

DURGAPUR CITY CENTRE

A new way of life



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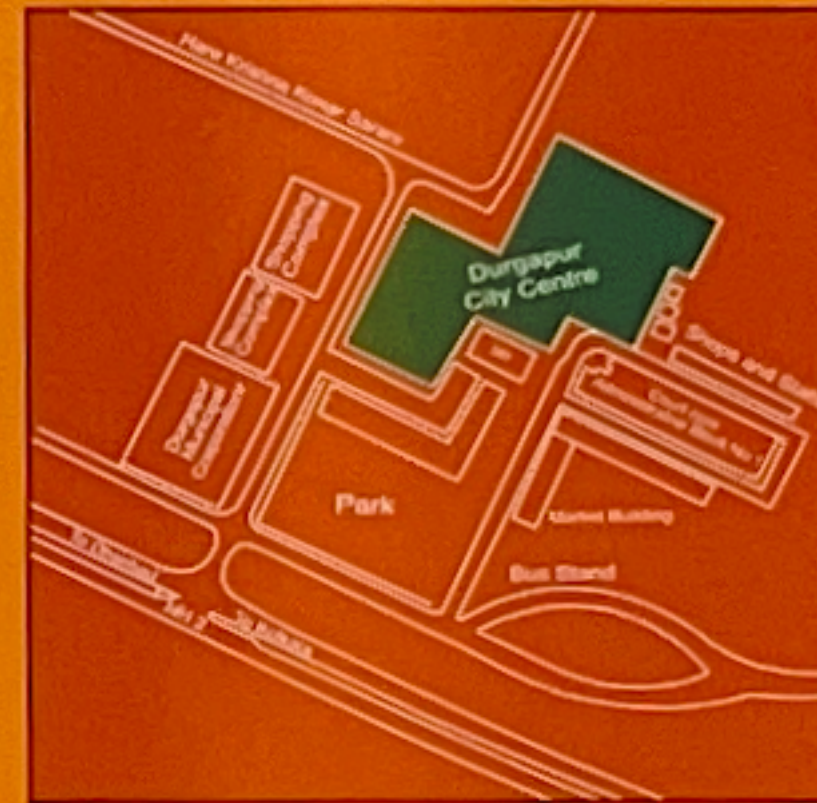
"Wow! What a difference!"



We were driving down the shiny highway towards Durgapur City Centre and my husband could not believe his eyes. Except for the monolith steel factories nothing was the same.



Durgapur certainly did not look the same. "Its buzzing ... its happening.



15 minutes from Raniganj, 30 minutes from Asansol and within 60 minutes from Bardhaman, Burnpur, Bankura, Birbhum, Shantiniketan and Dhanbad, Durgapur City Centre is indeed strategically located for anybody who wants to have an enjoyable working and living environment.

Thanks to Bengal Shristi. They have done a great job! " Ma informed us.

New structures, new shapes and new dreams are in the making. Located next to the Asansol Durgapur Development Authority office, on a 30-meter access road leading in from the National Highway,



“At heart it's local but the feel is distinctly global.”

There was pride in Ranjit's voice. My cousin from Durgapur was taking us on a guided tour of Durgapur City Centre. It was such a wonderful feel-at-home experience for the two of us, because Durgapur City Centre truly combines the best of the east and the west.

The Centre is well-planned based on the concepts of Kamdhenu, Kalpataru and Kalangan.



In our ancient Indian mythology, Kamdhenu was the sacred cow that could grant all wishes. Kamdhenu at Durgapur City Centre will give you all that you could possibly want. Clothing. Home appliances. Medicines. Books. Music. Fashion accessories. Jewellery. Furniture. Just name it.

Kalpataru in ancient Indian literature was the wish-fulfilling tree. The new-age Kalpataru at Durgapur City Centre has been designed for commercial, professional and related businesses to flourish.

Kalangan in ancient India was a small world in the forest that was always in a state of celebration. Like the mythical place, Kalangan at Durgapur City Centre will be the spot that will have fairs and festivities round the year. Dance and music. Magic shows and plays. Yatras and classical music programmes. Kalangan will showcase the best from the rest of India.



"It's got the real downtown flavour!"

Rahul, my well-travelled husband, was elated. I knew exactly what he meant. There is a fusion of architectural styles. There is a classically designed amphitheatre and right next to it is the state-of-the-art multiplex aptly called Dreamplex with three separate cinema theatres.

We could have been anywhere in Singapore or Sydney!



Durgapur City Centre is anybody's dream. Designed by top-notch architects it is meant for those who want a cosmopolitan lifestyle in Durgapur.

