

# A Fortune Realty INITIATIVE

Fortune Realty is a Kolkata-based real estate company founded in 1985 by the veteran Dr. R. S. Bhartia. With his 35 years of experience, immense knowledge in various fields and immaculate expertise, Dr. Bhartia has carved out a niche for Fortune Realty in the Kolkata real estate sector. Mr. Padmanabh Bhartia has continued to take the Fortune Group a step ahead and set benchmarks. The main motto of the Fortune Realty is 'to recentrate Kolkata housings and properties.

the beauty of life and enhance the quality of living'. This reflects in the Group's evolving, premium and world class real estate projects across Kolkata. The Group believes that in today's fast-paced life, the beauty of life is manifested in moments and precious time spent in quiet, tranquility and peace in the company of loved ones. A real estate company in Kolkata, Fortune Realty, deals with residential and commercial projects.

## Fortune Township

NH 35  
Phone: 9748570000



## Fortune City

Madhyamgram  
Phone: 9231433798



## Fortune Heights

Barasat - NH34  
Phone: 8584919999



## Fortune ESTATES

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Kolkata – 700027  
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OF BARASAT.

BARASA

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BARASAT AND RETAIL.

TRENDING

THE STORY OF A BARASAT CALLED

BARASAT'S LEGENDARY KALI PUJOS.

FAVOURITE ADDRESS OF NEW HOME BUYERS.

CityLife





**BARASAT** is a city in Greater Kolkata, West Bengal India and is the district headquarters of North 24 Parganas. It is a part of the Authority. Barasat Municipality, Barasat District Court and Zilla Parishad (District Council) are the major administrative establishments of Barasat. The town is an important railway and roadway junction. As an urban setup in the vicinity of the Kolkata, the town is within the area of Greater Kolkata. Several significant roads like National Highway 34 (Krishnanagar Road leading towards North Bengal and Assam), Jessore Road (road leading to Jessore in Bangladesh via Bongaon); road leading to Basirhat etc. cross through the town.



# EDITO RIAL

Dear reader,

This is not a directory or a magazine; to call it one will be an

understatement. It's an unveiling of this small corner of extended Kolkata, which was once known for bagaanbaris and was famous for Sunday picnics in winter, but is now a busy retail, educational and residential hub – metropolitan centre. The reader comes to know about unexplored facets of Barasat; its cultural heritage and tryst with history, as also

Reason: large courtyards, ponds, coconut and mango groves, once synonymous with Barasat has given way to rampant construction activity on both sides of the Jessore

Road. Idyll countryside until a few years ago on the north eastern

tip of Kolkata; Barasat has cornered the limelight as a coveted real-estate location. Since 2005 each year saw a

capital appreciation of 15 per cent y-o-y. With a population projected to touch 5, 25,000 by 2025 growing at 3.5 per cent y-o-y; this locality has an excellent potential for growth and return on investment. The investors are likely to see 15-20%

and more returns annually. This issue highlights the organized retail wave that has swept off Barasat. With the increasing purchasing

capacity of the consumers; recent availability of international and domestic retail solutions has triggered a change in the retail landscape – all this

has been faithfully captured and presented here. Education is another domain where Barasat scores well. With several new and expanding CBSE and ICSE

institutions guardians' approach towards education has changed. Adamas Knowledge City a one-stop

educational solution in Barasat has revolutionized the sector, with cross-disciplines under one sky. Nevertheless, the traditional Bengali medium schools remain popular; a perfect blend of the old and the new.

The issue also talks about the paced development in the health sector. Stat-of-the-art hospitals and other medical solutions, which dot Barasat have been shown. Another section touches upon the infrastructure and several developmental initiatives of the government.

Once you arrive on the last page of the magazine; you will realize that one of the oldest towns of West Bengal, Barasat is doing great.

**Dr. R. S. Bhartia**

Barasat Greenery



Developing infrastructure



Modern homes at Barasat





# PLANNED INFRASTRUCTURE

From `1500 per sq. ft in 2011 the residential property price increased to `1900 per sq. ft in 2012 and `2400 per sq. ft in 2013. If the proposed metro reaches Barasat, the capital appreciation

which has seen 25 per cent rise y-o-y will be doubled. So, what are the drivers of this growth and connectivity?

Until a few years back Jessore Road was Barasat's only USP.

