

The background of the image is a solid blue color with a pattern of concentric circles. The circles are centered on the left side of the image and fade out towards the right. A white rectangular box with rounded corners is positioned in the center-right of the image, containing the text 'OPTIMA' and 'LIVE OPTIMALLY'.

**OPTIMA**  
LIVE OPTIMALLY



An aerial photograph of a modern residential development in Rajarhat. The complex consists of numerous high-rise apartment buildings with light-colored facades and blue-tinted windows. The buildings are arranged in a cluster, surrounded by dense tropical vegetation, including palm trees. To the left, a multi-lane highway runs parallel to the development. To the right, a large, calm lake is visible, reflecting the surrounding greenery. The overall scene is bright and clear, suggesting a sunny day.

**Finally, the grandest  
living in Rajarhat**

View From The Top



Where is OPTIMA



Just minutes away from Newtown Akansha crossing on Rajarhat Main Road, next to Rajarhat Chowmatha daily market and on the 6-lane highway, find OPTIMA, the address of your dream home that defines high and most desirable living.

The idea behind OPTIMA is simple. Create a living space with such regular amenities and facilities that residents can use and utilise daily for an easier life. Trim the unnecessary frills that will hardly ever be used. Rather, add a little something in every way to make living simpler.

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 metres
- 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 New Town 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

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 kms
- Eco Park 7.6 kms
- Diamond Plaza 12.8 kms
- Nicco Park 14.5 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

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

NOTE Distances courtesy Google.com



# The OPTIMA advantage

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.



