



YOUR  
CUSTOMISED  
AGE REVERSING  
MANUAL

**AGE REVERSING**  
**SENIOR LIVING**

**PRIMUS**  
**GANGES**

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The legacy of **srijan** Builds Tomorrow **GANGA CITY**

# PRIMUS GANGES

The legacy of **srijan** GANGA CITY

You worked hard for a better life all these years. Earned for your family. Helped your children grow up. All the while, sacrificing your own wishes. Things that kept you alive, in mind and spirit. Now here's a way to be young again. To revisit the lost wishes and step into a new life after 55 with your spouse.

Part of Srijan Ganga City, Kolkata's most iconic 55-acre riverside township, PRIMUS GANGES will bring back the spirit of living in a way that's thoughtful, modern, and deeply human.

Not retirement, but refinement of a lifestyle powered by wellness and ease of living.

Every detail here will be designed to take the weight off your shoulders, so that you can enjoy and rediscover yourself fully with freedom and confidence.



## BLUE ZONE

A **blue zone** is a region in the world where people are claimed to have exceptionally long lives beyond the age of 100 due to a lifestyle combining physical activity, low stress, rich social interactions, a local whole foods diet, and low disease incidence.

The name blue zones derived simply during the original survey by scientists, who “used a blue pen on a map to mark the villages with long-lived population.”

Suggested blue zones include Okinawa Prefecture in Japan, Nuoro Province in Sardinia, Italy, the Nicoya Peninsula in Costa Rica, and Icaria, Greece.

The idea of the blue zone inspired PRIMUS GANGES to plan a home for the ones above 55 to reverse their age and live longer with adequate support.



## OUR INSPIRATION

What sets these remarkable individuals apart isn't just their age, it's how they've chosen to live. Whether in their 70s, 80s, or beyond, they stay active in ways that keep their minds sharp and their days meaningful.

They mentor, create, teach. They take part in workshops, pursue creative arts, track their health closely, stay socially connected, and remain curious about the world around them.

From marathon walks to heritage conservation, from promoting classical arts to planting thousands of trees, they've shown that when life is rooted in purpose, every day becomes an opportunity to grow.



**USHA SOMAN**  
85 – Barefoot Marathoner and Fitness Icon

Walks, treks, and trains regularly — proving that movement and mindset matter more than age.



**DR MS SWAMINATHAN**  
98 – Father of India's Green Revolution

Even in his final years, he advised policymakers and mentored young scientists in agricultural reform and sustainability.



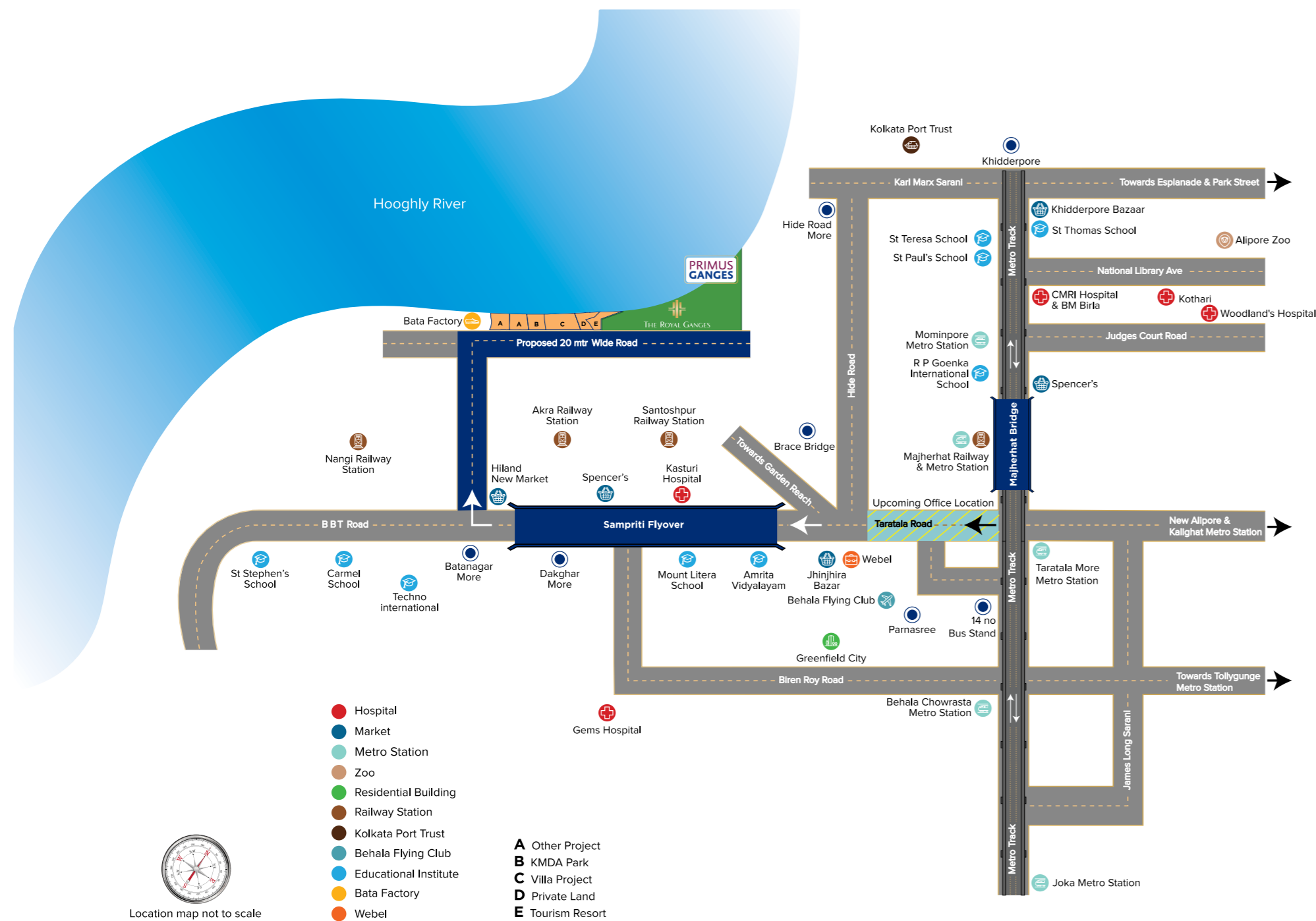
**JUSTICE LEILA SETH**  
83 – India's First Woman Chief Justice

Remained active in public life post-retirement — writing books, championing women's rights, and staying socially engaged.



**SAALUMARADA THIMMAKKA**  
112+ – Environmentalist and Padma Shri Awardee

Planted over 8,000 trees across Karnataka — proving it's never too late to leave behind a greener world.



### YESTERDAY. ONCE MORE.

Life moved slower — and so did they. Three generations often lived under the same roof. Grandparents told stories after dinner, children played in shared courtyards, and the day naturally ended with family around. Togetherness wasn't planned — it happened between meals, walks, and conversations. There was comfort in knowing you were never truly alone.

Later, joint families broke up into smaller ones. One grew up with parents and siblings. Developed hobbies and passions. Made friends. The elderly, toiled hard to bring their children up. Ensure education and good health for them. Children became adults and migrated to other places for further education or work. Some returned. Some didn't.

In the meanwhile, you reached the age of 55. Nearing retirement, you realised that all the while, you had spent all your time for the family, not really so much for your own self. Given up on your hobbies, passions and all that you loved to do.

