



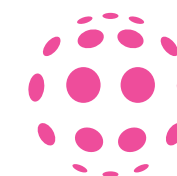
Prasad Group®

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This brochure is not a legal document nor a legal offering. It only describes the intent, purpose and the concept of "Rare Earth".



RARE EARTH

Prasad Group – a legacy of excellence over 3 decades long

The real estate division of Prasad Group is among the largest players in it's field and has developed millions of square feet of real estate in and around Kolkata since it's inception in the late 1980s. It's operations span across both residential and commercial sectors while encompassing all the aspects of realty from initial land identification and acquisition, project planning, designing till the final execution and delivery.

Banking on this legacy of consistent brilliance and trust, Prasad Group is proud to present a premier residential property in the heart of the city – a rare find indeed, the **Rare Earth**.



Live happily ever after 

As dusk falls, joy wakes anew at the Rare Earth. Lights spell out the spirit of positivity that pervades the hearts of the homeward bound. The rigours of the day wash away in the merry confines of the club within the complex. Spirited conversations, cheerful bonhomie and unabashed joy characterise evenings that recharge the souls of the residents of this magical abode.



Enter a world sublime 

Stay close. Close to happiness. Close to euphoria. Close to what matters.

Physical distances widen the divide that exists between bliss and you. The divide that multiplies discontent.

Reason enough for you to ensure proximity in every way you can. So come home to a home that's in touch. Not just with your heart but with malls, multiplexes, schools, offices, hospitals, highways, jogger's park and lake. Welcome happiness home, thanks to our unmatched location.



Come home to the arena of the joyous



Not necessarily. And not anymore. Choose to take your own path. Choose to be spontaneous, be happy, be ecstatic- choose to live the rare life- at the Rare Earth.



* Map not to scale

*Touches the heart.
Of the city. Of the discerning.*



Make home synonymous with tranquility.

In the heart of the city... yet so peaceful. No longer do you have to choose between honking of horns outside your window or the long drive from outskirts of the city.

Rare Earth sits in the heart of the city yet inside it's walls you will be in the lap of nature. A long private driveway separates the property's dwelling area from the main road, allowing you to leave the city behind the moment you enter the apartment's gates.



Make the walk of life an enjoyable one

Take a dip in the serene blue waters of the swimming pool and cleanse yourself of fatigue and stress. Float and drift away - far away from the humdrum and rigours of life.



