

The background of the image is a solid dark blue color. Overlaid on this background are several large, overlapping, concentric circles in a lighter blue shade. These circles are centered at various points across the frame, creating a ripple effect. In the center-right portion of the image, there is a white rectangular box with rounded corners. Inside this box, the word "OPTIMA" is written in a bold, sans-serif font. The letters "OPTI" are in a medium blue color, and the letters "MA" are in a darker blue color.

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.

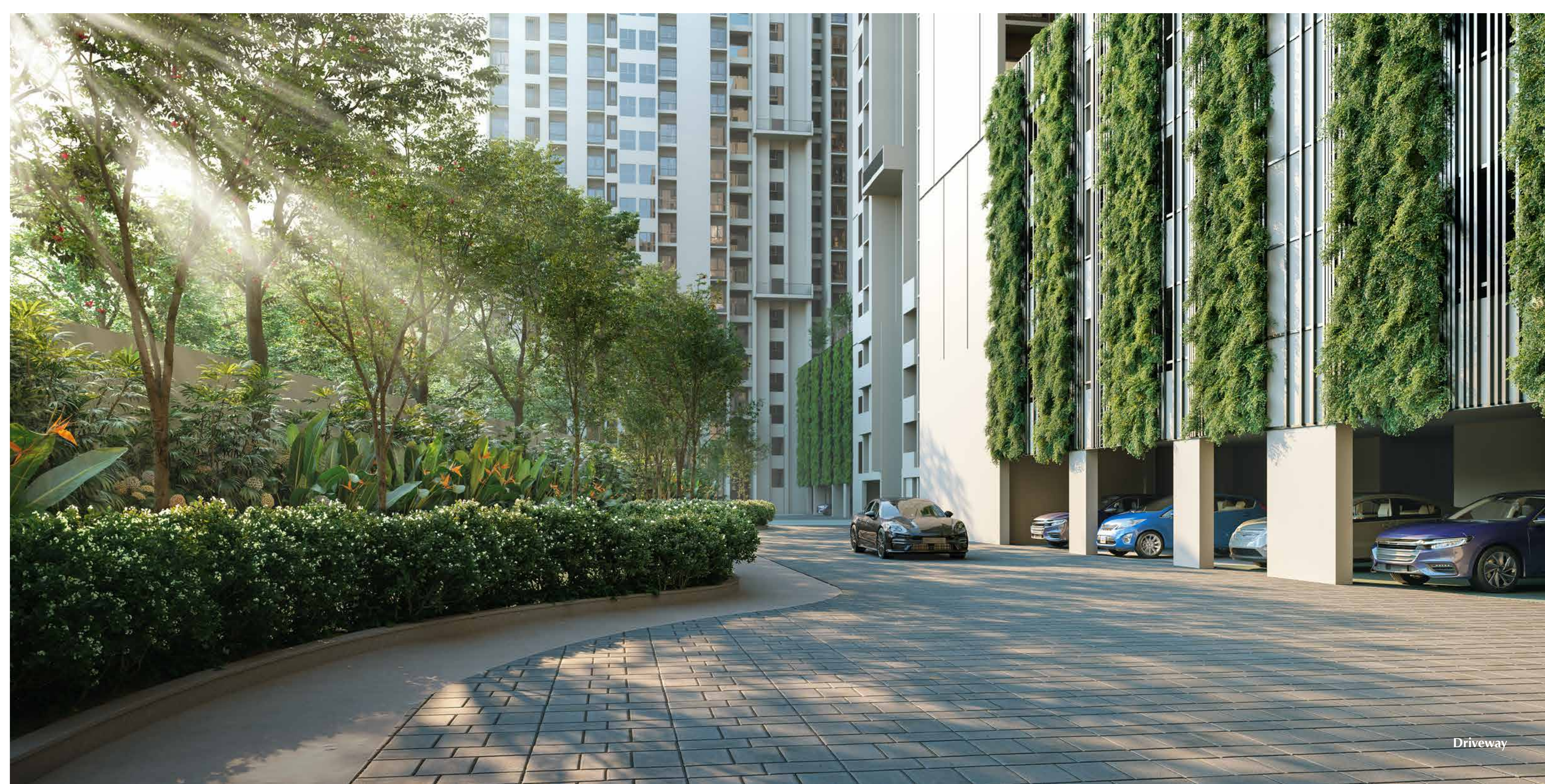
A in-house shuttle service to and from Sector V and New Town SEZ area will ensure a hassle-free daily commuting.