Now, with the Kalyani Expressway and the Belghoria Expressway connecting with NH 34, NH 35 and a state highway (SH 2) being operational; Barasat's strategic importance has been elevated.

The National Highway NH 34 increases connectivity to the northeastern states and is a strategic trade route with neighbouring countries, including China and Bhutan. The Jessore Road in Dum Dum – Barasat sector is now part of NH

34. The government is planning to ring up the curtain on the Barasat-Raichak road. NH 35 runs from Barasat to Petropole

near Bongaon on the Indo-Bangladesh border and links to Proximity to the airport – a convenient 15 minutes drive Benapole in Bangladesh.

another big plus. The Titumir bus terminus at Barasat

Champadali More is the third largest in West Bengal and has a

throughput of 575-600 buses per day.

Netaji Subhash Chandra Bose International Airport is 11 kms from Barasat city.



- Barasat being a junction station, everyday 180 trains ply to Sealdah (up/down) with an interval of 10 min.
- 4 trains ply through circular railway touching Dalhousie (BBD Bag) upto Majerhat (South Kolkata).

The NH-34 is being widened from a two-lane stretch to four-lane.

The mega project of constructing the airport's bypass from Rajarhat, behind the airport and onto Ganganagar and Barasat is almost complete.



Among other initiatives a covered drainage system (48 km), commissioned by JNNURM in 2012, was completed in March 2014.

Water supply (sourced from Ganges)(24X7) across 66.8 sq. km; covering Barasat, Madhyamgram and New Barrackpore is under installation. The water treatment plant has been commissioned in Madhyamgram (80 per cent work is complete). To remedy the loss of non-renewable resources and arrest environment impact, a pilot solar city at Madhyamgram is in the

pipeline- a pointer to a sustainable living. The Barasat Metro, despite stumbling land acquisition, has

sections of the work progressing. Apart from installing street lights, beautification of Seth Pukur near Rabindra Bhavan is underway. Vivekananda Sishu Uddyan is

getting renovated by a special fund commissioned by our honourable Chief Minister Ms. Mamata Bannerji. Also planned is

the construction of an underpass beneath the railway flyover and

an over bridge from Champadali more to Colony more, which is already commissioned, has made traffic much easier.

No wonder Barasat is earning the reputation of Kolkata's Gurgaon.



## Major city points of Barasat

- Champadali More – Junction of NH 35 bifurcated to Jessore Road and Basirhat Road
- Colony More – Junction of Krishnanagar Highway and barrackpore Highway
- Dakbungalow More – Junction of Jessore Road and Krishnanagar Highway

## How near are you at Barasat?

- Barasat station: 2 kms
- Champadali bus stop: 2.5 kms
- Airport: 11 kms
- City Centre II, Salt Lake: 15 kms
- Newtown: 20 kms
- Chingrighata: 23 kms
- Sector V: 24 kms
- Esplanade: 24 kms
- Sealdah station: 24 kms
- Park Circus: 29 kms

## Barasat connectivity

- Flyovers
- Belghoria Expressway
- Ultadanga- EM Bypass flyover
- Barrackpore-Barasat flyover
- Expansion of Jessore Road into a four-lane highway
- Metro connectivity
- Dhaka-Kolkata bus service through NH 35