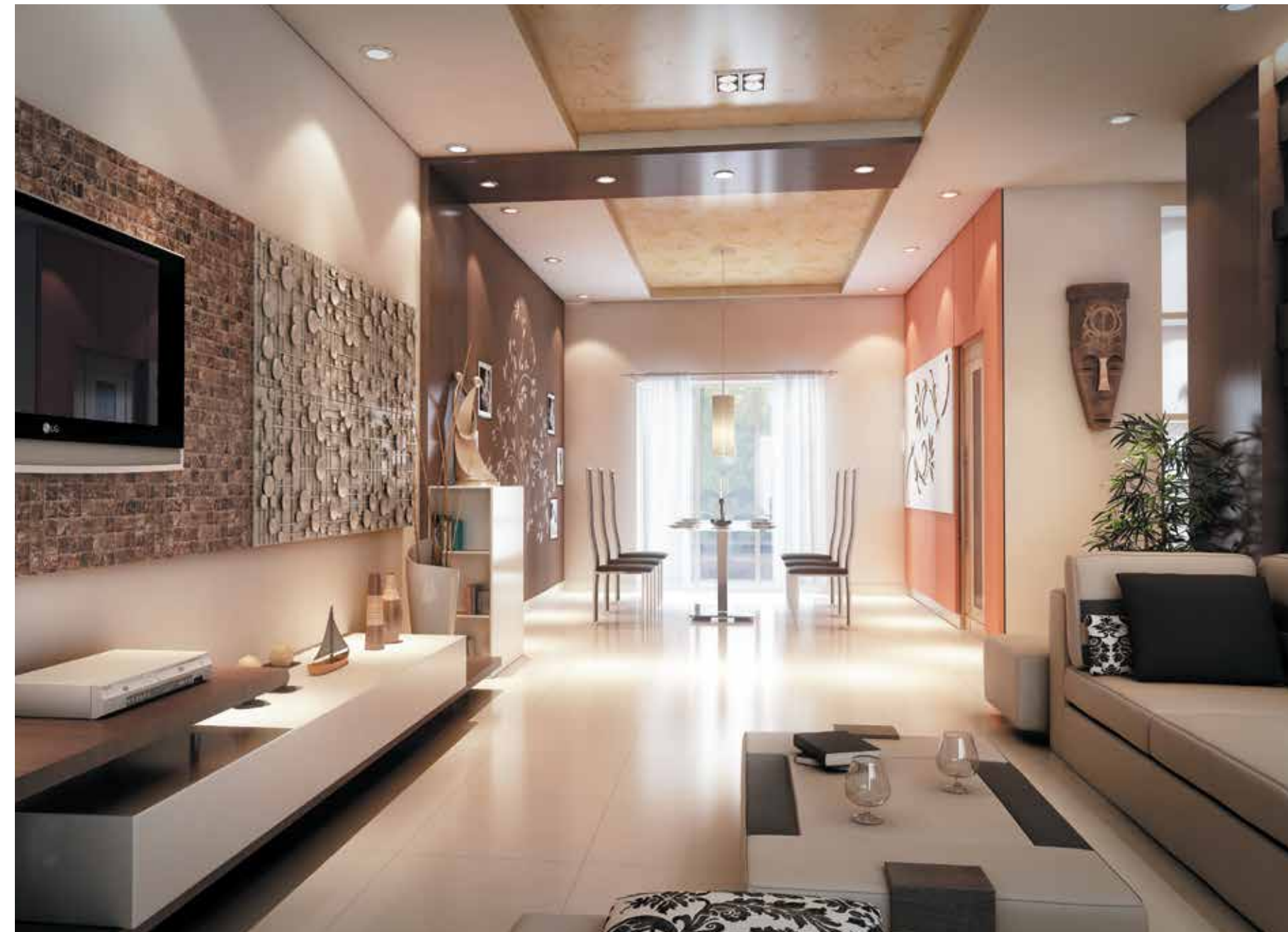
Rare Earth. It lives up to its name with multifarious and unmatched facilities and features on offer. With every imaginable amenity taken care of, every basic need satisfied within its 5 towers, every luxury available a stone's throw away - Rare Earth is the closest to heaven on earth - a heaven vouchsafed to the discerning few who choose this way of life.



A relaxed life awaits. Bid the stresses of the day adieu and head to the sprawling well-equipped club to while away a few hours in the company of your favourite people.



