



7.R.K.S

CODENAME

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FORGET EVERYTHING
YOU EVER IMAGINED ABOUT
AFFORDABLE HOUSING!

— LAUNCHING —



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SAPNON KA SHAHAR. SAPNON KE DAAM.





**PROBLEMS OF
OWNING AN
AFFORDABLE HOME**



WHY SHOULD
YOUR BUDGET
MAKE YOU
**COMPROMISE
ON
BRAND?**

WHY SHOULD
LOW
PRICES MEAN A
**COMPROMISE
ON
LIFESTYLE?**

WHY SHOULD A
COMPACT
APARTMENT MEAN A
**COMPROMISE
ON ROOM
SIZES?**

**PRESENTING A REVOLUTION IN HOME-BUYING THAT
ANSWERS ALL THESE QUESTIONS & MORE!**

Miliye Sen parivar se aur janiye unke sapne

Ronaldo jaisa
footballer banne
ka sapna.



Saptarishi Sen, 8

Suit-boot pehen
kar ek bade corporate
me kaam karne
ka sapna.



Samik Sen, 35

Singapore jaise
shehar me rehne
ka sapna.



Mandira Sen, 34

Apne parivaar
ke liye five-star hotel
jaisa khana banane
ka sapna.



Rita Sen, 66

Shehar se door,
sukoon se apni
kavitayien likhne
ka sapna.



Sandip Sen, 70

Pesh Hai Aapke Sapne Sakar Karne Ke Karan

7 REASONS WHY YOU SHOULDN'T MISS THIS!

— PRESENTING CODENAME 7.R.K.S —

1



A LOCATION
THAT WILL TRANSFORM
HOWRAH-HOOGLY

2



BUY A HOME AND GET
A CITY FREE

3



A DREAM
LIFESTYLE WITH
100+ AMENITIES

4



DESIGN REVOLUTION-
KOLKATA'S FIRST
2 BHK IN 630 SFT.

