

B a c k t o t h e F u t u r e



SIDDHA
RECREATING REALITY
AN ISO 9001:2000 COMPANY

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Design: Response India • Layout: Anurag Prasad





X a n a d u V i s i o n

The Xanadu experience will be that

of an abstract modernist structure

symbolising the union of

Life and Technology...

symptomised by streamlined

detailing and simple geometry...

a surreal fusion of fact and fantasy.



D e a r F r i e n d ,

We're delighted to unveil to you the world of Xanadu . . . a magical place that'll take your breath away, as it has ours. A result of meticulous research and tireless innovation catering to the needs of the wireless generation, offering immaculate home studios, geared to take care of every need that you could have.

A first of its kind in the country, matching New York standards for studio apartments, Xanadu features the last word in technology to give you a home that's intelligent like you are. A cosy, comfortable zone far from the din of city traffic . . . with the whole wide world at your fingertips.

At Siddha, that's what we've been doing ever since our inception . . . recreating reality for today and tomorrow. Inspired by the genius of Leonardo da Vinci and his spirit of ageless creativity . . . our Mission goes beyond realty into a realm of artistry that guides the spirit of Siddha. Like the Master, we try to let the work speak for itself.

Welcome to the new age home studio that fits your fast-track life like a warm glove . . . brings a sense of bliss into your busy calendar. At Xanadu, we've tried to take care of everything for you. A home designed to run like a finely tuned network with perfect multiple systems co-ordination to take much of the hassle out of your living.

Enjoy the show!

Siddharth Sethia
Joint Managing Director

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Artist's impressions of Xanadu



Inspired by the colorfully dynamic lifestyle of the inmates, the landscape vocabulary of Xanadu is articulated by exciting juxtaposition of forms, colored planes, frames and steps. Highlighted by reflecting pools, water channel falls, abstract modernist sculptures, feature walls, exotic plants, decktop landscaping, magical light effects.

The rise to the central raised deck includes a sitout landing in transition, and a water fountain. Creating a meditative space defined by a paved walkway and repeated planters. An extended square deck at this level offers space for park benches, overlooking the landscaped garden below.



Artist's impressions of Xanadu

Artist's impression of Xanadu





The planes, forms, water and greenery are interwoven to present not only a unified Land and Art composition in itself for the entire front garden, but also to serve functional integration of movement and access to upper floors while camouflaging the mandatory parking bays.

The heartshaped garden is garlanded with rich pavement styling and tall royal palms along the boundary. This helps embrace the foreground with a perfect sense of enclosure besides imparting a grand welcome experience.



Artist's impressions of the garden at Xanadu



The open-corridor walkway around the garden at ground level ensures maximum transparency between inside and outside . . . accentuated by glass panels between the lounge and the garden with sit-outs.

The Lounge and Coffee Shop announces the first interactive zone on entering Xanadu, with comfortable low-seating in warm tones, a TV and book wall, a snack counter, interactive music kiosks, pool tables . . . everything you need to relax after a hard day's night.



