

AmbujaNeotia NeoNews

FEBRUARY, 2021

Chairman's message

Earlier this month we venerated Saraswati, the Goddess of Learning and Wisdom. Significant from the Vedic period to modern times, she is also the deity of speech, music and art. But wisdom is her special gift to us. Those who understand its importance also appreciate that it is an amazing investment when we compare the price we have to pay with the value we receive. Wisdom allows us to understand the laws and principles of life and therefore enables us to harmonize our days with reality. Ultimately, wisdom protects us from the dark clouds of ignorance.

Wisdom impacts the decisions and choices we make in life. It changes people and influences our resolves. Wisdom always appreciates and never retreats in value. When properly invested, it expands our portfolio of influence to pay dividends in the lives of others and extends well beyond our lifetime. Wisdom is, ultimately, the germination of the seeds of empathy, compassion and kindness.

There is no certain way to attain wisdom. Each person endures different experiences which make her or him wise. Hence, you cannot try to live the same way as another person to develop prudence. A wise person will always listen and increase his learning and understanding without too much noise.

Everybody must make choices in their lives. The hardest part is using what we have learned to create a judicious decision, which is why knowledge is the first step to wisdom. A person needs to be wise and attain knowledge to tell right from wrong. Wisdom helps people make tough



pronouncements, while knowledge is used to make those choices. Knowledge comes from education, but wisdom comes from living. As Oliver Wendall Holmes put it so succinctly, 'It is the province of knowledge to speak and point out errors, and it is the privilege of wisdom to listen and learn.'

We all make mistakes. But by learning from those omissions we gain experience. And then, over time, we undertake our first steps towards awareness when we triumph over our innermost trepidations. We are made wise not by the recollection of our past, but by the responsibility for our future. As Bertrand Russell said, 'To conquer fear is the beginning of wisdom.'

Ravi K. Neotia

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NeoFocus

Usshar – The Condoville



Usshar overlooking 30 acre greenery

Ambuja Neotia recently launched Usshar – The Condoville, a new address in the lap of nature and a safe haven for the young and the elderly. Set by the rippling waters of the Ganges, amidst lush greenery, it is located in the well-connected neighbourhood of Maheshtala. Usshar is an aesthetically designed G+31 development, boasting several modern amenities where a happy, healthy and active life awaits you!



A play area for children where they can run free at Usshar

NeoFocus



The iconic pergola structure at Usshar



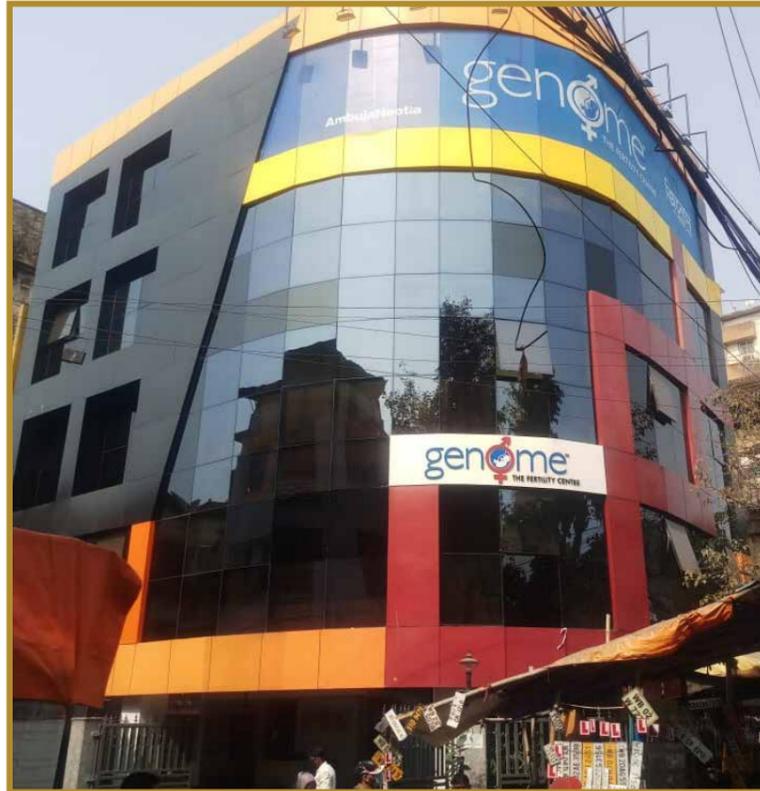
A place to rest and perchance to dream at Usshar's viewing deck with seating and planters