5



PRICE REVOLUTION-
PAY 30% LESSER THAN
ANYTHING IN KOLKATA FOR
SAME USABLE AREA

6

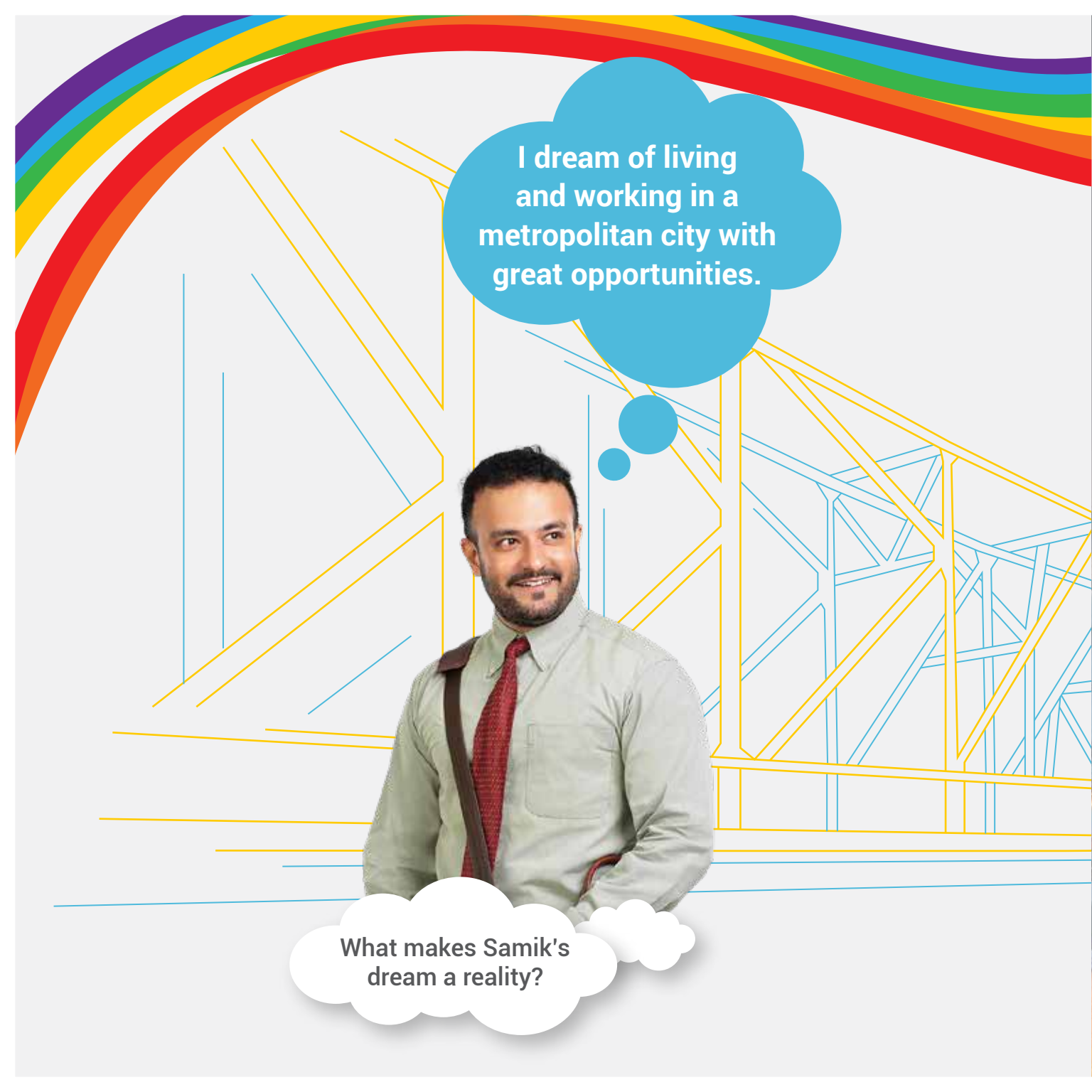


SECRET WINDOW
WITH JUST 499 HOMES
ON OFFER

7



THE PROMISE OF
BRANDED HOMES DELIVERED
ACROSS BENGALURU,
CHENNAI
VIZAG &
COIMBATORE



I dream of living and working in a metropolitan city with great opportunities.

What makes Samik's dream a reality?



REASON
— 1 —



A LOCATION THAT WILL
TRANSFORM HOWRAH-HOOGHLY
**KOLKATA'S SISTER CITY IS
COMING SOON TO UTTARPARA**

ARTISTIC IMPRESSION OF THE HOWRAH BRIDGE

BENEFITS OF LIVING OF IN A CITY



ARTISTIC IMPRESSION OF THE 314 ACRE MEGA CITY



In the last few years, we have seen satellite cities come up across India such as Noida, Navi-Mumbai etc.

These are well-planned cities with good infrastructure and offer good education, healthcare, entertainment, and job opportunities.

People start settling in for a better living experience, and these areas grow to become sister cities of the metros.

What Noida is to Delhi, and Navi Mumbai is to Mumbai, will soon be what Shriram Grand City is to Kolkata.

A sprawling megacity with wide roads, thoughtful town planning, ample greenery and robust infrastructure.

This well-organised city ensure safety and has predictable water, electricity & infrastructure solutions

HOOGHLY'S MOST STRATEGIC LAND PARCEL WITH 4 SIDED CONNECTIVITY



- Konnagar Station: 5 mins
Uttarpara Station: 10 mins
Howrah Station: 20 mins
- Netaji Subhas Chandra International Airport: 30 mins
- Dakshineswar Kali Temple: 15 mins
Bellur Math 25 mins
- Salt Lake Sector V: 45 mins

N
MAP NOT TO SCALE

- LEGENDS:**
- Hospital
 - School/College
 - Office
 - Hotels/Malls
 - Railway Station
 - Others
 - Metro (Proposed)
 - Ferry

I dream of playing football in a big stadium



What makes Saptarishi's dream a reality?

