

keventer

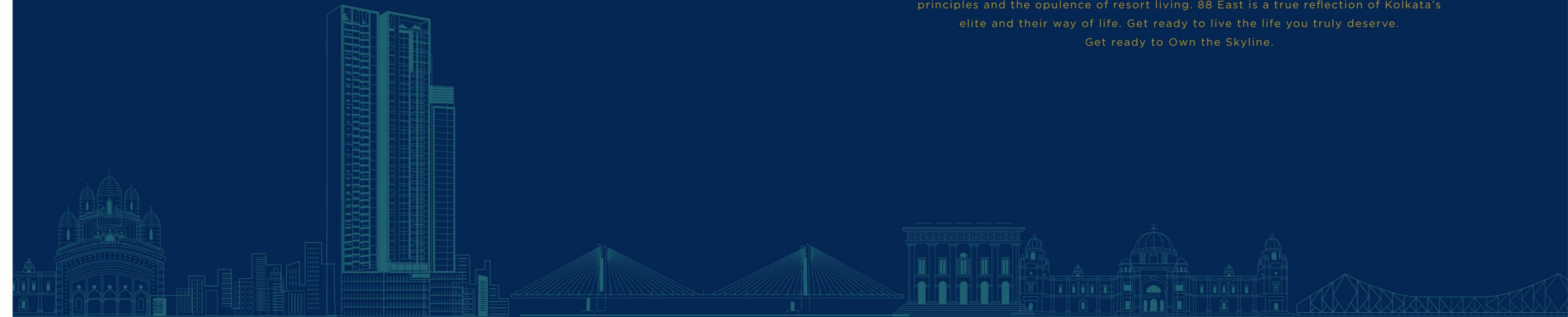


TATA HOUSING®

Own the Skyline

Some spend a lifetime in the pursuit of materialistic goals. A pursuit to own nothing but the best that money can buy. And then, there's a select few who dream further. Those who already own it all and, for whom, only the sky will suffice. Welcome to Kolkata's most luxurious project - 88 East. 43 storeys of pure indulgence, thoughtfully crafted for the discerning icons of Kolkata. A perfect amalgamation of the city's rich heritage and close-to-nature comforts, coupled with age-old Vaastu principles and the opulence of resort living. 88 East is a true reflection of Kolkata's elite and their way of life. Get ready to live the life you truly deserve.