Double Basement | G+35 floors | 5 towers | Suits | Duplex



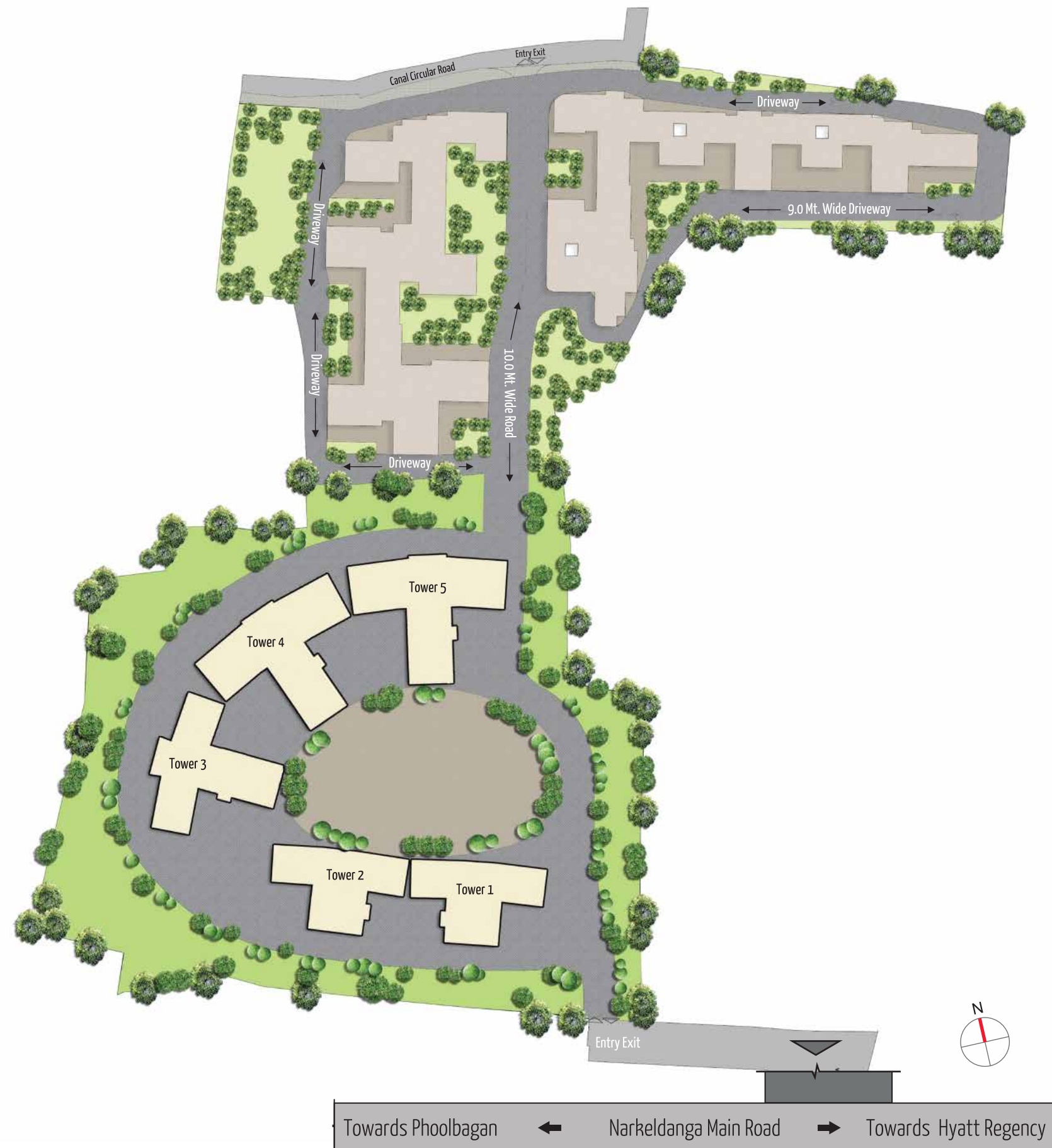
plan to make every moment special



Immerse yourself in contentment



The well-equipped gymnasium at the Rare Earth beckons. Burn away the calories as you revel in the delight of being fit and fine. As you tone your body, feel the best you ever felt.



rewrite the plot - live easy

Salient features:

- Modern security service with closed circuit cameras and intercom
 - Air conditioned spacious community hall for social occasions
 - Floor to floor height is higher than standard heights floor
 - Double basement car parking space with elevator service
 - Modern garbage disposal system with garbage chute
 - Wooden laminated flooring in master bedroom
 - Italian marble/tiles in living and dining room
 - Standby generator connection for each flat
 - Ceramic tiles in rooms, toilet and kitchen
 - State-of-the-art water treatment plant
 - High speed Mitsubishi elevators
 - Ultramodern firefighting system
 - Separate servants' quarter
 - Picturesque landscape
 - Card and chess room
 - Double Height Lobby
 - Modern gymnasium
 - Private driveway
 - Swimming Pool
 - Billiard room
 - Kids' corner
 - Library
 - Club



