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RECREATING REALITY

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SIDDHA
WATER
FRONT

Water flows. Water caresses.
Water cures. Water calms.

Discover the joy of living by a beautiful natural water body.

A ZRICKS product: siddhagroup.com

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Most experiences fade; the distinctive of today
becomes the commonplace of tomorrow.

But, a few natural experiences just never lose their appeal.

The sheer pleasure of living
beside a lake, for instance.



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Soothing sounds.
Constantly moving
vistas. Waves that
imitate the rolling
changes in life.

The great romance of birds that float over the endlessly rocking rhythms.

Water has had a very archetypal magnetic influence on humans.

We find safety in its expanses.

We honour its debt each time we sit on its banks and gaze at its timeless beauty.





Skylines change; cities transform.

Finally, one corner of the world
that will continue to stay just
the way it was – and is.

Siddha Waterfront is a sprawling lavish residential offering, beside a natural lake. The lake provides a permanence to the view from Siddha Waterfront.

Dotted over it will be modern and robust high-rises which will provide vibrantly happy living spaces for more than 1000 families. Across options of two and three-bedroomed apartments.

Homes that are designed and structured to maximise ventilation, light and lake view.

Siddha Waterfront.

An opportunity to spend a
lifetime at the edge of a lake.
Finally.

- Sweeping lake-front
- Serene lake view
- Open areas and gardens landscaped by experts
- Lake furnished by jogger's track, walking trail, benches and wooden jetties
- Adequate provision to support a healthy aquatic life

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Siddha Waterfront in just two sentences.

Good sounds. Sounds good.

In a city marked by the rising noise of vehicular traffic, peace of ear is peace of mind.

It is here that the Siddha Waterfront proposition, well, sounds different.

A life full of happy sounds: the gentle lapping of water; the wind gushing in the space around you, the rustling of leaves, the chiming of temple bells, the neighbourly bustle of a large community and the burn of fulfillment coming from your soul.

- The open areas and gardens will be landscaped by experts with local sensitivity. The lake, which will be the largest draw of Siddha Waterfront, will be beautified with water features and hemmed by walking tracks, benches and wooden jetties.

- Proper care will be taken for the aeration of water to support a healthy aquatic life and keep the water clean and weed-free.



Siddha Waterfront will be equipped to handle your health and leisure needs with a full-fledged in-complex club.



Siddha Waterfront

Nature and urban proximity. Both.

Proposed landscaped features

Sprawling water body including a lotus pond and fountains
frequented by ducks and swans | Nature study park with a
butterfly zone and an aviary | Wooden benches skirting the water
body | Trees and foliage | Pet-friendly zone | Kitchen garden in
open areas | Barbecue area



Proposed conveniences

Dryers for clothes | Umbrella stands | Driver's
leverage | Resident's association room
Service staff area | Living quarters for property
manager | Guest house | Transportation
concessions to the main road | Resident's
cycle stand | Doctor's clinic



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Proposed facilities

Advanced fire fighting system | Intercom
 Cable/DTH point | Broadband point | Visitor's
 car park | Sewage treatment plant | Rainwater
 harvesting system | Power backup for common
 areas | Water filtration plant | 24-hour water
 supply | Elevators | 24-hour security and
 surveillance system

Proposed amenities


Resident's club | Boating zone | Jogger's track
 Amphitheatre | Crèche | Yoga and meditation zone
 Laundromat | Basketball | Swimming pool | Library
 and reading room | Badminton court | Gymnasium
 Children's play area with swing, slide, see-saw
 Toddler's zone | Multi-sports room
 Indoor games: Table tennis/Pool table/Cartom/Chess
 Steam and massage room | Cafeteria

ZRICKS -DOM





One of the finest aspects of leisure at Siddha Waterfront will be the view from the club as one sits out in the open verandahs for an evening cup of coffee with friends and family. New beginnings for happy eternal memories ...



Khardah, the temple town.

Shri Nityananda, the principal follower of Shri Chaitanya Mahaprabhu arrived at Khardah in a boat of hay ('bhar' in Bengali) and hence the place got the name Khardaha ('Maha' means a large water body).

Shri Nityananda passed away in 1545 AD, but his house is still there, known as Karpobati. His presence made Khardah an important pilgrimage for Vaishnavites.

Google Khardah and you will be deluged by lots of 'temples to visit'.

It is said that a samiridar in Khardah once built 26 Shiva temples built around the likeness of the originals in Benaras because he was apprehensive of the locals travelling to Benaras for pilgrimage.

