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**HIRA No.:** HIRA/P/HOO/2019/00635





The river of life just keeps flowing  
From the mountains through the great  
lengths of this land  
And all around it life passed by  
Living as it were in paradise

The river of life  
- Susmit Bose





## Welcome to Alcove New Kolkata

A self-sustaining, state-of-the-art township in Serampore. The 29-acre property is a first-of-its-kind residential and commercial township in the world to be built along the banks of the holy river.



# The perfect Sangam of life and lifestyle

Discover your dream home at New Kolkata Sangam - a luxurious residential complex that offers premium Ganges view and a host of conveniences. With three categories of residences - Signature, Suites, and Serenity - you'll have a variety of options to choose from to cater to your specific needs. Experience the ultimate in comfort and convenience at New Kolkata Sangam.



Unveiling the  
**signature**  
dream

Wake up to the inspiring Ganges sunrise every day.





Experience •  
**suite**  
elegance

Spacious homes for unrestricted living.



# The serenity of value

Affordable luxury with breathtaking Ganges horizons.





# Redefine Riverside Rollick

A 56,000 sq. ft. destination to revel in modern leisure and athletic pursuits.





Swimming Pool



Indoor Gaming Lounge



Gym



Squash Court

**A Lifestyle Beyond Compare**

Elevate to elite facilities that help to unleash your potential. From comprehensive sport arenas to interactive gaming lounge, panoramic rooftop pool deck to the resort-style swimming pools, state-of-the-art fitness centres to elegant workshop spaces, find all these and much more at the riverside Clubhouse.



