

PRIMUS GANGES

Eastern India's 1st Multi-Generational Senior Living Homes



WHERE THE RIVER BRINGS GENERATIONS TOGETHER

More than a home, it's a confluence.

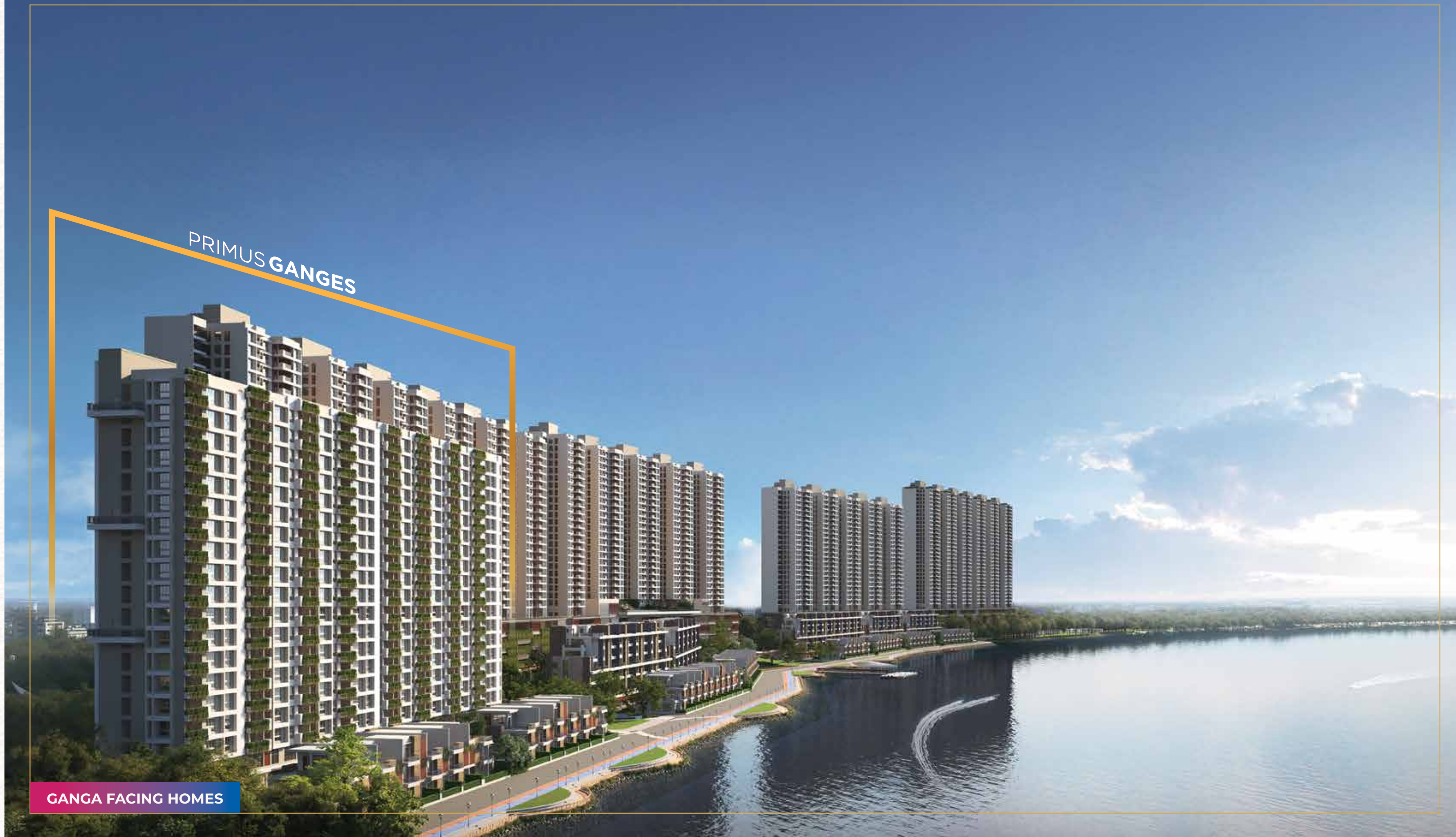
Of lives, stories & generations flowing together — like the river they live beside.

