

THE



PRIVILEGED LIVING

QUINTESSENTIALLY KOLKATA

Remember the crisp, cool mornings along the Howrah Bridge;
the distant soothing sounds of the Baul Singers on their Ektaras.

Re-discover that joy of freedom and the sense of security, that was Kolkata.

The familiar 'khula maidans', that became the destination for the informal 'addas'.

Welcome back to the innocence of City of Joy.

Where nature co-exists with **LIFESTYLE!**



Welcome to Life



The V...

PRIVILEGED LIVING



The Inspiration -

Embracing the laws of nature

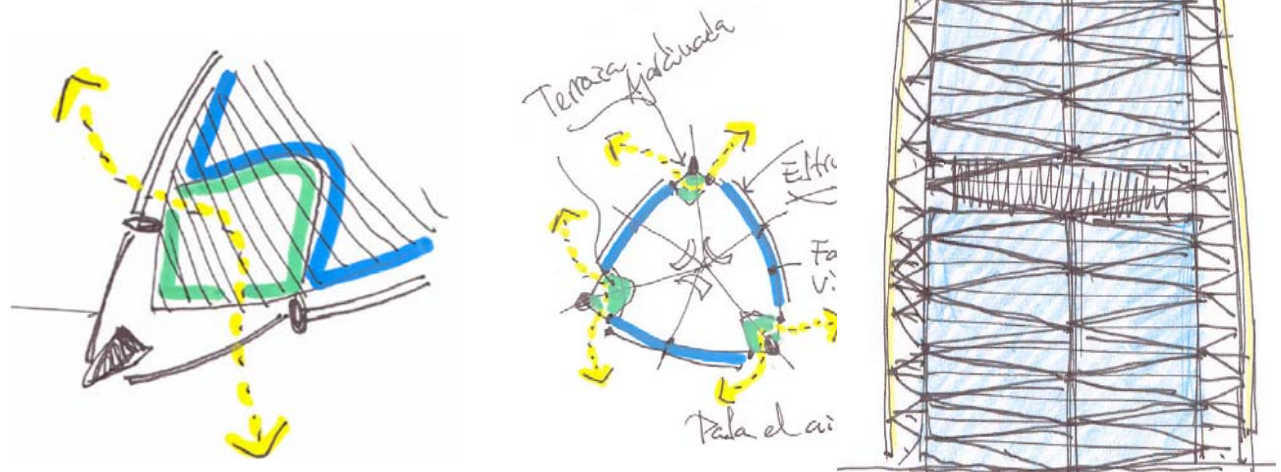
"In a world of sameness, I desire exclusivity. In a world of chaos, I look for a perfect bit of paradise!"

– Dr. Javier Pioz

We aspire to create not just a 'house', but a sublime abode. Our vision is inspired by the prevalent interconnectivity of all life. The V respects the symbiotic relationships that exist in the natural world.

Our design seeks to mimic the forms of nature and embrace technology.

A masterpiece so unique and exquisite, where paradise itself is reinvented.



The Wisdom –

Form & beauty inspired by Bionic architecture

“Imagine a seamless amalgamation of nature and structure, of art and architecture. Where intelligent design borrows from the immense wealth that exists in our natural environment.”

– Dr.Javier Pioz

A flawless example of sustainable eco-design, bionic architecture creates spaces that maximize the use of existing natural resources and minimizes energy consumption to make your home a superb balance of form and function.

The first of its kind in India, and aspiring to have the highest level of LEED's certification.

Dr. Javier Pioz, world renowned architect (of Cervera & Pioz. Spain) and an exceptional authority on bionic architecture has conceptualized and crafted this exquisite masterpiece.



The Promise –

Customize your lifestyle

“Your dream is exclusively yours, and that is what we aspire to create!”

– THE V, by SHRISTI

With a limited number of apartments the V is the epitome of exclusivity.

The V is an extension of your individuality.

We recognize the painstaking effort to make every corner special and we work with you on each detail, fulfilling all your whims and desires, to make your home.