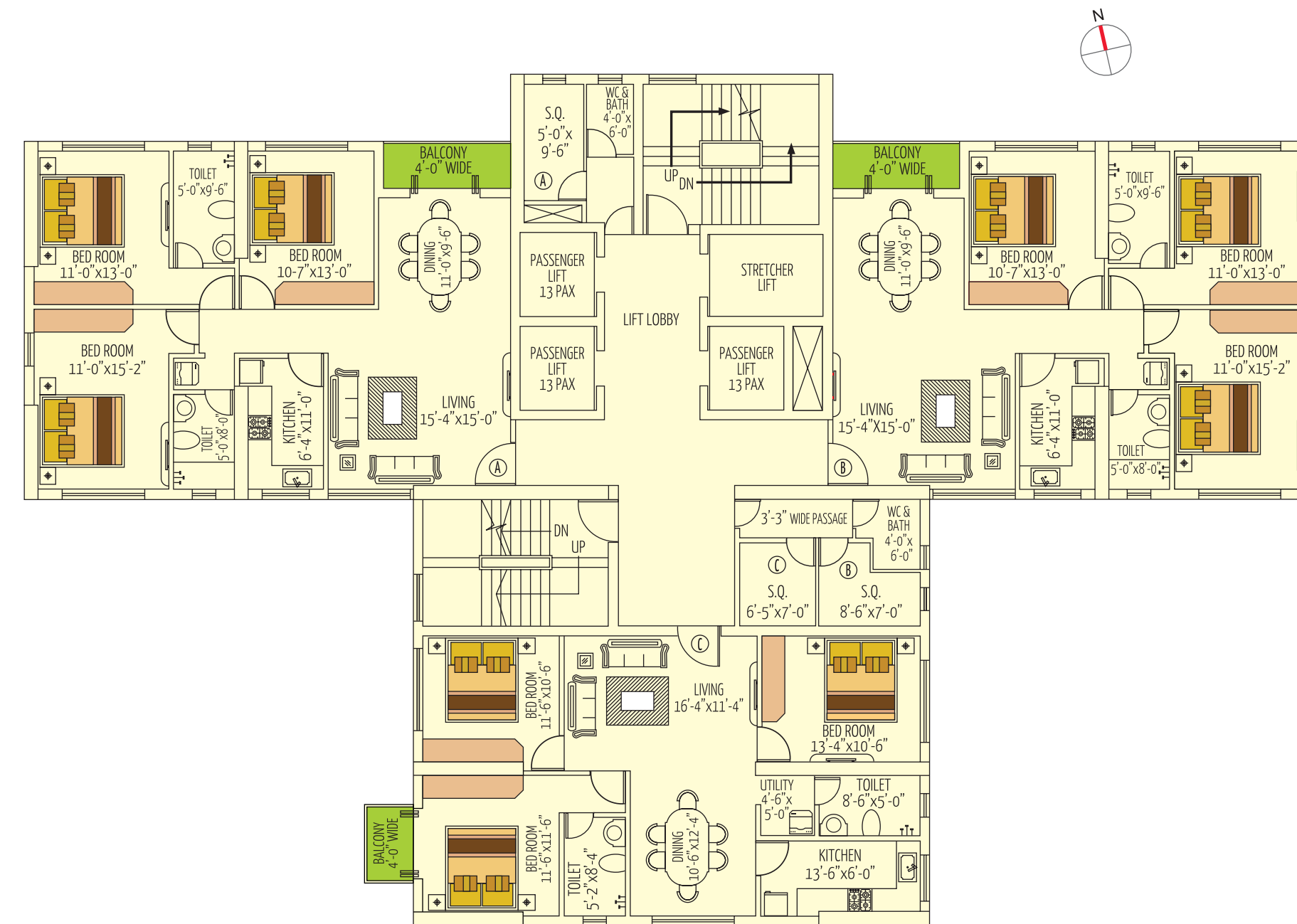
Quality time with your family and little ones. Nothing in the world matches that feeling. Indulge in this incomparable sensation as you create memories with your children in their exclusive play area.



