Terrace
- Indoor Games
- Table Tennis
- Squash Court
- Party Lawn
- Multipurpose Hall and more...



A gorgeous view from one of the bay windows of an apartment



A bedroom that is a combination of luxury and peace of spacious bedroom exuding luxury



An exclusive kids' play area inside the premises



Yoga and meditation sessions to keep one healthy



A captivating view of the swimming pool with an exclusive deck

Weddings at Raajkutir

**W**eddings at Raajkutir, a short musical film, showcased all the splendour of Indian Weddings that make them cherishable. Made by Paroma Neotia, the film is shot in the magnificent setting of Raajkutir - a heritage boutique hotel at Swabhumi, Kolkata.

This film captures the essence of Indian nuptials in all its colourful glory. The hues, the resplendent costumes, the play of emotions are sensitively reflected by Paroma Neotia who has also written the lyrics of a song that gives the viewer a peep into the manifold aspects of ethnic weddings and make them so exciting. To watch the full film please log on to [youtube.com/ambujaneotia](https://www.youtube.com/ambujaneotia)

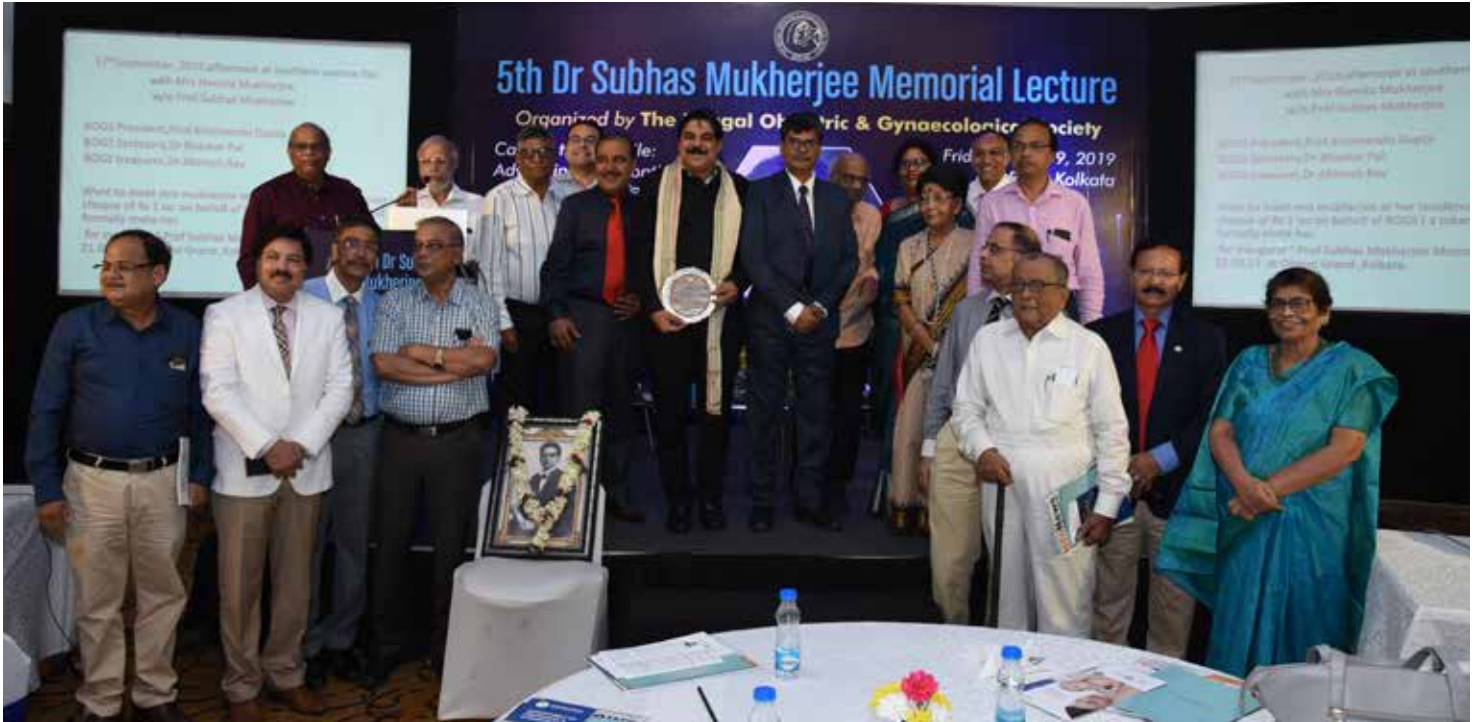


Various moods from the musical film - Weddings at Raajkutir



Stills from the film portraying the grandeur of the venue, Raajkutir

# NeoHealth



Bhagirathi Neotia Woman and Child Care Centre, New Town and GENOME The Fertility Centre, in association with BOGS, hosted the much applauded Dr Subhas Mukherjee Annual Memorial Lecture delivered by Dr Hrishikesh D Pai from Mumbai



BNWCCC New Town was recently the Health Care Partner to the Freedom Carnival organised at Candor TechSpace



A blood donation endeavour was organised by Neotia Getwel Healthcare Centre at Radhabari's BSF Camp to mark Kargil Vijay Diwas



BNWCCC New Town in association with Beliaghata Naba Milan Sangha and AGUNPAKHI recently organised a free health checkup camp under Dr. Deepmala Das Dewanjee's supervision