REASON
— 2 —

BUY A HOME, GET A CITY FREE

A city of a million dreams that offers fine education, healthcare, commercial districts and a multiple options for recreation and

A city where your children can walk to school, hospitals are few minutes away, and you can spend weekends shopping at sprawling

When you live in a city that offers the lifestyle & comforts at par with any global city, you know you have arrived in life.

Gift your family a life that they always deserved & dreamt of.

Such planned cities redefine the neighbourhood & appreciate much higher than standalone developments.



MY CITY OF FINE EDUCATION

- 2 world-class schools for 4,000+ students
- 7 Educational campuses spread over 7-acres
- Tie-up with Sri Sri Academy
- University



MY CITY OF 24x7 HEALTHCARE

- 100-bed hospital spread over 1 million sq.ft
- Reputed pharmacies



MY CITY OF SHOPPING

- 9 Sprawling mall over 9 acres
- Shopping streets
- Supermarkets



MY CITY OF AN INTERNATIONAL LIFESTYLE

- Waterfront
- City center
- Private club



MY CITY OF THOUGHTFUL PLANNING

- Transportation
- City management
- 24x7 security



MY CITY OF 5 STAR HOSPITALITY

- 5 5-star hotel
- Restaurants & banquet halls



MY CITY OF UNLIMITED BUSINESS OPPORTUNITIES

- 2 2 million sq.ft. office space
- 1.5 Employment of 1.5 lakh people*



MY CITY OF SPORTING ADVENTURES