Which is why, here at PRIMUS GANGES, your residence for the rest of your life, you get an opportunity to re-live your past, your passions and wishes. You do what you wish to. We take care of the rest. It is not retirement, but refinement of a lifestyle powered by wellness and ease of living.

Every detail here will be designed to take the weight off your shoulders, so that you can enjoy and rediscover yourself fully with freedom and confidence.

### WHERE

Just a 20-minute drive from New Alipore, over the Sampriti flyover. It will have a private jetty and fast ferry service to and from The Millenium Park, that will take about 35 minutes, making commuting to the CBD area a dream. It will also have regular pick up and drop facility till Batanagar More. There will also be a private shuttle service till Taratala Metro station.

## Proximity

### CONNECTIVITY

Akra Railway Station	2.2 kms
Nangi Railway Station	2.6 kms

Auto and Taxi Stand coming up THE ROYAL GANGES

In-house transport service to and from Taratala Metro  
In-house transport service to and from Bata More  
In-house water transport to and from Millennium Park (35 minutes approximately)

### DEPARTMENT STORES

Department store, Restaurant, Bar, Salon and more coming up at THE ROYAL GANGES

Easy Day Club	Calcutta Riverside
MORE	3.3 kms
Highland New Market	Calcutta Riverside main gate
Spencer's	4.8 kms

### SUPERMARKETS

Esplanade	Calcutta Riverside
Retail facility	THE ROYAL GANGES

### ENTERTAINMENT & MALLS

Upcoming Phoenix Mall	15 kms
Lake Mall	17.3 kms
South City Mall	18.3 kms
Proposed Shopping Mall in Calcutta Riverside	

### HOSPITALS

Kasturi Das Memorial Super Speciality Hospital	5 kms
Gems Hospital & Medical Research Institute	5.8 kms
Narayan Memorial Hospital	14 kms
BP Poddar Hospital	4 kms
The Calcutta Medical Research Institute CK Birla	15 kms
Woodlands Hospital	16 kms

### HEALTHCARE

Upcoming Apollo Institute of Medical Sciences & Research	Calcutta Riverside
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24 x 7 Doctors on call, medicine shop, diagnostic centre, medical emergency set-up  
THE ROYAL GANGES

NOTE -- Distances courtesy Google.com

## THE GANGES

In the late 17th century, the three villages that predated Calcutta were ruled by the Nawab of Bengal under Mughal suzerainty.

After the Nawab granted the East India Company a trading licence in 1690, the area was developed by the Company into an increasingly fortified trading post known as Fort William.

Job Charnock, an English administrator with the East India Company found a cluster of prosperous villages along the Ganges that he thought would help in setting up trade for the British East India Company. This landing by the river by Charnock would forever change the history of the city and the entire country thereafter.

The Ganges has been revered and worshipped since long. The clay from the river bank is used to create idols of deities and they are immersed in the same river after worship. Its water is sprinkled in holy ceremonies. Rituals like Chhat puja to a holy dip during Diwali take place here. From a new-born's Sanatani baptism to the end of a life; the Ganges is a silent spectator.

Today, in these changing times, we welcome you to witness another event by the same river that is set to change the riverfront and usher in a new development of the area and surroundings for ever.

A magnum opus of over 39 lakh square feet of development with a frontage over 1 kilometre beside the Ganges, part of Srijan Ganga City, Kolkata's most iconic 55-acre riverside township, within THE ROYAL GANGES will house PRIMUS GANGES, where all apartments will be facing the river.



## THE AREA

The most diversified development began in Batanagar with residential development, social infrastructure development and community development across an area of 262 acres.

The area was re-christened as Calcutta Riverside and became the most developed self-sufficient area of Kolkata and the growth corridor of south Kolkata with more than 5000 families about to live here.

More developments between Taratala and Brace Bridge are coming up where the area is being transformed into an office location hub with multiple reputed companies like Shyam Metallics, Anmol Biscuits, Himadri Chemicals ... Century Ply and IFB Industries are already there.

At present, the infrastructure in the area consists of a 7 kilometre Sampriiti flyover, wide roads, bus service, auto and taxi services and App cab services. Trains to Sealdah, Chakra rail from Majherhat to different parts of Kolkata. Upcoming Metro connectivity to the airport, Rajarhat, New Town and all the major parts of the city.

A well-established market for apparels, fashion and daily needs. Healthcare facilities and well recognized educational institutes of repute are in the vicinity.

To further develop the area, top developers of Kolkata have already taken up immediate initiatives to bring it up as an upscale neighbourhood of the city.



## THE BASICS

### THE RIVER

Living in an almost pollution-free place in a metro city today is almost impossible. Which is why, living at PRIMUS GANGES would challenge this belief by presenting an unbelievable 'living by the river' experience.

### LIVING

River-facing homes just by the Ganges would redefine serene yet luxurious living where a neverbefore private track of over 1 kilometre by the Ganges, possibly the longest river frontage ever, will facilitate regular activities like daily walk, jogging, yoga, cycling and picnic. All these will make you a part of the river as the river becomes a part of you.

### WHAT YOU GET

PRIMUS GANGES residents will have access to future-ready amenities and facilities at THE ROYAL GANGES that will touch every

sensibility of the residents. Tennis court, cricket simulator, badminton courts, amphitheatre to rock climbing walls, and a retail arena with daily provision stores, restaurants, ATM, salon, wine store, bar, chemist store etc plus a Ganges view deck and a grand landscaped lawn that will merge with the river.

### THE CLUB

Indoor facilities at the 70,000 sqft Club at THE ROYAL GANGES begin with an Olympic-size swimming pool with Jacuzzi and Aqua gym to lavish five-star lounges and indoor sporting arenas. These and many more such will brighten the lives of the residents.



A man with glasses and a goatee, wearing an orange striped shirt, is seated and painting on a canvas. A woman with long dark hair, wearing a brown top, stands behind him, smiling and holding a small patterned cup. Her hand rests on his shoulder. The background features a framed painting of a seated figure, a chandelier, and a dining table with a plant.

REDISCOVER YOUR PASSION

## LIFE MADE EASY

### HOUSEKEEPING THAT KEEPS YOU AT EASE

Enjoy a clean, well-kept home with timely housekeeping that fits seamlessly into your routine. From cleaning to linen changes, everything is managed with care — keeping your space fresh, restful, and always guest-ready.



### CONCIERGE THAT REMEMBERS YOUR FAVOURITES

Need a cab, medicine, or a reminder for your next appointment? Our concierge takes care of life's small tasks — so you can focus on the moments that matter.



### COMMUNITY EVENTS THAT CREATE CONNECTION

Loneliness fades when there's something to look forward to. At Primus Ganges, our community events aren't just social — they're soulful.

From festive gatherings to hobby clubs and wellness sessions, every event is designed to bring people together and add purpose to every day.