At “THE V” everything is possible



Balancing of Energies –

Live your life

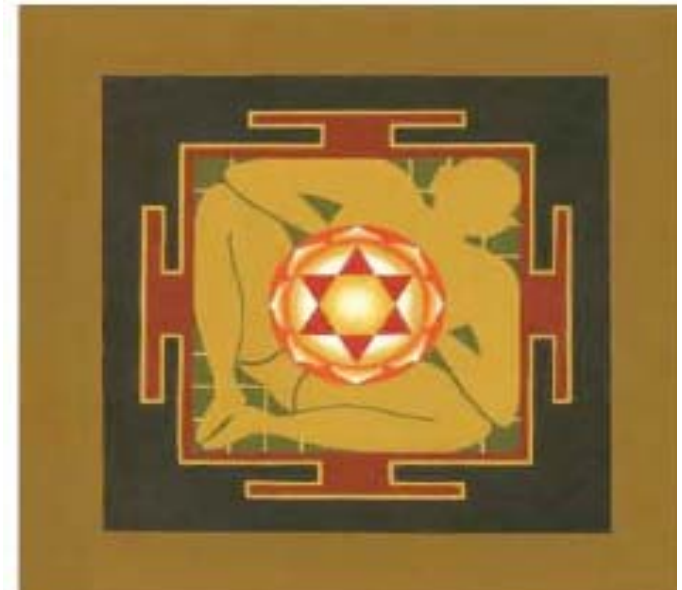
“Make your home a true refuge of peace, tranquility and happiness.”

– Manisha Matanhelia

Through the science of Environics, a study that merges ancient wisdom with modern technology, our team of experts take special care that your private space is planned to accentuate the flow of positive energies.

With the use of scientific instruments, Environics, analyses and corrects the bio-electro-magnetic radiations and neutralizes the negative energy affecting productivity and interpersonal relationships.

THE V and the VAASTU PURUSHA – a representation of the perfect balance of energies.



Elite neighborhood

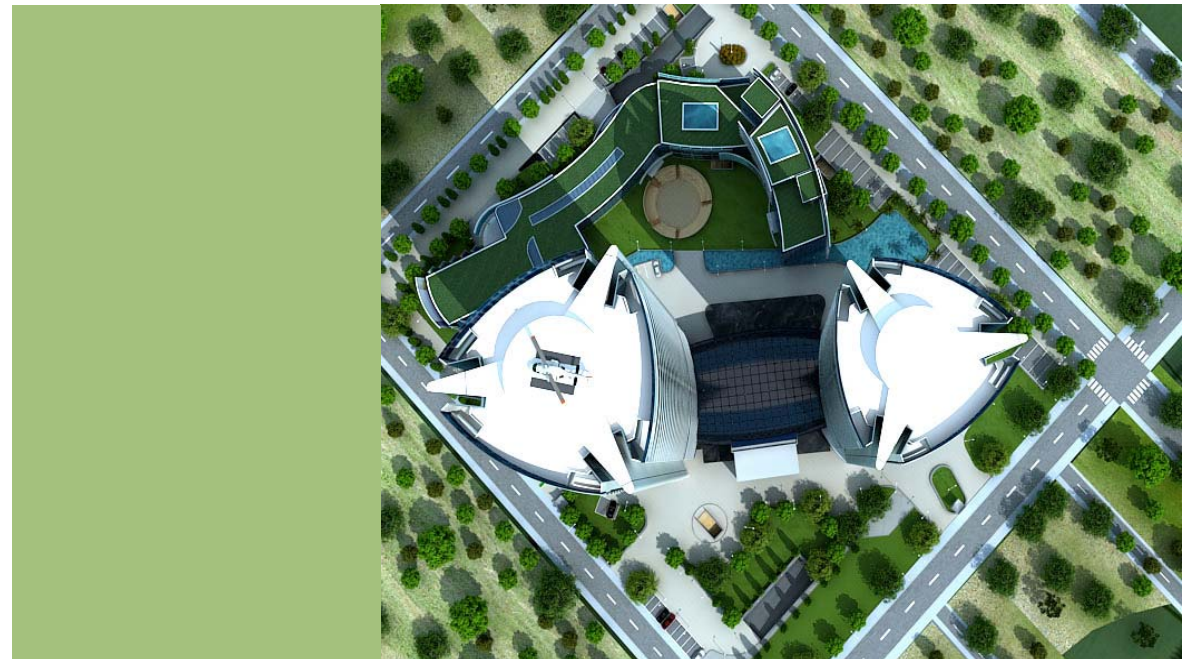
"I try to conceptualize and create co-existing spaces, designed and built to innovate architectural concepts."