It's also designed to be the corporate hub of Durgapur. For retailers what could be better than having a captive consumer base? Kalpataru is reserved for those looking for office space. It's designed for corporates who are looking for an address to be proud of. It's also ideal for self-employed professionals who are getting on to the fast track. Kamdhenu is buzzing with restaurants, ice-cream parlours and cyber cafes facing the outdoors.



The shopping plaza in Dreamplex is truly international and the available office space is the natural choice of multinationals especially those who value corporate image.

The Cineplex is scientifically planned in consonance with the best multiplexes in the world.



"Its all been thought out in great detail...and its so very savvy"

Ranjit told us almost taking ownership of the Centre. We could see lots of landscaped greenery, a gazebo, a children's park at one end. As we walked across to Dreamplex, the children rushed inside, very very excited.

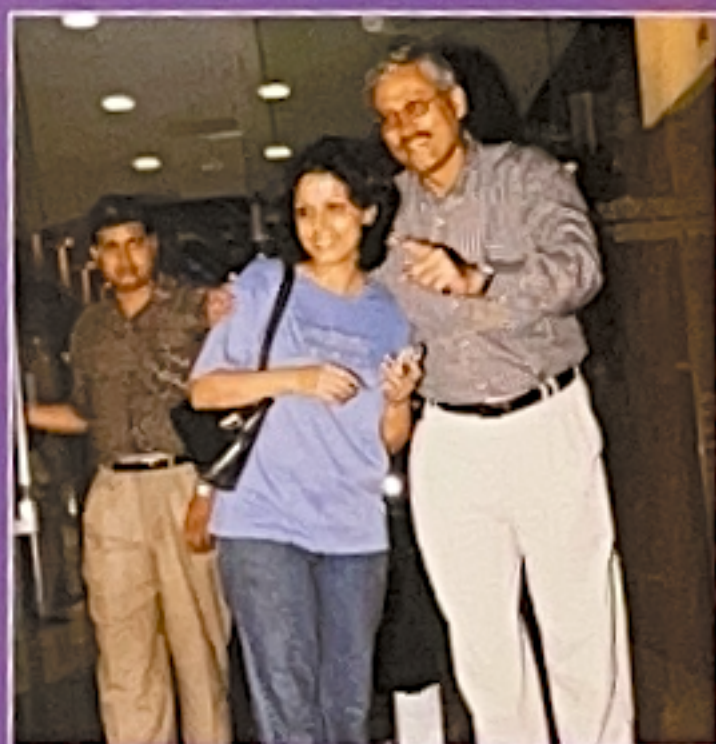
There were so many new surprises in store. The sleepy hometown I had left 15 years back had woken up!

Durgapur City Centre is meticulously planned. The ambience has been created with great care.

The greenery has been aesthetically landscaped. Safety and security have been given top priority. The best materials have been used. From the wall colours to the taps in the toilets its all been carefully chosen. Only quality brands have found a place. After all Durgapur City Centre is meant to be a global experience.



"Now that there's Durgapur City Centre, who wants to go to Kolkata?"



I could not believe that was my cousin Ranjit talking. The same Ranjit who used to take the Shatabdi to Kolkata every Friday evening.

"Pizzas" yelled the kids and we realized it was lunchtime. The new pizza shop was right there. Well! Durgapur had arrived!

The big brands are already here in Durgapur City Centre. Consumer brands. Corporate brands. Industrial brands. Corporate houses have set up their offices. Banks their ATMs.



Ashok Leyland Finance Ltd.
Corporation Bank ATM.
HDFC Bank.
ICICI Home Finance Co. Ltd.
Kathleen.
Kodak Express Store.
Music World.
Reebok.
Reliance Infocomm Ltd.
Reliance Web World.
Srei International Finance Ltd.
Timex.



"What's better than staying, working and enjoying life here?"

Rahul's eyes lit up. Within Durgapur City Centre was this residential apartment complex coming up. He always wanted to live close to his parents. And here was his chance. Two apartments next to each other was a terrific solution. And that too within City Centre. Office could be half-a-minute away. The best shops ...cinema halls...all within walking distance.



Kanakangan Lifestyle Residency in Durgapur City Centre is a wonderful solution to anybody wanting to live and work in Durgapur. Imagine having an attached office and a shopping mall cum cineplex with your apartment.



For children there is a well laid-out playground with swings and jungle gyms. For adults there are clubs for a game of Table Tennis or Bridge. Most importantly, its comfortable living in a safe environment with lots and lots of fresh air to change the quality of life.



"But then what about after - sales service?"

I wanted to know. Ranjit nodded his head, expecting the question. Durgapur City Centre Management Services an autonomous organization has been put in place to provide top class maintenance. Professionals have been roped in from the hospitality industry and general administration.