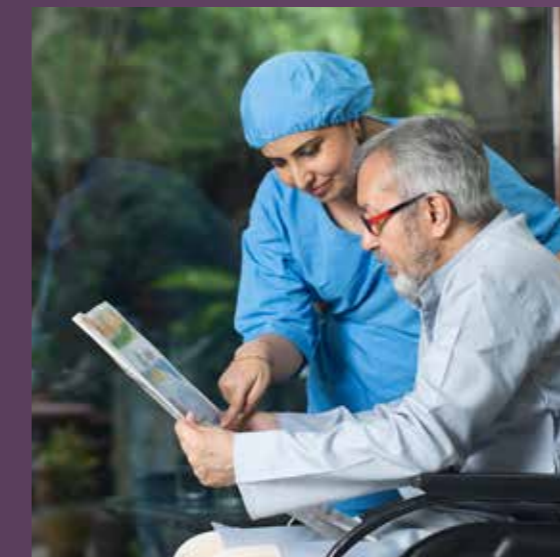
### MEALS MADE WITH CARE, NOT SHORTCUTS

Enjoy freshly cooked, nutritionist-approved meals every day... served hot, balanced, and tailored to your comfort. Because food here isn't just fuel ... it's love, plated.

### MEDICAL HELP, ALWAYS WITHIN REACH

With 24x7 nurses, on-call doctors, and emergency response systems, your wellbeing is never a question mark.

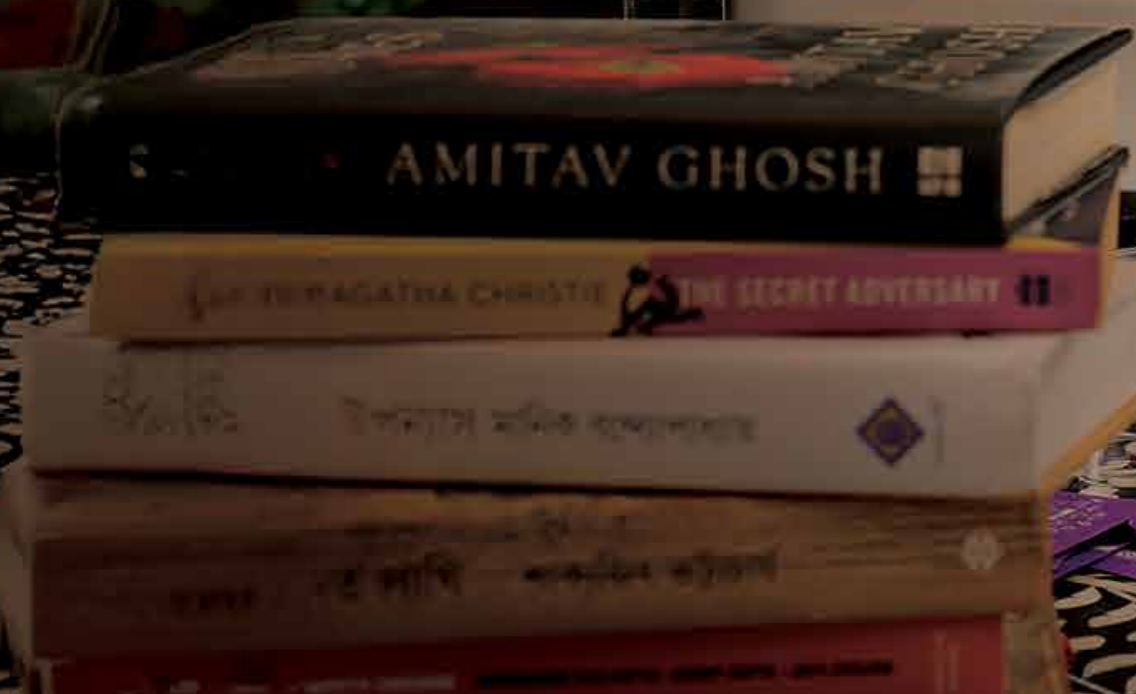
It's not just care. It's quiet confidence, built into your daily life.



### SECURITY THAT'S ALERT, NOT AGGRESSIVE

Feel protected without feeling watched. From gated access and CCTV to trained personnel... security is present, subtle, and reassuringly humane.

REVISIT YOUR HOBBY



## THE PRIMUS GANGES ADVANTAGE

### A GARDEN STROLL OR A GANGES WALK AWAY.

- Riverfront plazas where likeminded folks will naturally meet
- Walkable community with parks, gazebos, temples
- A shared township that encourages everyday connection

### HERE, EVERY HOME IS ITS OWN WORLD.

#### YOUR SPACE. YOUR TIME. YOUR CHOICE.

- Separate entrances, balconies, and personal zones
- Sound planning that respects silence

### LET LIFE RUN SMOOTHLY IN THE BACKGROUND,

so you can enjoy the moments that matter.

- Housekeeping service
- Concierge assistance
- Bill payments & appointment scheduling
- Errands and parcel handling
- On-call maintenance and utility support

### A COMMUNITY THAT PUTS YOUR WELLNESS FIRST. NOT JUST IN EMERGENCIES, BUT EVERY SINGLE DAY.

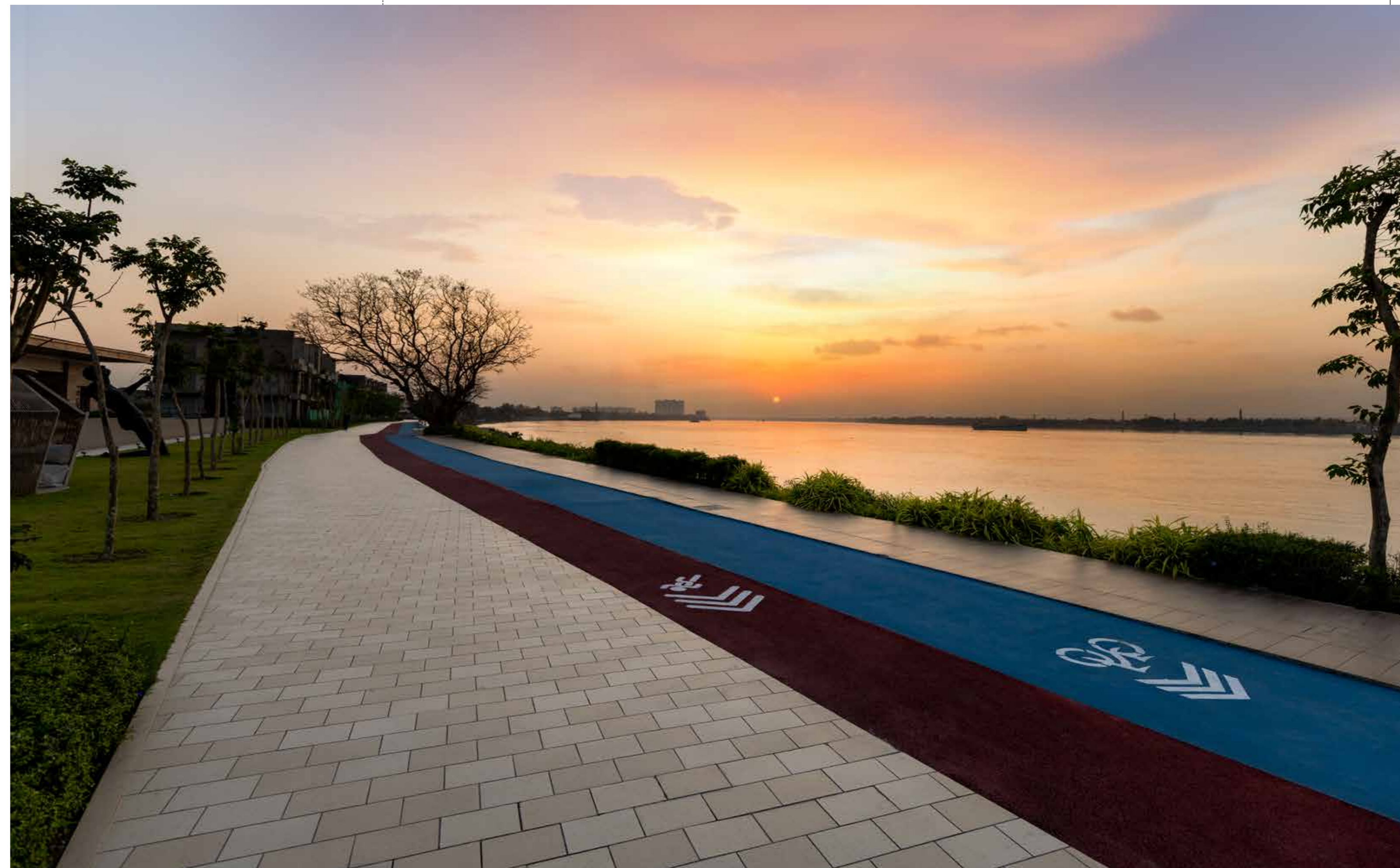
- On-site doctor and physiotherapist
- 24x7 nursing support
- Preventive health plans and telemedicine
- Emergency buttons and ambulance on call