BNWCCC Rawdon Street, known for pampering babies and parents, hosted a much-appreciated Baby Shower for soon to be mummies and daddies at the hospital premises

# NeoBeginnings

From this issue we hope to introduce to our readers the various Startups being incubated at Neotec Hub by the Ambuja Neotia Group. Over the last two years, since the incubation programme was introduced at the Corporate office at Ecospace Business Park, over 18 Startups have already been incubated. This section will help you know some of the new-age Startups which are creating innovative products and services and making a difference in the entrepreneurship space. If you wish to synergize or collaborate with these Startups, please feel free to contact Neotec Hub.

Tech Shiksha, a company that manufactures Robotics kits aimed towards children in the age groups 8 to 15 years, is based out of Mumbai. The company has been very active, with thousands of kids engaging with their projects on a monthly basis. This, though, has not always been the case with the company that had initially started their operations on an offline mode with zero presence online that did not result in substantial sales. Neotec Hub has been working with Tech Shiksha as part of the incubation programme and aims to push the team to its maximum potential & taking the business online by introducing a Robotics Kit known as Witblox.

Amazon has been a key player in increasing the visibility of the kits to both children and parents, thus helping to increase the sales. The company is also operating in the offline space by means of workshops being conducted in various schools. The product is now rated Number One on Amazon under the Robotics section since December, 2018. In August 2019, WitBlox was selected among the Top 10 Ed-Tech Start-ups in India by an Education Venture Fund "Edupreneur Village". Tech Shiksha also received 3L Grant by SINE, IIT Bombay as part of S-Cube (Social Enterprise with Impactful Work). Their revenue has gone up 10 times during their tenure in incubation under the leadership of its founder Amit Modi.

