

The logo for Akriti, featuring a stylized flame or leaf icon on the left, composed of orange and yellow shapes, followed by the word "AKRITI" in a dark red, uppercase, sans-serif font.

PERFECT  
BALANCE  
PERFECT

L I F E





## DISCOVER A LIFE OF PERFECT BALANCE

Life is all about balance.

From Primarc, the co-developers of Junction Mall, comes a new gated residential complex that perfectly balances the essential needs of modern life.

Welcome to AKRITI.

Conveniently located at 72 GT Road, Burdwan. Near Police Line, just a few minutes from the Durgapur expressway, Akriti matches your need of easy accessibility with the best of essential amenities.

Spread across an area of 84.13 cottahs of land, Akriti offers three G+12 towers, with 192 well designed apartments of 2 BHK, 2 BHK & Study and 3 BHK configurations, along with children's play area, swimming pool, gym, community hall, indoor games room and everything you need to bring balance in your life.

Perfect, isn't it?



## PROJECT HIGHLIGHTS

**Land area** 84.13 cottahs

**Blocks** 3 | **Floors** G+12

**Units** 192 | **Unit types** 2 BHK, 2 BHK & Study and 3 BHK

**Unit sizes** 546-801 sq ft (Carpet Area)

819-1389 sq ft (SBUA)