At **Primus Ganges**, life unfolds on the banks of the Ganga.

Where every evening ends with a quiet calm over the river.

This is where time slows, hearts connect, and families find their rhythm again.

A place where all three generations come home together.



BACK IN THE DAY

30 years ago

Life moved slower — and so did we.
Three generations often lived under the same roof.
Grandparents told stories after dinner, children played in shared courtyards, and the day naturally ended with family around.
Togetherness wasn't planned — it happened between meals, walks, and conversations.
There was comfort in knowing you were never truly alone.

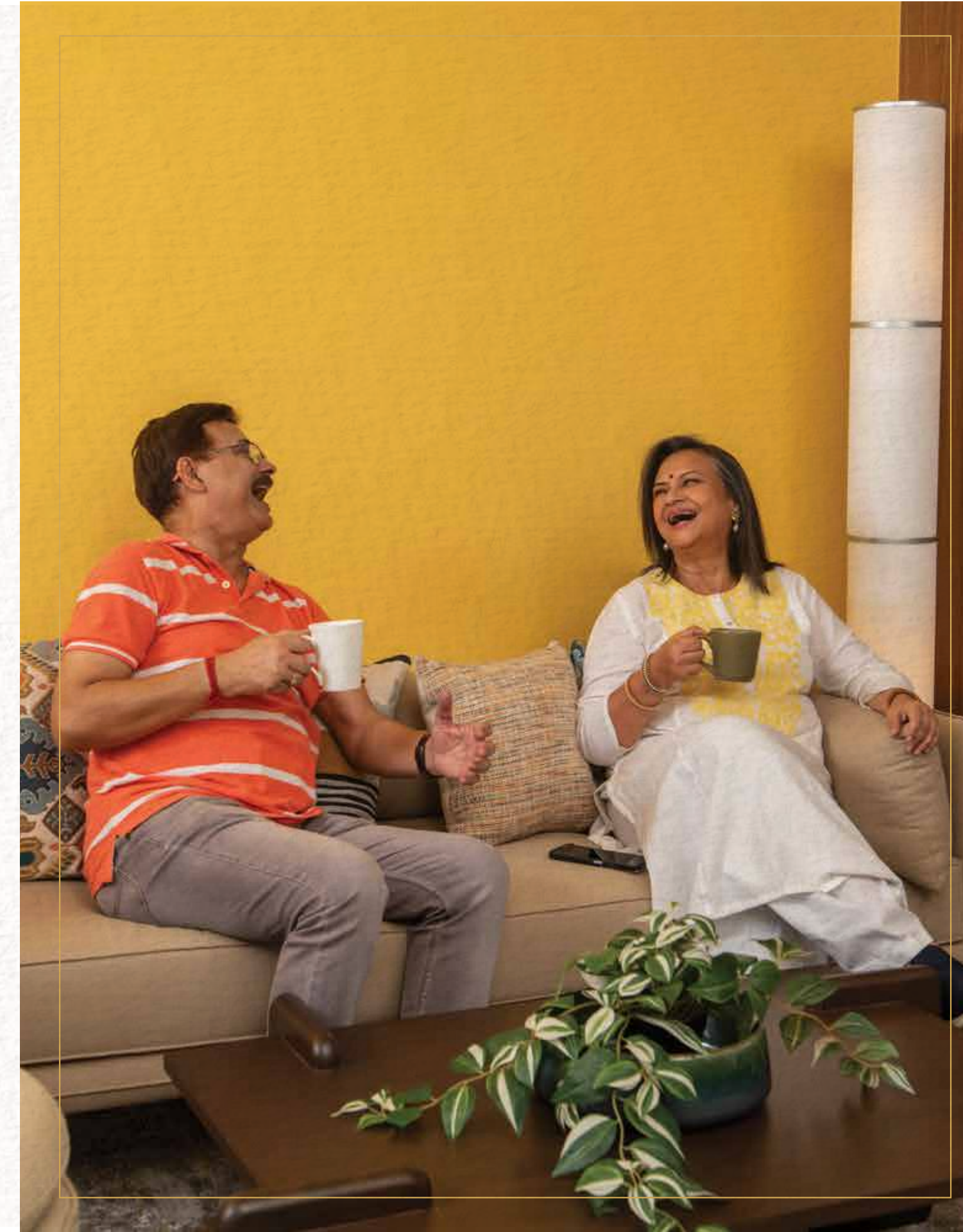


Today

Work, ambition, and changing cities have redefined how we live.
Families are spread across geographies, time zones dictate interactions, and shared moments have been replaced by scheduled video calls.
While independence has grown, the feeling of closeness has quietly faded.
Now, being together takes planning. And even then, it feels like we're catching up.

What changed is the distance.

What hasn't, is the desire to stay close.



SRIJAN REALTY AND PRIMUS HAVE COME TOGETHER TO INTRODUCE A NEW WAY OF LIVING TOGETHER

EASTERN INDIA'S 1ST MULTI-GENERATIONAL LIVING COMMUNITY

Set within **Srijan Ganga City** — Kolkata's most iconic 55-acre riverside township —

Primus Ganges brings back the spirit of connected living in a way that's thoughtful, modern, and deeply human.

Close enough to share. Separate enough to be free.



WELCOME TO PRIMUS GANGES

Togetherness isn't just about proximity, it's about presence.

At Primus Ganges, life is designed to keep you close to the people who matter most. Grandparents aren't visitors; they're part of the everyday. Children don't just grow up, they grow up surrounded by stories, wisdom, and shared memories.

Here, seniors live in thoughtfully planned residences, just steps away from their families, with the freedom of their own space and the comfort of knowing their loved ones are always near. Meals are shared more often. Milestones are celebrated together. And ordinary days feel just a little more special, simply because they're spent side by side.