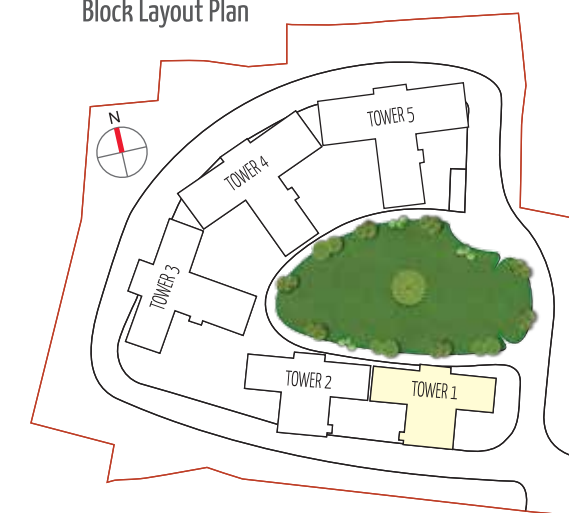
The biggest joys come from the smallest things



By now the exclusivity and uniqueness of the Rare Earth must be evident. Indeed, the Rare Earth is all set to redefine residential excellence in the City of Joy. This offering from the Prasad Group is just one of their many endeavours to offer you luxurious living that has no parallel. Indeed, what the Prasad Group is focused on is to satisfy those who settle for nothing but the best.