- Professional sports academy
- World-class sports infrastructure

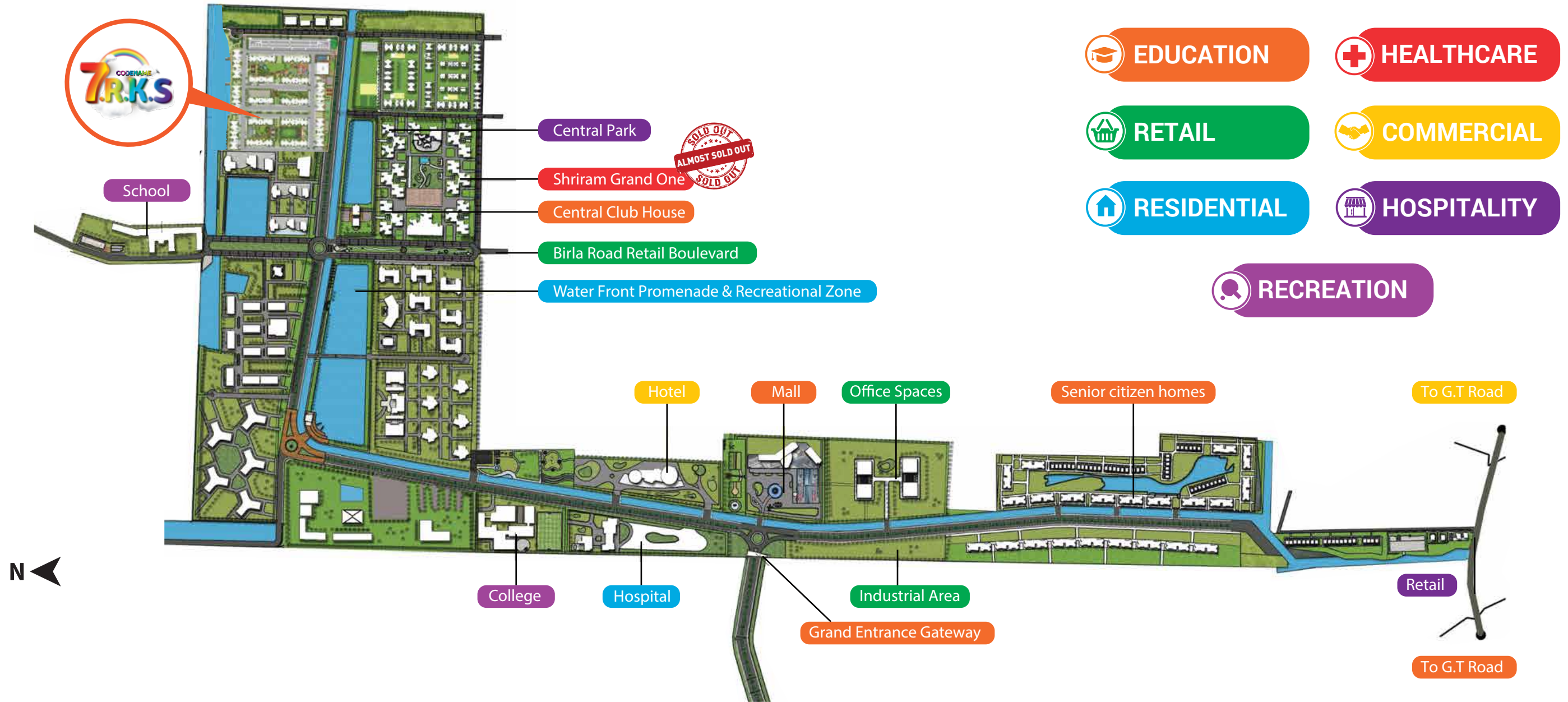


MY CITY OF SUSTAINABILITY

- Renewable energy
- 27 27 acres of green space
- Waste management

Disclaimer: It is expressly and unequivocally clarified that the information, illustrations and visual representations contained in this Brochure is indicative of the kind of development that is proposed within Shriram Grand City. It is issued in good faith and is for guidance only. It does not constitute part of an offer or a contract. All plans, specifications, and features depicted in this Brochure are tentative and are subject to sanction/modification by the concerned sanctioning Authorities or the Company without prior notice or obligations. All visual representations shown therein is/are purely conceptual and precise appearances may vary

MASTER PLAN OF THE 314 ACRE MEGA CITY*





I want to live close
to a peaceful community
with large, green
spaces

What makes Sandip's
dream a reality?



REASON
— 3 —

GIFT YOUR FAMILY
100+ AMENITIES

Codename 7RKS is the 2nd residential district of Shriram Grand City, spread over 19.5 acres with 8 acres of open space.

Packed with 100+ amenities*, you have a new surprise/experience awaiting you every day.

Disclaimer- All 100+ amenities would be delivered with the completion of the entire project.