### WHAT IF EVERYDAY LIVING FELT LIKE A STAYCATION?

- Chef-crafted meals, designed by nutritionists
- In-house dining spaces and special festive menus
- Housekeeping, linen change, and spotless home
- Emphyrean concierge for everything from transport to tailoring

### WHERE THE LAYOUT THINKS ABOUT YOU — BEFORE YOU EVEN ASK.

- Fall-safe flooring and anti-skid tiles
- Grab bars and senior-friendly corridors
- Soft corners, calming finishes, and lots of light



## SENIOR FRIENDLY FEATURES

Rounded edge walls for safety



2 Eye viewers for main door

Sturdy lever door handles



Threshold-free main doors

Matt finish vitrified flooring in the entire unit



Senior-friendly toilets with foldable grab bars for WC

## SENIOR FRIENDLY FEATURES

Counter slab heights as per NBC (Accessible design standards)



Thermostatic shower mixer for hot & cold water supply

Foldable grab bars for washbasin and shower area



Senior-friendly washbasin with hot & cold water mixer

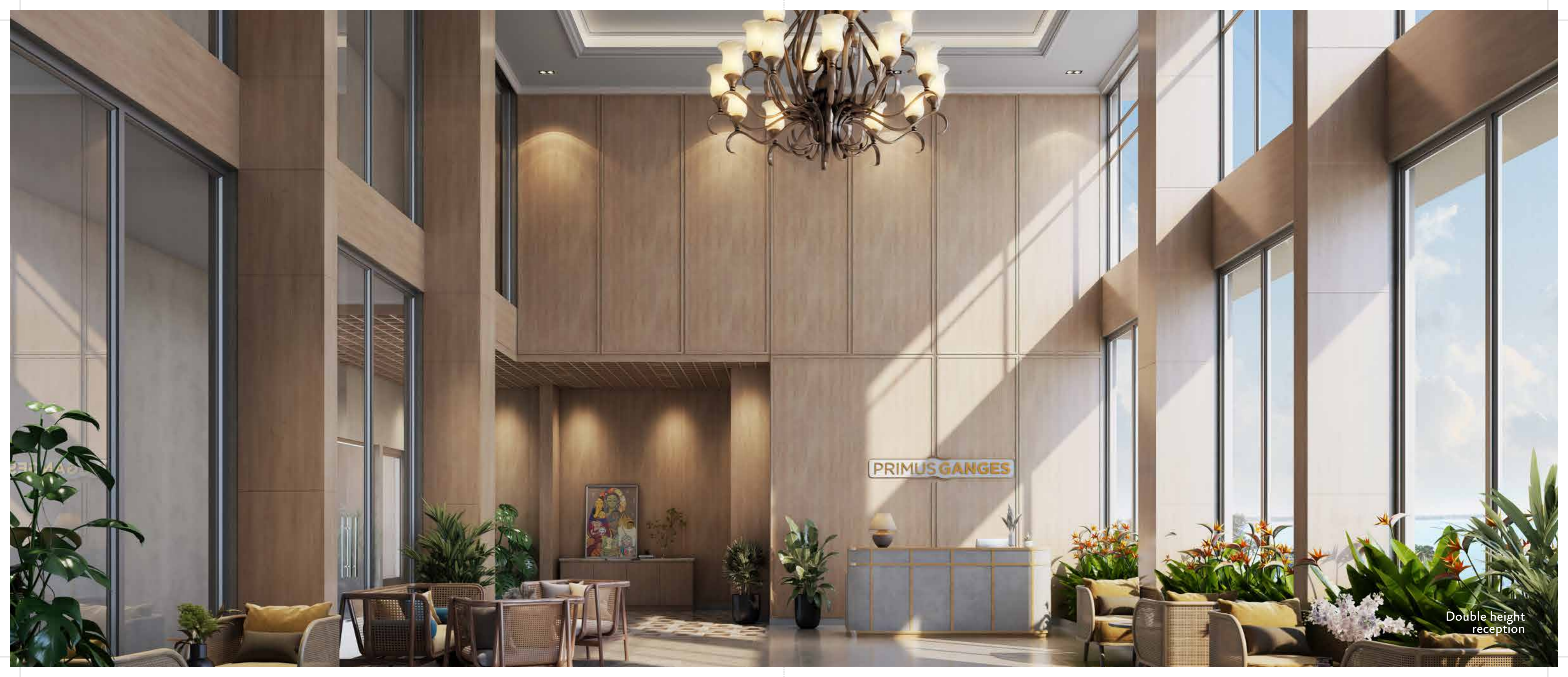
Light control switch box from FFL to bottom of switch control



Wide rocker switch for operation & 2-way control switch for lights near bedside table