There is history in every corner of Khardah. The 16th century Shyamrondar Jiu temple. The famous Mahaprabhu temple. The revered Gopasrath Jiu temple. The half-fused Radhakanta Jiu temple. The beautiful Raarasanchu architecture. The 26 Shiva temples on the Ganges. The ornate Raarasanchu, a beautiful 17-turret structure, housing the idols of Lord Krishna and his consort Radha during the festival of Raga.

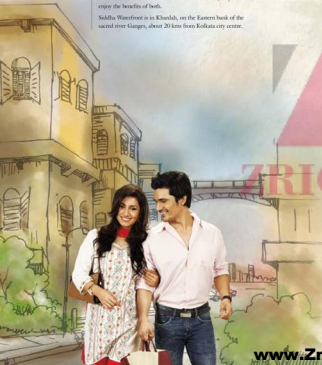
Siddha Waterfront will be imbued with the positive vibes that surround these long-revered places of worship.

Siddha Waterfront.

Nature and urban proximity. Both.

Living near a natural water body can often mean living in a remote location that is far from the city's cultural, entertainment and work centres. People are often forced to make a choice between living close to naturally beautiful locations or one that is convenient for commute. At Siddha Waterfront, they can enjoy the benefits of both.

Siddha Waterfront is in Kharidah, on the Eastern bank of the sacred river Ganges, about 20 kms from Kolkata city centre.



Kharidah is a rail station on the Sealdah-Krishnanagar line, about 19 kms from Sealdah Station, sandwiched between Sodepur (to the South) and Titagarh (to the North).

Kharidah is an old and peaceful settlement, predominantly a temple town surrounded by water bodies and criss-crossed by narrow meandering nostalgic lanes that transport you back to a long lost glory.

It also has the sprawling Ramakrishna Mission Boys' Home at Rabara, an educational complex with several schools and colleges educating nearly 4,000 students in various disciplines.

The Mission imparts the town with a sense of spirituality, selfless service and love for humanity. The Kharidah residents benefit immensely from its aesthetic ambience.

Siddha Waterfront is located on Chowdhury more at Kharidah, about 1 km from Ramakrishna Mission, Rabara, on the Old Calcutta Road. Easily connected to four railway stations (Sodepur 3 kms, Kharidah 2 kms, Titagarh 1.5 kms and Barrackpur 3 kms). Providing excellent access to four stations on the Sealdah main line train route.

Siddha Waterfront is located near Kalyani Expressway with a large marketplace in the vicinity.

Quality. The only hallmark.

Siddha Waterfront's lake-facing property comes with an additional feature – the Siddha trust-mark. A real estate development group known for its commitment to detail, finishing, aesthetics, usage of quality material and uncompromising standards. The result is that Siddha properties have delivered a marked growth in property value over time.



STRUCTURE

Earthquake-resistant RCC-framed structure

KITCHEN

Floor: Ceramic tiles

Counter Tops: Granite with steel sink

Doors: Ceramic tiles up to a height of 2 ft from the granite top

TOILET

Floor: Ceramic tiles

Doors: Ceramic tiles up to a height of 7 ft

INTERIOR

Internal walls: Smooth, impervious Plaster of Paris or wall putty

Doors: Doors with tough timber frames and solid-core flush shutters

Windows: Aluminium frames with fully-glazed shutters and superior quality fittings

Flooring: Vitrified tile flooring in all bedrooms, living rooms/ dining rooms

SANITARY WARE

High-quality white, porcelain fixtures and Chromium-plated fittings

ELECTRICALS

Superior quality concealed Copper wiring with the latest modular switches and miniature circuit breakers, TV sockets, cable TV and broadband connections

TELEPHONE WIRING

Central distribution console, networked across all apartments

EXTERIOR

Latest weatherproof non-fading exterior finish of the highest quality

Some of the most expensive urban homes are usually those that skirt large water bodies. They have historically increased in value, faster than other homes due to their rarity value.

The combination of the two – location and pedigree – is expected to enrich Siddha Waterfront owners over time.





Green homes for you and the environment

Planned and Designed according to green homes norms of IGBC 'Silver Rating System'.

Siddha Waterfront is registered as a 'Green Home' project by the Indian Green Building Council (IGBC). 'Green Homes' is the first rating programme developed in India, exclusively for the residential sector.

Green Benefits



Reduced energy usage and costs



Reduced water usage through low flow fixtures



Sewage treatment, dual plumbing and water recycling



Rainwater harvesting systems and grid prices to recharge the natural water reservoirs



Use of recycled materials such as fly ash in cement and brick work



Native and drought-tolerant species planted in the landscape



Periodic indoor air quality audits conducted during the construction phase



Improved indoor air quality through the usage of low-VOC paints, adhesives and eco-friendly chemicals



High window-to-wall ratio guaranteeing better views and cross ventilation



Waste management and recycling set-up in place



Reduced greenhouse gas emission and carbon footprint

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WATERFRONT

Siddha Waterfront.