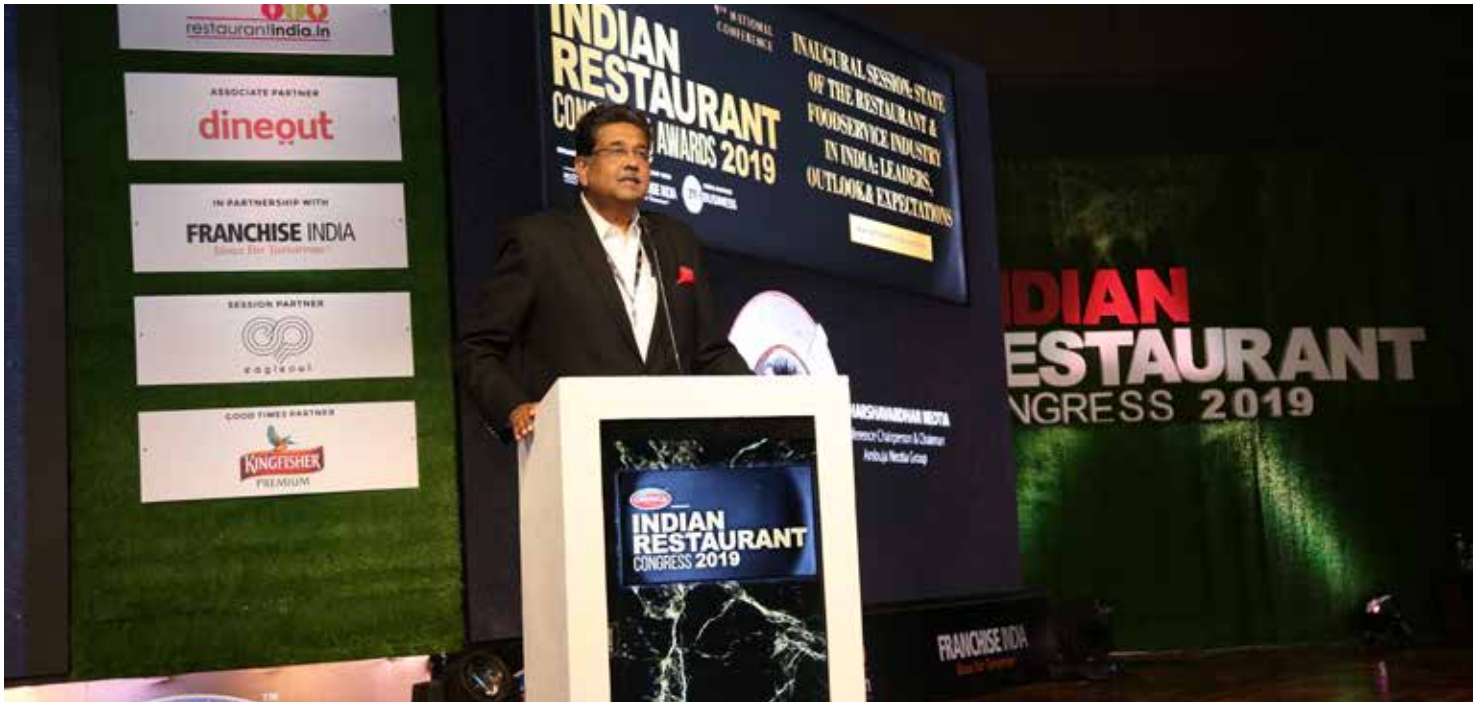


A typical Robotics Kit from Tech Shiksha known as Witblox



Robotics training programmes conducted by Tech Shiksha for children across various locations to popularise the product

# NeoHappenings



As Chairperson of the Conclave, Harshavardhan Neotia addressed the audience at the Indian Restaurant Congress recently held in New Delhi



Nitin Kohli, Wholetime Director, Ambuja Neotia hospitality division, received the Professional Leader of the Year Award at the Indian Restaurant Awards 2019



Afraa, at City Centre Salt Lake, Kolkata, refurbished and with a fresh, exciting menu, received the 'Popular Lounge' Award at the Times Hospitality Awards 2019