**Open space** 72%



THE PERFECT  
BALANCE OF  
CONNECTIVITY  
AND ACCESSIBILITY

# CONNECTIVITY AND ACCESS

**Curzon Gate** - 9 min, 2.1 km

**Durgapur** - 71 min, 74 km

**Ullahas More** - 7 min, 2.7 km

## Metro City

Kolkata - 131 min, 100.3 km

## Small Towns

Asansol - 130 min, 115.7 km

Katwa - 104 min, 59 km

Kalna - 92 min, 62 km

Memari - 39 min, 26 km

## Transport

### Bus Terminus

Purvasha (Alisha) Bus Terminus - 6 min, 1.9 km

### Railway Station

Burdwan Railway Station - 12 min, 3 km

## Airport

Andal - Kazi Nazrul Islam Airport - 91 min, 90 km

## Educational Institutions

Ichlabad High School - 5 min, 1 km

St. Xavier's - 6 min, 1.9 km

St. Paul's Academy - 15 min, 5.4 km

Vivekanada Academy - 4 min, 1.5 km

Burdwan Town School - 8 min, 2 km

Burdwan Municipal Boys School - 7 min, 1.9 km

Burdwan Municipal Girls School - 9 min, 2.1 km

## University

Burdwan University - 22 min, 5.8 km

## College

Burdwan Raj College - 15 min, 3.4 km

## Health Care

### General

Burdwan Medical College & Hospital - 15 min, 3.4 km

## Super Speciality Hospitals

Kisholay Child Care Hospital - 2 min, 750 mt

Saranya Super Speciality - 8 min, 3.7 km

Anamoy Super Speciality - 8 min, 3.3 km

CAMRI Super Speciality - 8 min, 3.9 km

## Markets

Police line Bazaar - 2 min, 700 mt

Jail Khana Bazaar - 12 min, 3 km

Raniganj Bazaar - 10 min, 2.2 km

Nilpur Bazaar - 4 min, 1 km

## Leisure & Entertainment

Inox (Burdwan Arcade) - 12 min, 3 km

## Shopping

Vmart Mall - 5 min, 1.2 km

Reliance Trendz - 9 min, 2.2 km

M Bazaar - 7 min, 1.7 km

Big Bazaar - 12 min, 3 km

## Banks

South Indian Bank - 1 min, 210 mt

Central Bank - 2 min, 550 mt

SBI-Parbirhata - 3 min, 900 mt

Corporation Bank - 3 min, 1 km

YES Bank - 6 min, 1.5 km

HDFC Bank - 7 min, 1.7 km

PNB Bank - 2 min, 650 mt

## Hospitality

Mrigaya Hotel - 7 min, 1.8 km

Kalyani Hotel - 9 min, 2.1 km

Panthashala-Municipality Guest House - 13 min, 3 km

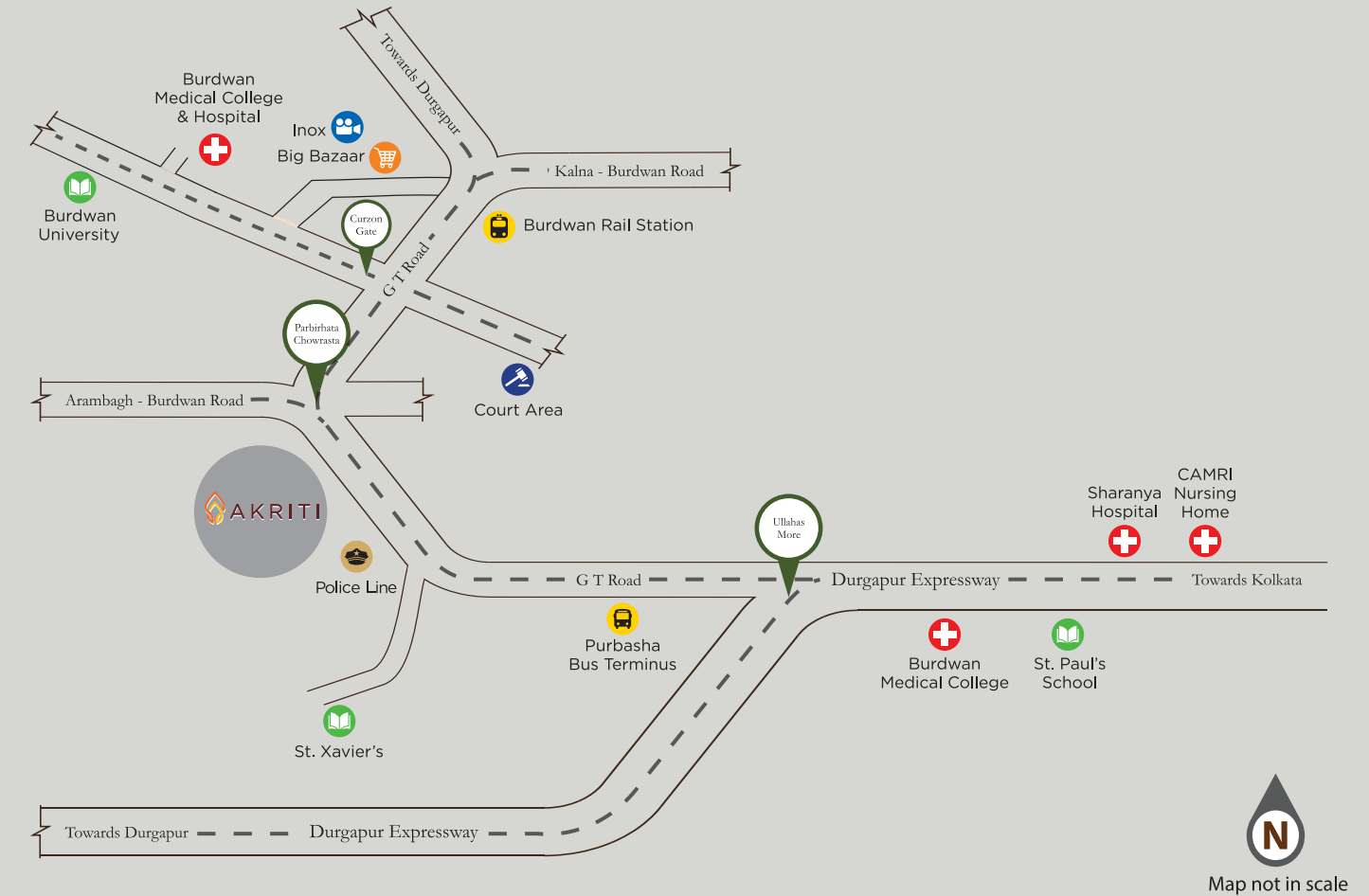
## Safety/ Helpline

Burdwan Police Line post - 2 min, 700 mt

Burdwan Police Station - 10 min, 2.3 km

Fire Station - 21 min, 4.8 km

# LOCATION MAP





THE PERFECT  
BALANCE OF  
DESIGN AND  
EFFICIENCY

## HIRA SPEAK

Carpet Area means the net usable floor area of an apartment, excluding the area covered by the external walls, areas under services shafts, exclusive balcony or verandah area and exclusive open terrace area, but includes the area covered by the internal partition walls of the apartment.

