



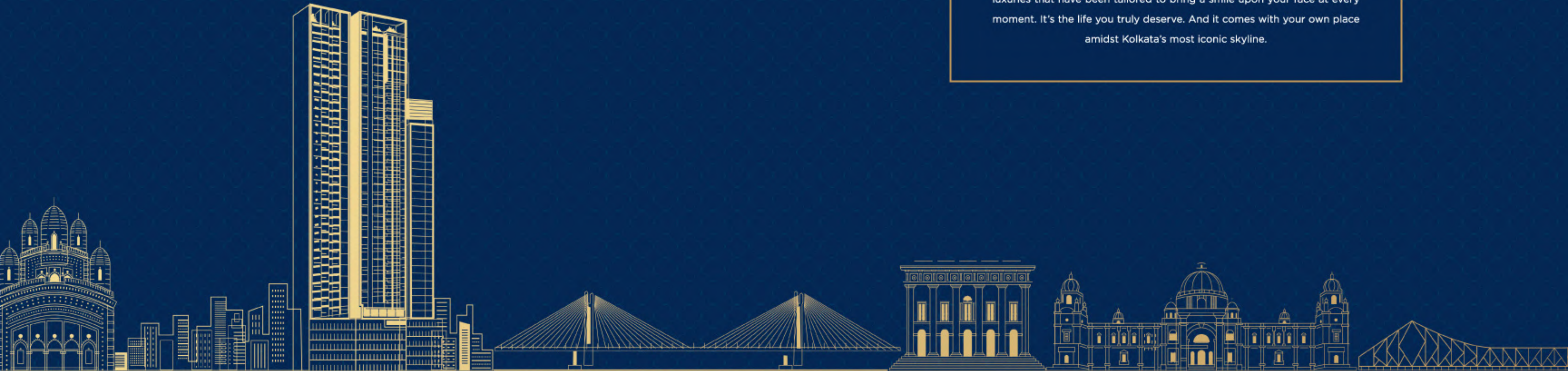
88 EAST

ALIPORE

*#OwnTheSkyline*

→ *Own the skyline* →

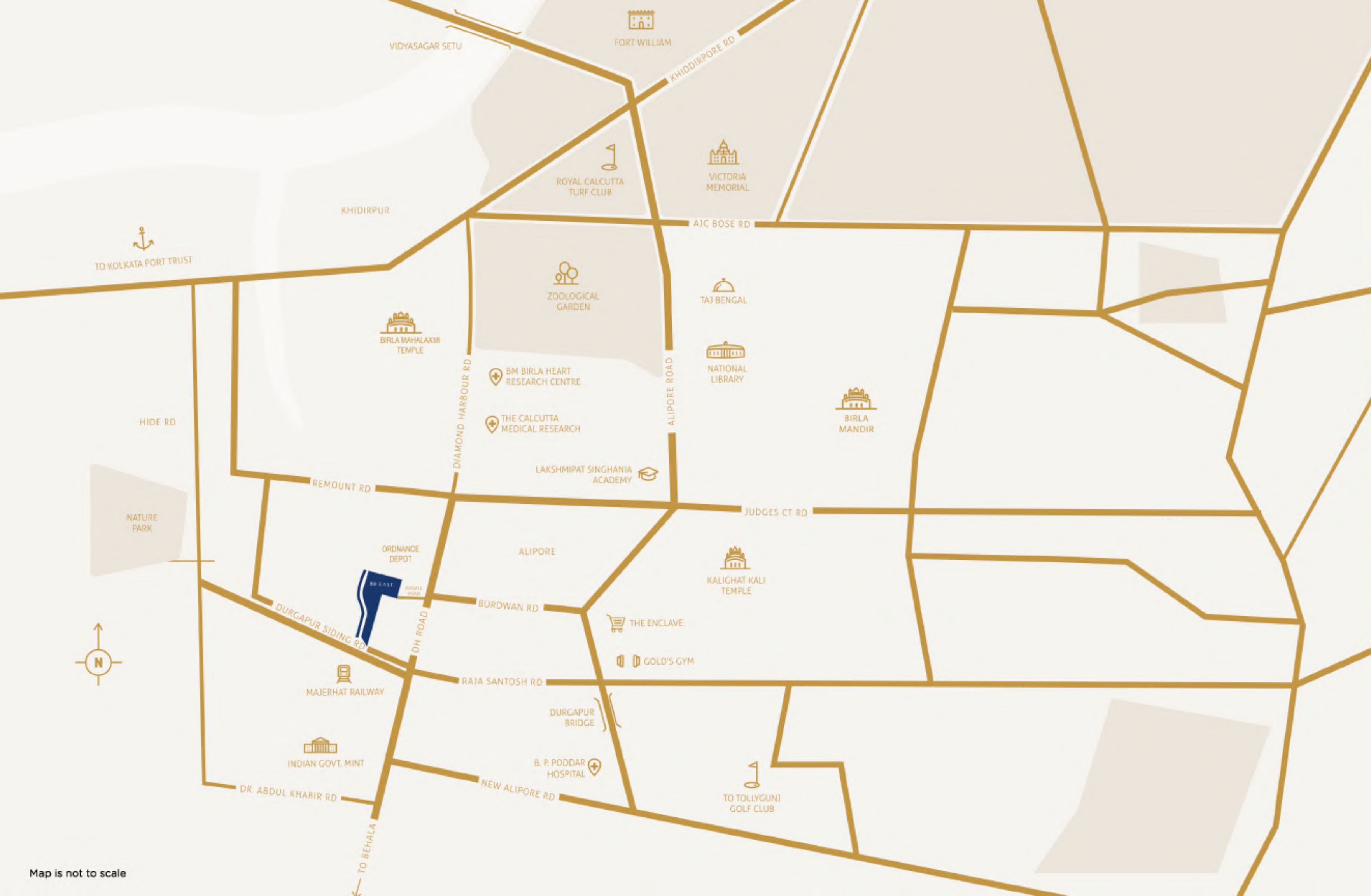
A stunning tribute to the city's most affluent, 88 East welcomes you to your signature abode in the sky. The perfect, refined blend of the city's unfettered flair for indulgence and exquisite lifestyle awaits you at this 43-storey residential statement. Then there's an overwhelming list of luxuries that have been tailored to bring a smile upon your face at every moment. It's the life you truly deserve. And it comes with your own place amidst Kolkata's most iconic skyline.



## AN ICONIC NEIGHBOURHOOD FINDS ITS PERFECT ODE.

Heritage charm, contemporary luxury and lush natural bounty. Hear all those words together describing a neighbourhood and you know it is Alipore - one of Kolkata's most affluent and iconic pin codes. And it now gets its crowning jewel, drawing its name from this exclusive precinct's coordinates, 22.5°N 88.3°E - 88 East.





# CLOSE TO EVERYTHING. FAR FROM THE EVERYDAY.

88 East is strategically located to allow for absolute convenience. The happening life, the essential transport hubs, the all-important business centres, you're never too far from anything. And a private road inside the complex ensures that the city and its commotion never gets too close to comfort.

Map is not to scale



Artistic Impression

## AN ICON IN THE RISING.

At 43 storeys, 88 East is one of the tallest towers in Kolkata. But what stands taller is the unwavering commitment to deliver this dream. Visit the location and you will witness luxury taking shape. A sight that ensures peace of mind.

# THE UNIQUE ARCHITECTURE VISION.

The vision was to create the ultimate luxury. Luxury that is created by design, by the quality, by the execution and by bringing together like-minded people who enhance the overall environment of these residences. And you will find it all in this stunning piece of architecture that synthesises the past and the present.

- One of the tallest towers in the vicinity of Alipore, Kolkata
- Luxurious and spacious 3 & 4 BHK residences and duplexes
- A one-of-its-kind podium extends in tiers from the ground to level 6
- Rendered in earthy colours keeping in line with Bengal's terracotta heritage
- Modulated levels form a unique silhouette





## THE STUNNING LANTERN FAÇADE.

Look into the skyline from a distance and you are presented with a visual treat - the Lantern Façade, shining bright in the night sky. An alluring beacon of luxury that puts the spotlight on its residents.