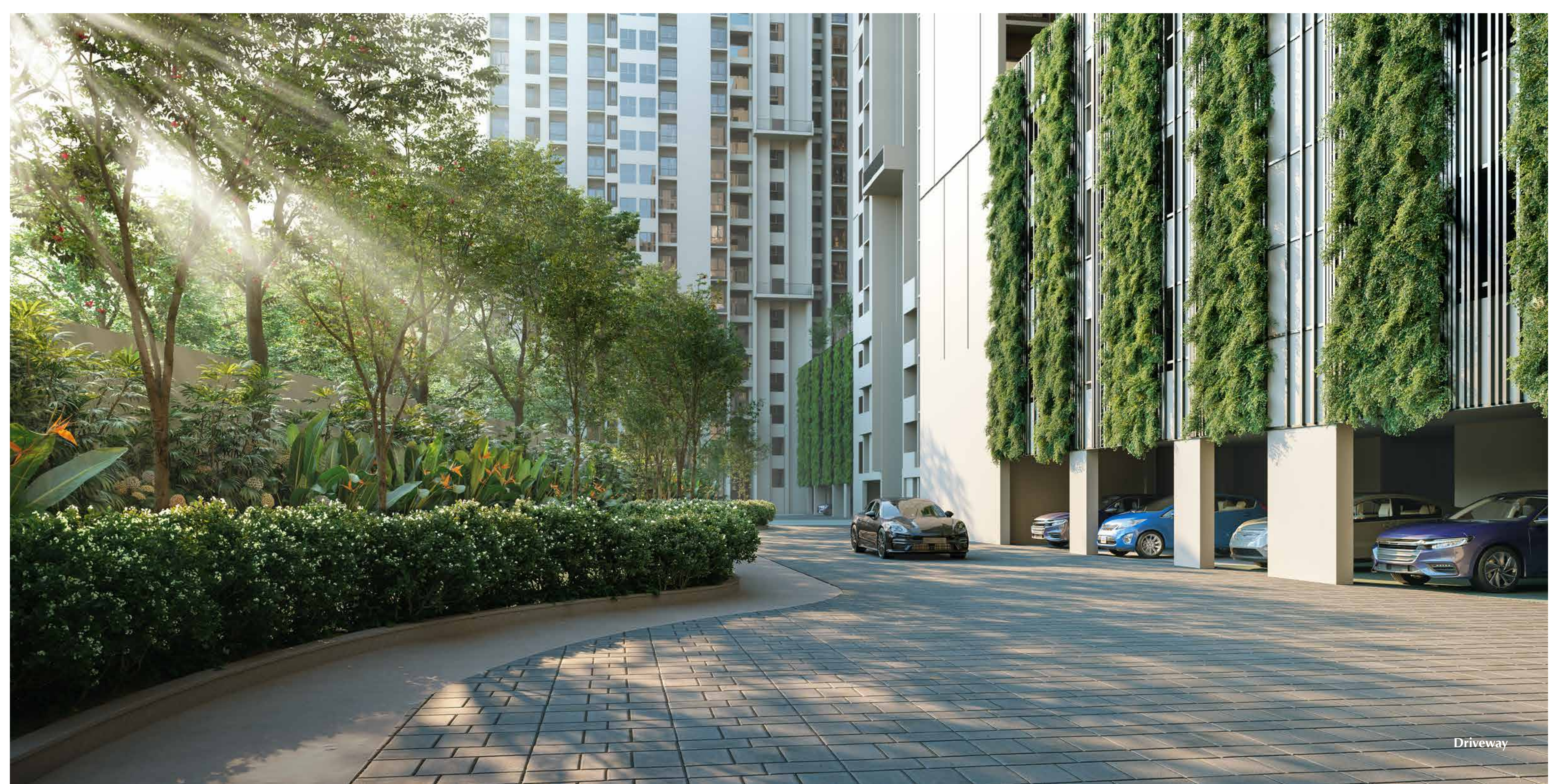
The Entrance





The Towers At Dusk





Driveway





SHOPPING  
PLAZA

OPTIMA  
LIVE OPTIMALLY

srijan  
BUILDING DEVELOPERS

The Entrance And Shopping Arcade



The background is split vertically into two shades of blue. The left half is a lighter blue and the right half is a darker blue. Both halves feature a pattern of concentric circles and wavy lines, creating a textured, organic feel.

