

The logo features the word "OPTIMA" in a bold, sans-serif font. The "O" is a light blue, while the remaining letters "PTIMA" are a darker blue. Below it, the tagline "LIVE OPTIMALLY" is written in a smaller, black, all-caps sans-serif font. The entire logo is centered within a white rounded rectangle.

**OPTIMA**

**LIVE OPTIMALLY**



An aerial night-time photograph of a modern residential development in Rajarhat. The image shows several tall, multi-story apartment buildings with a light-colored facade, illuminated from within, creating a warm glow. The buildings are arranged in a cluster, with some featuring balconies. In the foreground, a wide road with multiple lanes is visible, showing light trails from moving vehicles. The surrounding area is lush with greenery, including trees and landscaped grounds. A swimming pool is visible in the lower right quadrant of the development. The overall scene is set against a dark night sky, with some stars visible. The text 'Finally, the grandest living in Rajarhat' is overlaid in the upper right corner in a large, white, bold font.

**Finally, the grandest  
living in Rajarhat**



# Where is OPTIMA



**OPTIMA**  
LIVE OPTIMALLY

## If not here, then where else?

- Srijan's most coveted grand project on Rajarhat Chowmatha
- Minutes away from Newtown Akanksha crossing on Rajarhat main Road, **next to Rajarhat Chowmatha daily market** and on the 6-lane highway
- **Grand living spaces** with amenities and facilities that residents can really utilise every day to **live optimally**.
- **Well-connected** with bus, auto taxi and App cabs.
- Built on about 11.3 acres with about 71% open spaces. **14 residential towers with 1400 plus apartments** and **grand retail area** with 2BHK, and 3 BHK Smart, 3 BHK Deluxe, 3 BHK Luxury, and 4 BHK Duplexes.
- Apartments will have **two or more balconies**, and 3 BHK apartments will have a **utility balcony** with kitchen.



# Proximity

## Education centres

National English School **500 meters**  
Devaki Memorial School **1.8 kms**  
North Point Secondary School **3.2 kms**  
St John's School **4.5 kms**  
Derozio Memorial College **5 kms**  
Jain Futuristic Academy **6 kms**  
Narayana School **6.2 kms**  
DPS Megacity **7 kms**  
DPS Newtown School **7.7 kms**  
The Newtown School **9.4 kms**  
Orchids International School **10 kms**  
St. Xavier's University **10.6 kms**  
University of Engineering &  
Management (UEM) **11.1 kms**  
Techno India College **11.3 kms**

## Daily Needs

Daily bazaar **300 metres**  
Rajarhat Chowmatha Market  
**500 metres**  
Reckjaoni More Bazaar **500 metres**  
Big Basket **3.7 kms**  
Kalipark Bazaar **4.4 kms**  
Spencer Chinar Park **6 kms**

## Healthcare

Rajarhat Apex Hospital **2.7 kms**  
Reckjoani Rural Hospital **2.8 kms**  
Lotus Hospital **3.3 kms**  
HCG EKO Cancer Centre  
Newtown **8.1 kms**  
Bhagirathi Neotia Women and  
Child care Hospital Newtown  
**8.3 kms**  
Disha Eye Hospital  
Newtown **8.6 kms**  
Charnock Hospital **8.8 kms**  
Ohio Hospital **8.9 kms**  
TATA Medical Centre **9.2 kms**  
Columbia Asia Hospital **15.6 kms**  
AMRI Salt Lake **16 kms**

## Transport connectivity

DLF II **7.4 kms**  
Candor Tech Space **7.8 kms**  
Newtown Economic Zone  
**9.3 kms**  
Airport **10.1 kms**  
Sector V **12 kms**  
WIPRO **13 kms**  
Dalhousie **22.3 kms**  
Park Street **27.4 kms**

## Entertainment zones & Malls

Westside **5.6 kms**  
Astra Tower **5.6 kms**  
City Centre II **6 kms**  
Shoppers Stop **6.1 kms**  
Biswa Bangla **8.2 kms**  
Axis Mall **9.9 kms**  
Central **10 kms**  
Aquatica **10.4 kms**  
Downtown mall **11.3 km**  
Eco Park **7.6 kms**  
Diamond Plaza **12.8 kms**  
Nicco Park **14.5 kms**



## OPTIMA will have

With about **71% open space**, the apartments will be dynamically designed to ensure more light and air-flow.