# ARCHITECTURE INSPIRED BY BENGAL'S TERRACOTTA HERITAGE.

Contemporary global design, infused with the heritage of the region through its choice of materials, colours and landscape. The façade boasts of earthy colours, bringing alive an exquisite work of art that you will be proud of.







## A ONE-OF-ITS-KIND, 5-STOREY PODIUM PARKING.

One of the first features you'd notice about 88 East is also one of the most unique in the city - the 5-level Podium Parking. That's right! Adding to all the luxury and comfort is a multi-level parking that doesn't just offer enough and more room for the vehicles, but also provides an awe element to this 43-storey architectural masterpiece called 88 East.

# THE EXTRAVAGANT CLUBHOUSE.

The good life, and good health, too. Discover holistic well-being and happiness. Dive into an invigorating swim or a challenging game of Squash or a soothing therapy at the Spa. Add to all of that the incredibly calming water features and you have everything needed for a delightful evening.





## THE TRANQUIL WATER COURTYARD.

A sensory treat, the Water Courtyard instils a sense of calm and tranquillity. Long day at work, or just a quick recharge for the senses. Serenity is always accessible, 24x7.

## ALFRESCO DINING.

Family dinners just found their missing recipe – the open air, the stars and the happiest memories. The open-air dining area makes for a memorable family evening.





## AMENITIES THAT INSPIRE THE ACTIVE LIFE.

At 88 East, wellness takes top priority. Which is why, you'll find a plethora of amenities that inspire you to lead a healthy lifestyle.

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



## DIVE INTO LUXURY. WASH AWAY YOUR STRESS.

The Swimming Pool and the Viewing Deck on level 6 offer the peace and quiet you need to wash away the stress of those long hours at work. Just a dive and you emerge refreshed, a peaceful moment and you feel recharged.

## THREE DIFFERENT POOLS. AND A VIEW OF INFINITY.

The Swimming Pool seems to flow straight into the horizon with views that go on forever. Just the perfect setting to lose yourself in the world of imagination. There's also a separate Kid's Pool for the children to have waves of fun. And then comes the Aqua Gym, offering a gentle and relaxed workout that eases the mind and body.





## THE AWE- INSPIRING SKY LOUNGE ON THE 43<sup>RD</sup> FLOOR.

Your own private escape. Without leaving the city, or the building premises. The Sky Lounge offers some of the most exquisite views of the city and a much needed break from its hustle and bustle.

### PARTY ZONE

- Sky deck
- Space for barbeque/dining
- Party area



## THE RELAXING SERENITY ZONE AT THE TERRACE LEVEL.

Peace, quiet, relaxation. And every breath, a moment of calm. The Serenity Zone offers you that much required me-time.

- Yoga deck
- Meditation deck





## THE REJUVENATING GARDEN ZONE AT TERRACE LEVEL.

Morning walks, evening strolls, or just moments of bliss with your loved ones. The Garden Zone will uplift your mood and rejuvenate your senses.

- Multiple themed gardens like the chimes garden, fragrance garden, and more
- Reflexology path

# YOUR PRIVATE ACCESS TO KOLKATA'S MOST ICONIC SKYLINE.

Vidyasagar Setu, Race Course, Victoria Memorial and more. Kolkata's most iconic skyline beckons you, and you have private access to it.

\*Views mentioned are visible from select apartments, 10th floor and above.



Image for representative purpose only.



## A WEEKEND GETAWAY, ANY DAY OF THE WEEK.

An imaginatively designed 4-tier landscape hosts unique natural experiences, offering you a relaxing and unwinding sojourn without even stepping out of the gate.

## BE NEIGHBOURS WITH NATURE.

Lush landscapes, themed gardens, exquisite water features, all thoughtfully integrated into most of the area. All the goodness of nature, right here, in the heart of the city.