**Your life at OPTIMA**





Kids' Play Area





Outdoor Gym





Pickle Ball Area





Multipurpose Court





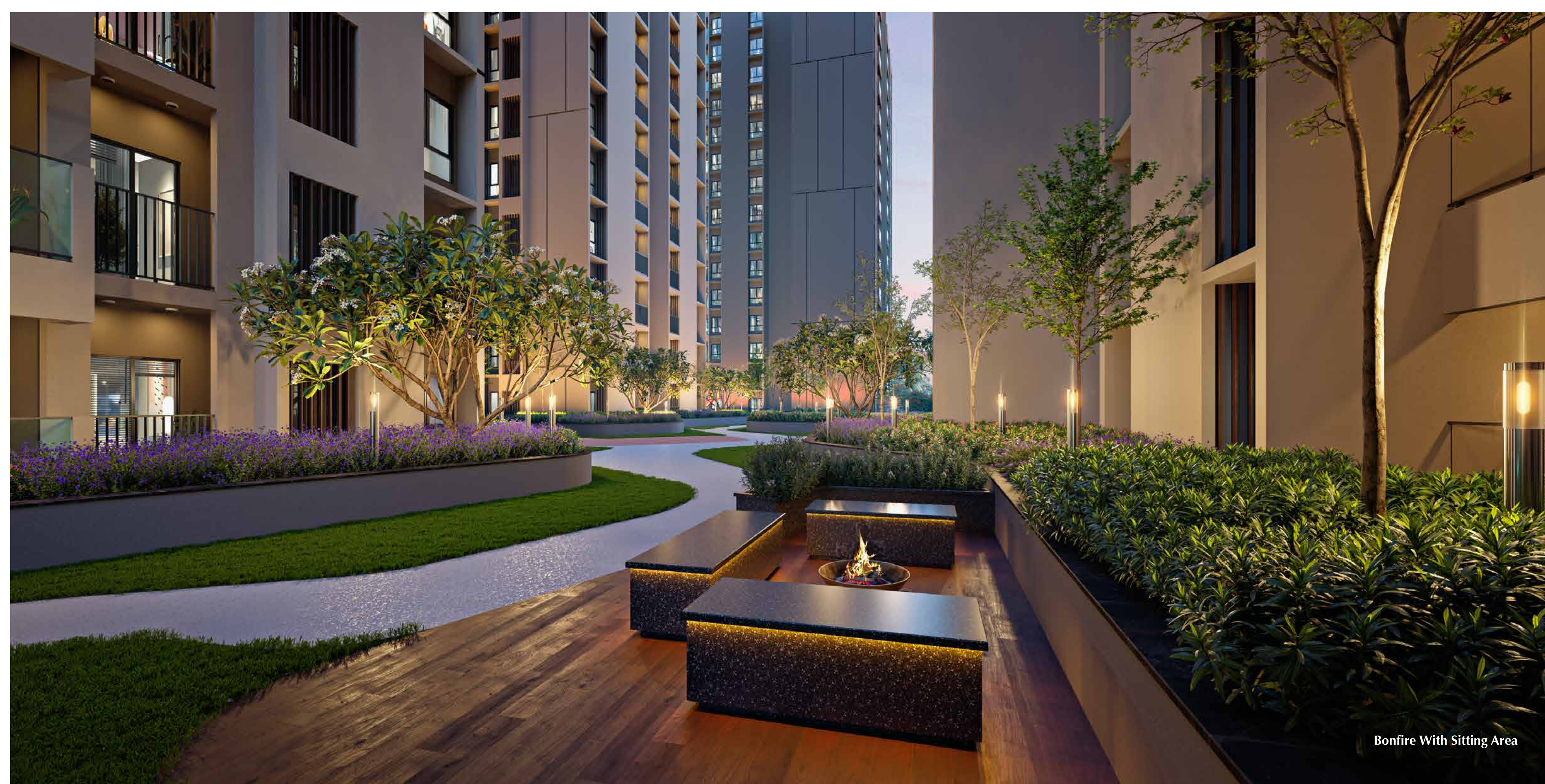
Badminton Court





Sculpture Court & Gathering lawn





Bonfire With Sitting Area





**Club life at OPTIMA**





## OPTIMA will have

### AT THE CLUB

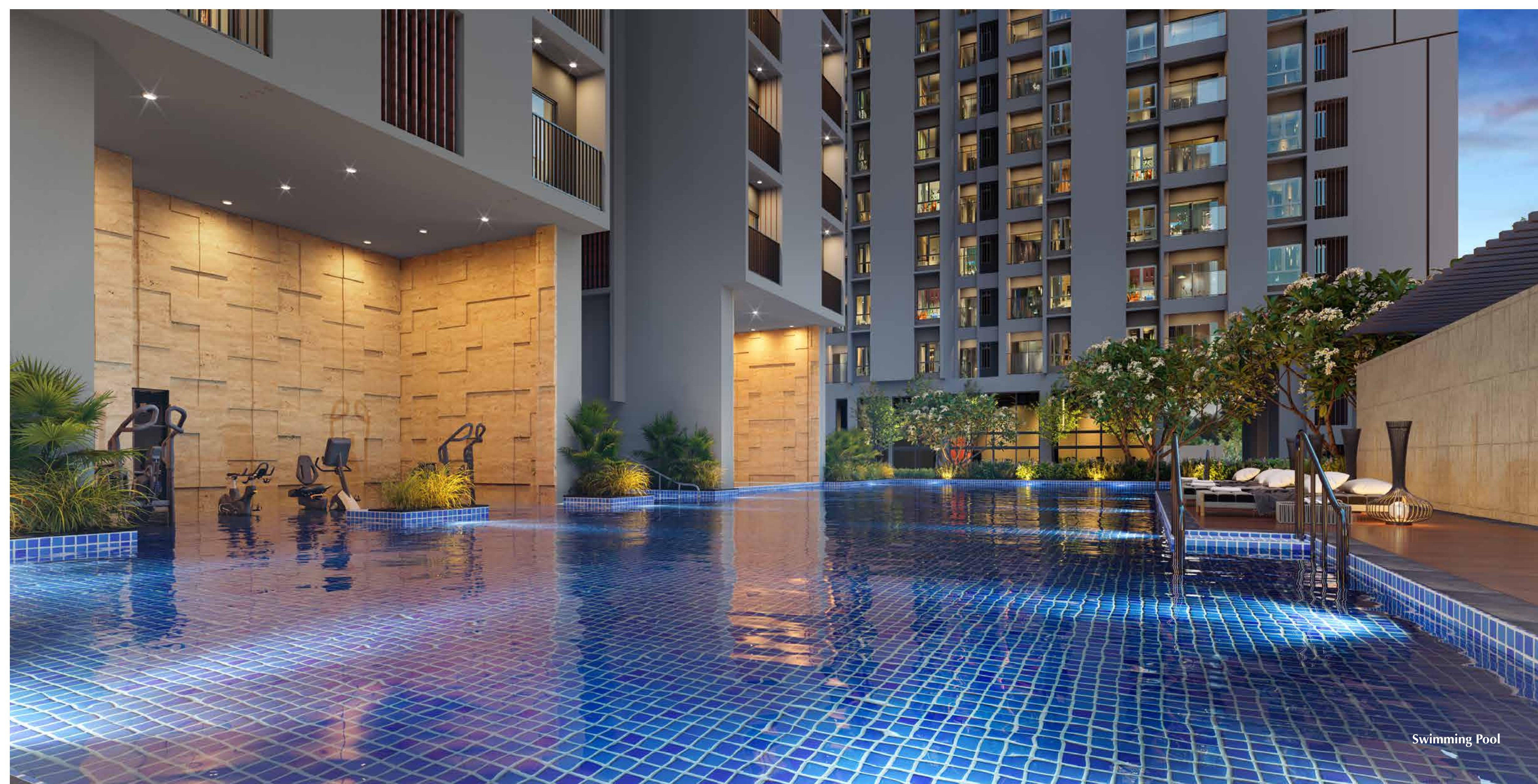
Indoor gymnasium  
Swimming pool  
(21 meters x 10.5 meters)  
Kids' pool  
Jacuzzi  
Pool deck  
Aqua gymnasium  
Open café  
Enclosed seating area  
Covered deck  
Guest rooms  
Jacuzzi  
Yoga and meditation  
dance room & other  
activity classes  
Cards room  
Indoor games (pool, table  
tennis, 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 fitness  
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