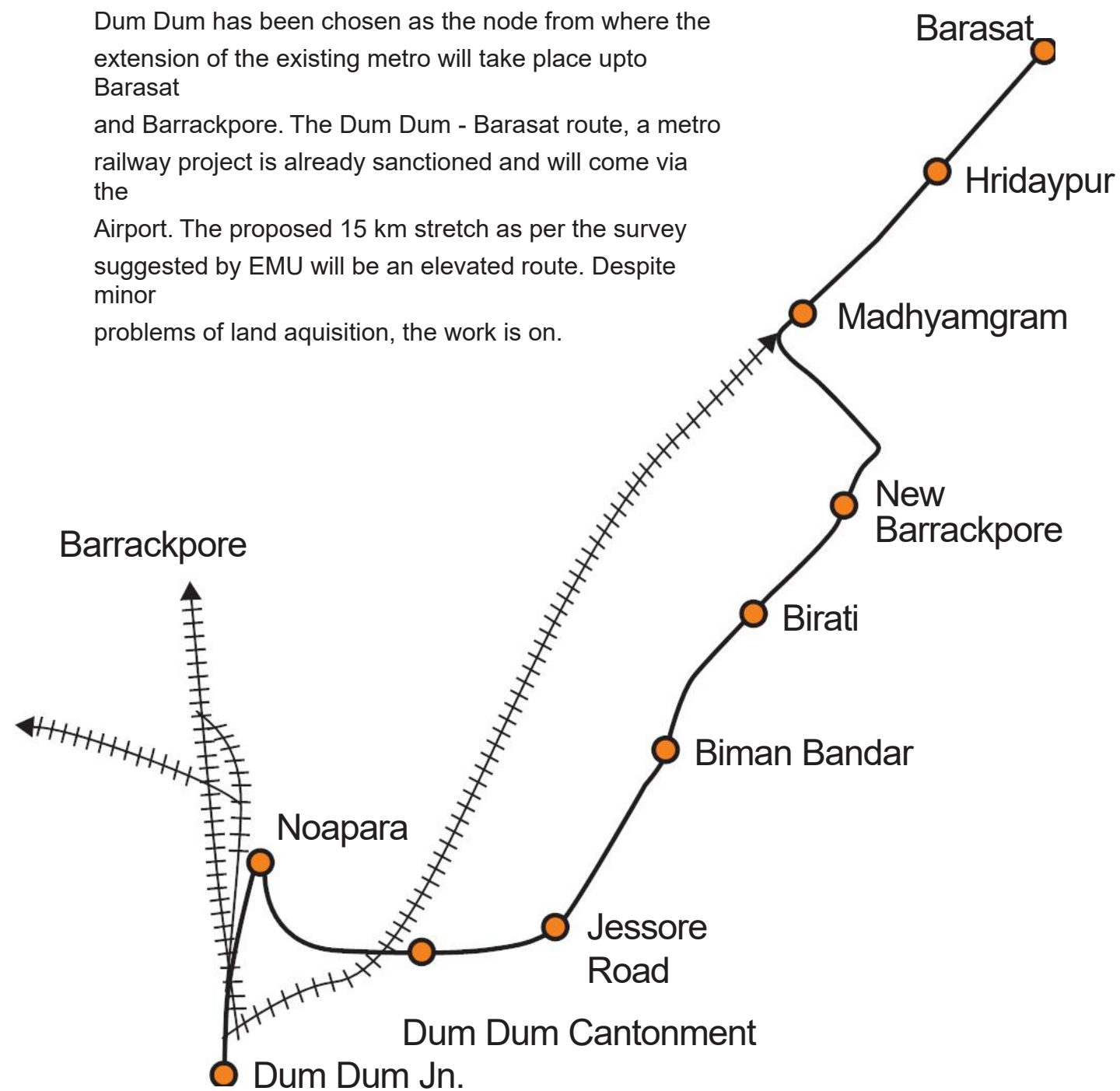
## Proposed Dum Dum-Barasat Metro extension project



Dum Dum has been chosen as the node from where the extension of the existing metro will take place upto Barasat

and Barrackpore. The Dum Dum - Barasat route, a metro railway project is already sanctioned and will come via the

Airport. The proposed 15 km stretch as per the survey suggested by EMU will be an elevated route. Despite minor problems of land aquisition, the work is on.