This is a place where connection is effortless, care is integrated, and the joy of togetherness is felt, not arranged.

**BECAUSE THE GREATEST LUXURY IS LIVING
A LIFE THAT INCLUDES EVERYONE YOU LOVE.**



A LIFE OF PURPOSE BEGINS HERE

What if the key to a longer, healthier life isn't in medicine, but in meaning?

In places across the world — and in many parts of India — people well into their 80s, 90s, and even 100s are living full, active, engaged lives. Not because of genetics, but because of how they live: with movement, community, and purpose.

Inspired by the world's **Blue Zones**, regions like Okinawa and Ikaria where people live longer by living better, Primus Ganges embraces these principles. Set by the timeless Ganga, it's a community where the river's calm and flow echo a way of life where age never stops your purpose.



PEOPLE WHO INSPIRE US

What sets these remarkable individuals apart isn't just their age, it's how they've chosen to live. Whether in their 70s, 80s, or beyond 100, they stay active in ways that keep their minds sharp and their days meaningful. They mentor, they create, they teach. They take part in workshops, pursue creative arts, track their health closely, stay socially connected, and remain curious about the world around them.

From marathon walks to heritage conservation, from promoting classical arts to planting thousands of trees, they've shown that when life is rooted in purpose, every day becomes an opportunity to grow.



USHA SOMAN 85 – Barefoot Marathoner & Fitness Icon

Walks, treks, and trains regularly — proving that movement and mindset matter more than age.



JUSTICE LEILA SETH 83 – India's First Woman Chief Justice

Remained active in public life post-retirement — writing books, championing women's rights, and staying socially engaged.



DR. M.S. SWAMINATHAN 98 – Father of India's Green Revolution

Even in his final years, he advised policymakers and mentored young scientists in agricultural reform and sustainability.



SAALUMARADA THIMMAKKA 112+ – Environmentalist & Padma Shri Awardee

Planted over 8,000 trees across Karnataka — proving it's never too late to leave behind a greener world.

WHAT MAKES THESE LIVES SO SPECIAL?

