



Pearl

DUM DUM



For more than two decades, Shrachi Realty, which is a part of Shrachi Group worth ₹10 billion, has been the pioneer in providing luxurious and wholesome living experiences and has created a number of residential and commercial spaces which have redefined the skyline of Eastern India. Shrachi Realty has sculpted and crafted some of the finest and landmark edifices, combining the best of design, aesthetics, technology and architecture.

Shrachi Realty has an impeccable track record of sustained growth, customer satisfaction, timely completion, and delivery of projects and innovation. The company has already delivered 20 million square feet of projects. The primary business line of Shrachi Realty is development of residential, commercial and retail properties.

With its firm footing in West Bengal, Shrachi Realty is now present across Jharkhand and has also launched a joint venture project in the neighbouring country of Sri Lanka. Shrachi Realty revolutionised the retail segment in South Bengal with Junction Mall, which brought about a paradigm shift in the retail industry by redefining shopping, recreation and leisure experiences.

With an efficient management team at the helm, Shrachi Realty is all poised to become a world-class real estate development organisation with the utmost standards of professionalism, ethics, integrity, dynamism, innovation and customer service - thereby contributing positively to the Indian economy.



COMPLETED PROJECTS

Greenwood Sonata
DISCOVER A NEW RHYTHM TO LIFE
New Town, Action Area II

Rosedale
touch your origin
New Town, Action Area II

Restello
New Town

Shrachi Lake Woods
Kankurgachi

greenwood elements
Live out of the box
New Town

NEW SHRACHI GARDEN
Dum Dum

Greenwood park
New Town

Greenwood Nook
EM Bypass

EK TOWER
New Town

SHRACHI GARDEN
Nager Bazar

And many more...

ONGOING PROJECTS

greenwood nest
New Town

Renaissance
Township
Bardhaman

GREENVIEW
Durgapur

দাক্ষিণাত্য
দখিনা বাতাসে মেতেছে বাঙালি
Baruipur

greenwood symphony
Barasat



SHRACHI®

Pearl

DUM DUM

The pearl is perhaps the most beautiful and precious creation of nature. An epitome of purity, pearl is nestled in the secured shells of the oyster that takes ages to make it.

Inspired by the purity and richness , Shrachi brings to you 'PEARL' , an abode, perfectly nestled at the heart of Dum Dum suited to a classy lifestyle.

With all modern facilities and amenities in close proximity, PEARL will be your own home, 'your' dream!

Witness a new horizon at Shrachi's PEARL.





Hospitals

ILS Hospital, Charnock Hospital
Renaissance Hospital, Disha Eye Hospital



Entertainment/Shopping

PVR Diamond City Mall
Brand Factory



Local Market

500 metres



Airport

Netaji Subhas Chandra Bose
International Airport



School

St. Stephen's Church School
North Kolkata Public High School
Sri Aurobindo Boy's School