The Entrance



The Towers At Dusk



Driveway

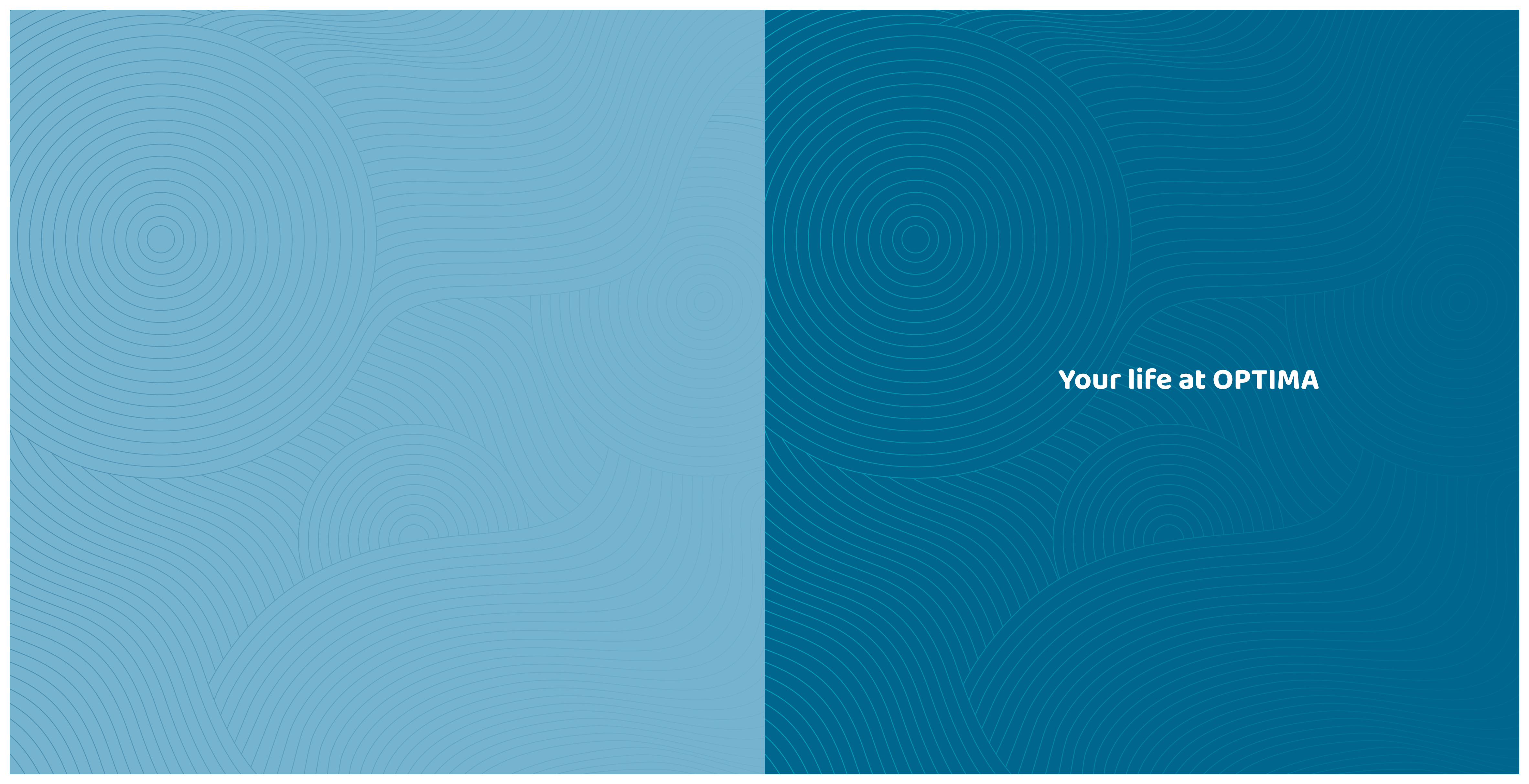


SHOPPING
PLAZA

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



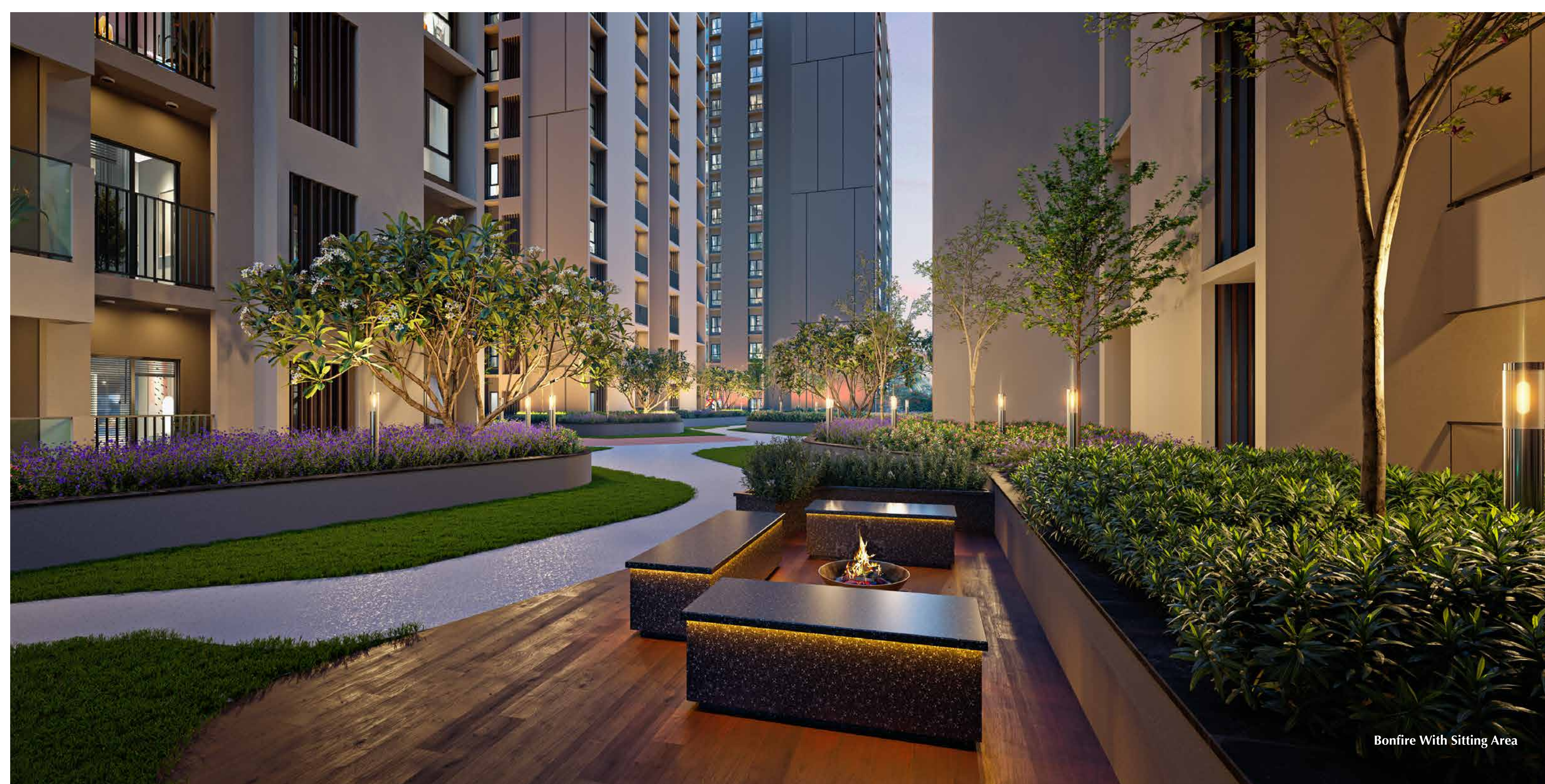