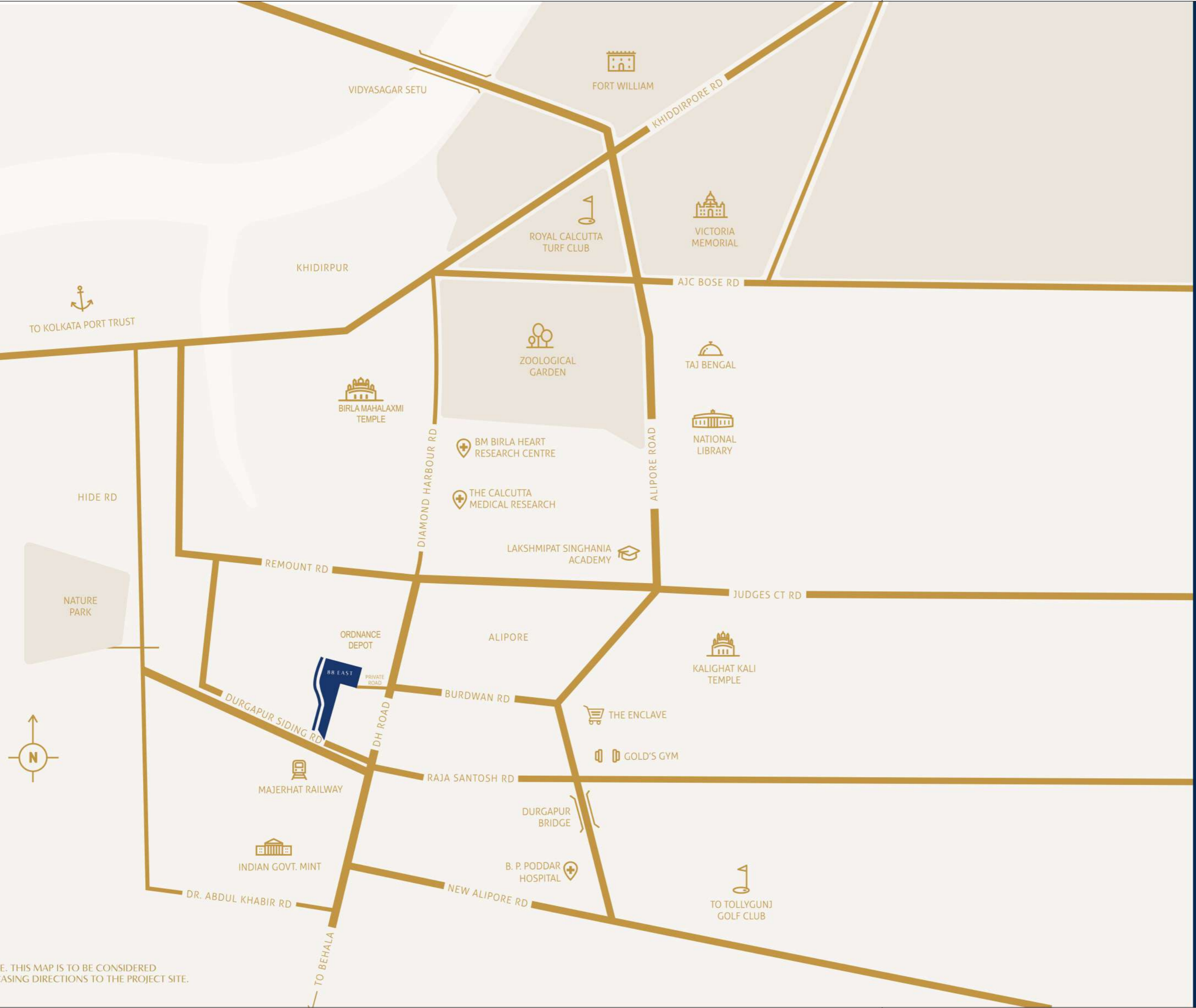
Get ready to Own the Skyline.



KOLKATA'S MOST ICONIC SKYLINE.

A unique neighbourhood that evokes heritage charm, contemporary luxury and lush natural bounty, Alipore provides the perfect setting for Kolkata's finest living experience. Naturally, it's already the chosen destination of Kolkata's crème de la crème - business magnates, corporate czars, consul-generals and the swish set. Drawing its name from this exclusive precinct's co-ordinates, 22.5°N 88.3°E, 88 East invites you to come home to an address that clearly distinguishes you.





MAP NOT TO SCALE. THIS MAP IS TO BE CONSIDERED ONLY FOR SHOWCASING DIRECTIONS TO THE PROJECT SITE.

WELL-CONNECTED TO THE CITY. WELL ABOVE ITS CHAOS.

At 88 East, you are never far from the city's vibrant lifestyle. Enjoy quick and convenient connections to transport hubs, business centres and Kolkata's trendy lifestyle hotspots. While a private road preserves the tranquility of your exclusive retreat, keeping the bustle of the city at bay.

YOU DON'T JUST COME HOME, YOU MAKE A GRAND ENTRANCE.

As your car purrs along the private road that leads you to 88 East, you enter a world of landscaped beauty and privilege. A magnificent double-height lobby adjoining a serene water body and lush green wall welcomes you in. While an exclusive concierge service ensures to fulfil any need, just the way you need to be treated.



Image for representation purpose only

43 STOREYS OF PURE BLISS.

From its commanding height of 43 storeys, 88 East is one of the tallest towers in the vicinity of Alipore with sprawling green spaces. The privileged residents have the unmatched luxury of generous open spaces, lush with trees, flowers and greenery.

A sculpted silhouette set within a beautiful tiered landscape, 88 East is Kolkata's most dazzling landmark, and a residence you'll be proud to call home.