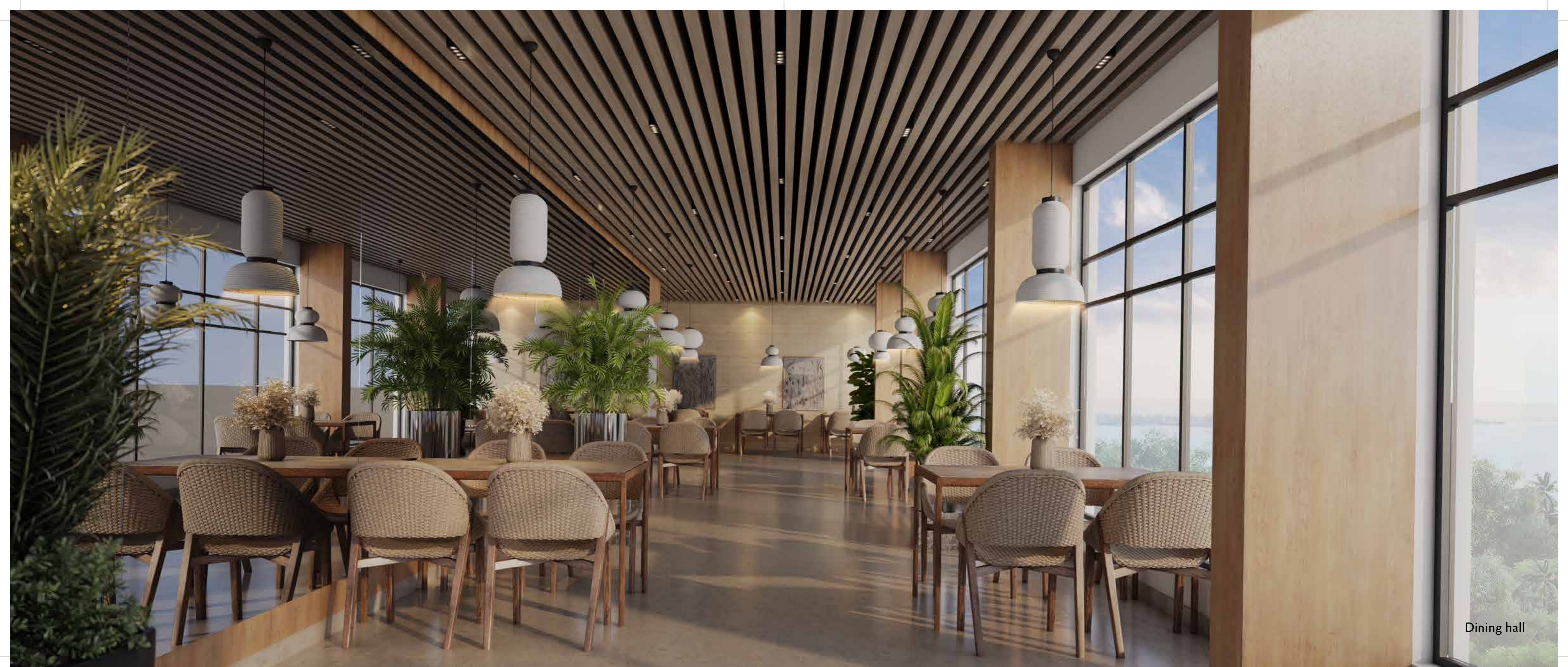


RELIVE YOUR ART

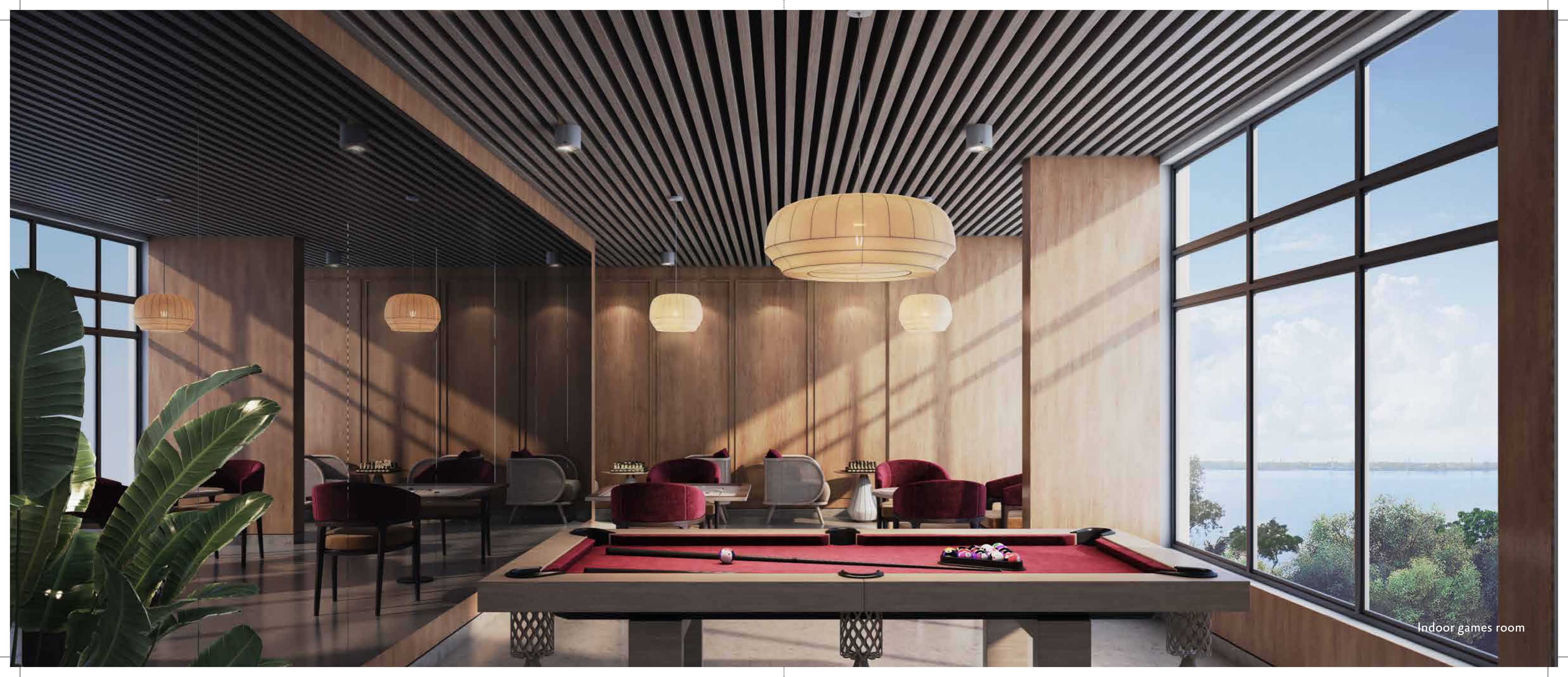


PRIMUS GANGES

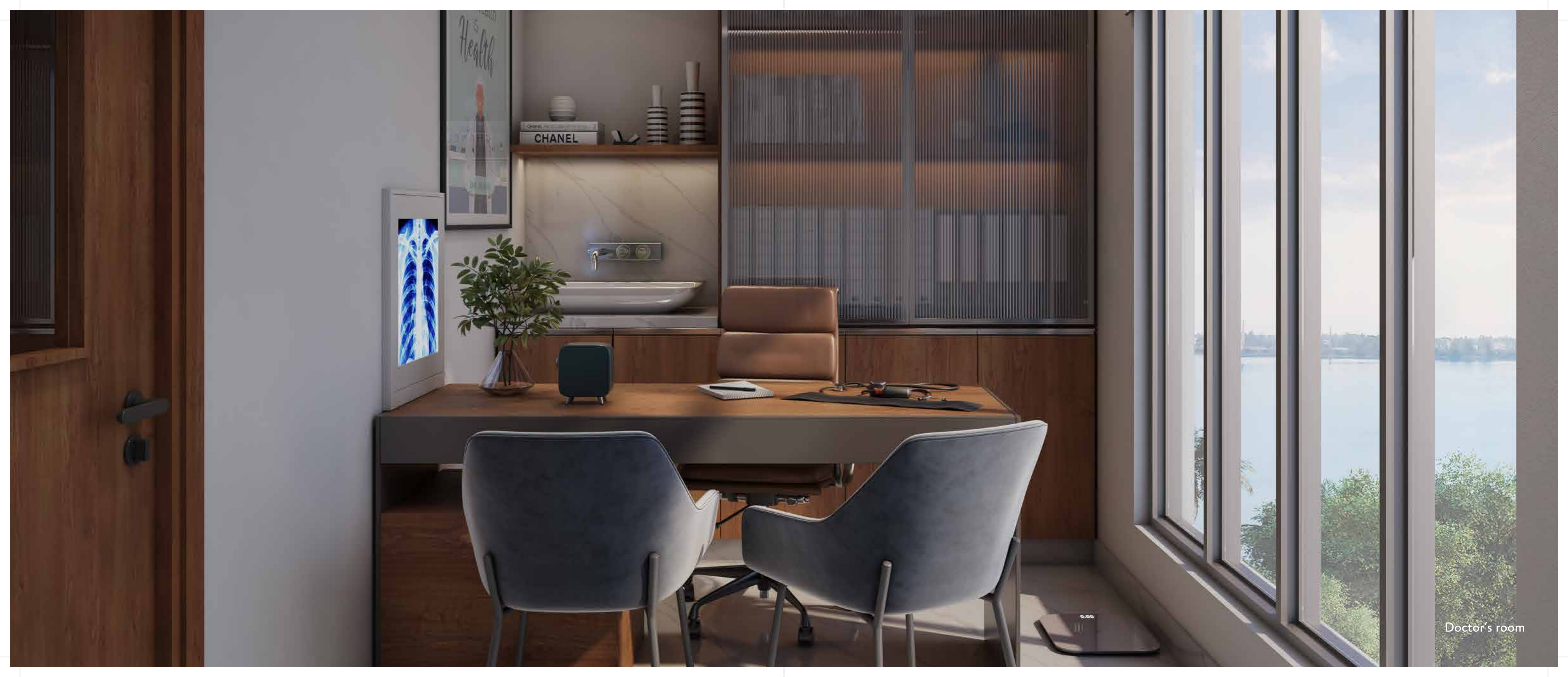
Double height reception



Dining hall



Indoor games room



Doctor's room

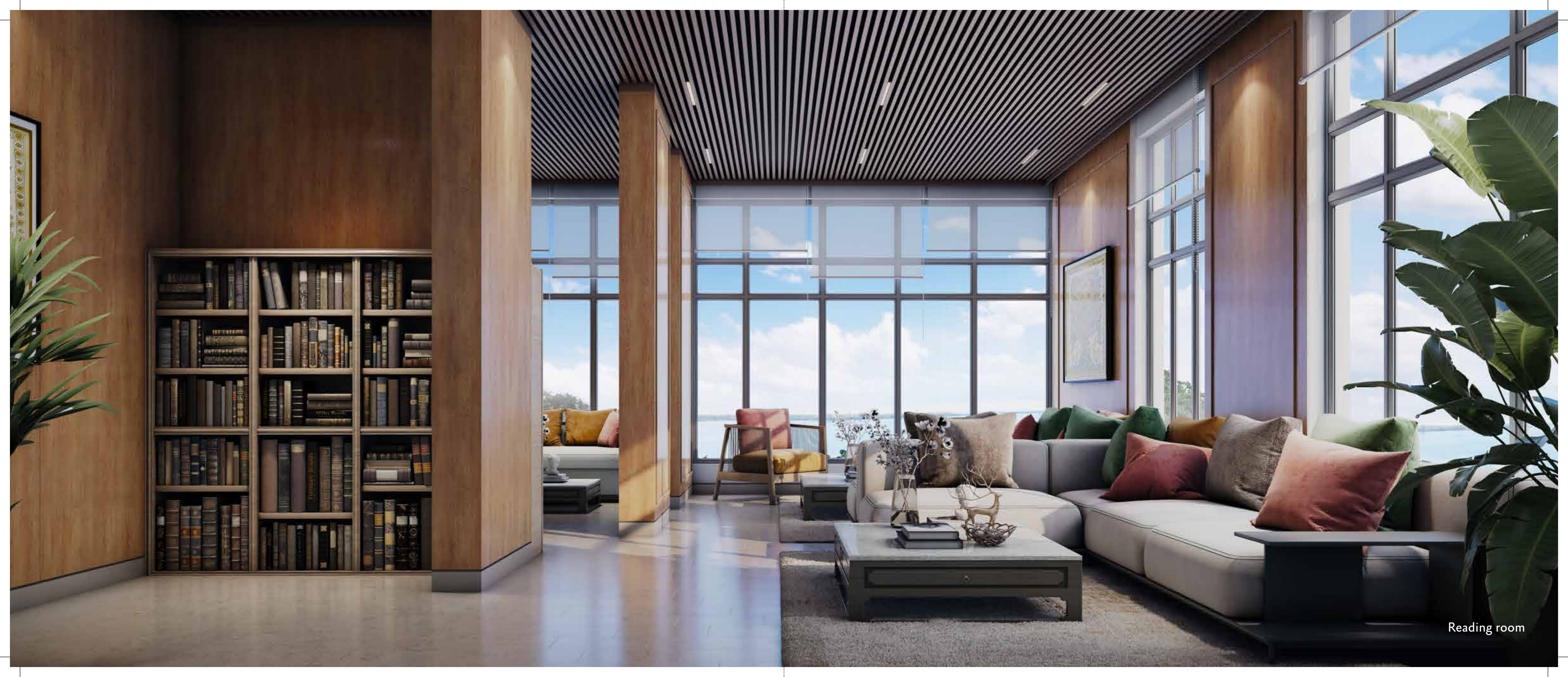


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Health station



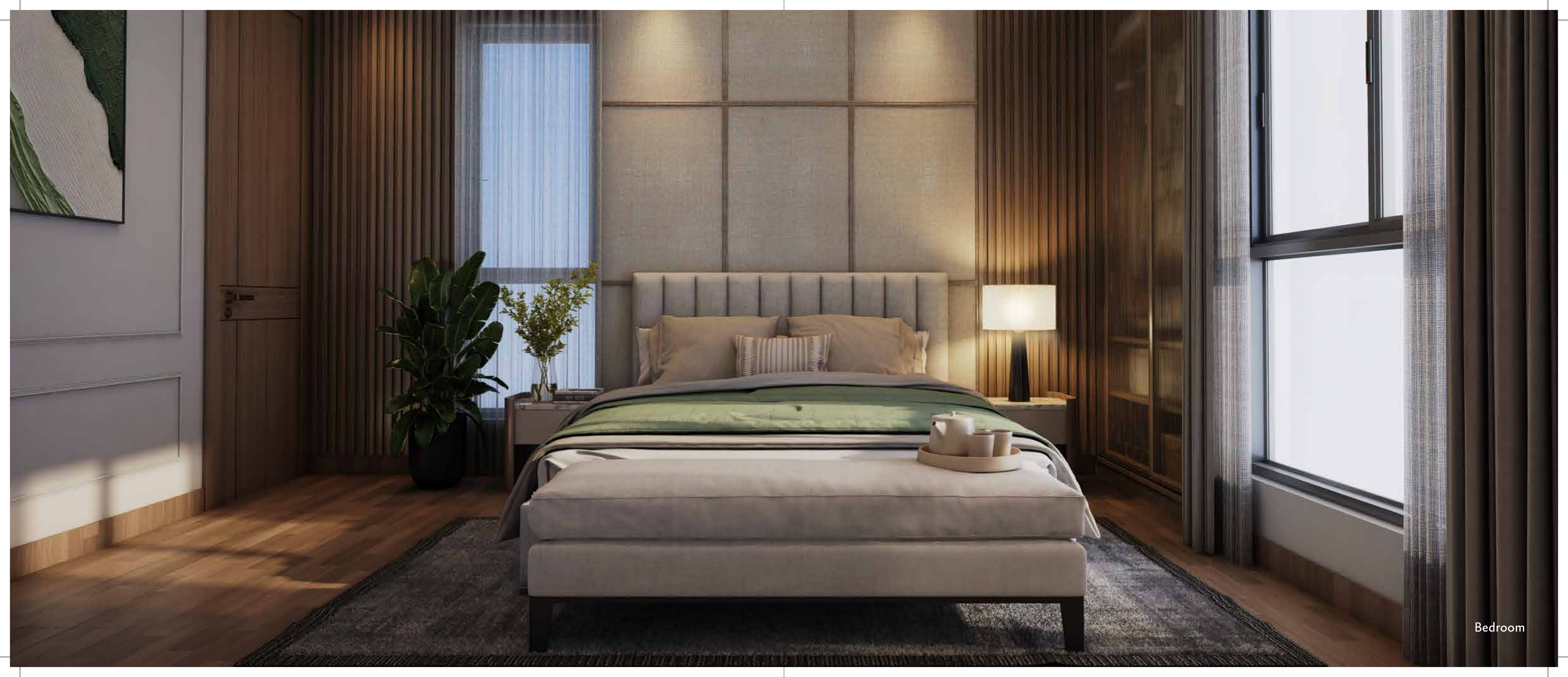
Reading room



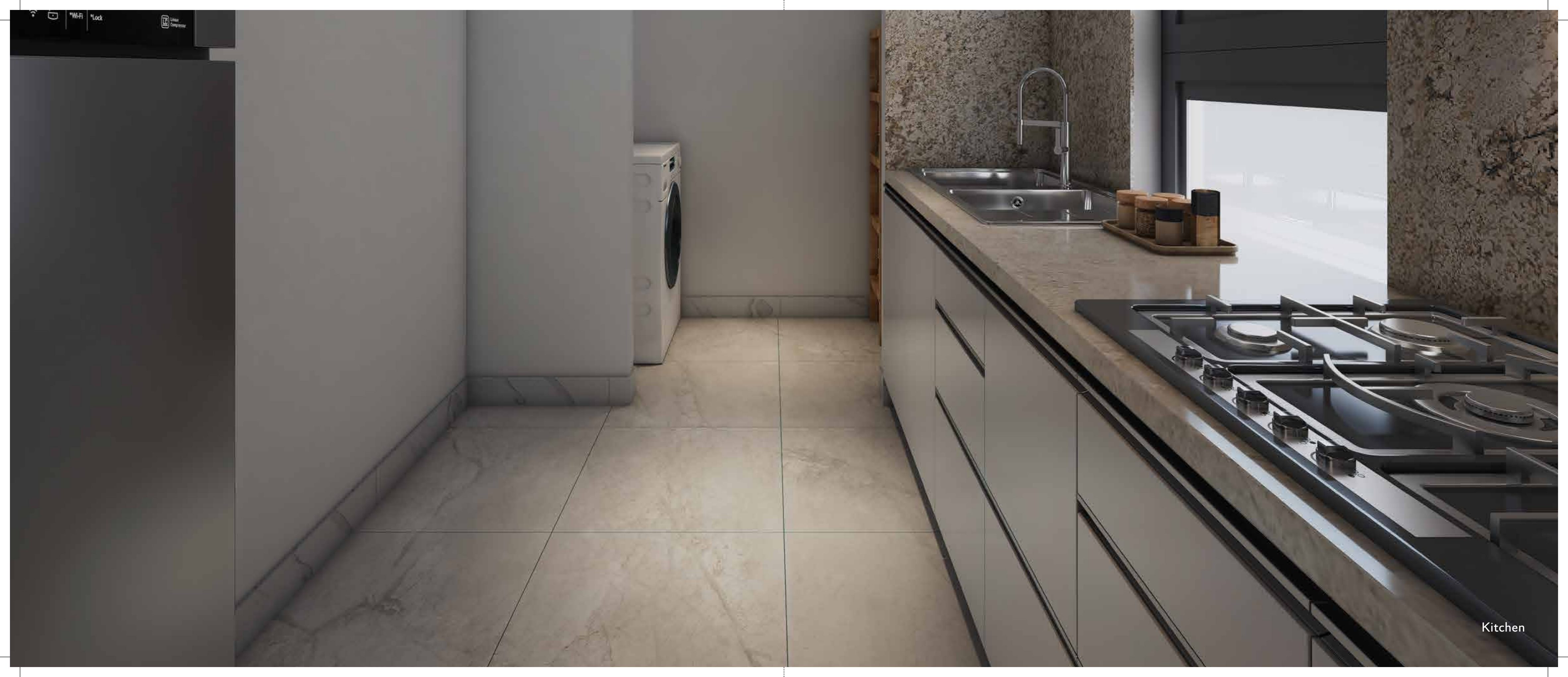
Multipurpose hall



Living room



Bedroom



## PRIMUS GANGES SPECIFICATIONS

**STRUCTURE:** RCC frame structure

### FLOORING & TILING

**Living & Dining:** Antiskid vitrified tile

**Kitchen:** Antiskid vitrified tile

**Bedrooms:** Antiskid vitrified tile

**All Bathrooms:** Antiskid vitrified for flooring and Antiskid / Glossy Ceramic tile for wall