**Car parking** in the podium level will be hidden from common sight.

**Large waterbody and about 1,00,000 plus sqft large clubbing zone with podia. Two multi-variety integrated retail arenas**, senior citizens' indoor games and gym, banquet hall, sports court, outdoor gym, party lawn among many other facilities will ensure 'optimal' living at OPTIMA.

There will be **three large connected podia** with all future-ready amenities and facilities. That too, away from the ground floor vehicle movement pathway.

A in-house **shuttle service** to and from Sector V and New Town SEZ area will ensure a hassle-free daily commuting.



The entrance and shopping arcade









The podium at the 4th floor

## OPTIMA will have

### AT THE CLUB

- Indoor gymnasium
- Swimming pool  
(21 meters x 10.5 meters)
- Kids' pool
- Jacuzzi
- Pool deck
- Aqua gymnasium
- Open café
- Enclosed seating area
- Covered deck
- Guest rooms
- Jacuzzi
- Yoga and meditation
- dance room & other  
activity classes
- Cards room
- Indoor games (pool, table  
tennis, dart, carrom, chess)
- Virtual gaming
- Co-workings spaces
- Indoor kid's play area
- Indoor games for  
senior citizens
- Party room
- Home theatre
- Squash court
- Pickleball
- Steam & massage
- Hobby area  
(Pottery, art and craft)
- Isolation room
- Conference room
- Library-cum reading  
room
- Kids' learning area
- Senior-friendly  
gymnasium
- Banquet hall
- Day care creche



## ELSEWHERE

Water body (About 29.7 cottahs)

Arrival Plaza

Forest trail

Willow den

Kids' play area

Sand pit

Climbing wall

Yoga lawn

Outdoor fitnesss

gymnasium

Amphitheatre and

stepped seating

Stage for cultural activities

Party lawn

Landscaped sitting area

Aromatic garden

Barbecue corner

Senior-citizens' corner

Adda Zone

Acupressure walk

Reflexology pathway

Hammock garden

Sculpture court

Badminton court

Half basketball court

Star gazing area

Sitting arrangement for the elderly

Forest cabana

Feature wall

Various types of gardens

Playable sculpture area

Look-out deck

Graffiti wall

Stump path

Bonfire

Fountains

Topiaries ( ornamental shaped tress )

Lawns

Fitness Area

Silent Zone

Bird Bath

Deck for sitting



Basketball court



# Indian Green Building Council features

## Rainwater harvesting

A rainwater harvesting tank installed in OPTIMA would collect the rainwater from the roof and ground floor areas and store them to reuse it for gardening and landscaping. This will not only charge and enhance groundwater levels and reduce water flow into drains but also reduce the potable water required for the project, thereby making it water efficient.



## Solar power lighting for common areas

Optima will have solar panels. The energy generated from these will be able to cater to the lighting of the common areas of the building. This will make OPTIMA immensely energy efficient.



GH platinum  
pre-certified





## Provision for electric vehicle charging points

With rising fuel prices there is and will be a propensity to shift to renewable resources for vehicles. Which is why, the usage of electric vehicles are on the rise. A platinum rated building will have to have electric vehicle charging points to provide residents the provisions to charge electric vehicles. OPTIMA will have 5% of the parking area devoted to this in the ground floor parking area.



Electric vehicle charging point

## Virgin greens

The site will be restored to virgin greenlands by adequate landscaping that will offer residents ample space for relaxation and play.

## Waste and garbage disposal

OPTIMA will recycle the waste water and reuse it for flushing in order to reduce the usage of potable water. The organic waste converter at OPTIMA will help manage waste in a proper way and convert the kitchen and garden waste to manure and use it for the landscaping.

## Limiting water waste

Low water flow fixtures specifically designed to limit water waste will help residents reduce water consumption.



## Energy efficient lights

LED lights that consume almost 30% less electricity in comparison to other lights will help OPTIMA reduce the energy consumption for the building making it energy efficient.



## Use of sustainable and certified material

A platinum rated building is made of IGBC-rated sustainable products such as FSC certified wood, AAC blocks instead of fly-ash, certified lifts and low VOC paints. The material undergo rigorous scrutiny, and the quality of construction is therefore much superior. This will directly impact infrastructure and living conditions of the residents at OPTIMA.

## Sunlight and fresh air

OPTIMA will have windows that are adequately sized to allow a lot of daylight and fresh air. Better indoor environmental quality will protect health, improve the quality of life, and reduce stress. In a way, it will also escalate the resale value of the apartments.