Every day evokes a synthesis of the past and present. The traditional principles of Vaastu have been incorporated in the residences, while efficient modern systems and technology make living easy and effortless.

Offering you a world-class residence, unparalleled in design, luxury and stature.

THE UNIQUE ARCHITECTURAL VISION OF 88 EAST:

- One of the tallest towers in the vicinity of Alipore
- Luxury 3 & 4 BHK residences and duplexes
- Vaastu compliant
- A one-of-its-kind podium extends in tiers from the 1st to the 6th floor
- Rendered in earthy colours keeping in line with Alipore's terracotta heritage
- Modulated levels and varied elevations form a unique silhouette



Image for representation purpose only



Image for representation purpose only

THE LUXURY OF A RESORT. 7 DAYS A WEEK.

Getting away for the weekend couldn't be easier, when you have every facility of a luxury resort at your doorstep. 88 East brings together the finest global lifestyle amenities, over multiple floors, all set within beautifully landscaped greens.

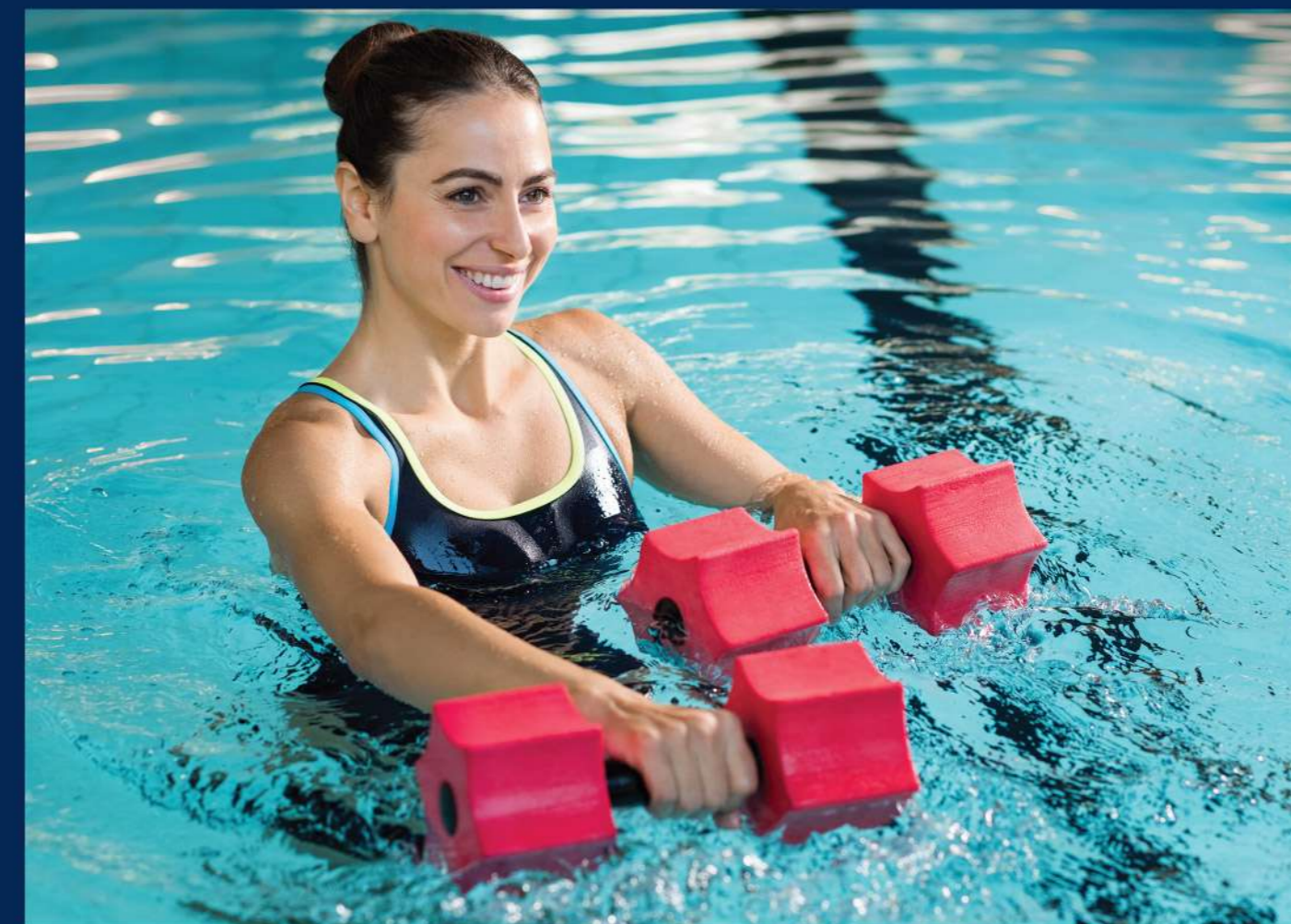
THE CLUBHOUSE.