Mini Theatre




Toddlers' Play Area



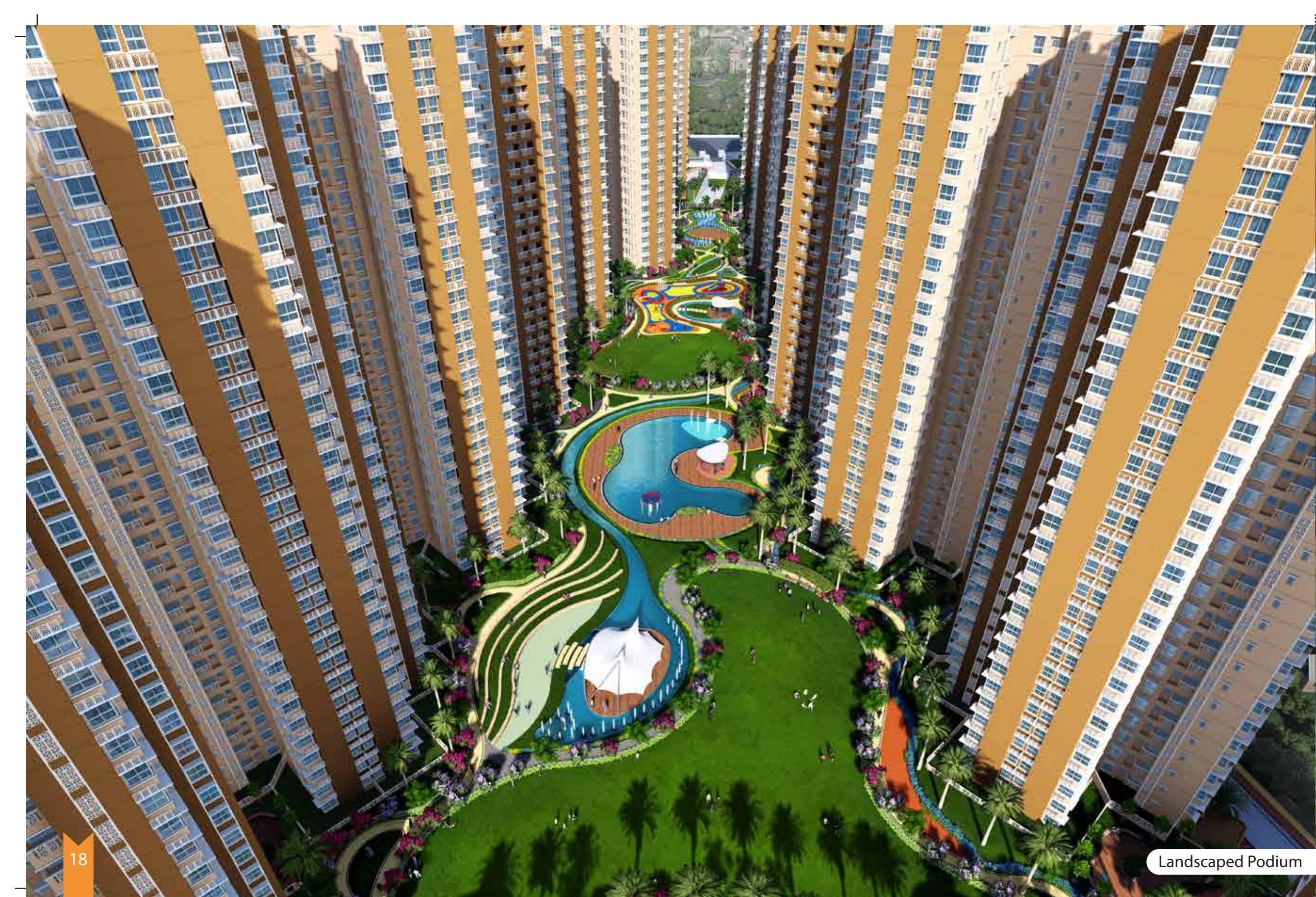
Badminton Court





Unwind by the  
**waves**

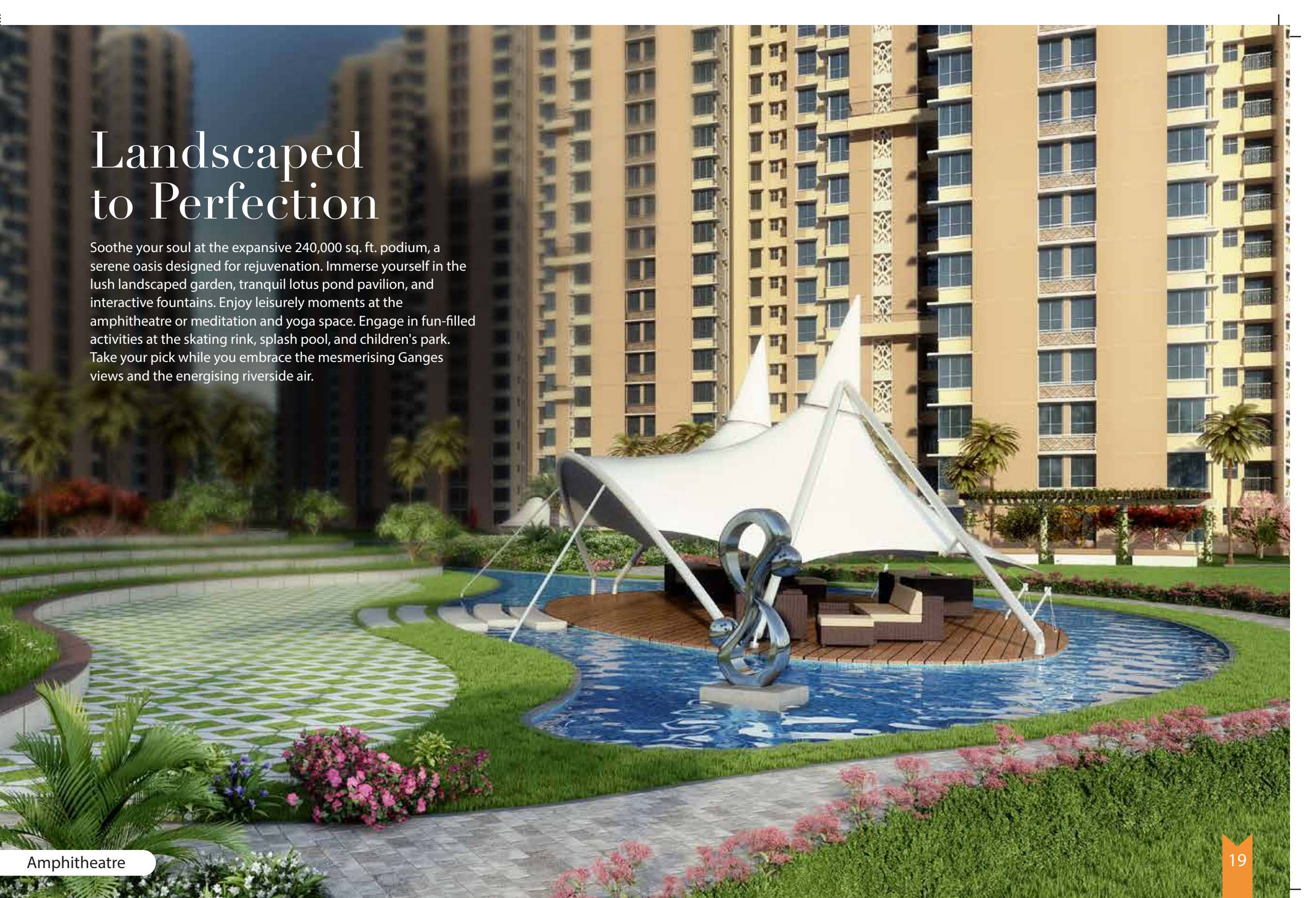




Landscaped Podium Amphitheatre

# Landscaped to Perfection

Soothe your soul at the expansive 240,000 sq. ft. podium, a serene oasis designed for rejuvenation. Immerse yourself in the lush landscaped garden, tranquil lotus pond pavilion, and interactive fountains. Enjoy leisurely moments at the amphitheatre or meditation and yoga space. Engage in fun-filled activities at the skating rink, splash pool, and children's park. Take your pick while you embrace the mesmerising Ganges views and the energising riverside air.