- Flower garden with flowering shrubs and ornamental trees
- A green open space dotted with native species of trees
- 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



## THOUGHTFUL LUXURY.

Airy, sunlit spaces open onto wide decks and terraces, offering you sweeping 180° panoramic views\*. While a thoughtful, energy-saving design imbues every aspect of your residence.

\*From select residences



Image for representative purpose only.



## YOUR FUTURE HOME. IMAGINED TODAY.

Welcome to a home that signifies luxury living at its finest. Every detail covered. Every corner crafted to perfection. It exhibits an immaculate blend of finesse, state-of-the-art fittings and of course, fine taste.



## 88 EAST OFFERS YOU A CHOICE OF LUXURY RESIDENCES: 3 & 4 BHKs AND DUPLEXES.

- Luxurious residences with 180° views\*
- Cross-ventilation for airy spaces
- North and South views in select residences
- Layout allows the possibility of Flexible Interior Design
- Selected Home Automation feature



# SITE PLAN



## ← LEGEND →

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

# TERRACE PLAN



Artistic Impression

## A - SKY LOUNGE AT THE TERRACE

- 1. SPACE FOR BARBEQUE/DINING
- 2. PARTY LAWN
- 3. PARTY DECK
- 4. LOOK-OUT DECK
- 5. YOGA DECK
- 6. MEDITATION DECK

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

- 7. CHIMES GARDEN
- 8. REFLEXOLOGY
- 9. FRAGRANCE GARDEN
- 1. CHILL-OUT LOUNGE
- 2. RAISED LAWN
- 3. MEETING POD

## LUXURY LIVING, IN HARMONY WITH NATURE.

88 East is 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. That's luxury for you, love for the environment.



# A STATEMENT FOR YOU. SMILES FOR THE ENVIRONMENT.

88 East is designed to be eco-friendly.



## COOL, SUN & FABRIC

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



## LANDSCAPE FOR LIFE

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



## REDUCE. REUSE. RECYCLE.

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



## URBAN LUNG SPACES

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



## DAYLIGHT & NATURAL VENTILATION

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



## CARE FOR ALL

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



## ORGANIC WASTE MANAGEMENT

An organic waste management system to treat wet waste generated



## PRO-ENVIRONMENT CONSTRUCTION PRACTICE

Reducing impact on the environment through construction waste management and recycling construction material



## EFFICIENT ARTIFICIAL LIGHTING

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



## SAVE WATER & AVOID THIRST

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



## SOLAR PV

Solar PV panels for common area lighting

# 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 19,000+ satisfied customers, with numbers growing every year



## 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 repute 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; an 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

- An award-winning consulting firm specialising in landscape architecture, master-planning and urban design, STX Landscape Architects harnesses creativity, experience and expertise 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



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HIRA Registration no. HIRA/P/KOL/2019/000383 valid up to 30 March, 2027 available on <https://hira.wb.gov.in/>

SITE - 34, Diamond Harbour Road, Diagonally Opp. to Burdwan Road, PO - Alipore, Kolkata - 700027

Disclaimer: The project is being developed by Kolkata-One Excelton Private Limited, a joint venture between Tata Housing Development Company Limited and Keventer Projects Limited. (Developer). The sale is subject to terms of Application Form and Agreement for Sale. Price excludes all government taxes, statutory charges and other charges. Furniture, fixture and white metal shown therein do not form part of the agreement for sale. Distance and timelines are indicative and may vary subject to weather, traffic and infrastructure facilities to be provided by third parties / municipal authorities. Proposed developments to be done by third parties are subject to approval. The project is financed by Axis Bank Limited. 'TATA' and 'TATA Housing' are the registered trademarks of Tata Sons Private Limited. For more information, please contact our sales team at Premises No. 34 Diamond Harbour Road, Kolkata, PS. Alipore, Dist. Kolkata 700027. visit <https://www.tatarealty.in/residential-property-in-kolkata/tata-88-east>