Step into the elegant clubhouse, designed with a unique glass roof, covered with a thin film of water. Sunlight refracting through the water casts its radiance over the gardens and courtyards around the clubhouse. Within this ambience of holistic well-being and happiness, enjoy an invigorating swim or a challenging game of squash. Later, unwind with a soothing therapy at the Spa. And end the day with a delightful evening, taking a relaxing stroll in the landscaped courtyard.



LIFESTYLE OF WELL BEING

- Swimming pool with a viewing deck
- Separate kids' pool
- Aqua gym
- Indoor sports court for squash



All images are for representation purpose only

IMMERSE YOURSELF IN UNMATCHED LUXURY.

The swimming pool and viewing deck on the 6th floor invite you for a quiet hour of contemplation. As the tranquil surface of the pool merges into the horizon, you are taken away into a world of calm, away from the hustle and bustle.



Image for representation purpose only

OWN PEACE OF MIND.

Surrender to healing, expert hands* and ancient therapies, in 88 East's own luxurious spa**, with its own steam room, water tubs and jets. Emerge from an experience of sheer indulgence, revived and restored.



Image for representation purpose only

• * Space provided for Spa
• ** To be operated by third party at an added cost



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THE LOOK-OUT DECK

ON THE 39TH FLOOR.

Settle into the beautifully designed Look-out Deck on the 39th floor which commands spectacular views of the Hooghly River, the Victoria Memorial and the cityscape. Exquisite lawns provide a quiet space to admire nature and breathe-in a sense of calm.

- Observation deck and panoramic views
- Chill-out lounge
- Raised lawn



Image for representation purpose only

SKY LOUNGE ON THE TERRACE.

A world of experiences and privileges are yours to enjoy, framed by breath-taking views. Breathe the fragrance and colour of Nature's bounty in the gardens, enjoy a game of chess in a delightful ambience, host a memorable party with family and friends or spend time with a book in the secluded alcoves.

PARTY ZONE

- Look-out deck
- Space for barbeque/dining
- Party area



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SERENITY ZONE AT TERRACE LEVEL

- Yoga deck
- Meditation deck



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GARDEN ZONE AT TERRACE LEVEL

- Multiple themed gardens: chimes garden, fragrance garden etc.
- Reflexology path

WHEN YOU
OWN THE SKYLINE,
YOU'RE GUARANTEED
THE MOST
SPECTACULAR VIEWS.

Watch the morning mist swirl around the stately Victoria Memorial, savour a fragrant Darjeeling as you watch the sun set over the Hooghly, or contemplate the timeless cityscape from your vantage point.



Image for representation purpose only

EVERY DAY IS A NEW DISCOVERY.

