



# Greenfield City

Current Grading: Kolkata 6 Star out of 7 Star (Reaffirmed in December 2017)

Earlier Grading: Kolkata 6 Star out of 7 Star (Assigned in December 2014)

Valid till December 28, 2018



## Project profile

Type of project	Residential
Location of project	Jote Sibrampur Road, Behala, Kolkata
Type of development	Joint
Land area	48 acres
Total saleable area	39,70,000 square feet (sq ft)
No. of blocks	96 (lower income group [LIG] – 12; middle income group [MIG] – 53 and higher income group [HIG] – 31)
No. of units	3,950 (LIG – 380; MIG – 1,644 and HIG – 1,926)
Unit configuration	1, 2 and 3 bedroom-hall-kitchen; LIG – 402 to 445 sq ft; MIG – 774 to 895 sq ft HIG – 1,056-1,358 sq ft
No. of floors	LIG – Ground (G)+4; MIG – G+4 and G+11; HIG – G+11
Real Estate Regulatory Authority registration number	Not applicable

**Location:** The project is located in Behala (Kolkata) and is well connected by road. Behala Chowrasta on the Diamond Harbour road and Brace Bridge in Taratala on the Budge Budge Trunk road are five kilometres from the site. The upcoming metro station on the Diamond Harbour road and the upcoming flyover from Brace Bridge to Bata Nagar, will improve the project's connectivity to the city in the coming years. The project is mainly targeted at the middle and upper middle class population across South and South-West Kolkata.

For the location map, please refer to [http://www.greenfieldcity.com/webpage.php?title=Location+Map&p\\_type=1&parent=116&status=1&catid=117](http://www.greenfieldcity.com/webpage.php?title=Location+Map&p_type=1&parent=116&status=1&catid=117)

## Pricing table

Loading on carpet area	32%
Loading on built-up area	23%
Base price – HIG blocks	Rs1.8-2.3 million (March 2010) (super built up)* Rs 3.9-5.0 million (August 2015) (super built up)* Rs 4.2-5.4 million (December 2017) (super built up)*
Stamp duty	6% if agreement cost is below Rs 40 lakh 7% if agreement cost is above Rs 40 lakh
Registration charges	1.1% of agreement cost
Goods and services tax	12%
Maintenance charges	Rs 1.75 per sq ft plus service tax as applicable

\* The ticket range is calculated on base price of the project

## Sponsor profile

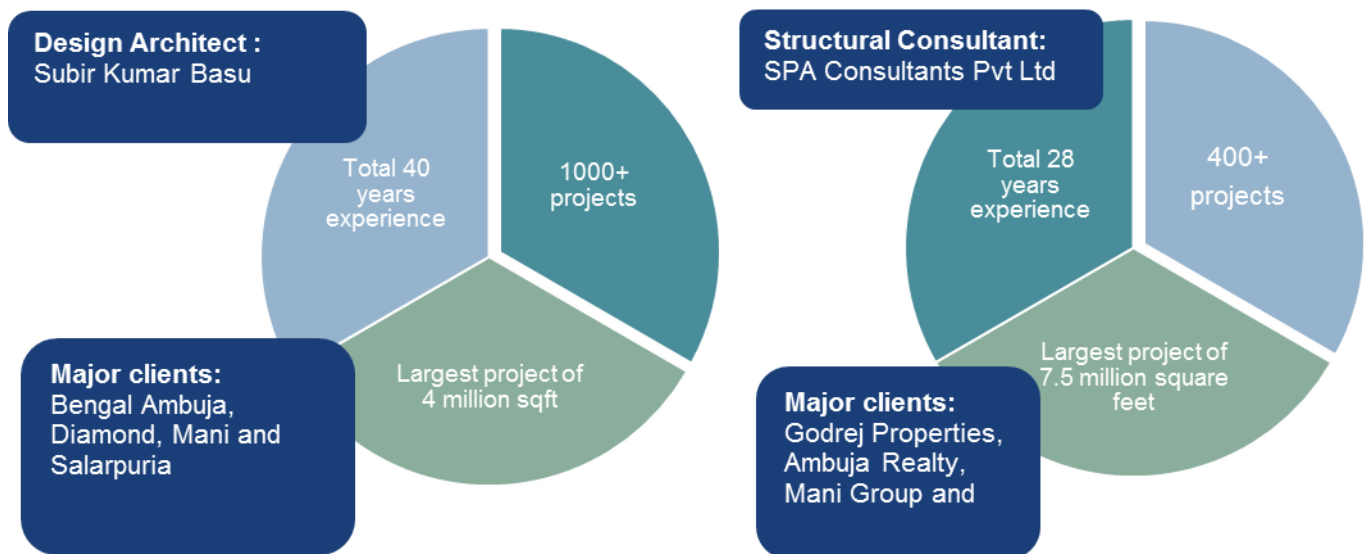
<b>Name of the project</b>	<b>Greenfield City</b>
Name and address of the company developing the project	<b>Greenfield City Project LLP</b> Srijan House, 36/1A Elgin Road, Kolkata – 700 020
Name of the developer group	Bengal Greenfield Housing Development Co Ltd and Srijan Realty Pvt Ltd
Director	M. Vinod Kumar Agarwal
Developer website	<a href="http://www.greenfieldcity.com/">http://www.greenfieldcity.com/</a>
Track record in years (of the group)	16