## Bus Route Map

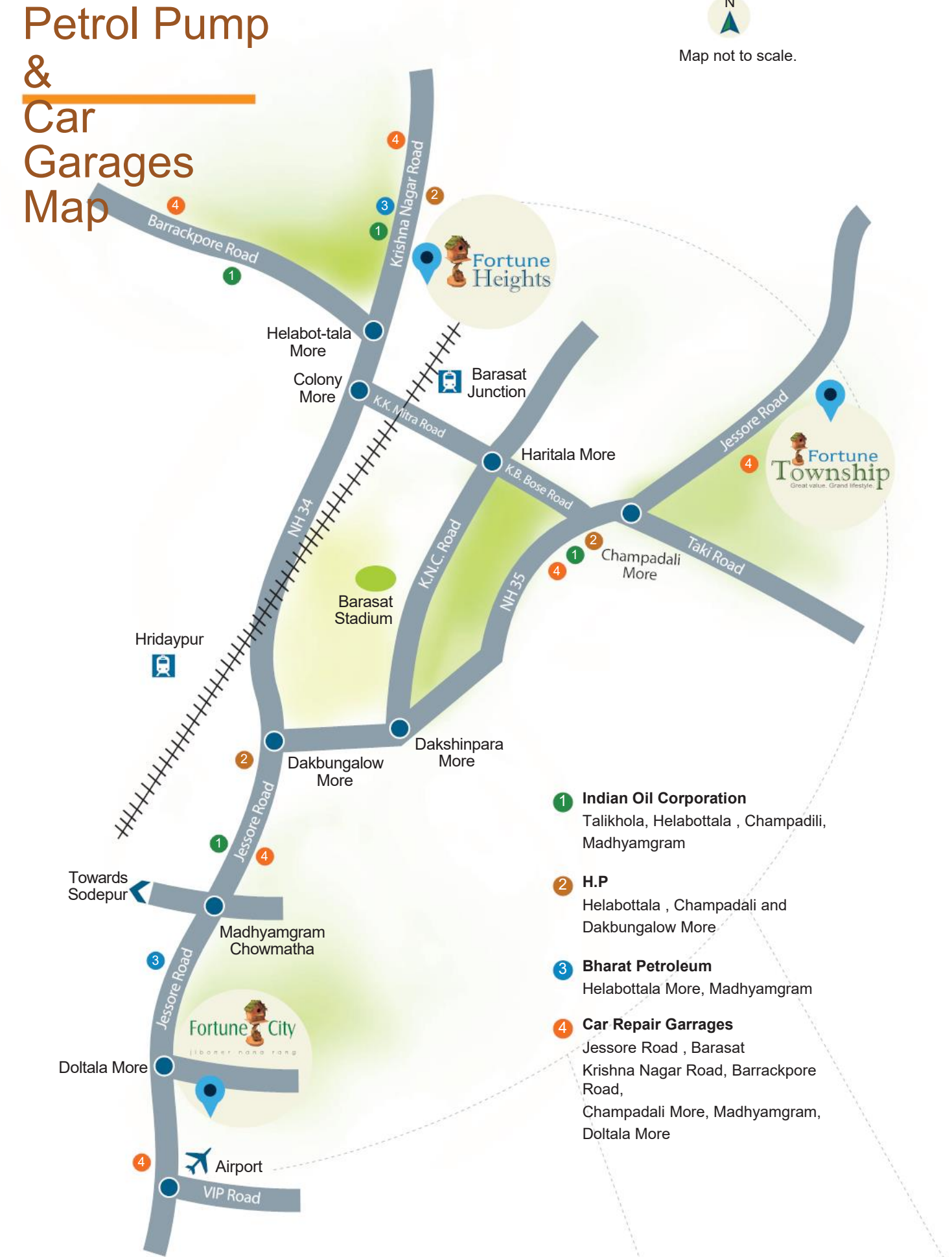




# AUTO, TOTO & CYCLE VAN Route Map



# Petrol Pump & Car Garages Map





# BANK & ATM Map

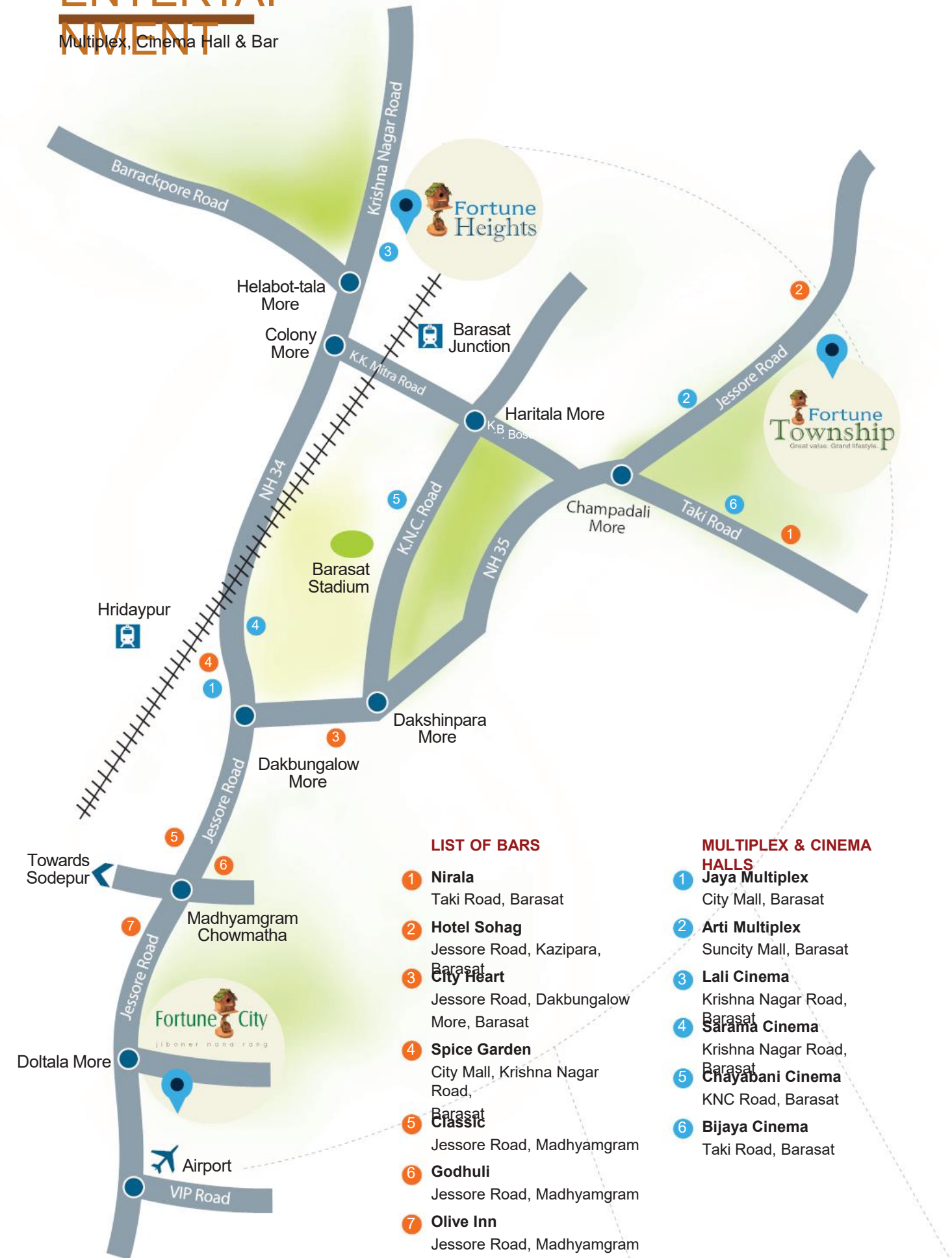
Map not to scale.



# ENTERTAINMENT

Multiplex, Cinema Hall & Bar

Map not to scale.





# EDUCATION

The West Bengal State University (also known as the

Barasat University) comprising all the 59 colleges; undergraduate, post graduate and BEDs (formerly under Calcutta University) are affiliated to this University; situated in Berunanpukuria, Malikapur, Barasat. The Barasat College ranks second after Sree

Chandanya College, Haldia (commerce), an

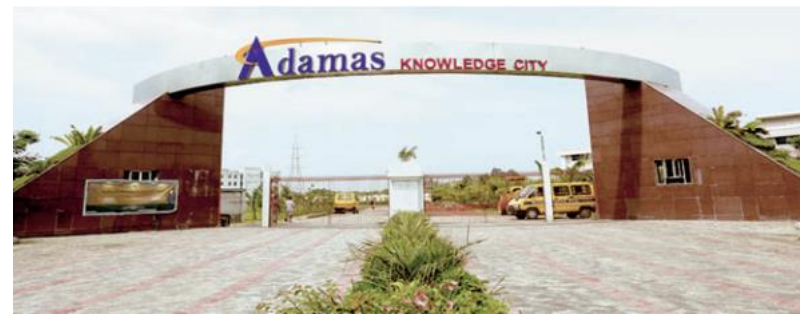
indicator of Barasat's changing mindset. The average Bengali of Barasat has outgrown the era, which treated

English education with contempt. By pushing in for an ICSE or a CBSE board school we don't mean that West Bengal Board of Secondary Education is ill-equipped. However, an English medium school (ICSE/CBSE) provides a student with an edge over Bengali medium students, while competing on the national level. If a student is from a CBSE board school

then he will fare better in entrance exams like AIEEE, IIT-

JEE and CBSE-PMT, among others.' says the Principal. An English way of life is what we try to teach the girls at the Indira Gandhi Memorial High School.