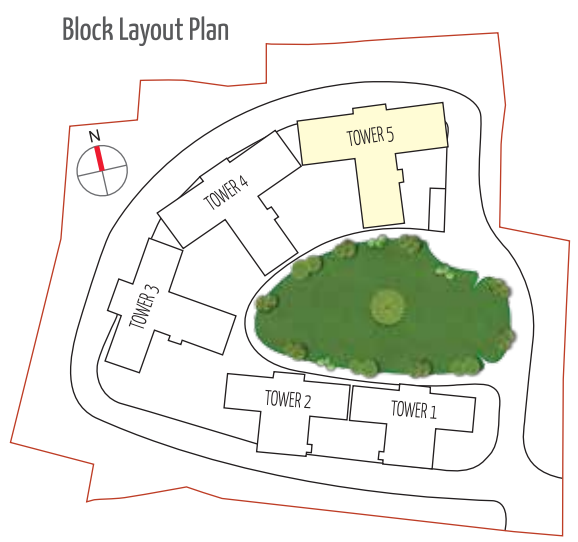
Block Layout Plan



Typical Floor Plan of Tower 1

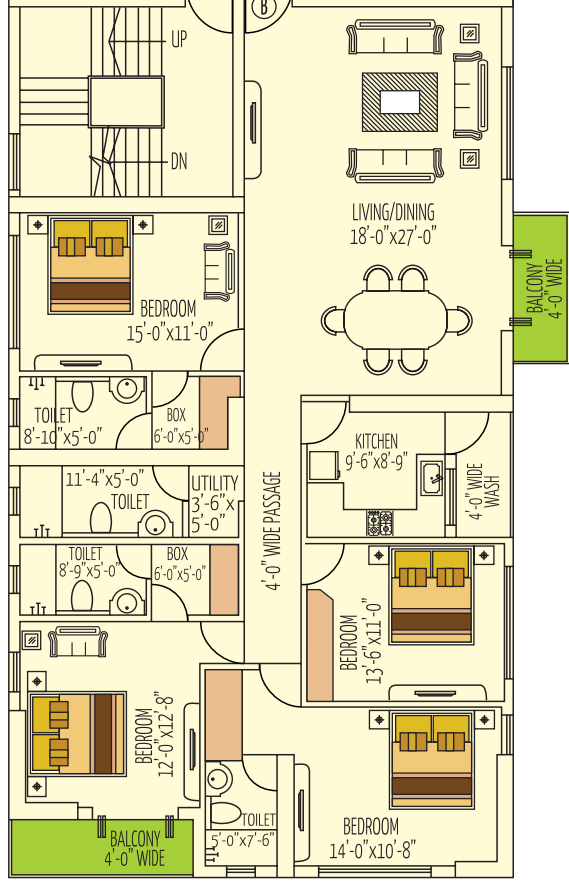
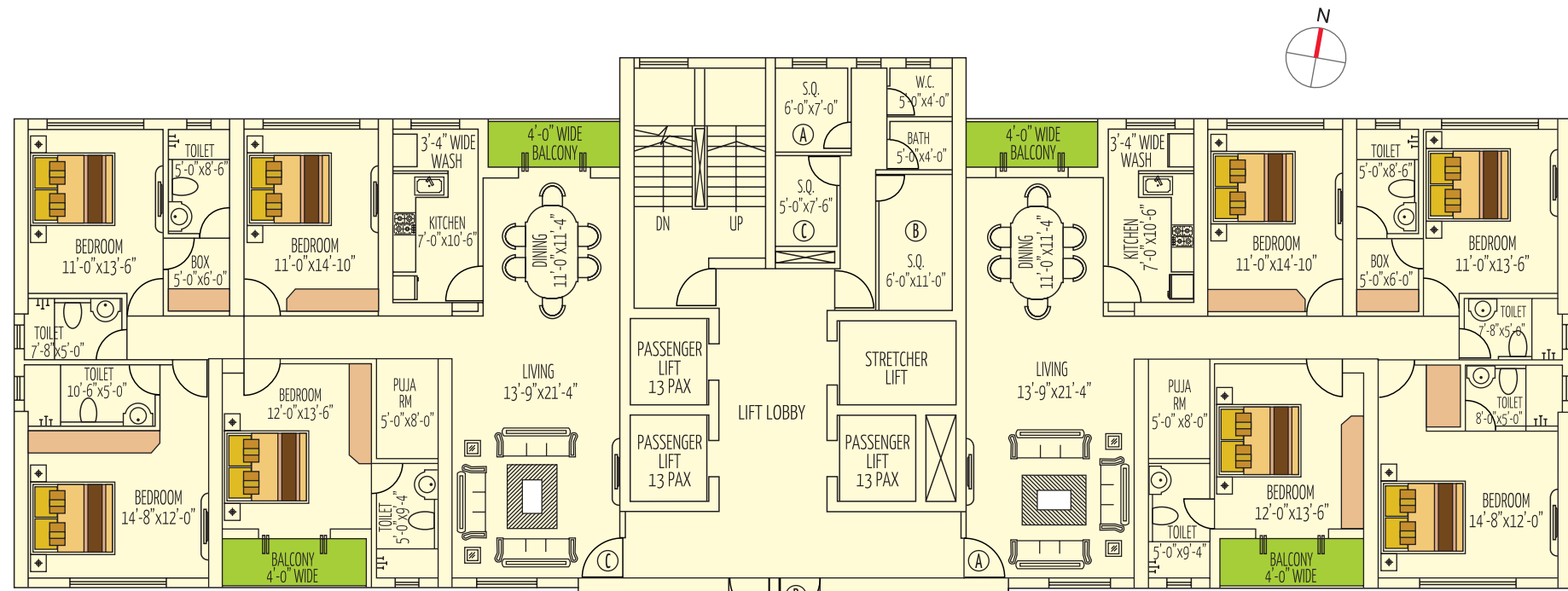
| Tower 1 | |
|---------|---------------|
| | Built Up Area |
| Flat A | 1316 Sq. ft. |
| Flat B | 1309 Sq. ft. |
| Flat C | 1172 Sq. ft. |