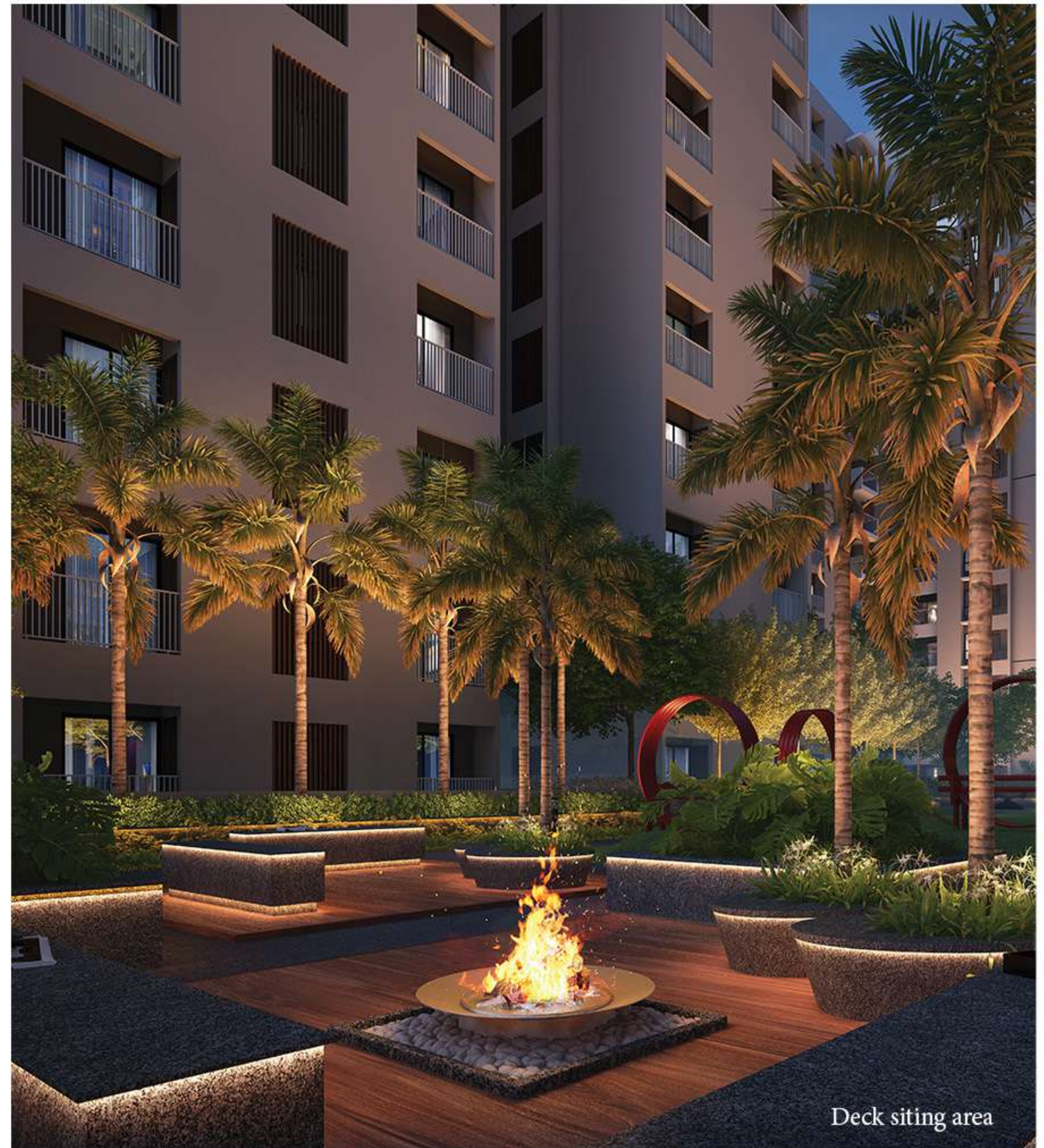
The background features a dark blue color with a pattern of concentric circles and wavy lines in a lighter shade of blue. The circles are centered on the left side, while the wavy lines are more prominent on the right side.