Multipurpose Court



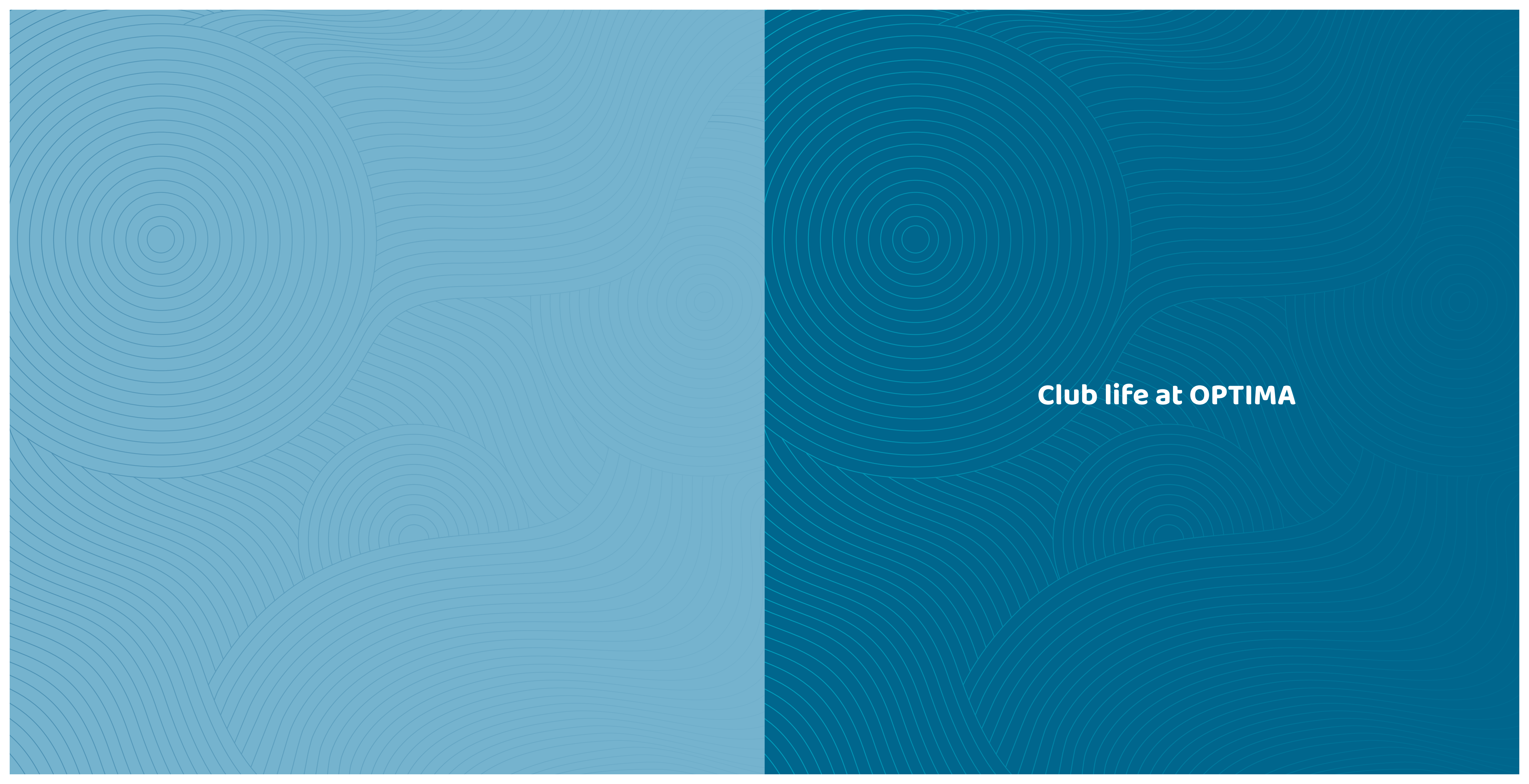
Badminton Court



Sculpture Court & Gathering lawn



Bonfire With Sitting Area

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.