Artist's impressions of relaxing at Xanadu

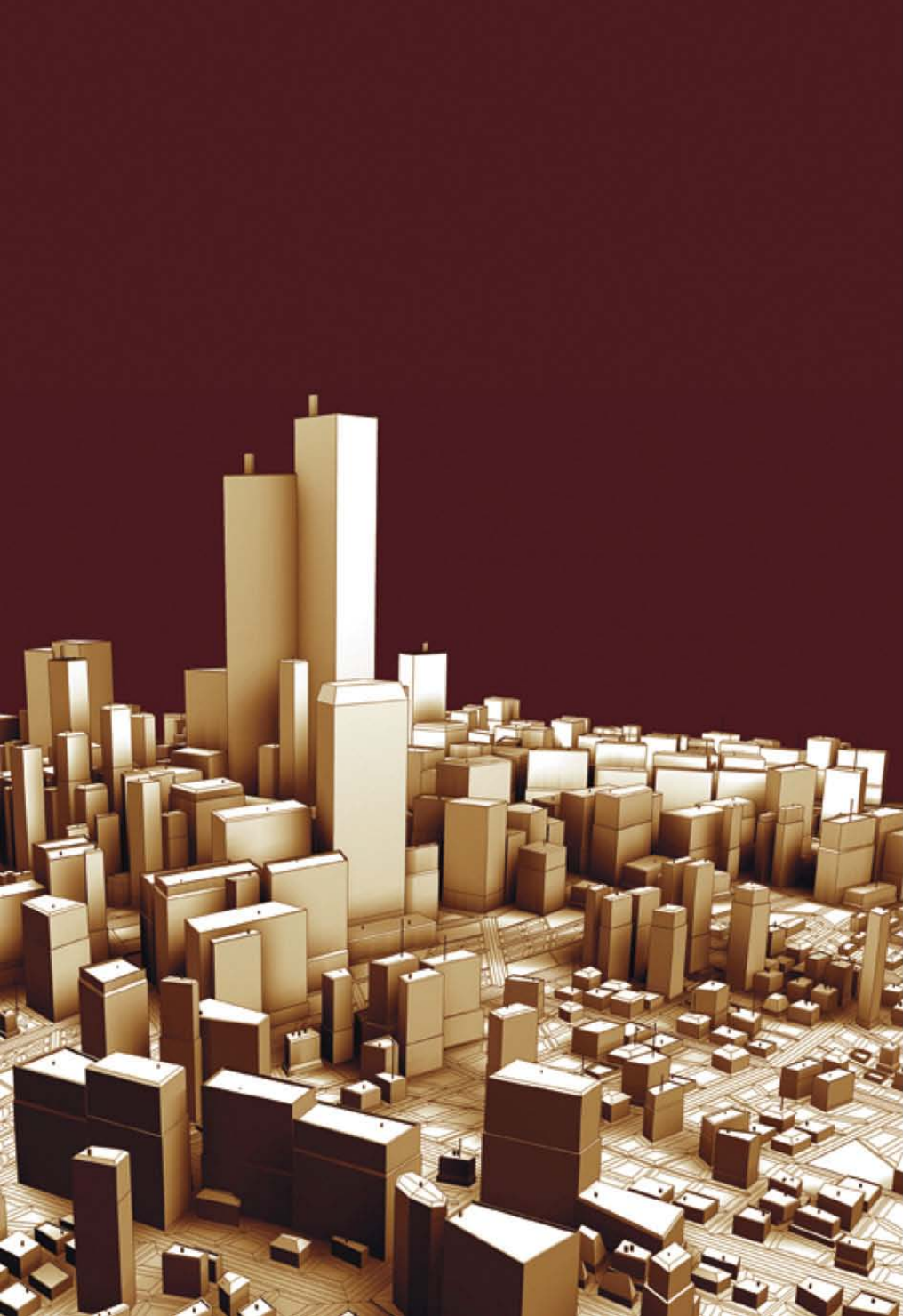


A plush and compact Business Center is tucked away beside the lounge, for you to use in a relatively relaxed mood rather than rushing to office. Small meetings and video conferencing facilities are also available here.

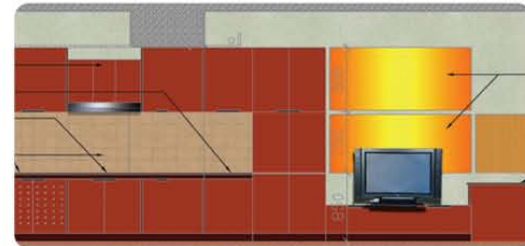
Circulation spaces, lift lobbies and corridors in Xanadu will never be boring . . . as every nook and corner has been treated with a surprise element motifs on floors and walls, niches for artefacts. This effect will be further enhanced by diffused indirect lighting from the ceiling ledge.