dado

**Balcony:** Antiskid finish vitrified for flooring

**Roof Area:** Solar reflection tiles

### SANITARY & PLUMBING

**Water Closets:** EWC of reputed brand like Varmora or equivalent

**Wash Basins:** Wall mounted wash basin for all toilets

**Overhead Showers:** Reputed brand like Jaquar or equivalent

**Geyser:** Provision for geyser points in all bathrooms

**Faucet:** Reputed brand like Jaquar or equivalent (provision can be kept, added at additional cost)

**Other accessories:** Hand shower, shower seat, grab bars (to be added at additional cost)

### DOOR & WINDOWS

**Frames:** Engineered wood frames

**Door shutters:** Main door – Engineered wood door

**Flush and other doors –** Engineered wood door/ Flush door

**Finish:** Main door – Engineered door with veneer and melamine polish. Other doors – Engineered frame and engineered shutter with paint finish

**Hardware:** Finish as per availability.

**Door Stopper:** Finish as per availability.

**Windows:** Anodized/powder coated Aluminum windows. (Grill optional at an extra cost.)

**Roof Main Doors:** Wood plastic composite (WPC) door with enamel paint.

### KITCHEN

**Counter:** Vitrified counter with a stainless steel sink, Kitchen Dado to be ceramic slab up to 2ft.

Electrical point for water filter point, exhaust fan point or chimney point.

### ELECTRICAL

**Wiring:** As per IS code

**Earthing:** As per IS code

**Switches:** Concealed copper wiring with modular switches of reputed

Provision for telephone in living area.  
Provision for AC in Master bedrooms and living area.  
Provision for geyser in bathroom.