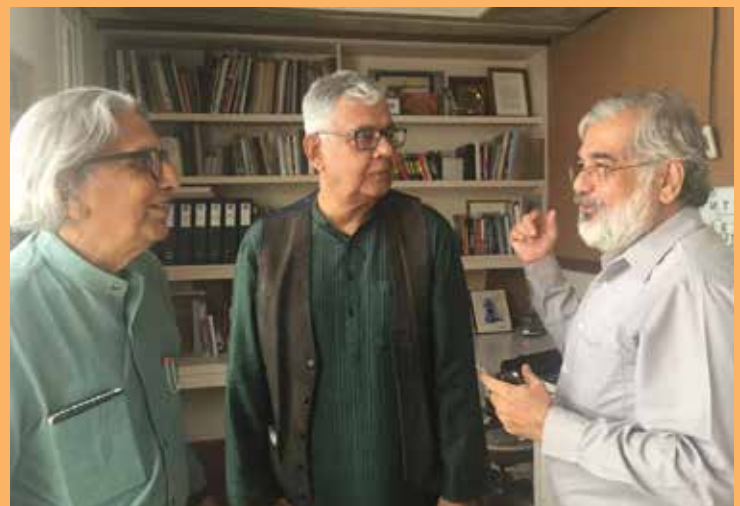
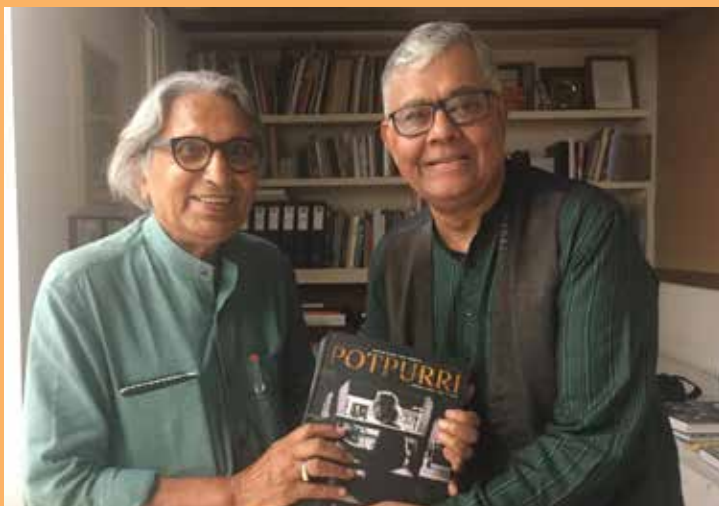


Vyoma Innovas Global, one of the startups being incubated at the Neotec Hub recently received the Best Tech Startup Award at ICC Startup Pad 2019



Ambuja Neotia Group's Human Resource Department recently organised a Mentorship Programme entitled ASSIST (Ambujaness Spirit Spreading In Super Team) for inculcating the essence of Ambuja's corporate philosophy, beliefs and value systems based on efficiency, effectiveness, equality and empathy among employees.

Conducted by Sanjay Sarda, President - Corporate Strategy & Director, Neotec Hub, the programme was designed to instill the spirit of teamwork and collaboration into the minds of employees to ensure a healthy workplace culture that resonates with the spirit of Ambuja Parivaar.



A copy of the special issue of POTPURRI dedicated to the visionary-architect Balkrishna Doshi was handed over to him at his office in Ahmedabad by Jayabrato Chatterjee, editor of the magazine, in the presence of one of Doshi's students, Sohan Nilkanth

# NeoHappenings

A tree plantation ceremony was organized at the New Town project site of West Bengal IAS Officers' Welfare Society. The Society is developing three towers for their 66 members and has appointed Ambuja Neotia to play the role of project management consultant. The members of the Society along with other eminent dignitaries like Shri Debashis Sen and Shri Harshvardhan Neotia planted trees within the project complex



On the occasion of the 68th mentoring day for Utkarsh Educational Initiative, Rita Bhimani and Vijay Shankar Dwivedi from Ambuja Neotia, conducted an interactive session on personality development with the students. Utkarsh is a CSR initiative of Ambuja Neotia supporting 40 students with mentoring, career counselling, library facility and scholarships, since 2013.

# 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

#### Uddipa, Sinthee More

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

[www.uddipa.com](http://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

### 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, NewTown

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](http://www.ambujaneotia.com) | +91 33 4040 6060

## Education

### The Neotia University

A private university offering contemporary, holistic education

[www.tnu.in](http://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](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) | +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](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 3026 3400

## 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](http://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](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

**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](http://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](http://altairkolkata.com) | +033 7101 7101

**Raajkutir**

A boutique hotel comprising 33 well-appointed rooms at Swabhumii  
[raajkutir.com](http://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](http://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](http://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](http://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](http://www.citycentremalls.in) | +91 70440 59536

**Incubation****Neotec Hub**

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