Club life at OPTIMA



OPTIMA will have

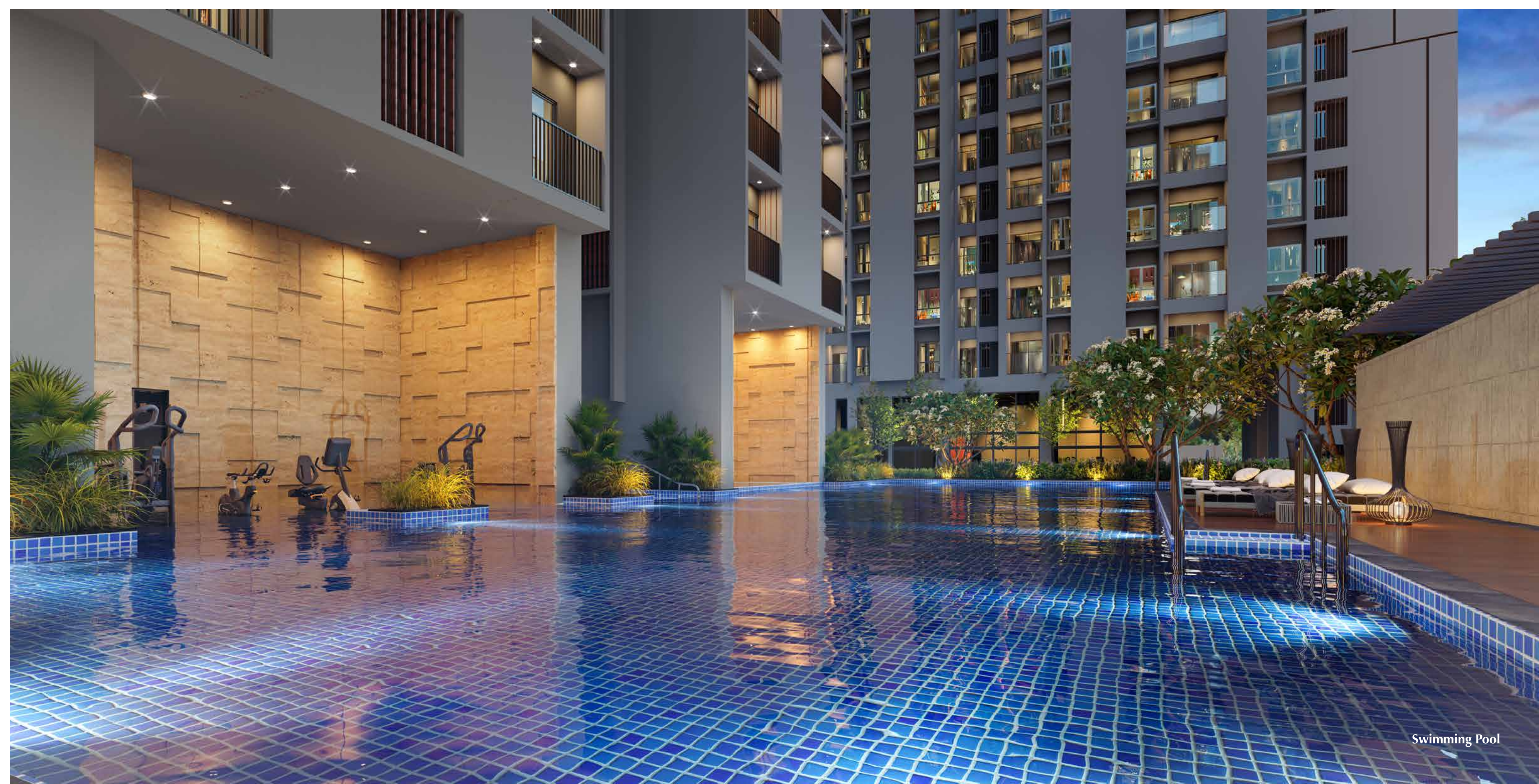
AT THE CLUB

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