**LET YOUR KIDS
EXPLORE & GROW**



Jumbo chess



Kids pool



Skating rink



Swings



**PLAY TO YOUR
HEART'S CONTENT**



Swimming Pool



Cricket Pitch



Tennis Court



Badminton Court



**GROW
HEALTHIER
EACH DAY**



Outdoor Gym



Jogging Track



Cycling Track



Reflexology
Path



**EXPERIENCE FUN
TIME WITH FAMILY**



Game Court



Party Lawn



Pet Park



**LOSE
YOURSELF IN
NATURE**



Umbrella Garden



Dew Mound



Bamboo Canopy



Interactive
Fountain



**GIFT YOUR
ELDERLY PARENTS
A RELAXED
LIFESTYLE**



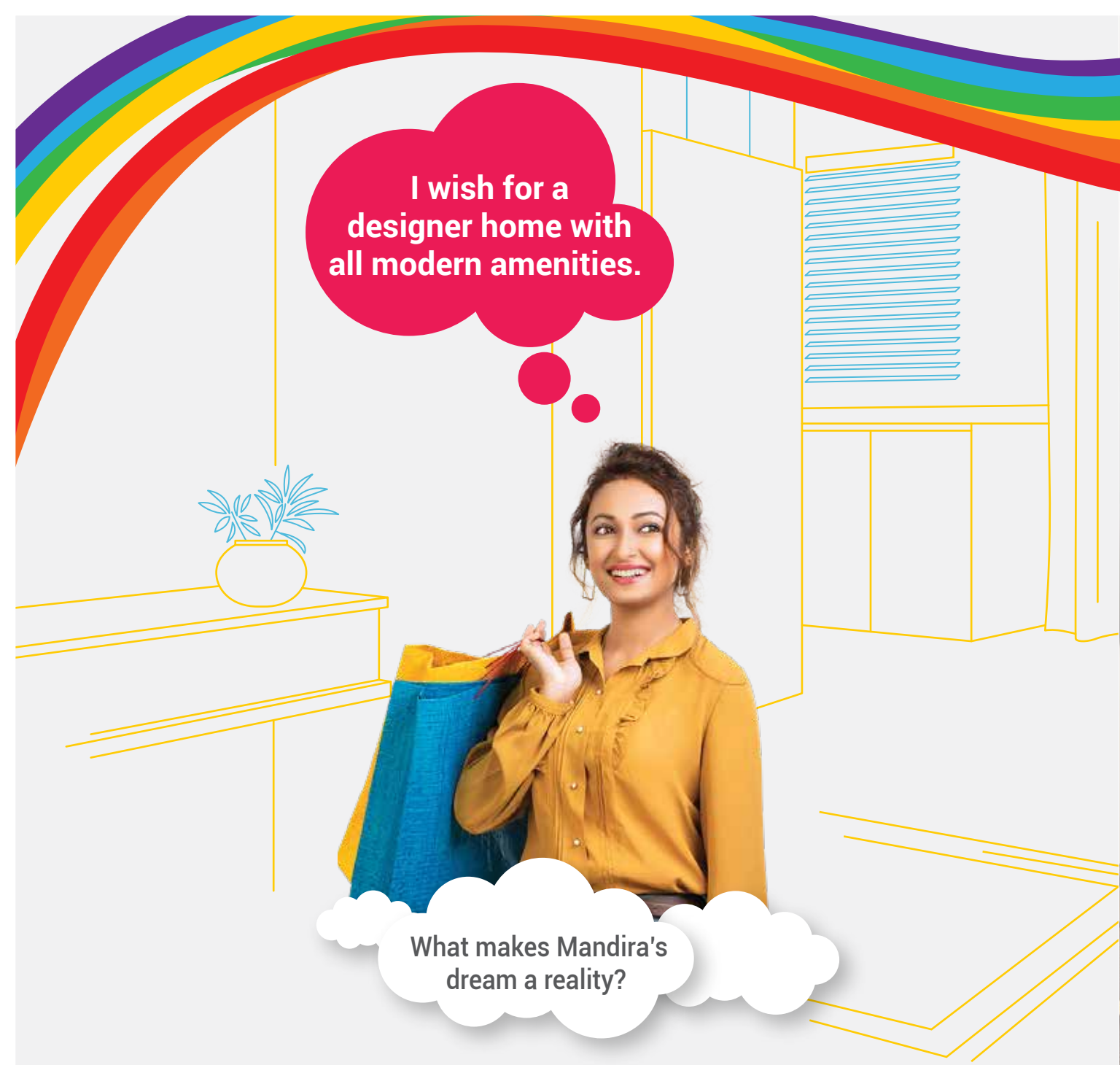
Sitting pocket



Carrom Lounge



Senior
Citizen Park



I wish for a designer home with all modern amenities.

What makes Mandira's dream a reality?

REASON
— 4 —

SMARTEST 2 & 3 BHK KOLKATA HAS EVER SEEN!

Most developers provide 2BHK homes in the size range of 800-1000 sft., but we at Shriram took up the challenge of fitting a comfortable 2BHK in just 630 sft.