Four Simple Principles for a Richer, Longer Life

Inspired by Blue Zones and reflected in Indian lives, these timeless values shape not just how long we live, but how meaningfully, joyfully and well we live each day.

MOVE NATURALLY

Whether it's a morning walk, yoga session, or climbing stairs — they keep moving as part of their daily rhythm.



STAY CONNECTED

Strong bonds with family, neighbours, and community keep the hearts full and minds sharp.



EAT MINDFULLY

Wholesome, simple, mostly plant-based meals — not just good for the body, but rooted in tradition.

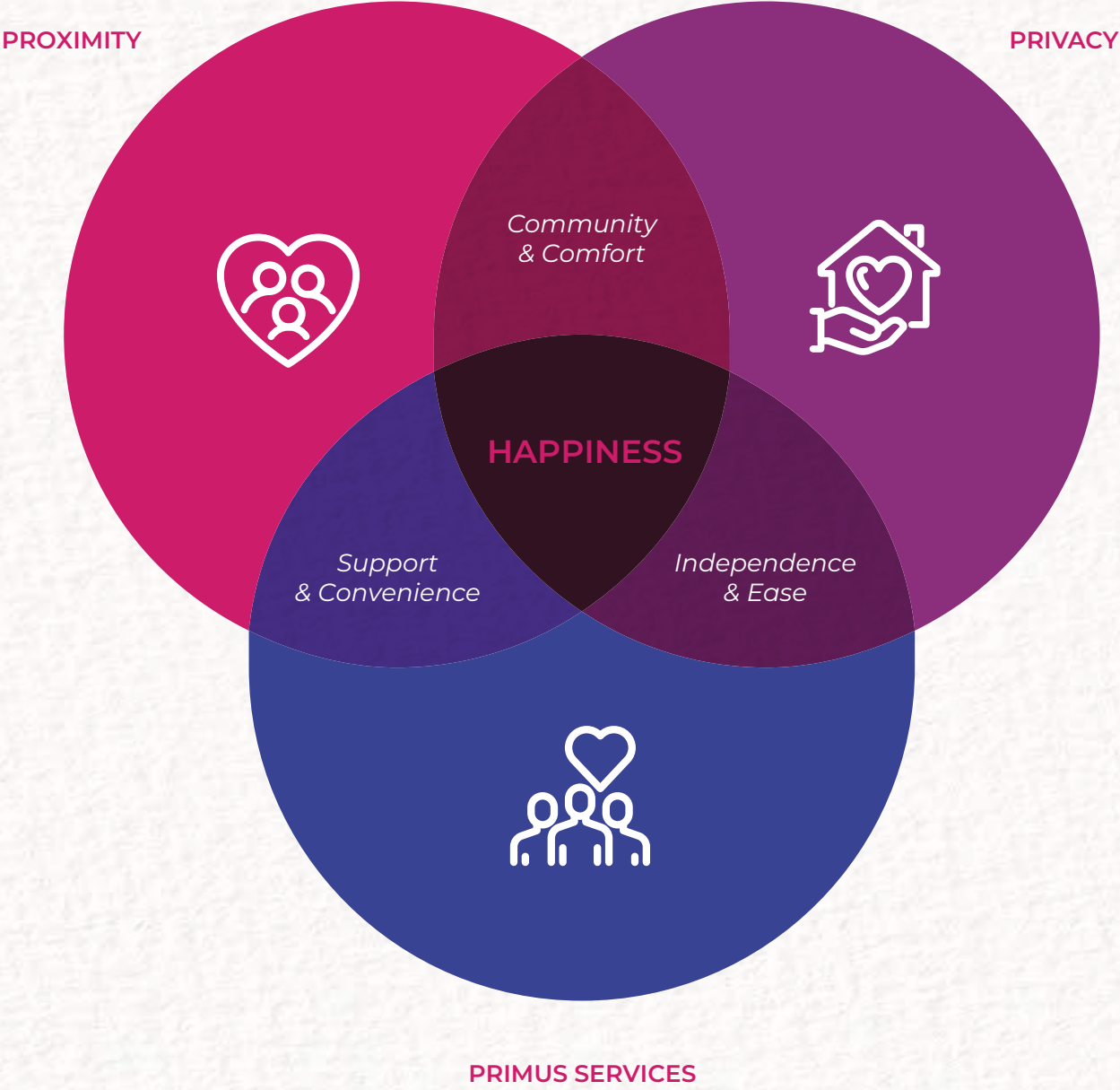


LIVE WITH PURPOSE

Whether it's art, teaching, caregiving, or planting trees — having a “why” adds structure and joy to every day.