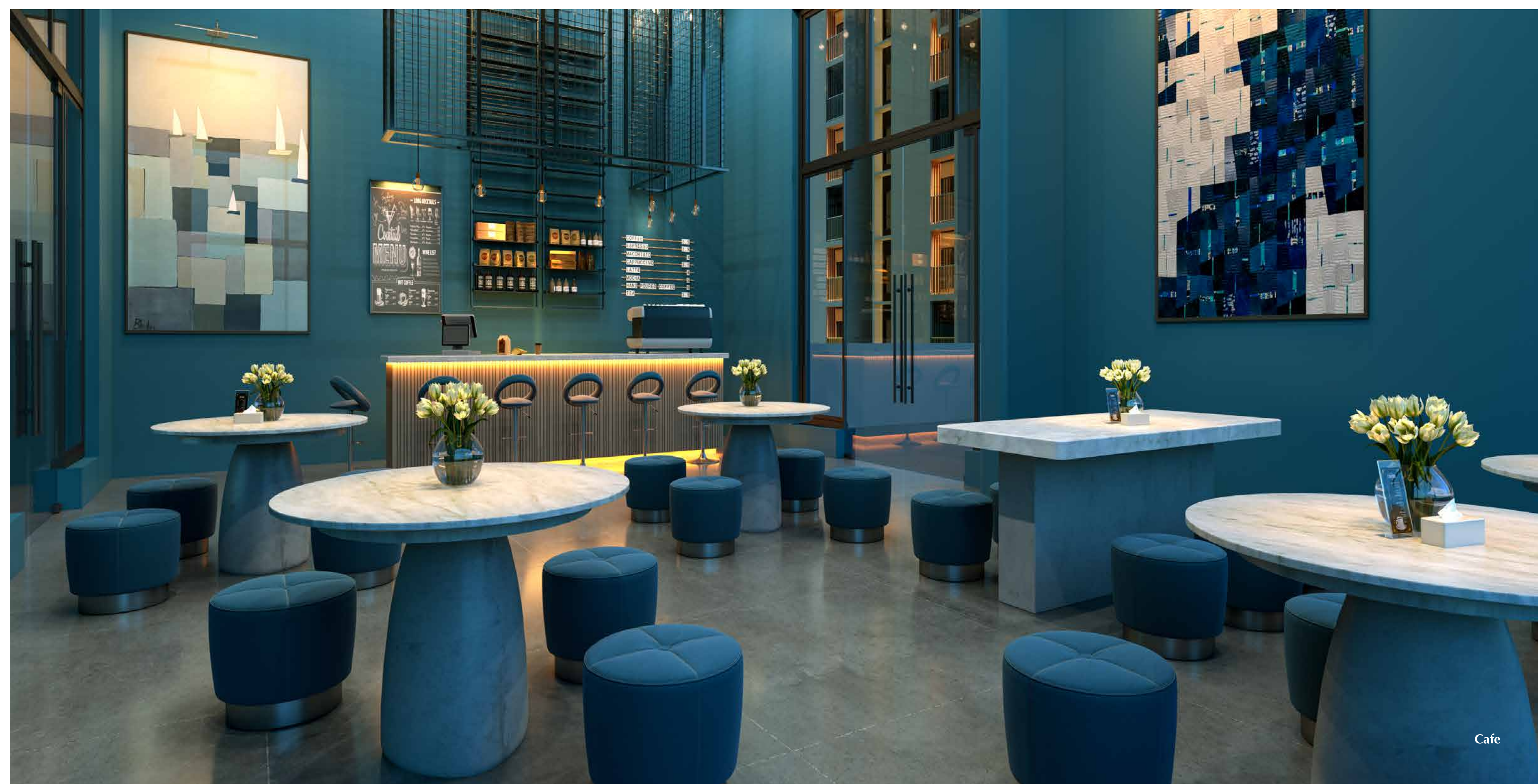
ELSEWHERE

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

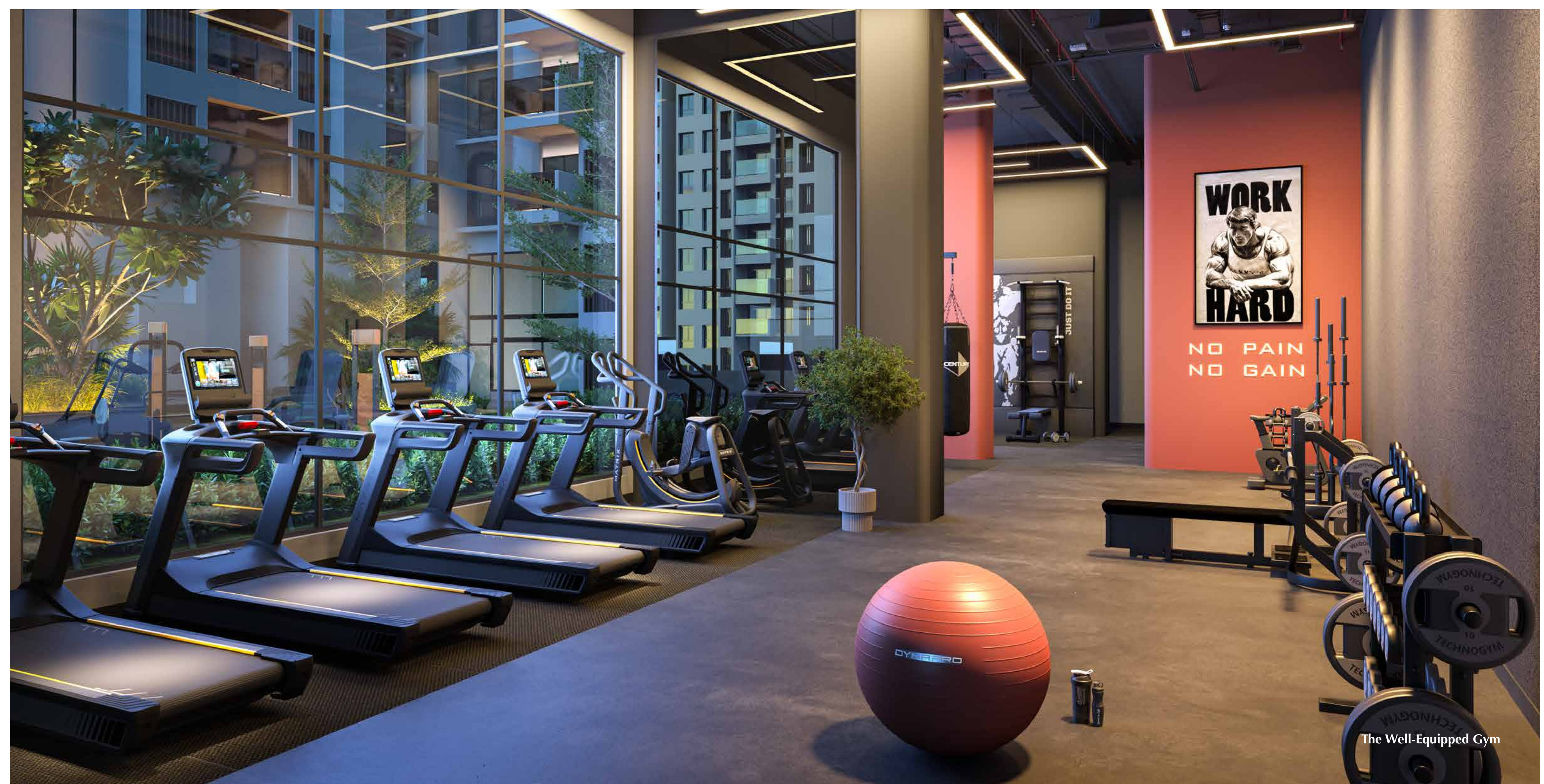
The Podium View