**Your life at OPTIMA**











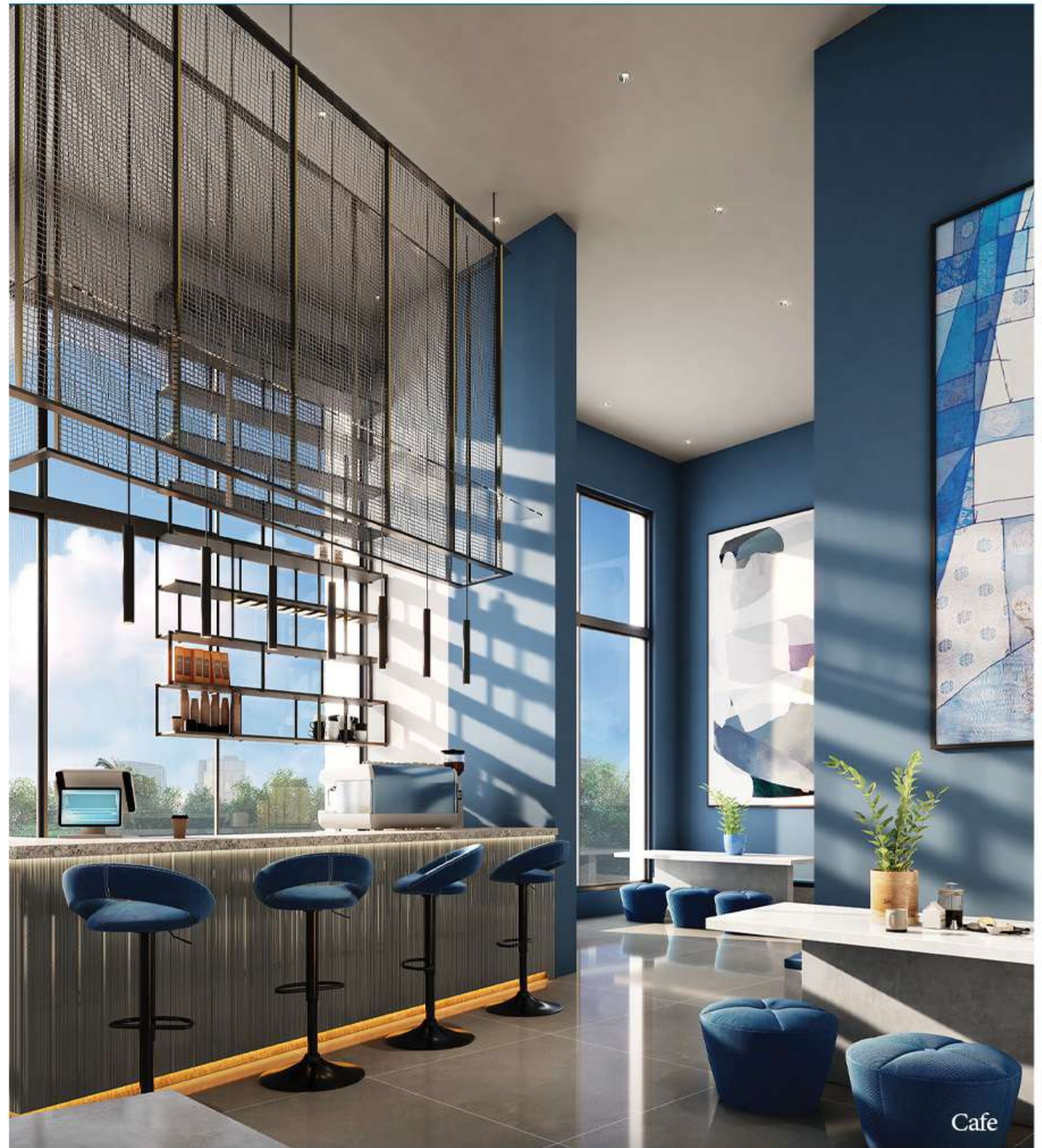
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# Club life at OPTIMA