THE 3 Ps OF LIVING WELL



PROXIMITY

Grandparents in one tower. Children in another. A garden stroll or a Ganga walk away.

No more video calls for dinner invites. Just knock and walk in.

- Riverfront plazas where generations naturally meet
- Walkable community with parks, gazebos, temples
- A shared township that encourages everyday connection

TOGETHER, YET NOT TANGLED.

PRIVACY

Here, every home is its own world.

Your space. Your time. Your choice.

- Independent residences for each generation
- Separate entrances, balconies, and personal zones
- Sound planning that respects silence

AT PRIMUS GANGES, PRIVACY IS DESIGN PRINCIPLE.

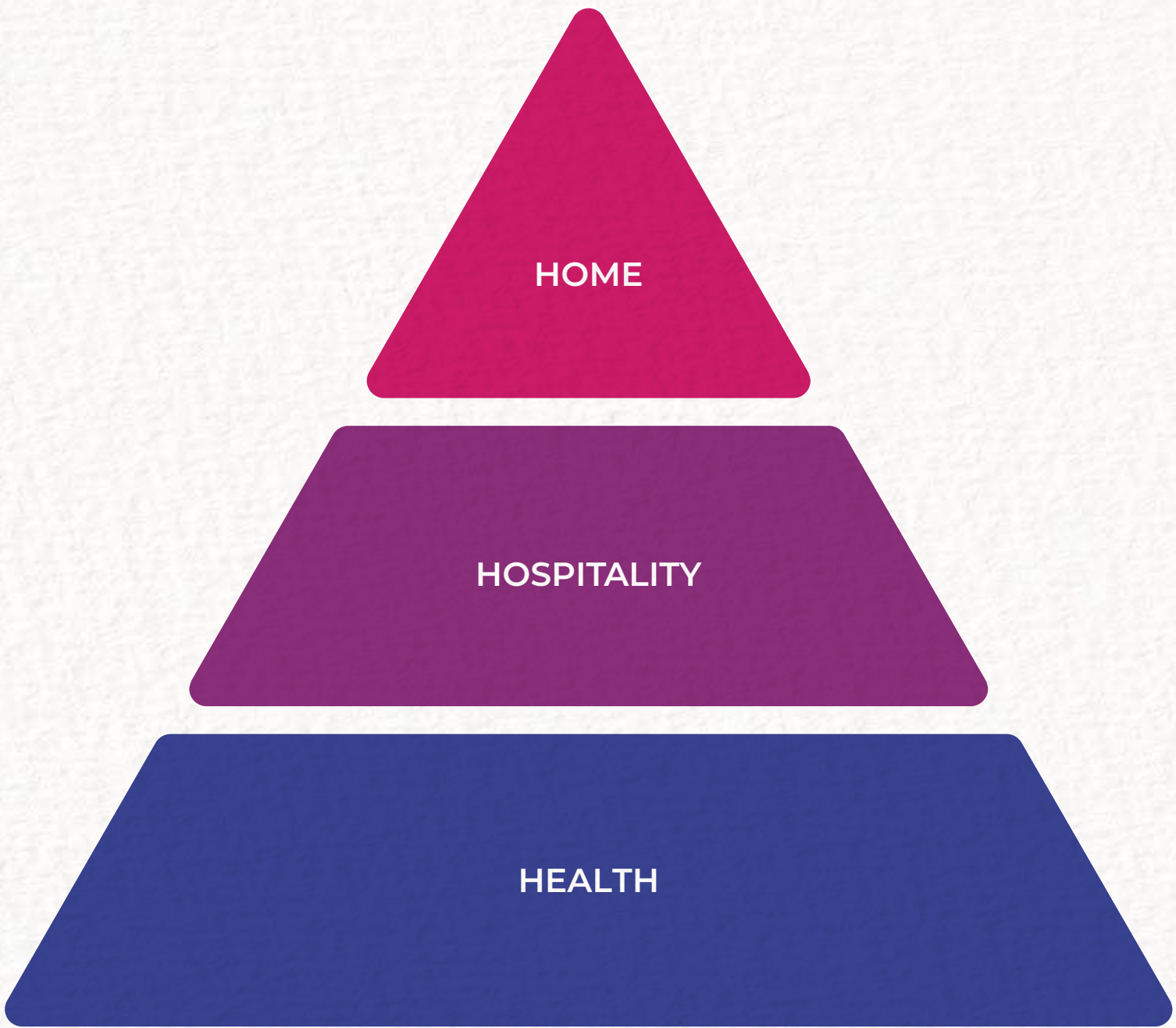
PRIMUS SERVICES

Let life run smoothly in the background, so you can enjoy the moments that matter.

- Housekeeping Service
- Concierge assistance
- Bill payments & appointment scheduling
