

Bengal Shrachi Housing Development Limited forays into Tier II & Tier III cities through 'Junction' - A one stop entertainment hub in Durgapur, West Bengal-

PRESS RELEASE

Durgapur, February 13, 2007: The foundation stone of Bengal Shrachi Housing Development Ltd's (BSHDL) new venture, Junction, the commercial & recreational hub was laid at the site in City Centre, Durgapur by Shri Asok Bhattacharya, Hon'ble Minister-in-Charge, Government of West Bengal, Department of Municipal Affairs & Urban Development today. The programme was presided over by Shri Bansagopal Chowdhury, Hon'ble Member of Parliament, Asansol & Chairman, Asansol Durgapur Development Authority (ADDA).

The Chief Guest for the programme was Shri Uday Shankar Sarkar, Sabhadhipati, Burdwan Zilla Parishad. The occasion was also graced by Shri Rathin Roy, Mayor, Durgapur Municipal Corporation, Shri Biprendu Chakraborty, MLA, Durgapur-II, Shri P.K. Pradhan, IAS, Principal Secretary to the Government of West Bengal, Department of Municipal affairs & Urban Development, Shri Manish Jain, IAS, District Magistrate, Burdwan, Mr. N.S. Nigam, IAS, CEO, ADDA, Shri S.K. Todi, Director, BSHDL and Shri Rahul Todi, Managing Director, BSHDL.

Strategically located in the commercial centre of Durgapur, Junction, will be spread over 4, 00,000 sq. ft., on six floors and the basement, providing a holistic shopping & entertainment experience. Sprawling over a total land area of 2.8 acres, the amusement zone will offer innovative and novel concepts of shopping and entertainment. The new glitzy mall, designed by the noted architect, Stephen Coates of aCTa International will house cafes, departmental stores, a multiplex, international fashion labels, home electronic stores, gaming zones, restaurants and host of other entertainment facilities.

Commenting on the launch, Mr. S.K. Todi, Director, BSHDL, said "We, at Bengal Shrachi, are glad to set our footprints in the emerging industrial belt of West Bengal- Durgapur with a premium entertainment destination - 'Junction'. It is our endeavour to make a mark in the retail & realty landscape of West Bengal & also penetrate into the mini metros & towns. Junction - the one stop entertainment zone, aims to redefine the shopping

experience of the discerning consumers of Durgapur by combining the right mix of products with the right services.”

Junction - where value-shopping meets global environment, will be the new retail module encapsulating the basic tenets of new-age retailing of providing convenience, service, accessibility, variety & value for money to the new age urban consumers.

About Bengal Shrachi Housing Development Ltd.

Bengal Shrachi Housing Development Limited (BSHDL) formed in 1997 is a joint venture between the West Bengal Housing Board and Shrachi Group. It is a classic example of one of the first and most successful marriages between a public and a private enterprise. A trusted name in the real estate sector BSHDL has successfully completed various esteemed projects - Greenwood Park, Greenwood Nook & Greenwood Park Extension. Several ambitious projects like BlockByBlock, a first of its kind complete home solutions mall coming up at New Town, Synthesis Business Park- the second green building of the city, a 257 acre satellite township in Burdwan which will be completed by mid-2009, Greenwood Sonata and a 100 crore project ‘Neo - City’ at Cuttack - Bhubaneswar highway are in the pipeline. Besides, under the aegis of Mr. Rahul Todi, MD, Bengal Shrachi has recently tied up with Rosedale Garden Complex Inc, an US-based Development Company, to construct a city in New Town for the NRIs called Rosedale Garden Complex. The project aims to match international standards for construction and interior concept.