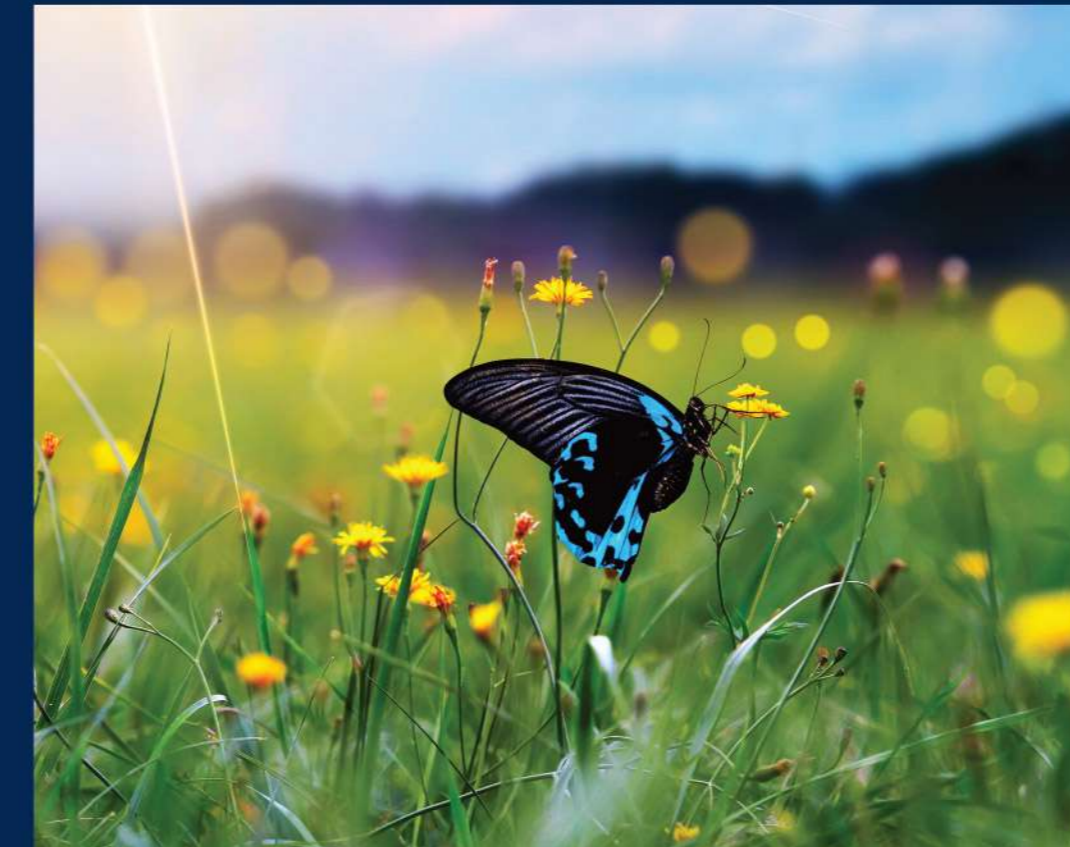
88 East is designed to offer you the ideal life – a superlative urban lifestyle merging seamlessly with the refreshing beauty of Nature, to give you a living experience beyond compare.

Imaginatively designed in a 4-tier landscape, are a host of unique natural experiences, inviting you to relax and unwind.



Image for representation purpose only

Savour the beauty and freshness of the exquisite flower garden, enjoy a stimulating game of chess in the cool perfumed ambience of the fragrance garden, meet and mingle with the neighbours in the delightful arbour flickering with fairy lights, or spend an enlightening hour letting your senses awoken in the sensory garden spaces. While a secluded meditation deck, screened with lush foliage, allows you to contemplate the joy of a holistic life, in absolute privacy.



NATURE'S ABUNDANCE AT 88 EAST.

- Flower garden with flowering shrubs and ornamental trees
- Butterfly garden, a green open space with alcoves and lush greenery
- Fragrance garden, with fragrant plants and leaves, comfortable seating and a chess table
- Sensory garden, open green spaces with flowering plants, a reflexology path, a water feature and wind chimes, awakening all the senses to relax and revive the spirit
- Meditation garden, a spacious deck designed for contemplation, sheltered within a dense screen of shrubs and trees



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LUXURY THAT'S ALSO SUSTAINABLE.