A r t i s t ' s i m p r e s s i o n s o f X a n a d u

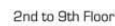


Meticulously planned, every detail is thoughtfully taken care of at each Xanadu apartment. Right from the kitchen area to lounging to the sleeping space. Ample storage will ensure your belongings are not strewn around. Even the bathroom with a shower cubicle or jacuzzi bathtub allows you to have those long, lingering moments with yourself, nursing a cooling drink. Not to forget the electronic entry and the remote control that lights up your apartment at the press of a button.



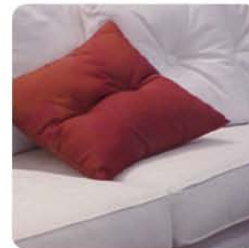
Artist's impressions of Xanadu







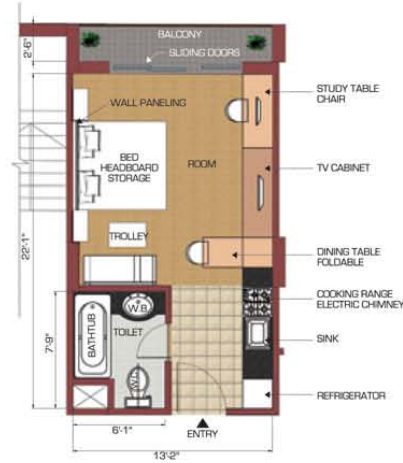
The cosy studio apartment could be fitted with trendy furniture, high-end flooring, vibrant colors and state-of-the-art fittings, kitchenette and a sleek workstation. Each studio will also have a picturesque balcony allowing for ample light and fresh air. WiFi Brodband Internet connectivity and multiple level security systems will make Xanadu the most techfriendly home in town.



Artist's impressions of apartments at Xanadu



500 sqft apartment



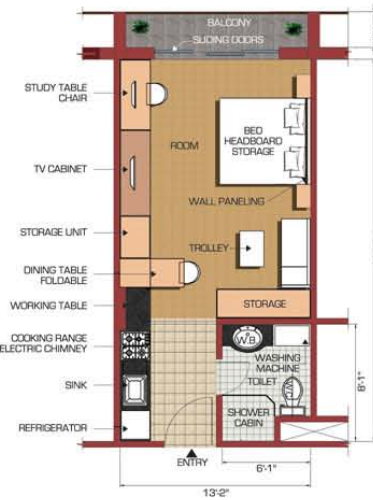
525 sqft apartment



600 sqft apartment



625 sqft apartment



650 sqft apartment



735 sqft apartment



770 sqft apartment

1st Floor				
SI #	Apartment area in sqft	Apartment per floor	Total apartments	Apartment numbers
1	500	Nil	Nil	Nil
2	525	2	2	20, 31
3	600	11	11	9, 10, 11, 12, 13, 14, 17, 18, 21, 23, 24
4	625	8	8	8, 16, 22, 26, 28, 30, 32, 34
5	650	2	2	25, 29
6	735	1	1	33
7	770	2	2	19, 27
Total		26	26	

2nd-9th Floor				
1	500	1	8	15
2	525	2	16	20, 31
3	600	13	104	4, 5, 6, 9, 10, 11, 12, 13, 17, 18, 21, 23, 24
4	625	12	96	1, 3, 7, 8, 14, 16, 22, 26, 28, 30, 32, 34
5	650	2	16	25, 29
6	735	2	16	2, 33
7	770	2	16	19, 27
Total		34	272	

10th Floor				
1	500	Nil	Nil	Nil
2	525	2	2	20, 31
3	600	8	8	9, 10, 11, 12, 13, 14, 21, 23
4	625	4	4	8, 30, 32, 34
5	650	2	2	25, 29
6	735	1	1	33
7	770	Nil	Nil	Nil
Total		17	17	

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The ultimate chill-out awaits you on the top floor... a unique Lounge Bar cum Miniplex flanked by a Landscaped Terrace, and a Plunge Pool and Sundeck on the other side.