Auxilium. Apart from imbibing discipline and self-esteem; an English education widens your horizons



while searching for a suitable career', adds Sister at the Auxilium Convent. However, it doesn't mean that old educational institutions that have a heritage have lost prominence. In spite of several English schools in the vicinity;

schools like Barasat Peary Charan Sarkar Government High School; Kalikrishna Girls High School and Nabapally Boys' High School have retained their importance across the decades and continue to be

coveted educational institutes. The figures look impressive when one goes to Kalikrishna Girls High School. 'English medium schools

focus more on grooming while we emphasise more on the growth of character. Bengal's culture has been a torchbearer and we feel that the next generation should preserve and pride on our heritage. In spite of being one of the oldest girls' schools in Barasat, we have equally stressed upon extracurricular activities

Nevertheless, the biggest game changer in the educational domain has been Adamas Knowledge City. From K.G. to P.G. is the mantra of this educational institution. Promoted by the Rice group; it's a one-stop educational solution. It is designed to bring together a comprehensive array of educational institutions for engineering, management, medicine and other career oriented courses. The future-ready 13.5-acre campus, on Barasat- Barrackpore Road, integrates various colleges, hostels and support infrastructure for a

10,000 strong, cross-disciplinary student community. No wonder Barasat has emerged as the

'city of Saraswati' within a few years and how!

## Education SCHOOLS & COLLEGES Map







# HEALTH CARE

Barasat is also Dr. Devi Shetty's next stop. Narayana Multispecialty Hospital in Barasat; a state-of-the-art medical facility; Hrudyalaya is 120 bed hospital spread across 2.5 acres. With three advanced operation theatres and six dialysis machines capable of doing 500 dialysis cycles per month; the hospital will be upgraded shortly to tertiary level super-specialty care, starting with a full-fledged cardiology program consisting of a state-of-the-art Cath Lab followed by additions of a Vascular Interventional suite, endoscopy suite and neuro diagnostics. Narayana groups are providing top notch solutions under one roof. Previously, one was required to visit Disha or Neha at Baraackpore; however, with Vasana, the scenario has changed, says a doctor at Vasana Eye Care. If several private health institutions are offering affordable and effective health solutions to Barasat's

populace; the Barasat District Hospital isn't trailing behind. It has a critical care unit and burn unit which is being modernized further under MP Local Area Development Scheme (MPLAD).

No wonder Barasat's populace visits to Mukundpur and Mullickbazar, among others has reduced considerably.





Health Care

# HOSPITALS & NURSING HOMES Map

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Map not to scale.



Health Care

# MEDICINE SHOPS MAP

N  
Map not to scale.





# RETAIL

Twenty kilometers from Kolkata is another Kolkata in the making—strategically situated on the Jessore Road; growing at a geometric rate, Barasat is third after Rajarhat and Salt Lake. The metro rail expansion from one to four; 25 linear kilometers to 111 kilometers will factor in Barasat's population is expected to reach 5, 25,000 by 2025. Riding on the back of a robust infrastructure, increasing population, growing economy, arrested inflation and growing consumers' appetite the retail sector of Barasat is on a growth trajectory. These numbers seem validated once you visit Dakbungalow More; Barasat's answer to Kolkata's Rashbehari avenue. Crème-la-crème jewellery brands comprising Tanishq, P.C. Chandra, M.P. Jewelers and Anjali jewellers among others have an established presence. Cash rich customers from Bangaon, Bashirhat and Bangladesh have also thronged to Barasat.