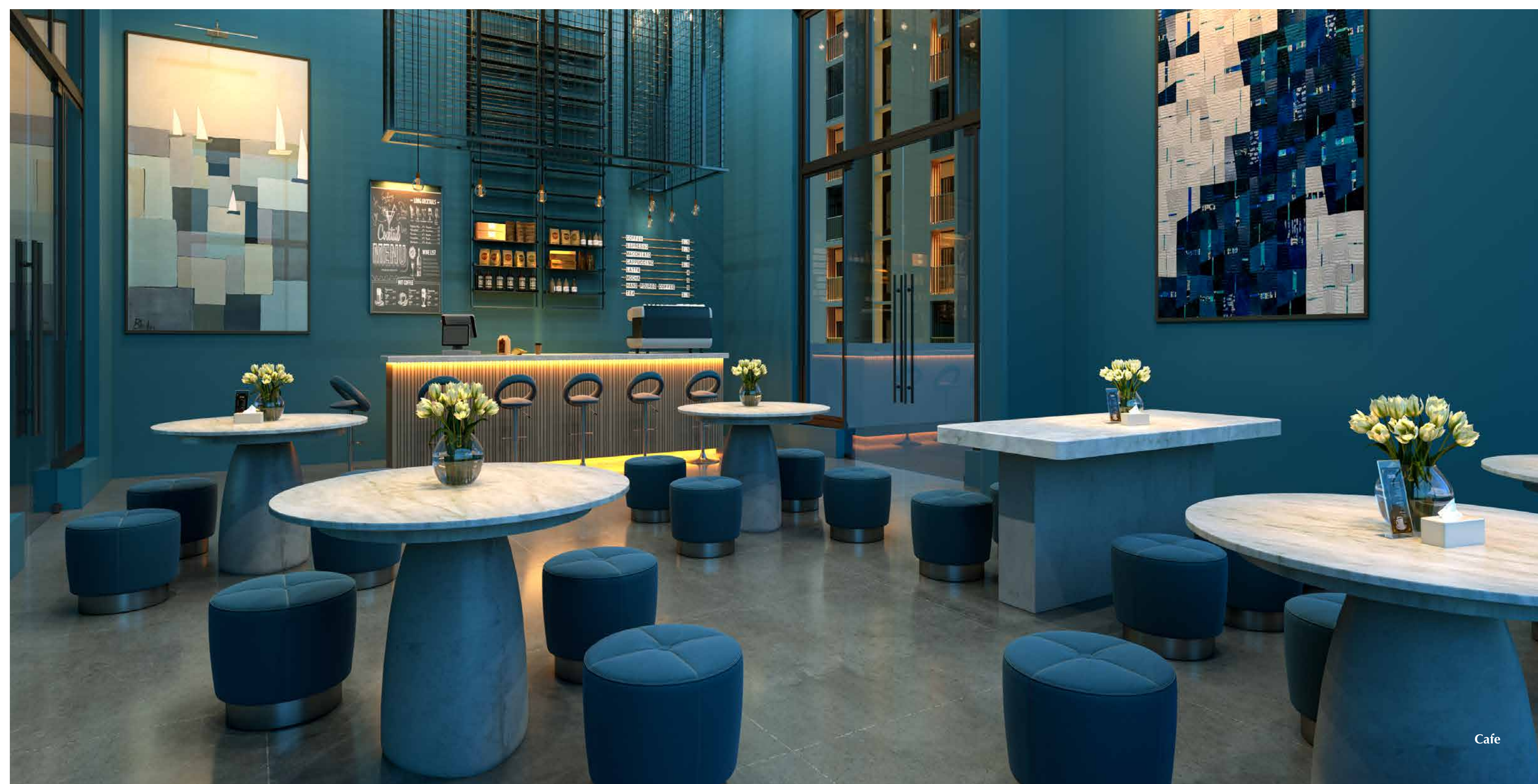
The Podium View





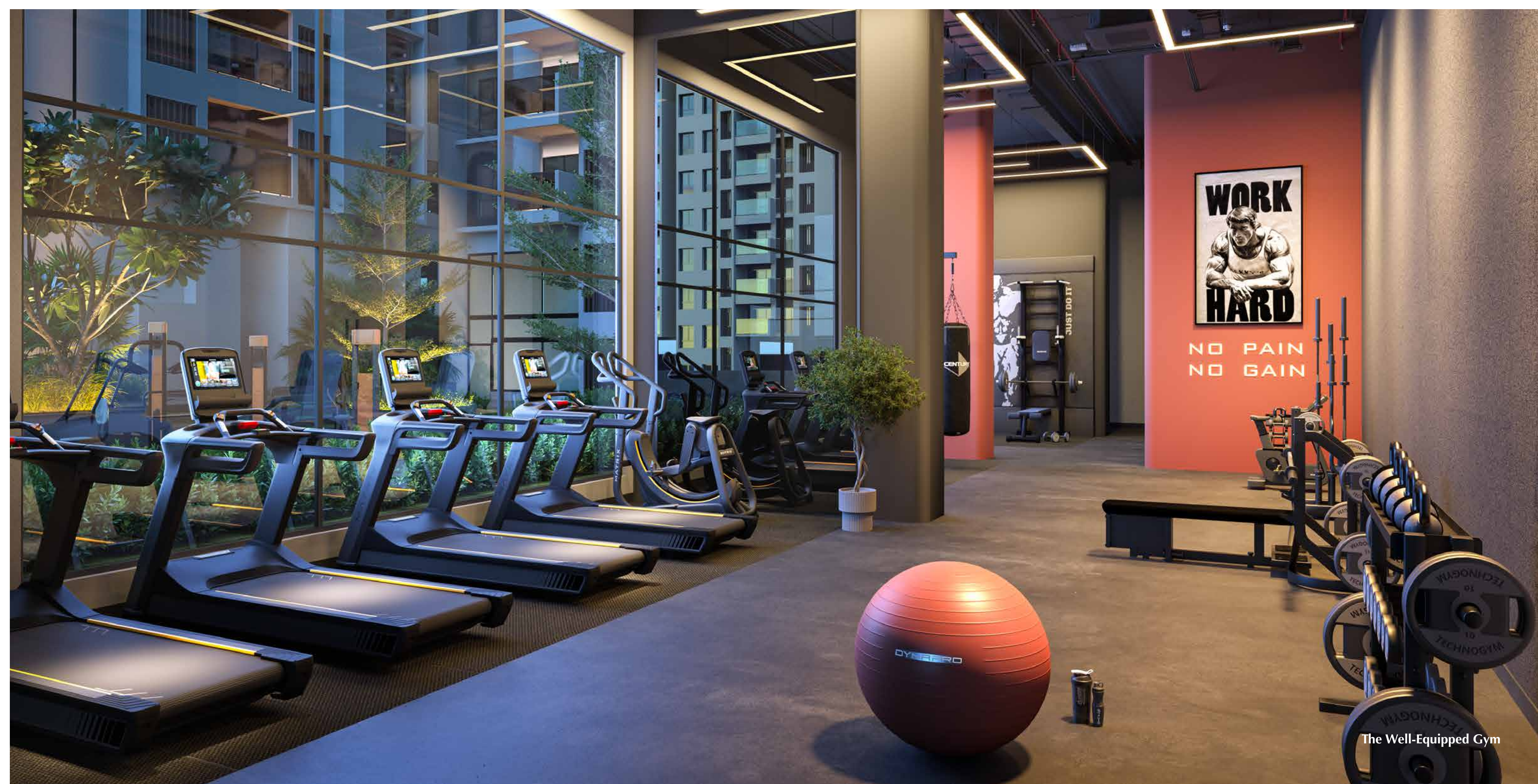
Swimming Pool





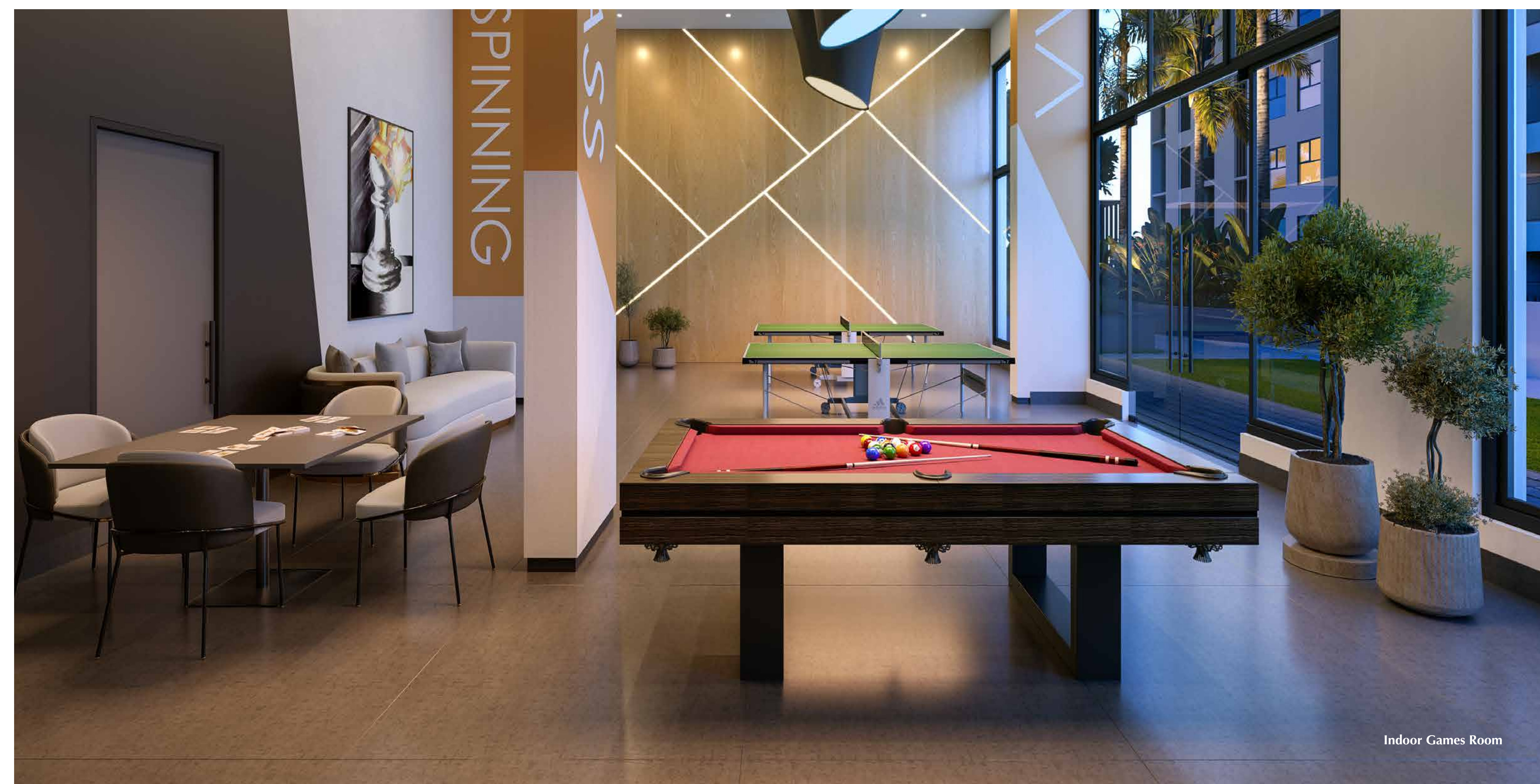
Cafe





The Well-Equipped Gym





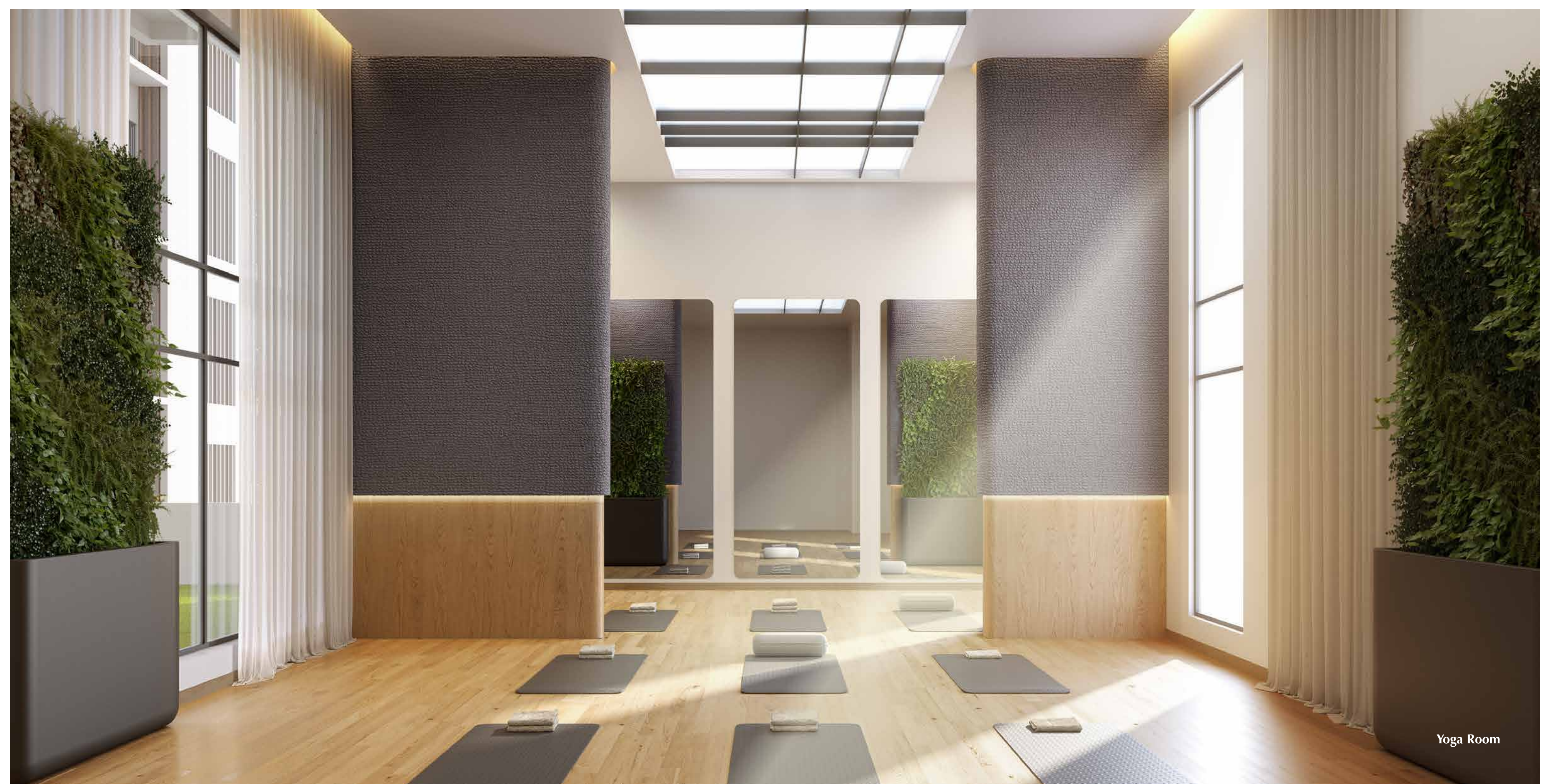
Indoor Games Room





Indoor Kids' Play Area





Yoga Room





Spacious Deck Balcony



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 openable/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.

**senior citizens' club features**

Fully anti-skid flooring

Door knobs with anti-slip handles

Glow stickers in stairs and blind corners

Specific washroom for seniors with raised commode, grab handles and panic button

Indoor games room with card room

Physiotherapy room with care giver

Senior citizen specific gym with instructor

Recreational room / Community Hall for gathering, Fun & frolic

Yoga room & facilities for initial health check up or, emergency care

AV room for movie screening or watching games

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

37 A Baker Road

Alipore, Kolkata 700027

Landscape

Madhup Mazumder

Design Accord