Swimming pool



Cafe





The well-equipped gym



Games room

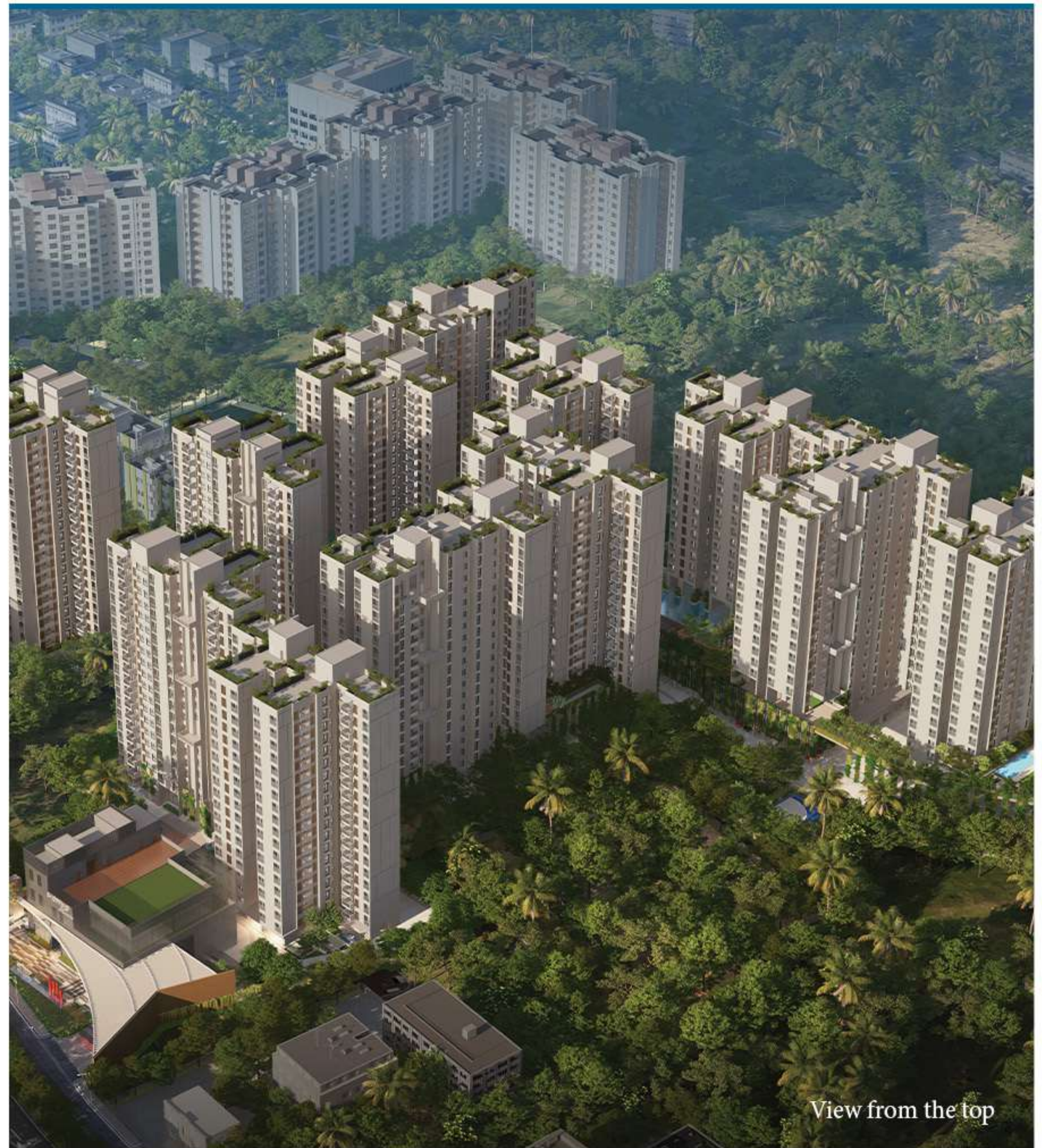








Spacious Deck balcony



View from the top



# OPTIMA essentials

**Structure** RCC frame structure.

**Outdoor finish** Weather-coat paint.

**Interior finish** POP (walls and ceilings).

## **Doors and windows**

Flush doors/NWFC.

Door frame ~ Engineered wood frame/NWFC.

Windows ~ aluminium penable/sliding

Balcony ~ Aluminium sliding.

## **Kitchen fittings**

Stainless steel sink, provision of water filter point / provision for chimney/exhaust point

## **Toilets**

Sanitary wares ~

Jaquar/ Hindware/Varmora or any other reputed brand.

Sanitary fittings ~ Jaquar/ Hindware/ or any other reputed brand.

Provision for hot and cold line in shower area only

## **Electrical fittings**

Concealed with provision for modular switches.

## **ACs and Power Back-up**

Provision for acs in all bedrooms and living areas. Provision for generator power in the flats. Partial emergency backup for a flat (light, fan, RO and refrigerator usage).