The Usshar swimming pool turns magical at twilight

NeoHealth

New Address For Genome



Genome in a new environ

Genome's address has changed but not its efficiency. Shifting from Shakespeare Sarani, it has now relocated to 61E, Sarat Bose Road, Kolkata 700025. With better infrastructure, better IVF laboratory setup and associated facilities, it is ready to provide enhanced fertility care to aspiring parents.

Genome The Fertility Centre is a one stop clinic, providing 360-degree fertility care for all fertility related issues. It caters to couples facing challenges in achieving pregnancy. Genome prides itself in having a highly qualified team of dedicated embryologists and clinical staff. They have been trained exclusively in Reproductive Medicine at Israel with whose collaboration and technical knowledge, the unit was established in 2006 within Bhagirathi Neotia Woman & Child Care Centre, at Rawdon Street in Kolkata. Over the past 15 years, Genome has continuously expanded from a single clinic to a multi-locational independent mother-centres, with 2 centres in Kolkata and satellite centres at Medinipur and Bardhaman. Plans of expansion to other districts of West Bengal and several neighbouring Eastern India states are now on the anvil.



The entrance to the new Genome Centre



The lobby that guides you to the various departments



The reception area that welcomes to-be-parents in need of consultation and treatment

NeoHealth



Neotia Getwel Healthcare Centre conducted a free Cardiac Health Check-up and ECG screening camp, 'Dil se Dil Tak' in collaboration with Dainik Jagran, Siliguri on 3rd February, 2021. Dr. Avishek Bagchi, Consultant - Interventional Cardiologist, NGHC was presented there as the Consultant.



Neotia Getwel Healthcare Centre conducted a free health check-up camp in Sramik Mela, organised by Labour Department, Govt. of West Bengal in Kurseong.



Dr. Himanish Roy - Consultant, Paediatrician conducted a webinar on 'Seasonal cough and cold in children' at Bhagirathi Neotia Woman & Child Care Centre, New Town.



Bhagirathi Neotia Woman and Child Care Centre, Newtown organized a CME in Hooghly district by eminent consultants of pediatric super-specialty departments.



Neotia Getwel Healthcare Centre at Siliguri had its team of doctors and staff express their solidarity in participating in the nationwide vaccination drive against Covid-19.

NeoHappenings

Valentine's Day At Altair



Will you be my Valentine? The question was answered enthusiastically by party goers at a lavish brunch and dinner laid out in style by AltAir at their spectacular rooftop terrace that has a grand view of Kolkata.

NeoHappenings

Party Time At Raajkutir



A grand party was hosted for Kolkata's flock of lovebirds at Raajkutir, replete with music, wine and a great menu that made the evening on Valentine's Day memorable under a canopy of stars as the winter chill kept hearts warm!

NeoHappenings



Ambuja Neotia has just launched Utsodhaara Teesta Township. Phase I was to sell residential plots and 88 plots were on offer. The scheme, however, was heavily over-subscribed. Through a draw of lots, 88 lucky winners were finally selected in Siliguri earlier this month.



Saraswati Puja was held at Ambuja Neotia's Ecospace office to venerate the Goddess of Learning. Here are some glimpses of the function in which several members of the Ambuja Parivaar participated and implored the deity for her blessings.