Here you have the choice of entertaining guests for a drink or hosting a small party in the flexible seating modules. Or, use the same space to chill out at a weekend in-house movie show... enjoy a high-end home-theatre system.

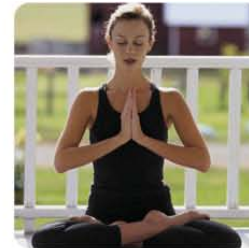


Artist's impressions of recreation at Xanadu



For those who care for the mind, body and soul, a state-of-the-art Power Gym, Health Club and Spa is at your service . . . complemented by a Meditation Room overlooking yet another landscaped terrace.

And for your comfort there's the Coffeeshop • Gym | Health Club | Spa
Yoga | Meditation Room • Business Center • Plungepool on Terrace • Sundeck
Garden • Concierge • Convenio • Laundry • Miniplex | Lounge • Pool Tables • Housekeeping
Icemakers • Vending Machines • Optional Extra: Electronic Access | Remote Illumination.



Artist's impressions of unwinding at Xanadu



A t X A N A D U

Amenities

- Coffeeshop
- Gym | Health Club | Spa
- Yoga | Meditation Room
- Business Center
- Plungepool on Terrace
- Sundeck
- Garden
- Concierge
- Convenio
- Laundry
- Miniplex | Lounge
- Pool Tables
- Housekeeping
- Icemakers
- Vending Machines
- Optional Extra: Electronic Access | Remote Illumination

Facilities

- State-of-the-art fire protection
- Sewage treatment plant
- Rainwater harvesting
- Power backup
- Water filtration plant
- Rapid elevators

Specifications

Structure

Earthquake-resistant. RCC framed construction with infill brick walls. Cement plastering overlaid with smooth, impervious plaster-of-paris.

Doors & Windows

Toughened timber framed doors and solidcore flush shutters. Aluminium-frame windows with fully glazed shutters and superior fittings.

Floors

Vitrified tile | Laminated-wooden flooring.

Kitchen Counter

Granite countertop with stainless steel sink.

Bathroom

Floors: ceramic-tiled floors and 7" dados.

Equipment: premium, white, porcelain.

Fittings: premium chrome-plated fittings.

Electricals & Electronics

Premium concealed copper wiring with latest modular switches and miniature circuit breakers. TV socket, Broadband | WiFi.

Telephone

Central distribution console. Networked with all apartments.

Exterior

Latest weatherproof nonfade exterior finish of highest quality.



Siddha stands for Success

Siddha Group, a high-class real-estate creator, with fullfledged offices and services in Kolkata and Jaipur.

Since our inception in 1986, Siddha has designed, built and marketed over Rs 3,500 million worth of residential and commercial buildings and townships. That's over 24 lakh sqft of built-up premium space in the two cities.



S o m e S i d d h a p r o j e c t s



Architects

Agrawal & Agrawal, one of eastern India's leading architects. Founded in 1986, they design premium buildings and build master plans.

Today, Agrawal & Agrawal are renowned for their commercial complexes, residential apartments, townships, IT infrastructure complexes, malls, hotels, and institutional and leisure projects.



Some Agrawal & Agrawal projects



Legal Consultants

Mr Avik Saha and Ms Jayati Saha head Saha & Ray, Advocates, a premier law firm. They specialize in real estate and property laws, with international affiliations that bring in global terms of reference.



Landscape and Interior Design Consultants

Design Accord Consultants, one of India's coveted landscape and interior designers, have been flying high for quite a while. Their varied experience and versatility are reflected in the wide horizon of projects that they've worked on.



Some Design Accord projects



W e l c o m e t o X A N A D U

The new-age Xanadu studio apartments at Rejarhat,

Kolkata, situated within minutes from the IT, ITes,

electronics and telecom hubs,

equipped with ultramodern techfriendly systems,

are supported by amenities and facilities optimized

for the wireless generation.