First time in Kolkata, a design that gives you more usable space with no compromise on room sizes

Design efficiency of removing dead spaces that add to your cost but not your utility like foyers & niches

Re-thinking traditional size norms by making less frequented spaces like balcony & toilets compact

Kolkata's most competitive loading percentage by elimination of basements, long corridors & large common spaces

L- or U-shaped kitchens that give enough storage space while eliminating extra circulation space

Enjoy the feeling of space for which you don't pay with a ceiling height of 9.6 ft

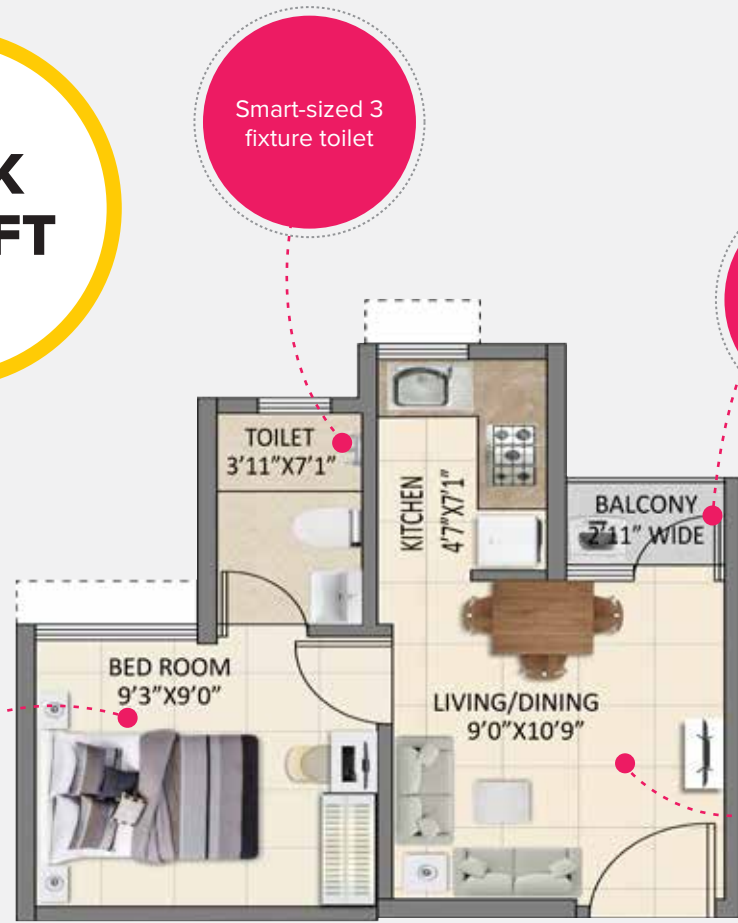
MASTER PLAN OF CODENAME 7 R.K.S

Phase 1 - Tower 1A, 2A, 2B, 3D, 3E



1. DRIVEWAY
2. PAVED WALKWAY
3. GREEN POCKETS
4. RAISED PLANTERS
5. TREE PITS
6. GUARD ROOM
7. SEATING COVE
8. COSY CORNER
9. PET PARK
10. CRICKET PITCH
11. SHADED SITTING COURT
12. VOLLEYBALL COURT
13. GAME COURT
14. TENNIS COURT
15. BADMINTON COURT
16. SKATING RINK
17. OUTDOOR GYM
18. TABLE TENNIS COURT
19. PARTY LAWN
20. UMBRELLA CANOPY GARDEN
21. BASKETBALL COURT
22. POOL DECK
23. KIDS POOL
24. SWIMMING POOL
25. ROCK CLIMBING WALL
26. WATER CASCADE
27. KIDS HIDE AND SEEK
28. KIDS SAND BED
29. GIANT TRAMPOLINE
30. LAWN
31. ART/CHALK COURT
32. JUMBO CHESS
33. KIDS PLAY AREA
34. JOGGING/CYCLING TRACKS
35. REFLEXOLOGY WALK
36. DEW MOUNDS
37. BAMBOO CANOPY
38. MAZE GARDEN
39. SITTING POCKET
40. EARTH BERRA
41. TODDLER PLAY AREA
42. MIST GARDEN
43. INTERACTIVE FOUNTAINS
44. TWO WHEELER PARKING SPACE
45. RANGOLI WATER
46. SEMI-OPEN READING LOUNGE
47. GRASS PAVERS
48. HERB GARDEN
49. AROMA GARDEN
50. SHADE GARDEN
51. STEPPED WATERBODY
52. BUTTERFLY GARDEN
53. OUTDOOR YOGA PLAZA
54. LOTUS POND
55. BIRDS PARK
56. MOUND GARDEN
57. HAMMOCK ZONE
58. HOPSCOTCH
59. VIBGYOR BAMBOO INSTALLATION
60. SWINGS
61. CARROM LOUNGE
62. AMPHITHEATRE
63. FESTIVAL STAGE
64. KASHMIR SCULPTURES
65. CELEBRATION/GATHERING ZONE
66. FOOTBALL FIELD
67. TREE GROVE
68. PERGOLA COURT
69. CIGAR LOUNGE
70. OUTDOOR FAMILY SITTING PLAZA
71. BARBEQUE DECK
72. MOM N ME PARK
73. SCULPTURE
74. SWASTIK PLAZA
75. ROCKERY WATERBODY
76. LAKESIDE PROMENADE
77. VIEWING DECK
78. CABANA/GAZEBO
79. FEATURE WALL
80. DROP-OFF PLAZA
81. STEPPED PLAZA
82. PERFORMANCE ZONE
83. SENIOR CITIZEN PARK
84. PLAY TUNNEL
85. TRELISED WALK