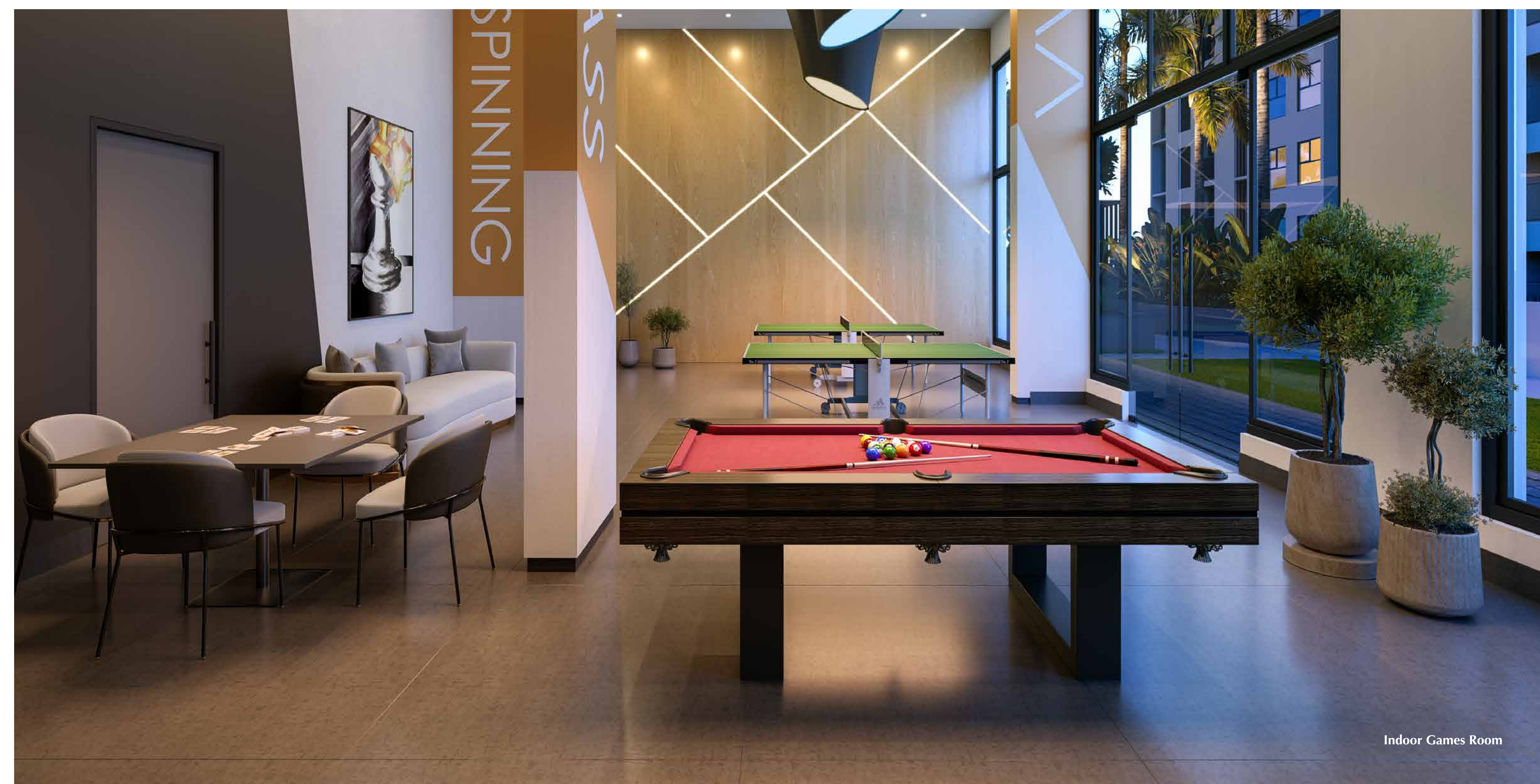
Swimming Pool



Cafe



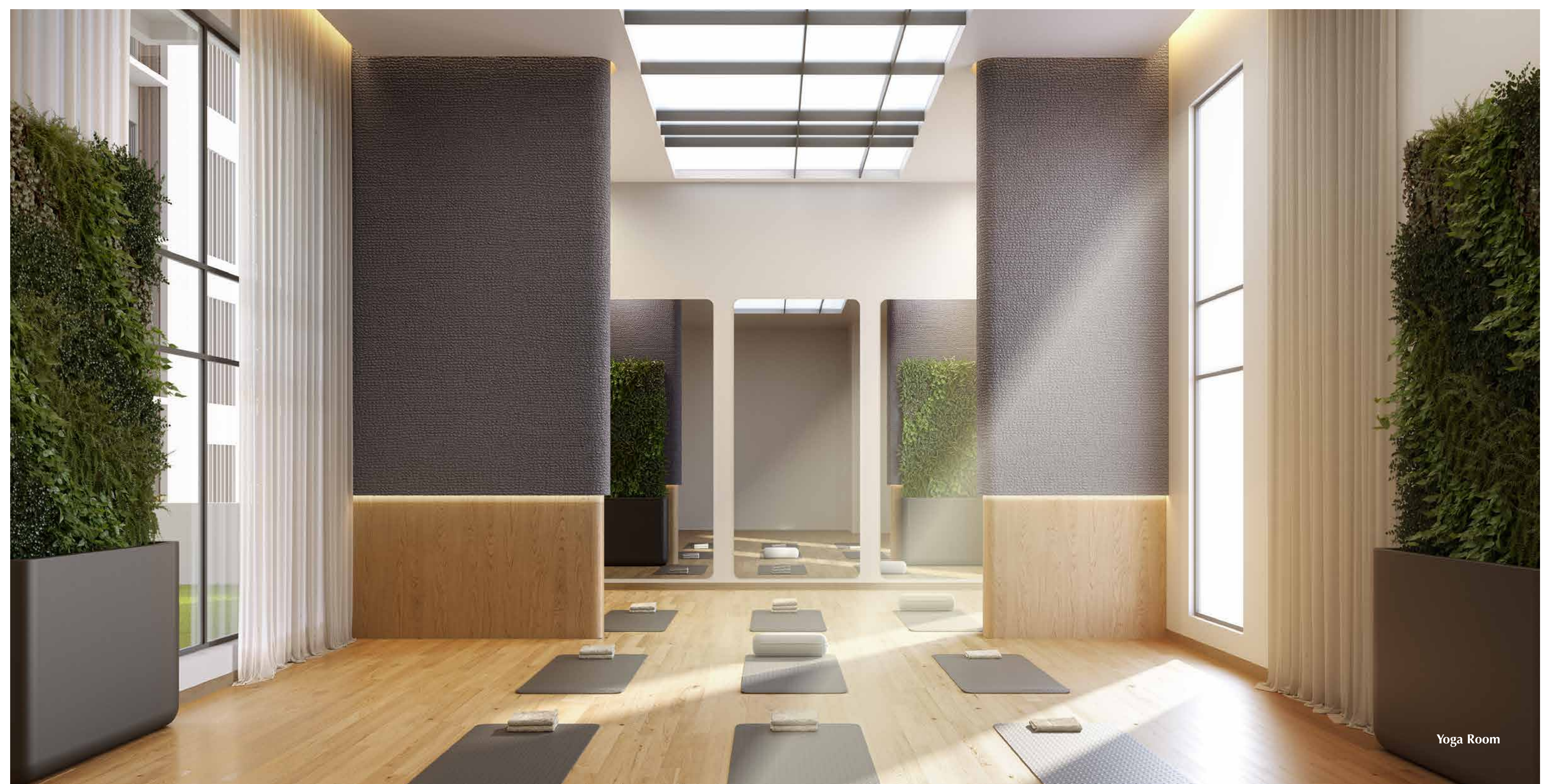
The Well-Equipped Gym



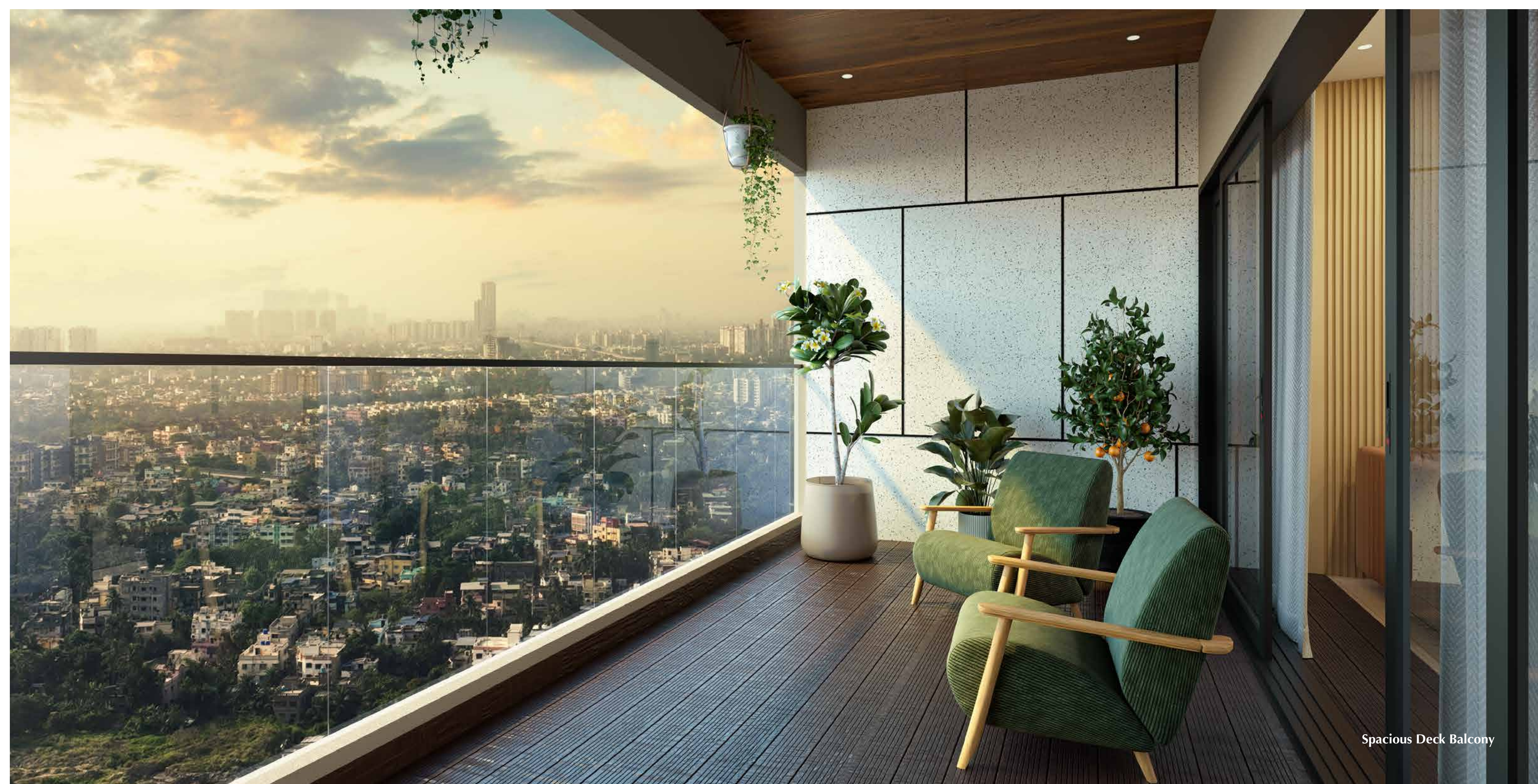
Indoor Games Room



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 Re-
alty Plus Conclave
& Excellence Awards 2018 East Excellence in Deliv-
ery 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

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

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