Every day in your luxury residence in 88 East, is an experience in sheer privilege. Airy, sunlit spaces open onto wide decks and terraces, offering you sweeping 180° panoramic views*. While thoughtful, energy-saving design imbues every aspect of your residence, ensuring that you enjoy the finest living experience, responsibly.

88 East offers you a choice of luxury residences: 3 BHK, 4 BHK and select Duplexes.

* In select residences



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- Luxurious residences with 180° views*
- Cross-ventilation for airy spaces.
North and South views in select residences
- Flexible design
- Home automation**

*In select residences

**For more information please contact sales personnel

SITE PLAN



LEGENDS

- | | |
|--|----------------------------------|
| 1 SWIMMING POOL | 17 FUNCTION LAWN |
| 2 AQUA GYM POOL | 18 FAIRLIGHTS GARDEN |
| 3 KIDS' POOL | 19 OUTDOOR FITNESS |
| 4 WATER POOL WITH JETS | 20 PLAY AREA |
| 5 SUNBATHING DECK | 21 PLAY LAWN |
| 6 AEROBICS & FITNESS DECK | 22 EAST GATE |
| 7 PAVILION | 23 WEST GATE |
| 8 OUTDOOR LOUNGE & DINING WITH PROVISION OF PANTRY | A CLUB |
| 9 ARRIVAL DROP-OFF | i. SQUASH COURT |
| 10 SEATING ALCOVE | ii. INDOOR GAMES ROOM |
| 11 CHESS GARDEN | iii. AV ROOM |
| 12 LOUNGE DECK | iv. BADMINTON COURT / PARTY HALL |
| 13 CASCADED REFLECTING POOL | v. LANDSCAPED COURTYARDS |
| 14 WATER COURTYARD | |
| 15 OUTDOOR TERRACE | |
| 16 FLOWER GARDEN | |



Artistic impression
All green areas are for indicative purpose only

TERRACE PLAN



Artistic Impression

A. SKY LOUNGE AT THE TERRACE

B. LOOK-OUT DECK (TERRACE AT THE 39TH FLOOR)

LEGENDS

- 1. SPACE FOR BARBEQUE/DINING
- 2. PARTY LAWN
- 3. PARTY DECK
- 4. LOOK-OUT DECK
- 5. YOGA DECK
- 6. MEDITATION DECK
- 7. CHIMES GARDEN
- 8. REFLEXOLOGY
- 9. FRAGRANCE GARDEN

- 1. CHILL-OUT LOUNGE
- 2. RAISED LAWN
- 3. MEETING POD

SUSTAINABILITY FEATURES

LIVING
RESPONSIBLY.
LIVING
SENSITIVELY.

VALUES THAT MAKE 88 EAST,
KOLKATA'S FINEST LIVING EXPERIENCE.

What sets 88 East apart, is not just its unique aesthetic and unparalleled luxury. It's a commitment to a life in harmony with the environment, as an IGBC pre-certified gold development. From a macro vision that plans for the future, to micro details for daily life, 88 East is designed to preserve nature, the community and a harmonious way of life.

ECO-FRIENDLY DESIGN.

- COOL, SUN & FABRIC

Energy-efficient design and systems reduce the external heat gain, keeping your home naturally cool

- DAYLIGHT & NATURAL VENTILATION

All inhabited spaces enjoy ample natural light and excellent ventilation to enhance the inner environment

- EFFICIENT ARTIFICIAL LIGHTING

Efficient lighting design and fixtures provided in common areas reduce the demand for artificial lighting, leading to savings on energy

- LANDSCAPE FOR LIFE

Landscape incorporates native species, maintaining bio-diversity and reducing the need for water

- CARE FOR ALL

Parking for visitors and ramps and preferential parking spaces nearest to the ground lobby for easy access, bathrooms for physically challenged

- SAVE WATER & AVOID THIRST

Rainwater harvesting and water-efficient systems in residences which reduce the demand for water

- REDUCE. REUSE. RECYCLE.