**1 BHK
425 SFT**



A cozy bedroom with enough spaces for a double bed, wardrobe & study table

Smart-sized 3 fixture toilet

A cute little balcony for that morning chai time

L-shaped seating & smart kitchen attached dining space

SMARTEST 1 BHK KOLKATA HAS EVER SEEN!



**2 BHK
630 SFT**



1ST TIME IN KOLKATA A 2 BHK WITH 2 BED + 2 BATH WITHIN 630 SFT

**3 BHK
840 SFT**



WELL-PLANNED 3 BHK AT THE SIZE OF A 2 BHK

I dream of owning
my perfect home
at the best price
in Kolkata



What makes Samik's
dream a reality?

REASON
— 5 —

**PAY 30% LESSER THAN ANYTHING
IN KOLKATA FOR THE SAME USABLE AREA**

Move to Kolkata's
next big destination +

Live in a world class
mega city +

Enjoy 100+
lifestyle amenities +

Life from a tier A
developer

All of this at unbelievable prices

**2BHK@
₹20L***

**3BHK@
₹27L***

OWN A SMART 3BHK WITH AN EMI EQUAL TO YOUR RENT



Mandira has an **annual salary of ₹ 10L** per year. She stays in a rented house in Uttarpara.



She is moving to her new **3 BHK @ Codename 7.RKS**



She gets an additional **benefit of ₹ 2.35 L under PMAY** scheme on her first home since her family income ranges between ₹ 6-12lacs



She also enjoys savings upto **₹ 53,000 annually for 20 yrs** under 80C & Section 24 of Income tax act



Mandira is now a **proud home owner** with an effective monthly EMI which is almost equal to her current rent!

I can own a home at an EMI equal to my rent

VISIT OUR SECRET WINDOW AND FIND OUT HOW!

*ASSUMPTIONS USED FOR SAVINGS CALCULATIONS ABOVE:

The interest rate assumed for home loan is 9% p.a. It may vary depending on the customer's credit score and other guidelines of bank/ financial institution. PMAY scheme is the subsidy offered by the government on new house purchases for 1st time home buyers with certain specific criteria for qualification for the subsidy. Above calculation assumes that the applicant/home buyer in Sunshine will qualify for PMAY and thereby be eligible for this benefit from NHB. Income tax Benefit on repayment of principal and interest on Home Loan is allowed as a deduction under Section 24 & 80C of the Income Tax Act. Above calculations done according to these assumptions. Tax benefits may vary depending on income tax slab of the individual and any changes in tax regime in subsequent budgets/policy. The above 2 stories are an illustrative example with an estimate of the max. savings basis current tax laws. Subject to change basis any change in Govt. guidelines related to PMAY benefit, any change in the income tax slabs and tax rates applicable Monthly rental assumption considered is basis the current rent amount quoted in the online real estate portals for Uttarpara location in Kolkata.