# Project Grading Drivers

## Project construction quality and amenities

### **Construction quality:**

The structural quality is backed by the adequate track records of the architect (Subir Kumar Basu, Kolkata), and the structural consultant (SPA Consultants Pvt Ltd, Kolkata); the developer appointed various local civil contractors for the project. Soil testing was done and construction is being undertaken in conformance to seismic zone III safety regulations. Cube testing and testing for other raw materials, such as cement and steel, are currently being conducted on random basis; the developer maintains these records. The developer has appointed CBRE India for project maintenance.





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**Quality measures**

On-site testing laboratory	✓
External testing	✓
Soil test report	✓
Designed as per seismic zone requirement	✓

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**Amenities:** The project has two club houses of 38,000 sq ft and 9,500 sq ft with air-conditioned banquet hall, children's play area, cineplex, library, spa, jacuzzi, gymnasium, yoga/meditation room and two swimming pools. The developer has beautified existing water body and a multi-purpose court with badminton, tennis, football, volleyball and cricket facilities. The developer is currently building a commercial complex, play school and health care centre. There is a dedicated air-conditioned bus service provided to the occupants for the nearest metro station and taxi stand.

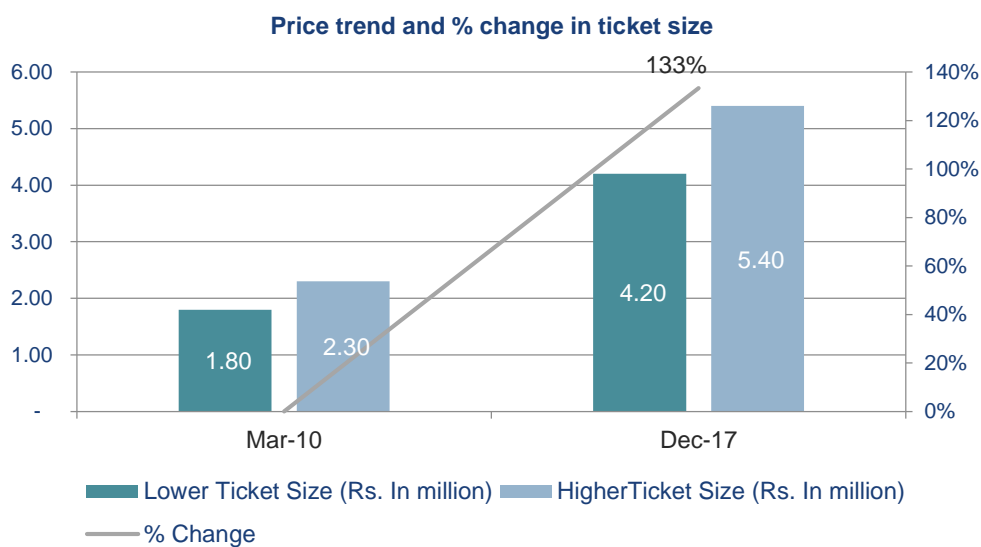
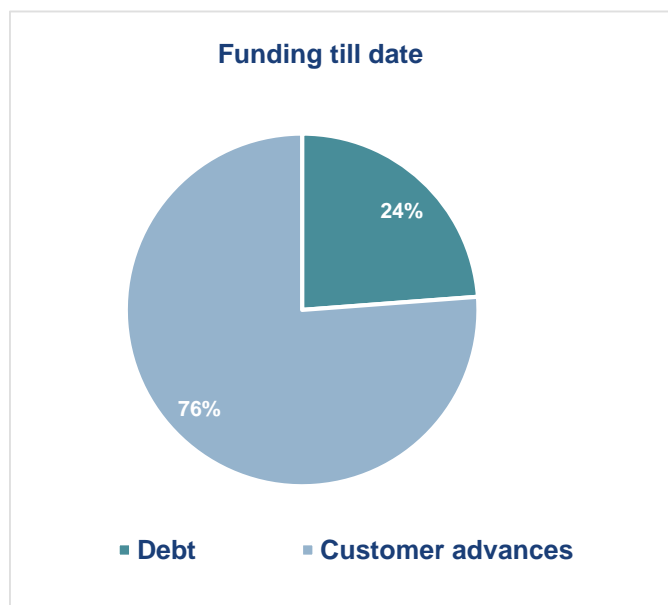
## Project legal quality

The project has a clear and marketable land title, free from encumbrances as certified by Victor Moses and Co. The customer agreement is transparent and provides adequate legal disclosures protecting the interests of customers and the developer.