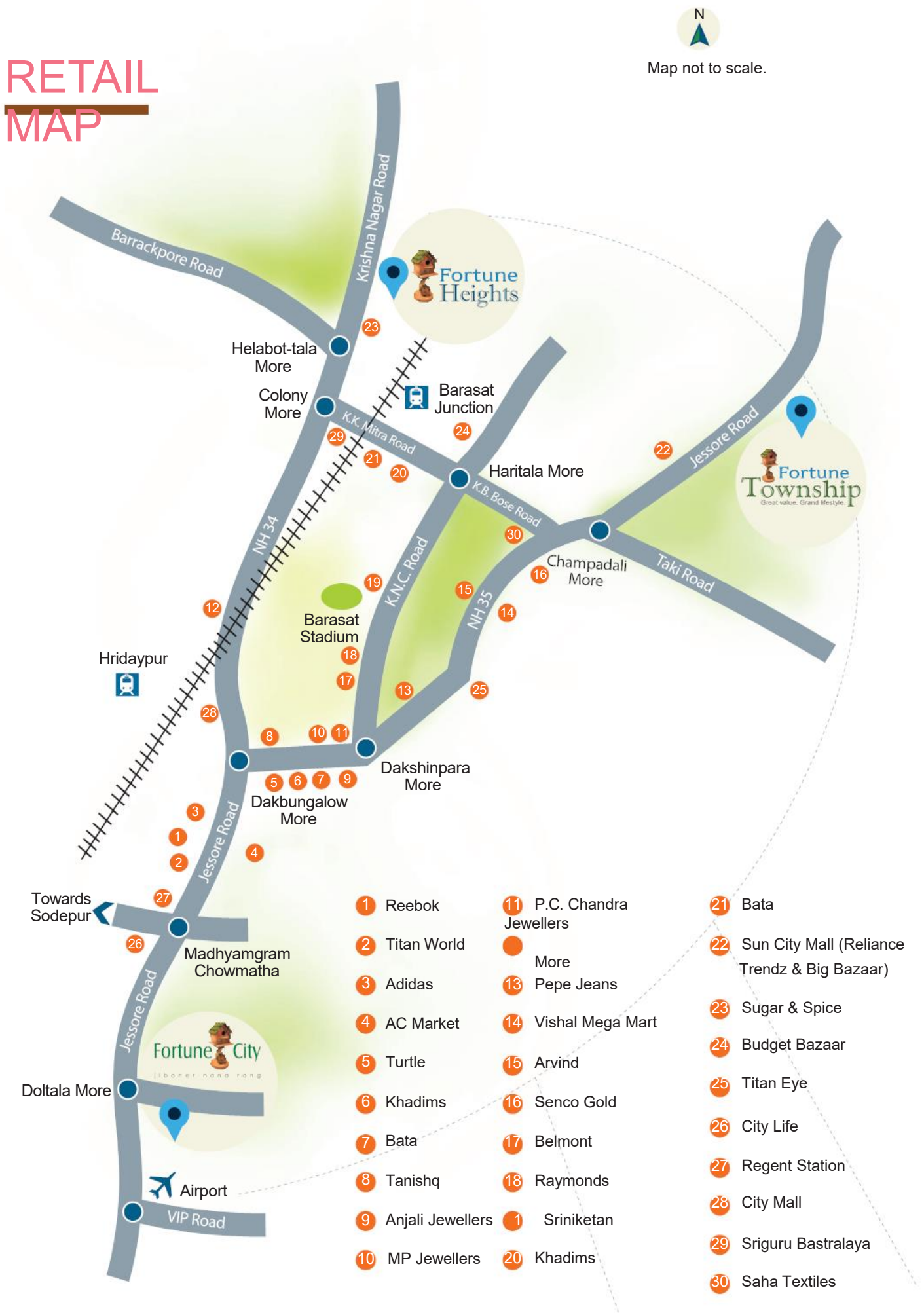


Barasat's makeover has astonished many and footwear giant Bata's (Dakbungalow more) manager is one of them. Raymonds (Dakbungalow more) is happy with the number of metrosexual men on rise. Brands like Turtle and John Players are being lapped up by youngsters and professionals alike. Women can be seen queuing up at two malls (Sun City Mall Champadali more, City Mall Dakbungalow) within a span of five years bear testimony to the rise in purchasing capacity of the inhabitants, feels Padmanabh Bhatia, Director Fortune Group. City Mall houses a multiplex and cafeterias like Café Coffee Day and eateries like Spice garden and Bhaja Hari Manna, among others apart from prominent apparel and consumer electronics brands.

No wonder Retail brands are flocking to cash on the new hotspot-Barasat!



# RETAIL MAP





# DINING

With the migration to an upward lifestyle trend in Barasat and the advent of the younger generation moving to this part of the city, it was only natural that fine dining options would be more and more available.

There is something for every discerned palate today in Barasat.





# MAIN FESTIVALS

Barasat has been aptly referred as the 'City of Kalipujo'. Home to many reputed Durga Puja and Kali Puja clubs that organise festivities and fanfare, this address in greater Kolkata is a must-visit for the avid pandal-hopper.



# RELIGIOUS PLACES