500 W emergency load for Flat type 2 BHK & 2.5 BHK

640 W emergency load for Flat type 3 BHK 3.5 BHK

960 W emergency load for Flat type 4 BHK & 4.5 BHK

## **Water filtration plant in the project ~ YES**

## **Other features**

**Rooftop treatment** Waterproofing

**Source of water in the project**  
Bore well

**Lifts** 3 in each block. 1 of the 3 will be dedicated to fire escape.

**Firefighting arrangements in the project** as per fire department norms.



# OPTIMA basics

## Srijan Realty Credentials

Greenfield City near Behala

Ozone on South EM Bypass

Eternis on Jessore Road

Srijan Industrial Logistic Park NH6

The Royal Ganges Batanagar

Botanica near Southern Bypass

Nirvana near Southern Bypass

Town Square Newtown

Galaxy Mall Asansol

## Exterior and Interiors Architect

Kamal Periwal

Maheshwari & Associates

## Landscape

Madhup Mazumder

Design Accord

## Structural Designer

MNU Consultants Private Limited

## IGBC features

Rainwater harvesting

Organic green area

Use of solar panels

Waste management

Use of sustainable and  
certified material

Sunlight and fresh air

Energy-efficient lights

Use of renewable resources

Better indoor environment  
quality

Use of energy efficient fixtures

## Area

About 11.3 acres

Total open space (including  
podium) - About 71%

Number of Flats ~ About 1400 plus

## Sizes

2BHK | SBU 921 sqft to 926 sqft

3BHK Smart-2 T | SBU 1056 to 1153 sqft

3 BHK Deluxe-2 T | SBU 1282 to 1430 sqft

3 BHK Luxury- 3 T | SBU 1470 to 1649 sqft

4 BHK (Duplex) | SBU 2436 and 2596 sqft



## The Srijan advantage

Srijan Realty Private Limited is one of the leading real estate companies of eastern India with its presence in Kolkata and Asansol as well as Chennai in the South. The company has leveraged its rich insight into consumer preferences with customised property development.

Srijan's diversified realty portfolio comprise secured, gated communities, commercial parks, logistic parks, shopping malls, retail establishments, making it possible to address every opportunity and upturn.

Srijan currently has **24 ongoing projects** spanning 25 million sqft across Kolkata with **34 completed projects** totalling 12 million sqft across Kolkata, Asansol, Burdwan and Chennai. Looking forward, we have plans to launch **16 projects** covering 15 million sqft that will include high-end residential developmnets, smart office spaces, and industrial logistic and industrial parks in and around kolkata.



The Royal Ganges Batanagar



Town Square near Newtown



Ozone South EM Bypass



Greenfield City near Behala Chowrasta Metro



Srijan Industrial Logistic Park NH6



Intellia near Park Street



Eternis Jessore Road



Botanica near Southern Bypass

All the images are artist impression



# Recognition for Srijan Realty

## Srijan has won the

Magpie Estate Awards 2016  
organised by Franchise India & Media Patner ET Now,  
Regional Developer of the Year – East 2016  
ABP News Real Estate Awards 2017 for Best Quality  
Assurance · ABP News Real Estate Awards 2017  
for Professional Excellence in Real Estate 2017  
Certificate of Merit · ET Now Real Estate Awards 2018  
Brand of the Year 2018 · ET Now Real Estate Awards 2018  
Developer of the year 2018 · 10th Realty Plus Conclave  
& Excellence Awards 2018 East  
Excellence in Delivery 2018

Realty Plus Conclave & Excellence Awards 2022 East -  
Emerging Developer of the Year-Industrial and Warehouse 2022- 2022 - Winner  
Times Real Estate Review 2022 -  
Dynamic Developer of the Year 2022 - Winner  
ET Industry Leaders Real Estate Awards 2022 -  
Iconic Real Estate Brand of the year 2022- Winner  
Economic Times Real Estate Conclave Awards 2022 - EAST  
Best Developer - Commercial Project (Metro) 2022 - Winner  
Sanmarg Business Awards 2023 -  
Excellence in Real estate 2023 - Winner  
CREDAI Bengal Realty Awards 2023-  
CSR Initiative of the year 2023 - Winner



**Phase I - WBRERA/P/NOR/2024/002162 | [rera.wb.gov.in](http://rera.wb.gov.in)**

**OPTIMA** Mouza Kalaberia (JL 30) and Bhatenda (JL 28) | PS ~ Rajarhat | Bishnupur ~ I Gram Panchayat, under the jurisdiction of ADSR office at Rajarhat (New Town) 24 Parganas N | New Town | Kolkata, West Bengal

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