– Dr.Javier Pioz

Discover a host of modern pleasures such as a luxury Westin hotel, a chic and exclusive entertainment and F&B experience. Surround yourself with magnificent landscape architecture and urban planning.

With an amphitheatre, kids play area and pool, pergola and much more, the V illustrates the perfect integration of international lifestyle and ecological sustainability.

They all come together to translate your imagination Into a Lifestyle experience.



The Westin

“For the connoisseur, we are the perfect compliment to his discerning lifestyle.”

– Starwood Hotels worldwide

A luxury hotel and one of the tallest and majestic in the Indian sub-continent, we take pride in our impeccable hospitality and meticulous attention to detail. Our unwavering commitment and assiduous service assure our guests of the most luxurious of experiences. Enjoy the magnificent views, modern amenities and conferencing facilities of this acclaimed international hospitality brand.



The “Heavenly Spa”

Indulge your spirit in our unique retreat, with an enviable spectrum of massages and therapies. Our world class spa becomes your centre for wellness and holistic healing.

Our constant endeavor is to make each of our guests feel special and privileged.

This is our passion, a tradition of hospitality.



Spoil your senses –

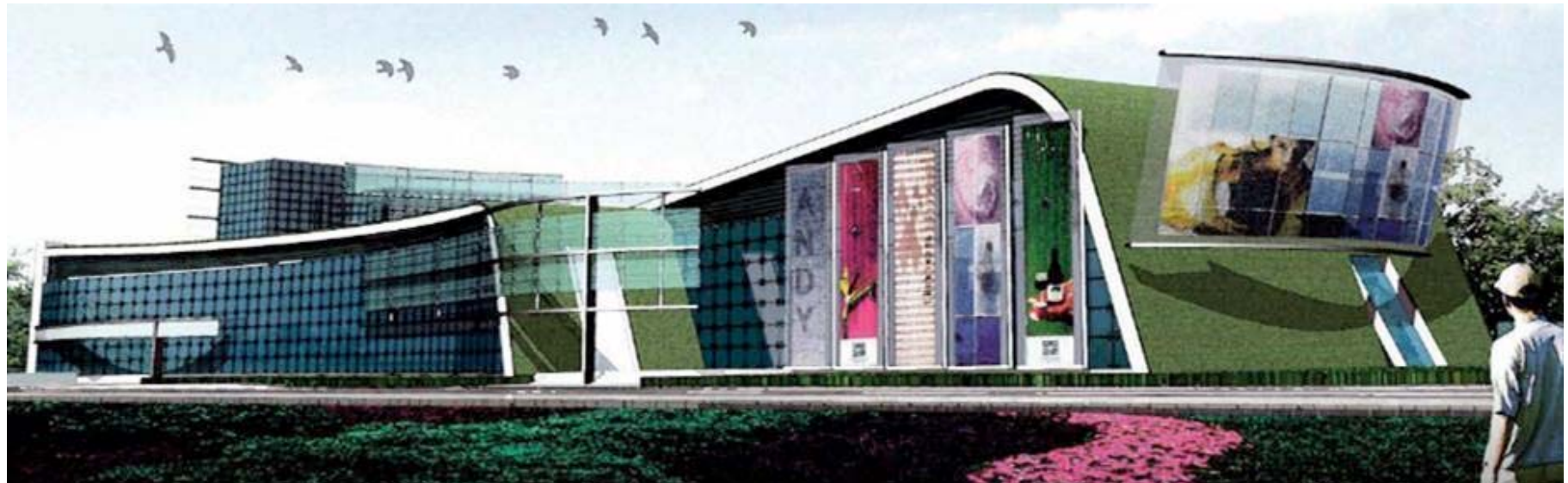
City Walk

“There is no price too high for the experience of a lifetime.”