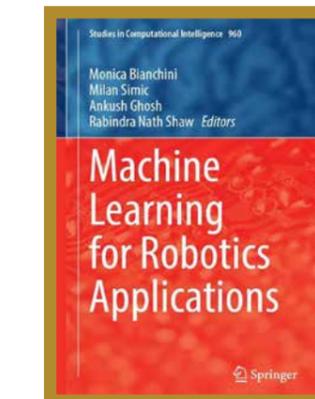
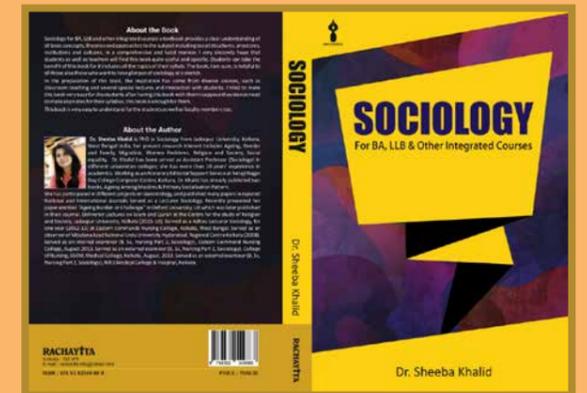


NeoEducation



It was a special day for every member of The Neotia University (TNU) as it recently celebrated its Seventh Foundation Day by hoisting a flag and ushering in yet another new vista of learning in a flourishing academic environment.

Dr Sheeba Khalid, Assistant Professor, School of Legal Studies, TNU has recently published a book on Sociology for B.A LL.B and other integrated courses. D Khalid is a PhD in Sociology from Jadavpur University and her present research interests include Aging, Gender and Family, Migration, Women's Issues, Religion and Society, and Social Equality.



Dr Ankush Ghosh is Joint Editor of the recently published book, Machine Learning For Robotics Applications. He is currently Associate Professor & HOD, Robotics and Automation Engineering, School of Science & Technology at TNU. The book provides a future vision on the unexplored areas of applications of robotics, using machine learning. Dr Ghosh is also one of the Chair Members of the 2021 International Conference on Advanced Computing and Intelligent Technologies (ICACIT).

Dr Prosun Tribedi, Assistant Professor, Biotechnology Department, TNU, has recently received externally funded research grants exploring microbial biotechnology for the sustainable promotion of our environment. Congratulations!

NeoImpact



On World Cancer Day, Ambuja Neotia organised an interactive session with Dr Rajarshi Dutta to generate awareness about the dreaded disease. Here are some glimpses from this important medical programme.



Knock-out Cricket Tournament, 2021 was organized by the HR department on 13th February at NKDA Cricket Stadium. It was a one day match between nine competing teams. After a neck-to-neck fight, the trophy was taken home by the IPS project team and the Utalika project team emerged as the runner up.



Incorporated in 2016, the Suresh Neotia Scholarship was launched to support children of the Ambuja Neotia Parivaar. Students excelling in academics were encouraged to pursue their education and those who scored over seventy percent marks were specially felicitated. Also, those who shone in extra-curricular activities and were singled out by their school or the state were supported by this scholarship. Here are some glimpses of the Annual Scholarship Day hosted at Ecospace.

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

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

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

Utshodhara Teesta Township, Siliguri
An integrated township project spread over 81 acres which offers a wide range of plots
www.utsodhaara.com | +91 33 4040 8075

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

Usshar, Maheshtala
A residential project with G+31 towers located at Maheshtala offering 2 and 3 BHK compact Apartments
ussnar.com | 91 33 4040 8085
HIRA/P/SOU/2020/001067 | 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

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.ambujanetia.com | +91 33 4040 6060

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 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.ambujanetia.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

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

The Neotia Vista

Deluxe 5-star hotel located in New Town
+91 99017 54263

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 Swabhumi
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 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 Swabhumi, 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

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 96177 10000

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

Incubation**Neotec Hub**

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