Railway Station

Dum Dum Railway Station



Metro

Dum Dum Metro Station

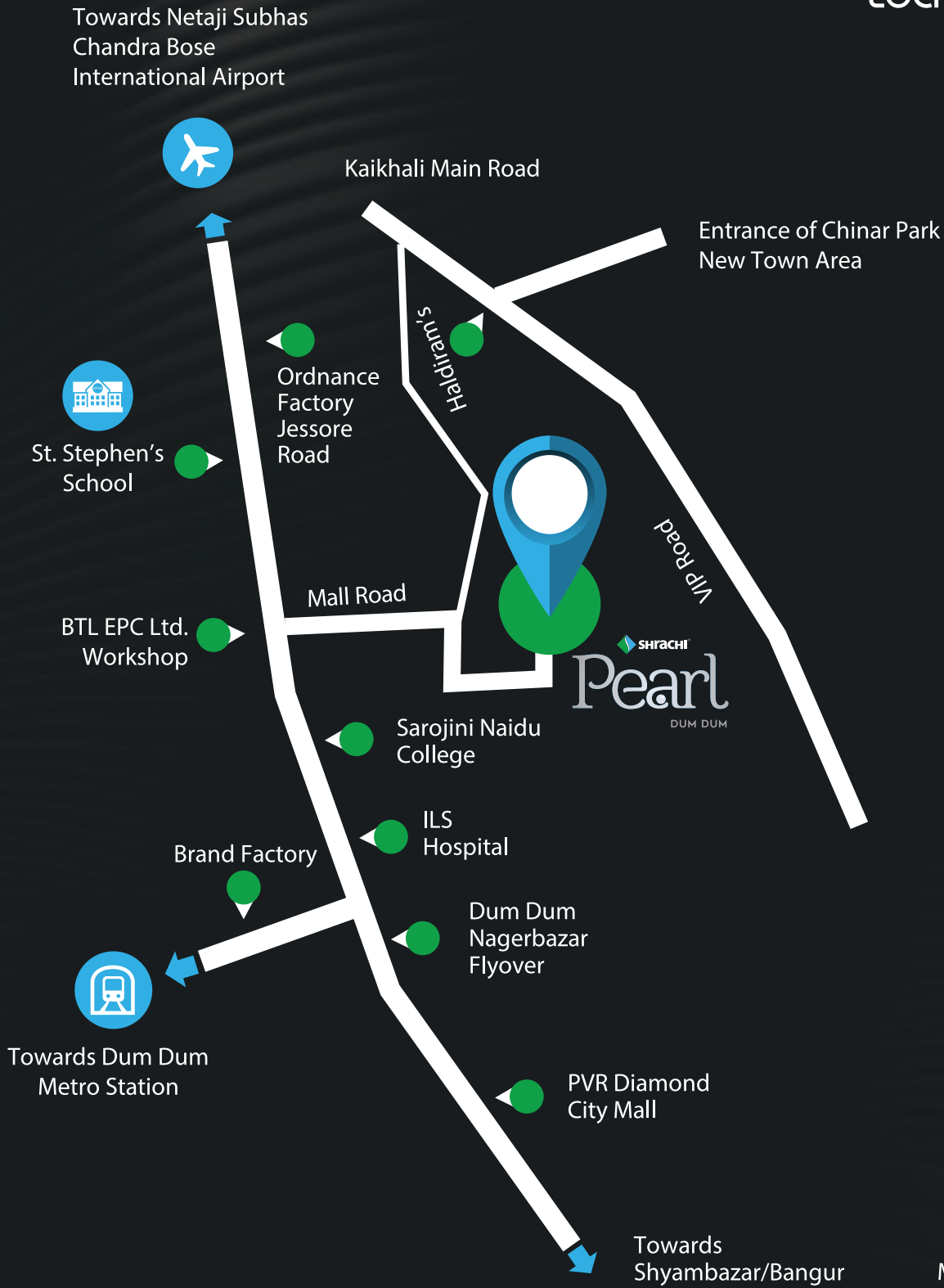


College

Sarojini Naidu College for Women
Dum Dum Motijheel College

8
minutes
away from
**LOCATIONAL
FACILITIES**

LOCATION MAP



Map not to scale

STANDARD SPECIFICATIONS

Structure	—	RCC structure
Staircase & lobby	—	Ceramic tiles/Stone
Floor finish	Dining	Vitrified tiles
	Master bedroom	Vitrified tiles
	Other bedroom	Vitrified tiles
	Balcony	Anti skid ceramic tiles
Kitchen	Floor	Anti-skid ceramic tiles
	Platform	Granite counter, ceramic tiled dado upto 2ft height
	Sink	Stainless steel
	Exhaust fan	Provisions to be made
Toilet	Floor	Anti skid ceramic tiles
	Fittings	Reputed company CP fitting
	Commode	Western style
	Water points	Hot and cold water points, and provision for geyser in all toilets
	Wall	Ceramic tiles upto 7 ft height
Windows	—	Aluminium powder coated glass windows
Wall finish	Exterior	Weather coat paint
	Interior	POP
Electrical	Switches	Modular switches of reputed make
	MCB	MCB of reputed make
	Wiring	Concealed PVC copper wiring
	Telephone points	Living room
	TV point	Provision in living room and master bedroom
	Geyser	Provision in all toilets
	Electrical points	Adequate light and fan points
	AC	Provision for split AC in all bedrooms, living and dining rooms
Security	—	CCTV cameras at the complex entry point and building periphery
Lift	—	Lift of reputed make
Doors	Main door	Laminated flush door with night latch and magic eye
	Toilet door	PVC Doors
	Internal doors	Flush Doors

STEP INTO THE WORLD OF THE PEARL



Artist's impression

A PEARL UNDER THE NIGHT SKY



Artist's impression

A ROOFTOP PARADISE FOR KIDS



Artist's impression

Children's Play Area | Meditation | Morning Warm-ups | Evening Addas

CAR PARKING AREA



Ground Floor Plan

Disclaimer: All the areas/dimensions/layout/plans/elevations/pictures, etc. are only indicative and not as per scale.
All the details are subject to change, alteration and modification as per the developer's discretion.

MASTER PLAN



Flat	Flat type	Super BUA (sq.ft.)	BUA (sq.ft.)	Carpet area (sq.ft.)
Flat A	3 BHK	1057	820	703
Flat B	2 BHK	774	600	499
Flat C	2 BHK	769	597	508
Flat D	2 BHK	688	534	454
Flat E	2 BHK	873	678	556
Flat F	2 BHK	803	623	502
Flat G	2 BHK	799	620	500
Flat H	3 BHK	1017	790	672
Flat J	3 BHK	1024	794	674
Flat K	3 BHK	1020	792	678
Flat L	3 BHK	1111	862	740
Flat M	3 BHK	1014	787	667



Typical Floor Plan

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Artist's impression



THE ARCHITECT

A graduate of Jadavpur University, Anindya Basu developed his design skills while working with the eminent architect Prabir Mitra for over a decade, before setting up his own practice. Since his college days, he has won numerous awards for professional cartooning (TFAI, 1986 & 1987), student design (Spartek Competition Winner, 1989) and interior design (IIID MK Awards, 2007). In 2001, he was honoured with the 'Navonmesha Puraskar' for his talent and creativity in the field of architecture.

PORTFOLIO

- Interior design of public areas, Raichak Ffort Hotel (Raichak), Akar-Prakar Art Gallery, Kolkata
- 2nd prize winner: Star Theatre Revival KMC Competition proposal
- Selected entry: The Indian Museum bicentennial restoration proposal



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Disclaimer: This document is not a legal offering.
It only describes the intent & concept of Shrachi Pearl. All the
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etc. are only indicative and not as per scale. All the details are subject to
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