plan to live the good life



Typical Floor Plan of Tower 5

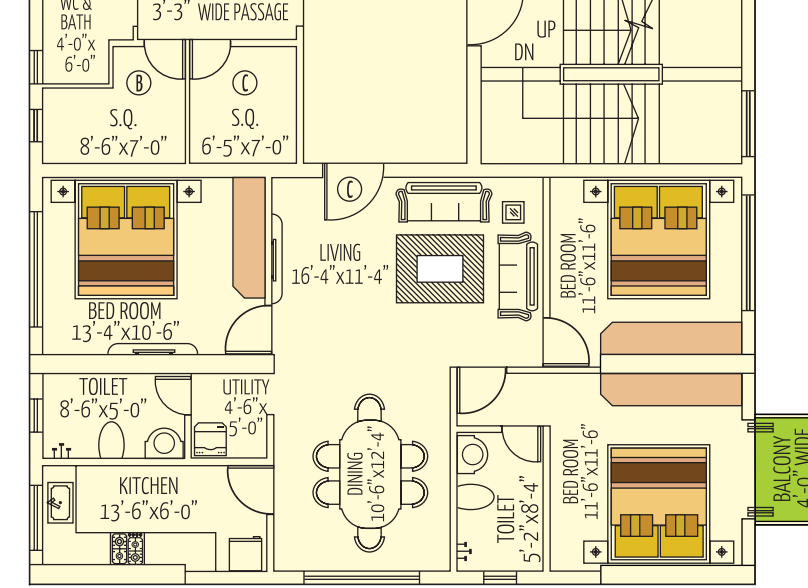
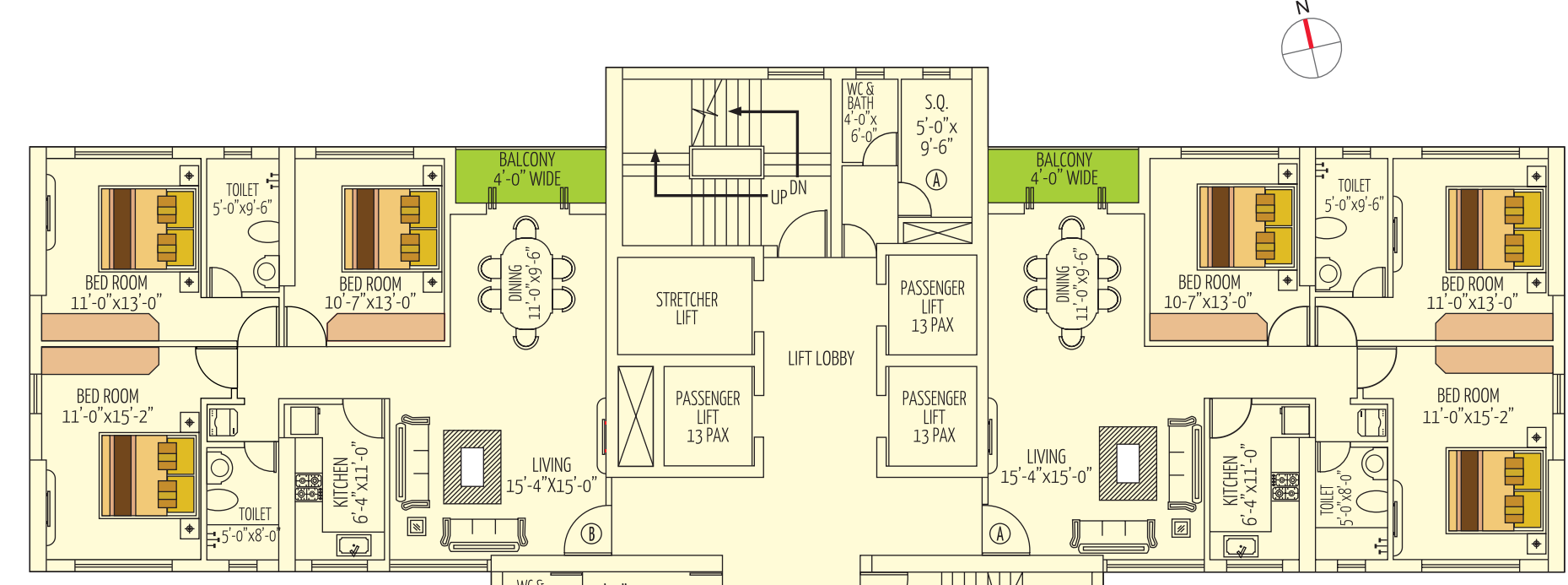
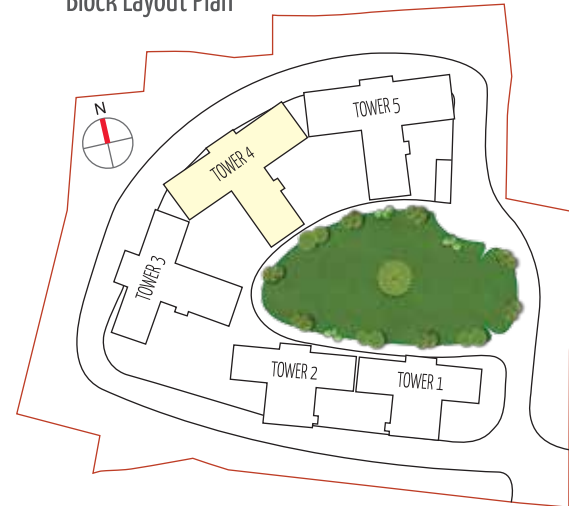
| Tower 5 | |
|---------|---------------|
| | Built Up Area |
| Flat A | 1976 Sq. ft. |
| Flat B | 2062 Sq. ft. |
| Flat C | 1981 Sq. ft. |