– Hemant Kanoria

Fall in love with the most compelling experience for the senses, that will allow you to spend day’s strolling, dining, shopping, and entertaining in a uniquely designed urban destination.

Discover unique international brands sensually surrounded by sidewalk cafes, landscaped plazas, evening entertainment and urban luxury..



The Safe Cocoon –

The joy of freedom

“ Little can be said about the necessity of a secure environment and the sanctity in the joy of freedom.”

– Sujit Kanoria

The V has crafted a state-of-the-art security and safety environment for your peaceful existence.

Designed by special security advisors from Israel and the US, we bring you a unique and a first of its kind global technology armed with an ‘Emergency Rescue System’.

It is further enhanced by a fire protection and prevention system, corroborated with an impregnable blast mitigation design.



A Sense of Arrival –

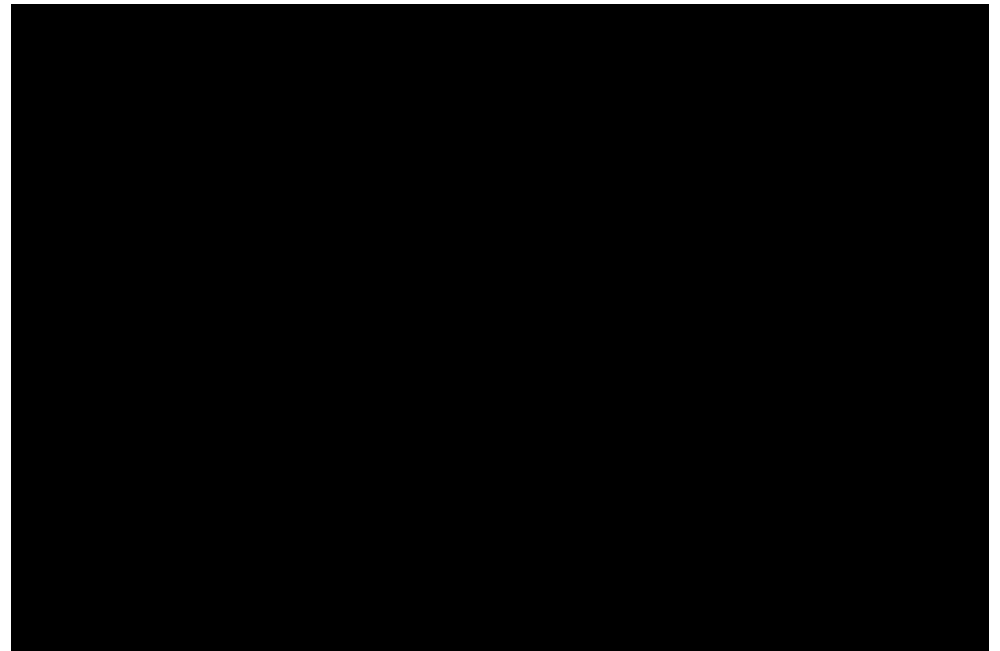
Your personality

A personal helipad for you and your guests, offering you a grand approach to your abode.

With helicopters to suite your needs and the highest level of security enjoy flexibility and efficiency at your own convenience for a larger than life experience.*

Revel in comfort and privacy with a hassle free, 24/7 on call service, offering a seamless travel experience as defined by “The V”.

** As per the service provider*



Welcome to Life!

*“A life that speaks the language of sophistication;
that is an expression of style and an exquisite experience of luxury.”*

– Yves Saint Laurent

Introducing, “The V” Serviced Apartments, a unique generation of skyscrapers and the epitome of exclusivity

Constructed on the philosophy of ecologically sustainable design and the impeccable amalgamation of Avant-garde technology and traditional wisdom.