Fountain Plaza



Splash Pool & Floating Stage



Children's Park



Discover yourself  
by the sacred and tranquil  
rhythms of the

# Ganges



Elevate to  
**award  
winning**  
architectural brilliance





# Live the green life. Experience 65+ lifestyle benefits

- Footpath/Jogging Track
- Cycling Track
- Pet Park
- Mandir
- Lotus Pond
- Hibiscus Garden
- ATM Space
- Restaurant
- Multiway Connectivity
- Hooghly's Largest Clubhouse
- Reading Room
- Yoga / Zumba Room
- Private Jetty & Ferry Service
- Skating Rink
- Private Ghat
- Riverside Gazebo
- Deepmala
- Palm Garden
- Convenience Store Space
- Multipurpose Hall
- Hi-tech Gym
- Snacks Corner
- Toddlers' Playing Zone
- Squash Court
- Garden Pavilion
- Yoga/Meditation Lawn
- Outdoor Gym
- Reflexology Path
- Floating Stage
- Amphitheatre
- Badminton Court
- AC Indoor Games Arena
- AC Home Theatre
- Rain Water Harvesting
- Solar Panels
- Waste Management System
- Splash Pool Side Deck With Loungers
- Interactive Fountain
- Fountain Plaza
- Swimming Pool
- Kid's Pool
- Viewing Deck
- Modern Fire Safety & Firefighting Equipment
- 24X7 Power Backup
- CCTV
- Water Treatment Plant
- Access & Parking for the Disabled
- Designed for Natural Light and Ventilation
- Kids' Play Area
- 240,000 sq. ft. Landscaped Podium
- Triple Height Lobbies
- Mygate Service
- Biometric Secured Entrance
- Car Wash
- Dedicated Space for Cycle, 2 Wheelers, 4 Wheelers
- Provision for Intercom
- Common Toilets
- Driver's Seating Area
- Controlled Noise Pollution
- Improved Air Quality





# Specification



## Structure

- Pile/raft foundation for durability and stability
- Earthquake resistant RCC superstructure



## Electricals

- Copper PVC coated wiring in concealed conduits with switches of reputed make
- Socket points for AC, TV and telephone in living, dining and all bedrooms
- Electrical points for geyser, exhaust, washing machine, microwave, refrigerator, water purifier, grinder, computer, and mobile charging



## Flooring

- Porcelain tiles in all bedrooms
- Vitrified tiles in the living/dining space & kitchen
- Anti-skid ceramic tiles in toilets



## Kitchen

- Kadappa counter with stainless steel sink and tap of reputed make
- Ceramic tile dado up to 2 ft. above working platform
- Provision for water inlet for filter
- Provision for exhaust



## Wall

- **Exterior:** Weather-proof cement based paint
- **Interior walls & ceiling:** RCC structured/wall with putty finish



## Lifts

- 3-high speed passenger lifts (including 1 stretcher lift) in each tower



## Windows

- Natural coloured anodised aluminium windows



## Toilets

- CP fittings of reputed make like Jaquar or similar
- **Sanitary ware:** White porcelain of reputed make like Jaquar or similar
- Mirror and towel ring
- **Wall:** Ceramic tiles up to door height
- Provision for geyser and exhaust



## Doors

- **Entrance door:** Laminated flush door with magic eye and handle
- **Internal door:** Primer finish flush doors with cylindrical lock



## Staircase

- 2 spacious RCC staircase in each tower



## Balcony

- RCC railing
- Anti-skid vitrified tiles in the balcony attached to the bedroom, if any
- Vitrified tiles in the balcony attached to the living and dining space, if any



## Lobby

- Well decorated triple height lobby on ground floor
- Vitrified tiles flooring



# Omniplex: The New Era of Convenience

NEW  
KOLKATA  
TRIVENI



Banquet Halls



Hotel



Multiplex

Conveniently located within the township, the commercial complex boasts a diverse mix of modern day conveniences such as retail outlets, a multiplex cinema, supermarket for all your grocery shopping needs, and doctors' chamber for quality healthcare services. Additionally, a sophisticated hotel provides comfortable accommodations for visiting guests, while an elegant banquet hall serves as the perfect venue for hosting memorable events and special occasions.