Typical Floor Plan of Tower 4

| Tower 4 | |
|---------|---------------|
| | Built Up Area |
| Flat A | 1976 Sq. ft. |
| Flat B | 2062 Sq. ft. |
| Flat C | 1981 Sq. ft. |

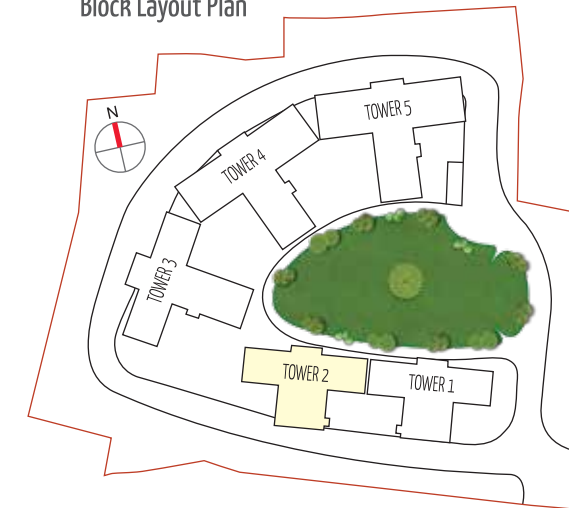
Block Layout Plan



Typical Floor Plan of Tower 2

| Tower 2 | |
|---------|---------------|
| | Built Up Area |
| Flat A | 1316 Sq. ft. |
| Flat B | 1309 Sq. ft. |
| Flat C | 1172 Sq. ft. |

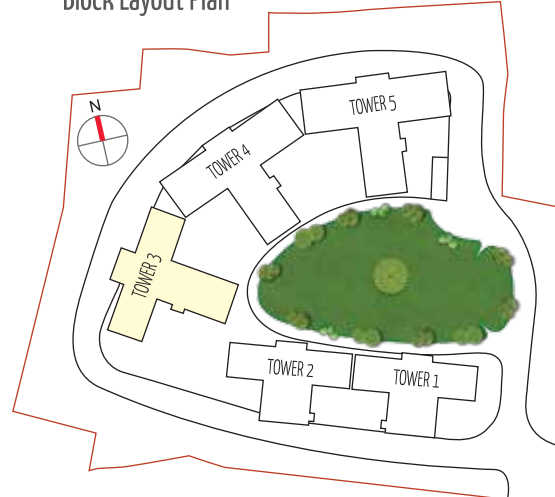
Block Layout Plan



plan to make dreams come true



Block Layout Plan



Typical Floor Plan of Tower 3

| Tower 3 | |
|---------|---------------|
| | Built Up Area |
| Flat A | 1340 Sq. ft. |
| Flat B | 2060 Sq. ft. |
| Flat C | 1339 Sq. ft. |