We take pride in presenting a truly and absolute architectural marvel, a first ever for India, that will redefine the concept of urban living.

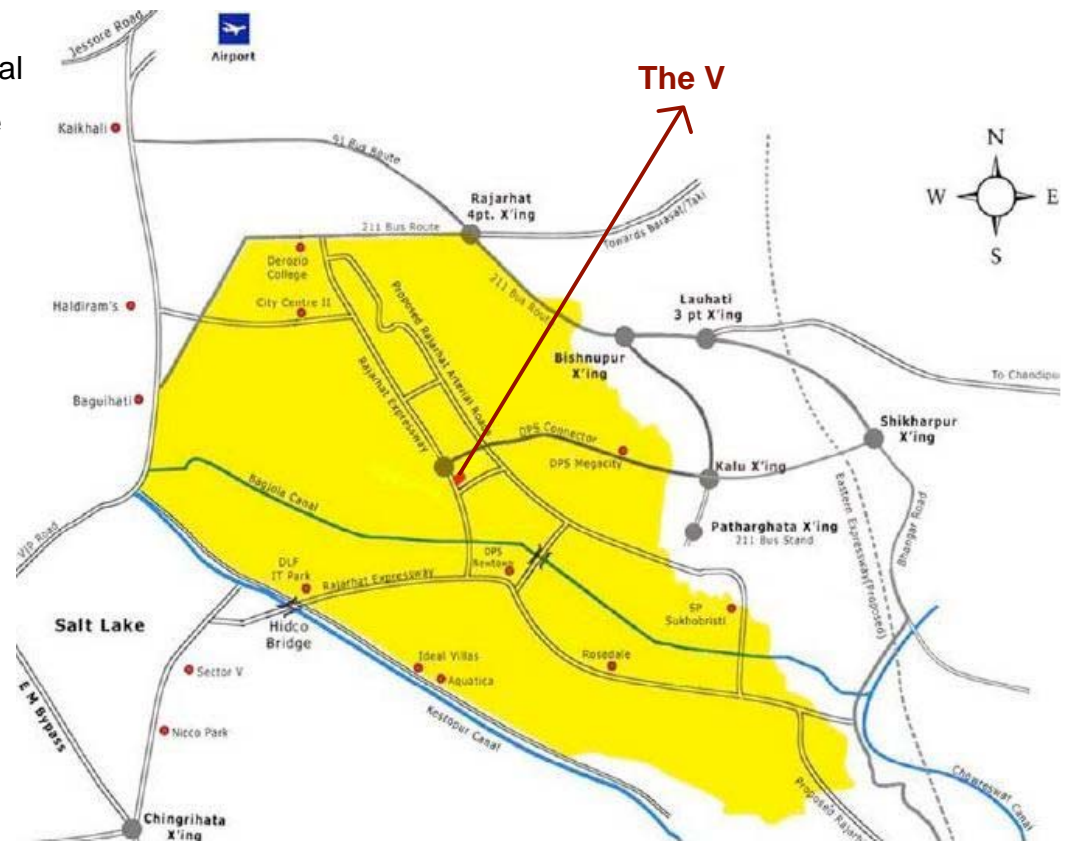


The Location – Rajarhat

One of India's most modern destination, Rajarhat, in Kolkata, is fast proving to be one of the country's latest and rapidly growing mega cities.

Situated in the Greater Calcutta area of West Bengal, it is at a stone's throw distance from the Netaji Subhash Chandra Bose International Airport, Kolkata.

With the government of Bengal, along with several public and private companies, working to provide Rajarhat with state-of-the-art infrastructure and amenities, it is the most sought after residential destination.