For the purpose of this clause, the expression “exclusive balcony or verandah area” means the area of the balcony or verandah, as the case may be, which is appurtenant to the net usable floor area of an apartment, meant for the exclusive use of the allottee; and “exclusive open terrace area” means the area of open terrace which is appurtenant to the net usable floor area of an apartment, meant for the exclusive use of the allottee.



### LEGENDS

1. ENTRANCE/ EXIT ARRIVAL COURT
2. ENTRANCE WATER FEATURE & SCULPTURE
3. DROP-OFF AREA
4. OPEN CAR PARKING
5. KID'S PLAY AREA
6. PLAY AREA
7. MECHANICAL PARKING
8. LANDSCAPED GARDEN
9. DG AREA
10. SPACE FOR COVERED PARKING
11. BUILDING FACILITY & SERVICES

N  
MASTER  
SITE PLAN





Block 1 - 1st Floor

Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK & Study	783	645	53	-	997
Flat - B	2 BHK & Study	783	645	53	212	1114
Flat - C	3 BHK	877	762	28	-	1117
Flat - D	3 BHK	877	762	28	-	1117

Block 2 - 1st Floor

Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK & Study	783	645	53	212	1114
Flat - B	2 BHK & Study	783	676	28	-	997
Flat - C	2 BHK & Study	790	675	29	-	1006
Flat - D	3 BHK	919	801	27	401	1389
Flat - E	3 BHK	919	801	28	172	1267
Flat - F	2 BHK & Study	790	644	52	-	1006

Block 3 - 1st Floor

Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK	666	565	21	264	994
Flat - B	2 BHK	643	546	21	110	881
Flat - C	2 BHK	655	541	29	-	834
Flat - D	2 BHK	667	564	22	-	850
Flat - E	2 BHK	643	546	22	-	819
Flat - F	2 BHK	660	546	27	-	841

BLOCK 1 - TYPICAL FLOOR PLAN (2ND TO 12TH FLOOR)



Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK & Study	783	645	53	-	997
Flat - B	2 BHK & Study	783	645	53	-	997
Flat - C	3 BHK	877	762	28	-	1117
Flat - D	3 BHK	877	762	28	-	1117

BLOCK 2 - TYPICAL FLOOR PLAN (2ND TO 12TH FLOOR)



Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK & Study	783	645	53	-	997
Flat - B	2 BHK & Study	783	676	28	-	997
Flat - C	2 BHK & Study	790	675	29	-	1006
Flat - D	3 BHK	919	801	27	-	1171
Flat - E	3 BHK	919	801	28	-	1171
Flat - F	2 BHK & Study	790	644	52	-	1006

BLOCK 3 - TYPICAL FLOOR PLAN (2ND TO 12TH FLOOR)



UNIT PLANS

Flat Type	Unit Type	BUA (sq. ft.)	HIRA Carpet Area (sq. ft.)	Balcony (Carpet Area)	Terrace (Carpet Area)	SBUA (sq. ft.) Round off
Flat - A	2 BHK	666	565	21	-	848
Flat - B	2 BHK	643	546	21	-	819
Flat - C	2 BHK	655	541	29	-	834
Flat - D	2 BHK	667	564	22	-	850
Flat - E	2 BHK	643	546	22	-	819
Flat - F	2 BHK	660	546	27	-	841