- Errands and parcel handling
- On-call maintenance and utility support

YOU FOCUS ON LIFE. WE HANDLE THE REST.

THE 3 Hs –
HOLISTIC WELLBEING,
DESIGNED IN



HEALTH

A community that puts your wellness first — not just in emergencies, but every single day.

- On-site doctor & physiotherapist
- 24x7 nursing support
- Preventive health plans and telemedicine
- Emergency buttons and ambulance on call

CARE THAT'S READY, NOT REACTIVE.

HOSPITALITY

What if everyday living felt like a staycation?

- Chef-crafted meals, designed by nutritionists
- In-house dining spaces & festive menus
- Housekeeping, linen change, and spotless home
- Empyrean concierge for everything from transport to tailoring

SERVICE WITH SOUL, DESIGNED FOR EASE.

HOME

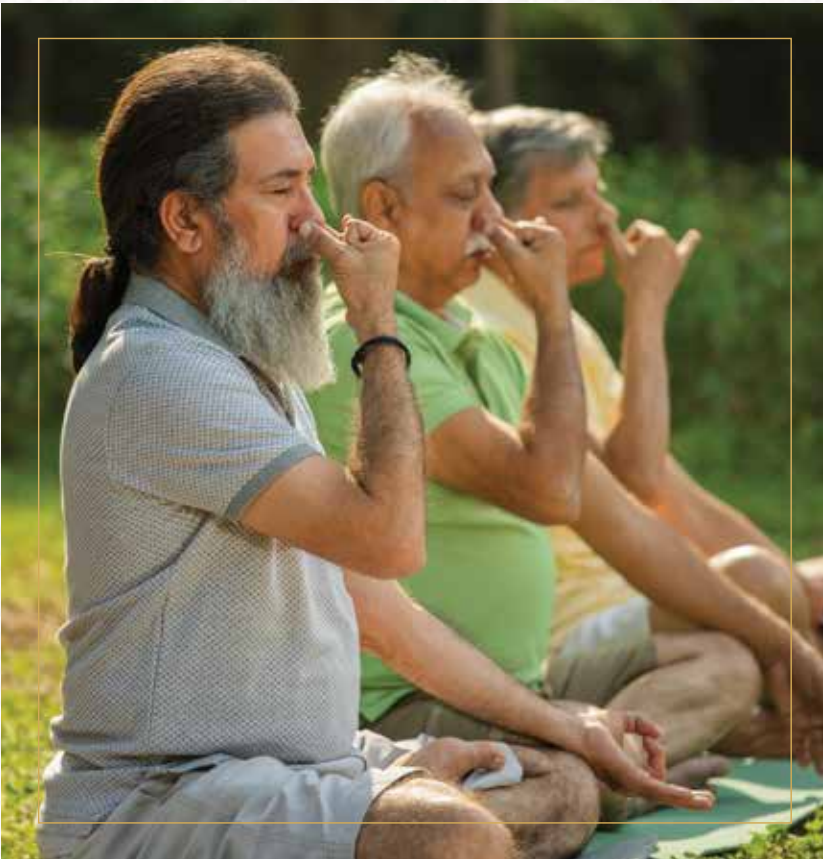
Where the layout thinks for you — before you even ask.