Site Plan



The V

Convention, Banqueting,
Health and Wellness Center

The Westin Hotel

The City Walk

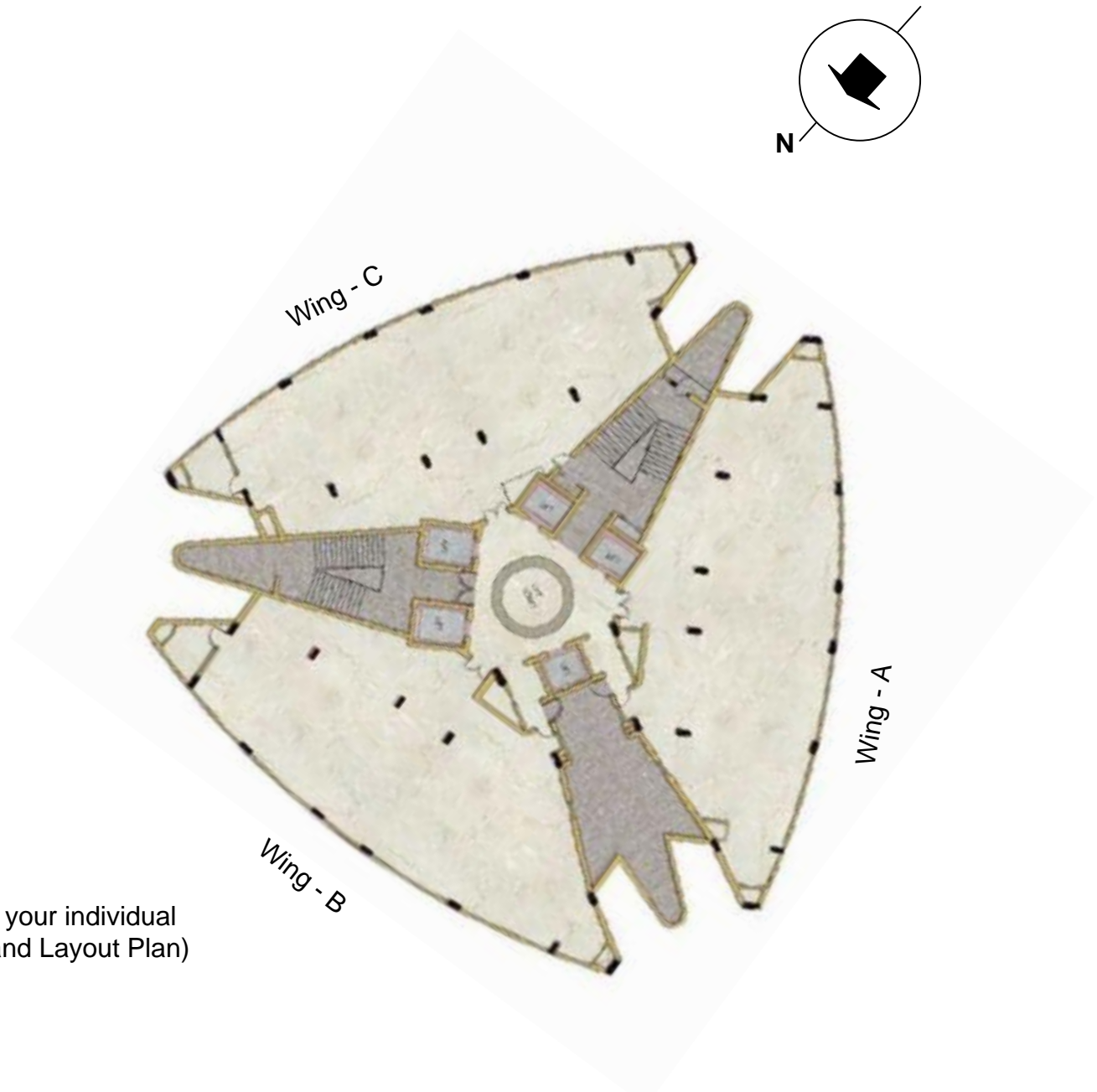
Unit Plans

Typical Floor Plan (4th to 32nd)