An astute investment.
In more senses than one.

Kolkata



**SIDDHA
PINES**

- Rajarhat Main Road (211 bus route),
opposite Deyvino Memorial College
- 625 apartments
 - 865-2295 sq ft
 - www.siddhapines.com



**SIDDHA
TOWN**
MANCHINGANJAN

- Sodepur Road,
opposite APC College
- 401 apartments
 - 815-1485 sq ft
 - www.siddhatown.com



**SIDDHA
happyville**

- Rajarhat Chowratha
- 1000+ apartments
 - 910-1445 sq ft
 - www.siddhahappyville.com



**SIDDHA EDEN
Lakeville**

- Bodhghy,
opposite Indian Statistical Institute
- 2000+ residential and studio apartments
 - www.siddhaedenlakeville.com

Jaipur



**SIDDHA
aangan**

- Before Toll Plaza, Ajmer Road
- 1012 apartments
 - 570-1500 sq ft
 - 104 villas
 - 2178-2580 sq ft
 - www.siddhaaangan.com



**SIDDHA
Basil**
The Signature Apartment Building

- Shiv Marg, Rani Park
- 20 exclusive apartments
 - 2039-2423 sq ft
 - www.siddhabasil.com

Coming soon

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**SIDDHA
jewels**

- Narainji ka Keda, Ajmer Road
- 33 offices
 - 537-1561 sq ft
 - www.siddhajewels.com

Coming soon



**SIDDHA
POINT**

- M T Road, opposite AIR
- Commercial spaces
 - www.siddhapoint.com

A world created with you in mind.

Siddha Town Rajarhat is the most recent offering to have come out of the Siddha stable and it has already raked in a host of accolades. Case in point: It won the CNBC AWAAZ Real Estate Award 2013 for the best '100% Complete Residential Project under Affordable Housing Segment' and the CREDAI Bengal Real Estate Award 2014 with Credit Rating Information Services of India Limited (CRISIL) being the knowledge partner in the 'Best Budget Housing' category. The real estate awards having come from the best and the most respected names in the business only goes onto vindicate Siddha's efforts in the realm of affordable housing.

SIDDHA
TOWN
RAJARHAT



CNBC AWAAZ Real Estate Award 2013 for the best '100% Complete Residential Project under Affordable Housing Segment'



CREDAI Bengal Real Estate Award 2014 with Credit Rating Information Services of India Limited (CRISIL) being the knowledge partner in the 'Best Budget Housing' category

Like all other Siddha projects, Siddha Town Rajarhat is replete with the style and class that Siddha believes in delivering. Located near Nanayapur Baruah and comprising of 1337 apartments, the award-winning project offers a host of modern amenities and facilities.

Drop by at Siddha Town Rajarhat any day and experience for yourself a world that has been created with you in mind. Siddha Town. Because you deserve to live better sheltered from the worries of the world.

SIDDHA
REDEFINING REALITY



Mr. Suresh Jain, Managing Director, Siddha Group receiving the award for excellence in the field of real estate development from President of ARIID

Over the years, Siddha Group, started almost three decades ago, has grown onto become a leading house of reality. The Group has conceived, designed and created a range of residential and commercial complexes and townships at prime locations in Kolkata and Jaipur. Some of these have become landmarks that tower over urban landscapes - a testament to the entrepreneurial spirit of an organisation with values deeply rooted in tradition and trust. Case in point: Siddha Group has been awarded for its excellence in the field of real estate development by ARIID (Association of Architects, Builders, Interiors, Designers & Allied Business) in 2014.

Over the years, Siddha has extended beyond its business front to engage with the public at large, across a range of developmental activities. For instance, Siddha engaged in a forward-looking initiative to formulate 'Siddha Mission Earth' to implement innovative social development activities by planting trees and making education, health and training accessible for the benefit of the underprivileged sections of the society.

Architects



The facility is being designed by Agrawal & Agrawal, architects who have carved out a special reputation in the creation of aesthetic, futuristic and functional buildings.

The firm - headed by Mr IP Agrawal - has been responsible for the creation of the following Kolkata landmarks:

- Infinity (twin-tower), Kolkata's first intelligent building
- Forum, Kolkata's pioneering shopping mall and multiplex
- Technopark, a state-of-the-art IT park

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**"It is life, I think, to watch the water.
A man can learn so many things."**

- Nicholas Sparks, *The Notebook*



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