301 & 302 US Complex

(adjacent to Jasola Apollo Metro station, opposite Apollo Hospital)

120 Mathura Road, New Delhi 110076

Structural Designer

MN Consultants Private Limited

MNC House

1516 Rajdanga Main Road

Kolkata 700107

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 enviroment quality

Use of energy efficient fixtures

Area

About 11.3 acres

Total open space (including podium) ~

About 71%

Number of Flats ~ About 1446

Sizes

2BHK | SBU 921 sqft to 936 sqft

365 units (approx)

2.5 BHK + 2 T | SBU 1076 sqft to 1160 sqft

367 units (approx)

3 BHK + 2 T |SBU 1285 sqft to 1353 sqft

512 units (approx)

3 BHK + 3 T | SBU 1472 sqft

113 units (approx)

3.5 BHK + 3 T | SBU 1660 sqft | 77 units

(approx)

4 BHK + 4 T (Duplexes) | SBU 2664 sqft

12 units (approx)



Willow Den



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.



Rainwater collection

Solar power lighting for common areas

Optima will have solar panels. The energy generated from them will be able to cater to 1% of the electrical power load for the common areas of the project to make it energy efficient.



Solar powered lights in common areas

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.

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



GH platinum pre-certified

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.



LED lights in indoor common areas

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 the resale value of the apartments.



Ample daylight through large windows in bedrooms

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.



# 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 possess a rich track record of 22 ongoing projects, 16 upcoming projects and 34 completed projects.



The Royal Ganges Batanagar



Ozone South EM Bypass



Srijan Industrial Logistic Park NH 6



Eternis Jessore Road



Town Square near NewTown



Greenfield City near Behala Chowrasta Metro



Intellia near Park Street



Botanica near Southern Bypass

## 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

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

16th Realty+ Conclave & Excellence Awards Developer of the Year (Residential) - 2024 - winner





Developed by



Phase I - WBRERA/P/NOR/2024/002162 | Phase II WBRERA/P/NOR/2025/002447 | [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

#### NOTE

Pictures used in this brochure are artist impressions for illustration purpose only. The information, features, offerings and other details herein are only indicative and the developer / owner reserves its right to change any or all of these in its discretion subject to grant of approval from relevant authorities. This printed material does not constitute an offer, an invitation to an offer and / or commitment of any nature between the developer/owner and recipients. The developer's/owner's website(s) and other advertising and publicity material include artist impressions indicating the anticipated appearance of completed development. No warranty is given that the completed development will comply in any degree with such artist impression. Costs, designs and facilities and/or specifications may be subject to change without notice. Any decorative items, furniture, Basin counter shown in the 3D views of the apartment/model show flats shown is not a part of our offering.