Retail Outlets



Diagnostic Centre



Supermarket



# Riverside Dreams. Delivered.

Actual image



Buddha Fountain



Outdoor Kids' Play Area



Swimming Pool



Mini Theatre



Badminton Court

Our completed residential complex- New Kolkata Prayag and its 1250+ happy residents stand as a testament of our commitment to delivering homes with exceptional quality and within record breaking time, even in the toughest of times.



Trusted by thousands.  
Certified by experts.



Realty+ Conclave Excellence Awards 2023- East

- ★ Architectural Design of the Year - Residential  
Alcove New Kolkata
- ★ Residential Complex of the Year  
Alcove New Kolkata



PMAY (Pradhan Mantri Awas Yojna) Award 2022

- ★ Best Affordable EWS/LIG Housing Project  
Alcove New Kolkata Prayag



ET-East Real Estate Conclave Awards 2022

- ★ Residential Project - Developer (Metro)  
Alcove Realty
- ★ Residential Project - Affordable Housing (Metro: Completed), Alcove New Kolkata Prayag
- ★ Environmental Friendly Residential Project (Metro), Alcove New Kolkata Prayag



Credai Howrah Hooghly Realty Awards 2022

- ★ Best Concept & Designed Residential Project in Howrah & Hooghly Alcove New Kolkata Prayag
- ★ Best Completed Residential Project in Hooghly above 1 Lakh Sq. Ft. Alcove New Kolkata Prayag



IGBC Green Affordable Housing 2022

- ★ Platinum Rated Green Building  
Alcove New Kolkata Prayag
- ★ Pre-certified Platinum Rated Green Building  
Alcove New Kolkata Sangam

## Meet the Man Behind the Vision

Alcove Realty was founded by **Shri. Amar Nath Shroff**. He is the driving force behind our commitment to excellence, innovation, and customer satisfaction. With decades of experience in the industry, he has shaped our company into what it is today. His passion for creating exceptional homes has led our team to deliver countless successful projects that have set new benchmarks in the industry.

As a visionary leader, **Shri. Amar Nath Shroff's** expertise continues to inspire our team to push boundaries and exceed expectations. At Alcove Realty, we take pride in having him at the helm of our journey towards excellence and customer satisfaction.





# Designed for the Future

**Padma Bhushan awardee architect Hafeez Contractor** designed the New Kolkata project with the aim of providing economic yet superlative housing. He ensured that each flat had a view of the Ganges and cross ventilation. His vision for the project was to provide high-end flats in a well-located area, with fabulous layout, a grand entrance, with convenient amenities and luxurious facilities that can compete with any other flats in the heart of Kolkata, all this whilst enjoying an affordable price point.

# The ones who made our dream come true

**Architect Hafeez Contractor**  
आर्किटेक्ट हाफीज कोन्ट्रक्टर

Principal Architect  
Hafeez Contractor  
Mumbai

**INNATE**  
ARCHITECTS PLANNERS ENGINEERS

Associate Architect  
INNATE  
Kolkata

**mn**

Structural Engineer  
MN Consultants Pvt. Ltd.  
Kolkata

**SINGAL SA ASSOCIATES**

Landscape Architect  
Singal Associates  
Delhi

**TTS**

Fire Consultant  
TTS Consultant  
Kolkata

**Godrej**

Green Building Consultant  
Godrej & Boyce Mfg. Co. Ltd.  
Mumbai

**I**

PHE Consultant  
Imperial PHE Services LLP  
Kolkata

Geo-technical Engineer  
C.E. Testing Company Pvt. Ltd.

HVAC  
Sonaire Services

Electrical Consultant  
Mitra Roy

**SBI**

**ICICI Bank**





THE 42 Tower 5



Alcove Regency



Flora Fountain



Alcove Gloria

# Building a Happy Future

Alcove Realty is a renowned and trusted name in Eastern India's real estate sector, with over 40 years of experience. The organisation has created a legacy of redefining the Kolkata skyline with innovative and iconic structures starting from Brindavan Gardens - the first condominium in Eastern India to THE 42 - India's tallest occupied residential building. Alcove's latest offering, Alcove New Kolkata, is an epitome of dream homes by the Ganges.

Join us on this journey and discover the Alcove Advantage for yourself. Experience unparalleled quality, exceptional craftsmanship, and a commitment to excellence that is unmatched in the industry. Welcome home to Alcove Realty, where luxury and value meet to create an unparalleled living experience.

For any assistance  
contact us

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