Checklist of clauses included in customer agreement	
Possession date	✓
Grace period	✓
Saleable area mentioned	Super built-up area
Default implication	✓
Delay compensation	✗
Defect liability period	✓
Payment schedule	Construction linked
Maintenance clause	✓
Holding clause	✗
Escalation clause	✗
Cancellation clause	✓
Specifications	✓
Amenities	✓
Plan layout	✗
Floor plan	✓
Parking space allotment details	✓
Title search certificate annexed	✗
Approvals	✗
Applied approval details	✗

## Project financial quality

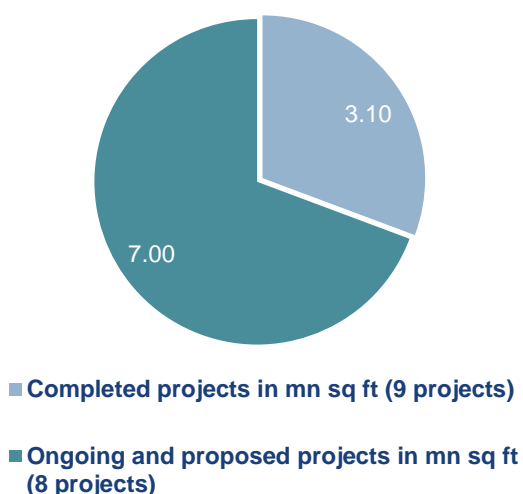
Healthy sales and flow of customer advances support the project's funding requirements; no upfront payment for land acquisition is required as the project is in the joint development model. The project also has sanctioned bank lines of Rs 1,450 million from HDFC Ltd.



## Project sponsor quality

The project sponsor quality is driven by established track records of both the sponsors (Bengal Greenfield Housing Development Co Ltd & Srijan Realty Pvt Ltd.) in Kolkata's real estate market. The sponsors have strong presence in commercial and residential segments, with projects in Kolkata, Chennai and Asansol. They have a strong second line of management for operational decisions, though strategic decisions are taken by the promoters. Majority of the sponsors' past and ongoing projects are taken in joint venture with other reputed developers for effective functioning.

### Construction track record



## Project photographs (As of November 2017)







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**Last updated: April 2016**

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