BLOCK 1 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
A	2 BHK & Study	645	53	997



BLOCK 1 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
C	3 BHK	762	28	1117



BLOCK 2 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
A	2 BHK & Study	645	53	997



BLOCK 2 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
C	2 BHK & Study	675	29	1006



BLOCK 2 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
D	3 BHK	801	27	1171



BLOCK 2 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
F	2 BHK & Study	644	52	1006



BLOCK 3 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
A	2 BHK	565	21	848



BLOCK 3 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
B	2 BHK	546	21	819



BLOCK 3 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
C	2 BHK	541	29	834



BLOCK 3 (2nd - 12th FLOOR)

Flat Type	BHK	HIRA Carpet Area (sq. ft.)	Balcony Area (sq. ft.)	SBUA (sq. ft.)
F	2 BHK	546	27	841





THE PERFECT  
BALANCE OF  
ESSENTIALS  
AND LIFESTYLE





LANDSCAPED GARDEN  
& KIDS PLAY AREA



SWIMMING POOL



ONCE  
YOU  
LEARN  
TO QUIT  
IT BECOMES  
A HABIT

THE

ONCE  
YOU  
LEARN  
TO QUIT  
IT BECOMES  
A HABIT



AC COMMUNITY HALL



THE PERFECT  
BALANCE OF  
QUALITY AND  
FUNCTIONALITY



## SPECIFICATIONS

### Structure

Pile foundation and earthquake resistant RCC framed structure with AAC block work/ fly ash brick work

### Flooring

Bedrooms/ Living/ Dining Room - Vitrified tiles  
Kitchen & Toilets - Antiskid Ceramic tiles  
Staircases - Concrete finish  
Roof - Concrete finish

### Wall Finish

Brick work/ Block work - AAC blocks/ fly ash brick  
Inner walls - POP/ Gypsum finish  
Outer walls - High quality weather proof paint

### Windows

Aluminium openable/ sliding glazed windows

### Doors

Seasoned hardwood door frame  
Flush doors with cylindrical lock  
Decorative main door with night latch

### Toilets

CP Fittings and Sanitary Fittings of Essco/ Somany/ Johnson/ Simpolo or equivalent make  
Electrical points for Geyser & Exhaust Fan  
Plumbing provision for hot & cold water in shower area  
Wall dado of ceramic tiles up to door level

### Kitchen

Granite counter top with Stainless Steel Sink  
Wall dado of Ceramic tiles up to two feet height above counter top  
Electrical points for Refrigerator, Water Filter, Microwave & Exhaust Fan

### Electrical

Infrastructure provision\* for one Air Conditioner in each Bedroom and Living/ Dining inside the flat  
TV power points in Master Bedroom & Living/ Dining  
Adequate electrical points in all Bedrooms, Living, Dining, Kitchen and Toilets  
Washing Machine point  
Modular switches of reputed make  
Intercom facility