A waste water treatment plant to ensure that the water generated is treated and re-used

- ORGANIC WASTE MANAGEMENT

An organic waste management system to treat wet waste generated

- SOLAR ENERGY

Solar energy powered lighting and PV panels in common areas

- URBAN LUNG SPACES

Encouraging urban lung spaces and promoting health, by developing lush gardens within 88 East's green spaces

- PRO-ENVIRONMENT CONSTRUCTION PRACTICE

Construction waste management
Recycled construction material

DEVELOPER AND PARTNER INFORMATION.

• TATA HOUSING

- Recognised as one of the most trusted real estate development brands in India
- Pioneer in the concept of property development by corporates in India
- Known for its quality construction, ethical and transparent business practices and high standards of maintenance of properties
- Presented with several accolades and has been recognised both in India and international markets for its landmark projects and contribution to the real estate sector
- Serving more than 17,000 satisfied customers

• KEVENTER

- The Keventer Group, a Kolkata-based 3,000 crore business conglomerate, has businesses across varied industries including steel, real estate and food processing
- Established as one of the fastest growing food companies in Eastern India, Keventer has also achieved a reputation in real estate, executing commercial and residential complexes with a total construction area of over 6.5 million sq. ft.
- The Group's completed projects include Urbana, West Wind, Sealdah Big Bazaar, Business Towers, Keventer Rishra and Keventer The North

• HB DESIGN

- HB Design was started by Hans Brouwer in 1998 in Singapore. Previous to that Hans was working with Norman Foster, London. During his time with Foster Hans was involved with and responsible for a number of world-class buildings, including the Century Towers - Tokyo, a mixed use office building, the Kawana Houses - Japan and the Commerzbank Headquarters Tower - Frankfurt, Germany; a eco-high rise with sky gardens, a triple glazed operable façade and radiant cooling systems
- Since 1998, HB Design has expanded in size and portfolio with projects all over the Asian region as well as houses in the United States and Europe. Projects range from bespoke houses to 250m tall high rise towers. HB Design has been active in India since 2008 and currently has over 15 projects, the largest at over 2.3 million square feet in size, under construction or in design
- Hans is a Registered Architect in Singapore and provides the design lead for HB Design

• STX LANDSCAPE ARCHITECTS

- A consulting firm that specialises in landscape, architecture, master planning and urban design, STX harnesses the creativity, experience and expertise of its staff to serve as a trusted partner for clients and to give form and definition to projects
- Since 1995, STX has been transforming landscapes through creative solutions, resulting in dynamic spaces that are seamlessly integrated and memorable
- Carefully and thoughtfully synthesising its unique knowledge, talent and vision with the aspirations of each project, STX crafts timeless spaces that captivate and inspire

The logo for Keventer, featuring the word "keventer" in a white, lowercase, sans-serif font. A white curved line underlines the letters "e", "v", and "e", starting from the bottom of the first 'e' and ending under the second 'e'.The logo for TATA HOUSING, featuring the words "TATA HOUSING" in a white, uppercase, sans-serif font. A registered trademark symbol (®) is located to the upper right of the word "HOUSING".

Disclaimer: This is not an offer or invitation to offer. This information including elevations, photographs, visuals, pictures, images, details, specifications, dimensions, amenities, facilities etc. are strictly provided for representative and illustrative purposes. The sale is subject to confirmation of the terms of Application Form and Agreement for Sale. The price, amenities and facilities mentioned herein are indicative, subject to change. Distance and timelines are approximate, calculated on Google Maps and may vary depending upon traffic, weather conditions and infrastructure facilities provided by concerned authorities. For more details, please contact site office at 34, D.H. Road, Alipore, Kolkata 700027. Building Permit dated 25 September, 2017 are in the process of being modified and the customer is advised to refer to the Application Form for detailed terms and conditions. The project is developed and promoted by Kolkata-One Excelton Private Limited (a subsidiary of Tata Housing Development Co. Ltd. and Keventer Projects Limited). Project "88 EAST". HIRA registration number HIRA/P/KOL/2019/000383 valid till 30 June 2026 and available at www.hira.wb.gov.in. Project is financed by Axis Bank Ltd.