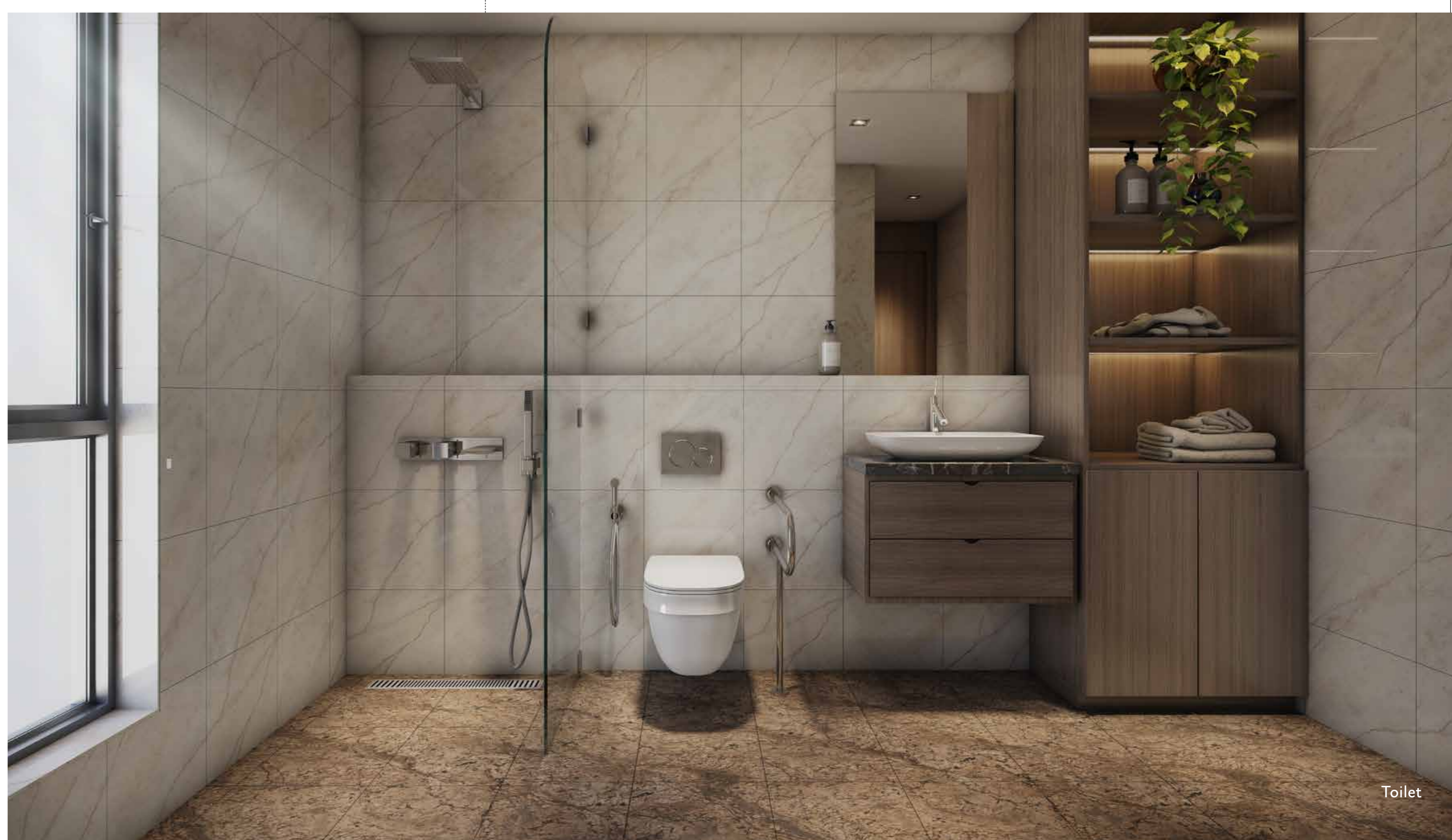
### PAINT

**Internal:** Smooth POP Finish

**External:** Superfine texture/weather coat/paint.

### UTILITIES/SERVICE

**Back-up Power:** Power back-up for units at additional cost.



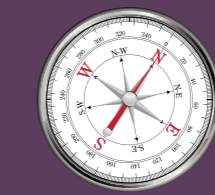
Toilet



- A** - The Royal Resort
- B** - Owners Land
- C** - The Royal Villa
- D** - The Royal Villa Club
- E** - KMDA Park
- F** - Tourism Enclave
- G** - The Royal Ganges
- H** - Primus Ganges

**GANGA CITY LOCATION**

- A** The Royal Resort
- B** Owners Land
- C** The Royal Villa
- D** The Royal Villa Club
- E** KMDA Park
- F** Tourism Enclave
- G** The Royal Ganges
- H** Primus Ganges



Location map not to scale

## INDIAN GREEN BUILDING COUNCIL FEATURES

### RAINWATER HARVESTING

A dedicated rainwater harvesting system will collect rainwater from roofs and ground areas for reuse in landscaping, replenishing groundwater, reducing drainage overflow, and minimizing potable water usage.



Rainwater collection

### SOLAR POWER LIGHTING FOR COMMON AREAS

Solar panels will supply electricity required for common areas, contributing to energy efficiency.



Solar powered lights in common areas

### VIRGIN GREENS

The site will be transformed with extensive landscaping to provide open green areas for relaxation and recreation.

### WASTE AND GARBAGE DISPOSAL

PRIMUS GANGES will recycle the waste water and reuse it for flushing in order to reduce the usage of potable water. The organic waste converter at PRIMUS GANGES 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.

### ELECTRIC VEHICLE CHARGING POINTS

Recognizing the shift toward electric vehicles, the project will feature EV charging points to support sustainable commuting options (available at an additional cost).



Electric vehicle charging point



GH platinum  
pre-certified

### ENERGY EFFICIENT LIGHTS

LED lights, consuming 30% less energy, will be installed in common areas to reduce overall power consumption.



LED lights in indoor common areas



Ample daylight through large windows

### SUNLIGHT AND FRESH AIR

Well-sized windows will ensure ample natural light and ventilation, improving indoor air quality, enhancing health, and increasing the property's resale value.

## 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 having delivered approximately 11 million square feet across 34 projects. Developing 27 million square feet across 26 projects at present.

A responsible corporate citizen, Srijan has a project named 'Srijan Seva Sadan', a dharamshala, in Salasar. It is a housing that acts as a high-end pilgrims' refuge equipped with all modern lifestyle amenities.

Srijan is also constructing a hospital in Salasar that will aim at addressing the secondary healthcare needs of thousands while its contiguous property engages in organic farming.



Optima Rajarhat Chowmatha



Greenfield City near Behala Chowrasta Metro



Botanica Southern Bypass



The Royal Ganges Batanagar



Town Square Newtown



Primus Ganges Batanagar



Palladina Off EM Bypass



Solus Madhyamgram

## THE PRIMUS EDGE



Primus Darpan Bengaluru



Primus Sangama Bengaluru



Primus Zion Chennai



Primus Reflection Bengaluru



Primus Ohana Bengaluru

## THE PRIMUS EDGE

Established in 2013 in Bengaluru, Primus is committed to providing an active luxury lifestyle to seniors through passionate people, robust processes and intuitive technology. They are in the process of delivering 2000+ senior homes in Bengaluru, Chennai, Pune, Huderabad, Kolkata and Mumbai.

Mr Adarsh Narahari, Managing Director of Primus Senior Living is the pioneer in conceptualizing and creating luxury communities for seniors in India. A brain child of Adarsh, Primus represents his entrepreneurial spirit and passion. He has travelled extensively to study the best practices from the most successful retirement communities globally.

A second-generation real estate entrepreneur with experience of building more than 3 million sqft, he holds a masters degree in Construction Management from University of Leeds in the UK.

Adarsh is the Chairman of Association of Senior Living India. (ASLI). Awarded Times 40 under 40 award 2021 and AsiaOne 40 under 40 Most Influential Leader Awards.

Developed in collaboration with



PRIMUS GANGES Holding No c4-173 (new) Mouza ~ Krishnanagar | JL 1 under Maheshtala Municipality | PO Batanagar  
PS Maheshtala (near Bata factory beside Uludanga Park) | 24 Parganas South 700 141

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