Tower - 2

3 Apartments per Floor

Area = 4100 sq.ft / wing*



* Each wing can be customized to your individual specifications (Number of rooms and Layout Plan)

One of the options could be.....

a 5 Bedroom Layout as below



The V

Exclusive Neighborhood

USP's

- Bionic Architecture: Energy saving up to 25%.
- Customized interiors.
- A Luxury hotel.
- City Walk.
- An international brand managing a World Class Health and Wellness Spa.
- Helipad drop and pick up facility.
- Concierge service.
- Home maintenance service.
- Laundry Service.
- Housekeeping service.
- Children's Crèche.
- Blast mitigation: intelligent building to guide you to safety during emergencies like fire, blast, etc.
- Emergency rescue system.
- Panic buttons in all rooms.
- Fully equipped medical room with staff.
- Balanced energies through Environics.



Plus Much More...

- Size of Land – 8 Acres.
- A six-lane arterial road running through the heart of Newtown and connecting it with Salt Lake (Appox. 25 mins by car to the center of Kolkata).
- Convention and Banqueting.
- State of the art Office Complex.
- Specialty restaurants/Café.
- State of the art Gymnasium.
- Tennis courts.
- Jogging Tracks and Walking Trails.
- Excellent Aspect Ratio – structural stability.
- Apartment with Ionizers – to pump in fresh air when windows are closed.
- World Cass Cladding – exteriors not affected by acid rain, heat or sunlight.
- E Glass on Windows – to keep out the heat without blocking out the sunlight.
- Construction Chemical Hycrete – to water proof all slabs.
- Earthquake resistant RCC framed construction with infill bricks.



- Latest Membrane Technology – For cleaning and recycling water.
- Bespoke stainless steel swimming pool including air-bed, neck showers and massage jets.
- Teak decking.
- Green planting set within the balcony balustrade.
- 100% power back up.
- Travel desk.
- High speed internet connection.
- Security systems comprising access control and intruder alarms installed.
- Access to apartment and car parking facility controlled by personalized fob.
- Movement detectors in living and circulation areas.
- Pre-wired points for artwork movement detectors.
- Chauffeur and staff recreation room in the basement.
- Double basement parking (Approx. 1100 cars).



Payment Schedules

Time/Development linked Payment plan

Stage	Payment
On Booking	5 + 10 Lakhs
Within 45 days of booking	10% of Basic Sale Price (BSP) less amount paid on booking
Within 90 days of booking	10% of BSP
On completion of foundation DPC of the unit	10% of BSP
On casting of ground floor roof	10% of BSP
On casting of eighth floor roof	10% of BSP
On casting of last floor roof	10% of BSP
On completion of brick work and plastering of the unit	10% of BSP
On completion of flooring of the unit	10% of BSP
On completion of painting work of the unit	10% of BSP
On final notice of possession	10% of BSP + Stamp Duty + Registration Charges + Maintenance charges

*Health Club charges, Lifetime Membership : Rs. 6,00,000 (2 Adults and 2 Children)

Payment Schedules

Accelerated Payment Plan – 10% rebate on Basic Sale Price

Stage	Payment
On booking	50 Lakhs
Within 45 days of booking	15% of the remaining price
Within 90 days of booking	60% of the remaining price
On final notice of possession	25% of the remaining price + Stamp Duty + Registration Charges + Maintenance charges

*Health Club charges, Lifetime Membership : Rs. 6,00,000 (2 Adults and 2 Children)

Actual Site Photographs



14/05/2010

Shristi

Building dreams on pillars of trust, presenting lifestyle options on foundations of faith. Seeking inspiration from the heritage of the ancients, blending care into commitment in everything we do. Our world is not just about infrastructure development. Discover the realm of townships that grow into more than mere living spaces. It's a seamless blend of hospitality, leisure and lifestyle.

An excellent track record is always a prerequisite for qualification.

www.shresticorp.com



*“Nature , by exclusivity, always chooses LIFE.
Great men, by nature , always choose exclusivity in Life .”*

- THE V

by SHRISTI