### DG Back-Up (at extra cost)

1 KVA for 2 BHK  
1.25 KVA for 2 BHK & Study and 3 BHK

### Elevators

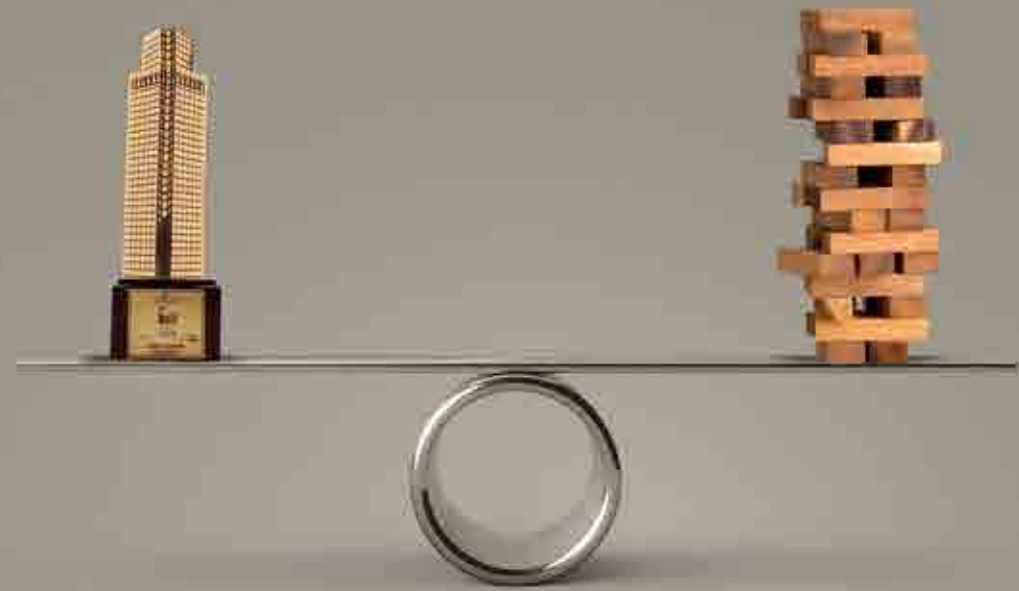
Automatic Lifts for each block of Kone/ Johnson or equivalent make

\*Infrastructure Provision for Air Conditioning includes -

- Electrical conduit at designated locations for the indoor units (no electrical wire, no starter, no plug point)
- Drainage points for indoor units
- AC Ledge (made of MS) for placing outdoor units at designated locations

It does not include electrical wires, copper piping, starter or plug points or the supply of air conditioners and/or other accessories in any way  
Detailed drawings & guidelines shall be issued which shall have to be followed and complied with during installation of air conditioners





THE PERFECT  
BALANCE OF  
EXPERTISE  
AND CREDIBILITY



DEVELOPER

At Primarc Projects, we continuously endeavour to create happy communities by building homes with best in class features. We design architecture that promotes community and holistic living. With tremendous focus on quality, world class design, construction technology, robust execution we stand committed to deliver smart, efficient, and spirited homes. Within a short span, Primarc has emerged as a strong brand in the realty industry for relevant, best in class and value for money products with on time delivery and customer first approach.

Primarc is a leading business group in Eastern India with diverse interests in Retail, Hospitality, Real Estate, Ecommerce & Omni Channel Logistics. The focus is to innovate and create a lasting experience for the customer through an array of world class products and services with extensive use of progressive technologies. Born in Bengal, the objective is to blend traditional values with contemporary needs and the aim is to take Bengal to the world.

### AWARDS & RECONGNITIONS



CRISIL has awarded SOUTHWINDS (Phase I) with 5 star ratings, under the real estate category in the FY 2015-16.



ASTITVA won the CREDAI Bengal Realty Award for 'Best Green Project in Eastern India' in 2015.



Junction Mall won Best Retail Real Estate by Indian Chamber of Commerce in 2015.



Junction Mall won Best Project in Non-Metro East at the 8th Real Estate Award by Franchise India in 2015.



Junction Mall won IMAGES Most Admired Shopping Centre of the Year, Non-Metro East in 2013.



Junction Mall won IMAGES Most Admired Shopping Centre in East - Marketing and Promotion 2014.



IGBC has Pre-Certified SOUTHWINDS at Southern Bypass, Kolkata as a 'Silver Rated' Green Residential Building in 2015.



IGBC has Certified 'Astitva' as Kolkata's First Gold Rated Green Residential Building in Eastern India in 2016.



Junction Mall won Asia Africa GCC Retail and Shopping Centre Awards for the Most Admired Mall in East in 2016.



Raymond Poddar Court won the Best Sales Performance in the FY 2015-16.



STORY has won the 'Best Marketing Concept of the Year' award at the Indian Chamber of Commerce Retail Awards 2015.