I was impressed. Service, I always thought, was a grey area. In the west all I had to do was pick up the phone to get the plumber or the electrician.

"You just have to dial a number?" asked Rahul incredulously, his mind already made up that he was in Durgapur to stay. Creating a masterpiece is tough. Maintaining it is tougher. That's why the standards set for maintenance and the turn-around time match the best anywhere in the world.



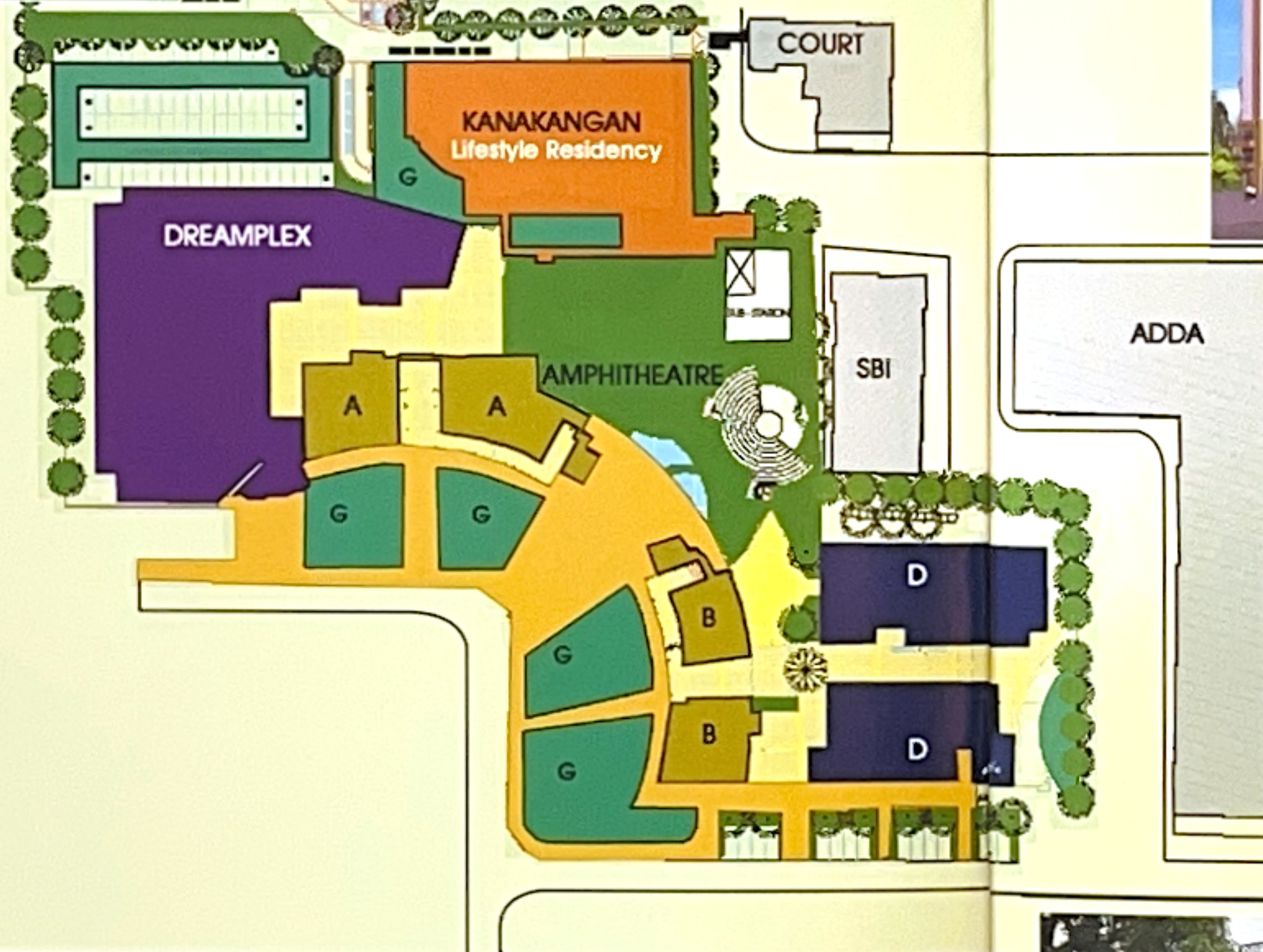
"A really grand design."



Dreamplex



Kanakangan



- A&B: Commercial & Retail Plaza
- Dreamplex: Shopping Mall cum Cineplex
- Kanakangan: Residential Complex
- D: Commercial & Retail Plaza
- G: Greenery & Garden