- Fall-safe flooring and anti-skid tiles
- Grab bars and senior-friendly corridors
- Soft corners, calming finishes, and lots of light

IT'S A FUTURE-READY HOME

A DAY AT
PRIMUS GANGES

7:00 AM
Sunrise yoga by the Ganga



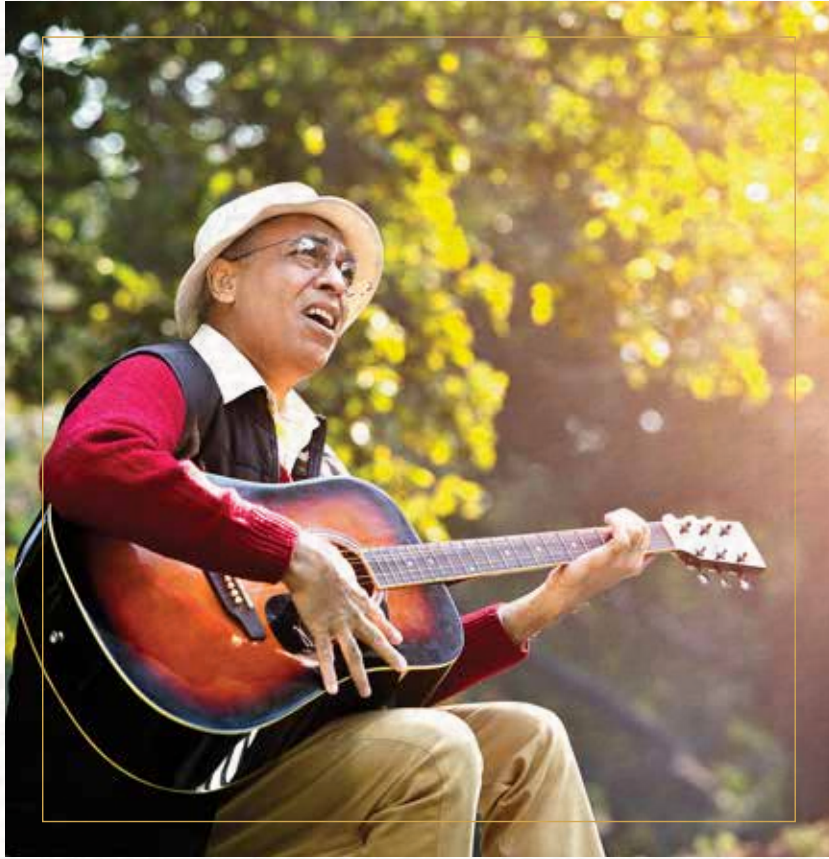
9:30 AM
Routine check-up at the in-house clinic



