



Shrachi Developers partners with Infinite India

To invest Rs. 200 crore for eastern India expansion

Kolkata, October 5, 2007: Shrachi Group today announced that it has partnered with Infinite India for a Rs. 200 crore investment in its real estate business – Shrachi Developers Pvt. Ltd. This investment will be made over the next one year in various real estate projects of the Group.

Speaking at a press conference, *Mr Rahul Todi, Managing Director, Shrachi Developers*, said, “We are delighted to be associated with Infinite India. This financial backing will further accelerate our expansion plans and will largely be deployed for undertaking projects in the commercial and residential space. We have pioneered several innovative projects successfully in Kolkata and will continue the momentum for other projects in eastern India.”

According to *Mr. Karthik Sarma, Director, Infinite India*, “Shrachi Developers have demonstrated an ability to deliver affordable housing to the masses and is one of the foremost players in Eastern India. Realty is a booming industry and we are confident that this partnership will further increase the pace of real estate development in the untapped eastern market”.

Mr. Vishal Kampani, Director, Infinite India, adds, “It is a great opportunity to partner with an organization with strong values and credibility. The real estate market in India is witnessing a rapid growth and together we can capitalize on this development”.

Shrachi has recently completed the Greenwood Park and the Greenwood Park Extension projects at Rajarhat and Greenwood Nook at Kasba, and has begun work on mega-projects such as Greenwood Elements and Greenwood Sonata. Additionally, it is developing Block By Block, a first of its kind complete home solution mall, dedicated exclusively to homemaking accessories and allied resources. It will be developed in New Town.

About Shrachi Developers Pvt. Ltd.

Shrachi Developers Limited, part of the Rs. 1,000 crore Shrachi Group, has over a decade experience in real estate development. The Company has established itself as a professional construction company offering quality solutions in residential, commercial and township projects. The Company's association with the West Bengal Government in a private public partnership (PPP) in 1997, led to the creation of Bengal Shrachi Housing Development Limited.

About Infinite India Investment Management

Infinite India Group is one of the largest dedicated real estate investment firms in India. It plans to invest USD 400 million primarily in residential, commercial and retail sectors in India over the next two years. Infinite India is backed by the JM Financial group which is amongst India's leading financial institutions. They have been active in Mumbai, Delhi, Chennai, Bangalore, Kolkata and a few emerging Tier II cities, where they have made entity level investments or partnered with leading local developers to get exclusive access to their ongoing projects.

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