OWN A SMART 2 BHK WITH AN EMI EQUAL TO AN EMI OF A SMART PHONE



Samik is a business owner with a monthly **income of ₹ 1.5 L**



He is buying a **2 BHK** as an investment @ **Codename 7RKS**



He also enjoys savings upto **₹ 42,000 annually for 20 yrs** under 80C & Section 24 of Income tax act



If he decides to **rent out the apartment**, at prevailing monthly rental rate, his effective monthly EMI becomes equal to EMI of a smart phone!

I can make a smartinvestment at an EMI equalto EMI of a smart phone

VISIT OUR SECRET WINDOW AND FIND OUT HOW!



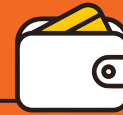
PAYMENT PLANS TAILOR FITTED TO YOUR NEEDS

Whether you opt for a home loan or chose to self-fund, we have attractive offers perfectly tailored for you!




BUY WITH A LOAN

- Special pricing for loan-funded buyers
- Approvals from all top banks
- Special loan offers for buyers with stretched eligibility



SELF-FUND YOUR PURCHASE

- 5 equal installment, once every 9 months
- Simple & predictable for you to plan your savings



I wish to make
the best investment
of my life today

What makes Samik's
dream a reality?

REASON
— 6 —

SECRET WINDOW WITH JUST 499 HOMES ON OFFER

Special
release of the
first 499 units

Get a discount
of ₹ 99,000
with fast track
booking

Amazing spot
offers only for
the secret
window

Choose from
multiple bank
offers

REASON

— 7 —

THE SHRIRAM DEVELOPERS SEAL OF TRUST

When you invest in a Shriram home, you invest in a 40-year legacy of excellence.

PART OF THE 90000-CRORE
SHRIRAM GROUP

22,000
HAPPY FAMILIES

2018-2019'S MOST
AWARDED DEVELOPER

PRIVATE EQUITY INVESTMENT BY GLOBAL PLAYERS MITSUBISHI, TPG,
WALTON STREET CAPITAL, STARWOOD CAPITAL AND TATA CAPITAL

Presence across:

Bangalore | Chennai | Kolkata | Coimbatore | Vizag

THE SHRIRAM DEVELOPERS SEAL OF TRUST

SHRIRAM GRAND CITY IS TAKING SHAPE

Construction of tower A,B & C are 80% completed & is in full swing for other towers

Associated with Kolkata's most loved Sri Sri Education Academy, which would be operational in 2020

Partnerships with prominent retail & healthcare brands underway

Shriram Road construction in full swing

Grand One at Shriram Grand City is constructing fast, with 1500 families moving in by early 2021



MEET THE CITIZENS OF GRAND CITY

"Shriram Grand City plays a significant role in MIG housing sector. I am happy to be a part of this wonderful self-sufficient housing project."



"I have invested in Shriram Grand City knowing that my investment will be safe given the credentials of Shriram Properties as one of the top 5 developers in South India."



"My experience while booking an apartment in Grand One has been smooth from day one."



"Grand City is one of the largest housing complexes coming up in the Hooghly district, with all the conveniences one would require. I'm looking forward to being a resident of this modern city."



"I would recommend this project to everybody, and already have suggested to my friends and family to invest in the same."



"Shriram Grand City provides the ideal environment everyone desires with abundant reenery, water bodies, and many amenities at an affordable price."



"I chose to invest in Shriram Grand City knowing that my investment will be safe, given the reputation of Shriram Properties. I have unwavering trust in the brand and am looking forward to my stay at Grand City."



"Shriram Grand City is a well-planned township cateri to every need of its resident I was very impressed with the environment conservation practices, and the ample allocation of green spaces for to enjoy. I am delighted to be member of the Shriram famil



SEN PARIVAAR KI TARAH AAP BHI BADLE APNE SAPNO KE GHAR KO HAKIKAT MEIN



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THAT WILL TRANSFORM
HOWRAH-HOOGLY



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