## JUNCTION MALL, DURGAPUR



Junction Mall at City Centre, Durgapur, co-developed with Shrachi in 2011, marked Primarc's foray into large-scale organised retail format. The 4,30,000 sq ft retail space includes an eclectic mix of 100+ national and international brands like Shopper's Stop, Pantaloons, Spencer's, The Body Shop, Puma, Reebok, Raymonds, Mainland China, KFC, Subway, Apple Store, Blackberry among others. The largest family destination in South Bengal - Junction Mall, Durgapur witnesses a record number of almost 40,00,000 footfalls in a year and 10,200 and 19,000 footfalls on weekdays and weekends respectively. Recognised as a retail hallmark in South Bengal, it ranks no 1 on TripAdvisor's 'Places to Visit in Durgapur, West Bengal'.

This stellar retail property bagged Images Retail's 'Most Admired Shopping Centre in East - Marketing and Promotion 2014' and Images Retail's 'Most Admired Shopping Centre of the Year - 2013' amongst others.

## COMPLETED PROJECTS

### COMMERCIAL COMPLEXES

- Transport Chamber**  
Blackburn Lane, Kolkata
- PGE Plaza**  
Baguiati, Kolkata
- PGE Centre**  
Jessore Road, Kolkata
- Primarc Tower**  
Sector V, Kolkata
- Junction Mall**  
Durgapur

### RESIDENTIAL COMPLEXES

- Parvati Vihar**  
VIP Road, Kolkata
- Parvati Residency**  
Kankurgachi, Kolkata
- Parvati Garden**  
Birati, Kolkata
- Parvati Kunj**  
Nagerbazar, Kolkata
- Astitva**  
Kankurgachi, Kolkata
- Aspira**  
Hazra, Kolkata
- Anukul**  
Bagmari, Kolkata
- Sukriti**  
Harinavi Lane, Kolkata
- Gangetica**  
GT Road, Chandannagar
- Southwinds Phase I**  
Southern Bypass, Kolkata



## ONGOING PROJECTS

- Aangan**  
Nagerbazar, Dumdum
- Aura**  
Mankundu
- Allure**  
Tangra, Kolkata
- Southwinds Phase II**  
Southern Bypass, Kolkata
- The Soul**  
Rajarhat, Kolkata



## ARCHITECT

Raj Agrawal & Associates is an architectural consultancy house initiated in 1996 by Ar. Raj Agarwal. He graduated in Architecture from Institute of Environmental Design, Vallabh Vidyanagar, Gujrat. He was later Joined by Ar. Kaushik Das Gupta who graduated from BE College, Shibpur.

The firm has over 50 employees and various technical consultants to cater to the need of wide range of execution of building & industrial projects.

The house is specialized in aesthetically designed residential complexes, shopping malls, IT Park, Institutional Buildings, Hotels, Townships etc.

Their clientele comprises of Mani Group, PS Group, Orbit Group, Merlin Group, Jain Group, Srijan, Unimark, Rajwada Group, RDB Group and Arch Group.

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RAJ AGARWAL  
AND ASSOCIATES

## LANDSCAPE ARCHITECT

HALDER Associates is a consultancy firm offering design solutions related to landscape architecture, planning and urban spaces since 2014.

The firm believes that landscape can successfully unite the built and natural environment, creating more elegant and sustainable spaces. Their designs are based on the process which involves comprehensive understanding of the projects seeking coherence into spaces by utilizing natural elements and technological advancement.

They have already engaged in various residential, commercial and institutional projects situated mainly in and around Kolkata and eastern part of the country.

Some of their prestigious clients are ITC, PS Group, Vinayak Group, Eden Group, Arihant Group etc.

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**HALDER ASSOCIATES**



Marketed By -



**PHOENIX REALTY**

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**HIRA REGISTRATION NO.:**  
**HIRA/P/PUR/2018/000003**



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