12:00 PM
Chess with a neighbour or hobby club time



4:00 PM
Music, sketching or photography



6:30 PM
Chai by the gazebo



8:00 PM
A shared meal at the dining hall or terrace



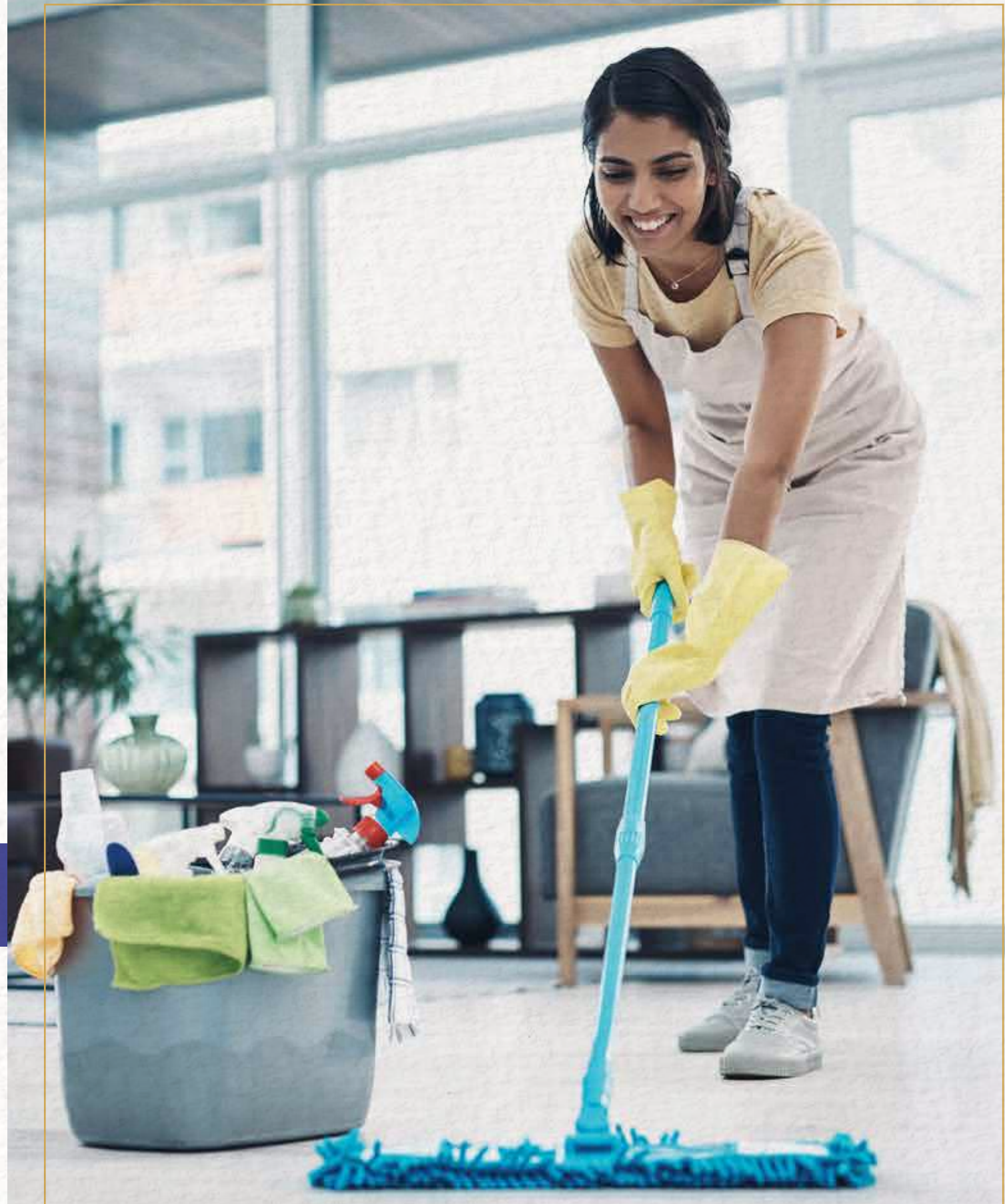
HERE, LIFE FLOWS.
LIKE THE RIVER THAT SURROUNDS IT.

LIFE, EASIER IN EVERY WAY

Housekeeping That Keeps You at Ease

Enjoy a clean, well-kept home with timely housekeeping that fits seamlessly into your routine. From cleaning to linen changes, everything is managed with care — keeping your space fresh, restful, and always guest-ready.

BECAUSE YOUR TIME IS BETTER
SPENT LIVING, NOT TIDYING.



Community Events That Create Connection

Loneliness fades when there's something to look forward to. At Primus Ganges, our community events aren't just social — they're soulful. From festive gatherings to hobby clubs and wellness sessions, every event is designed to bring people together and add purpose to every day.

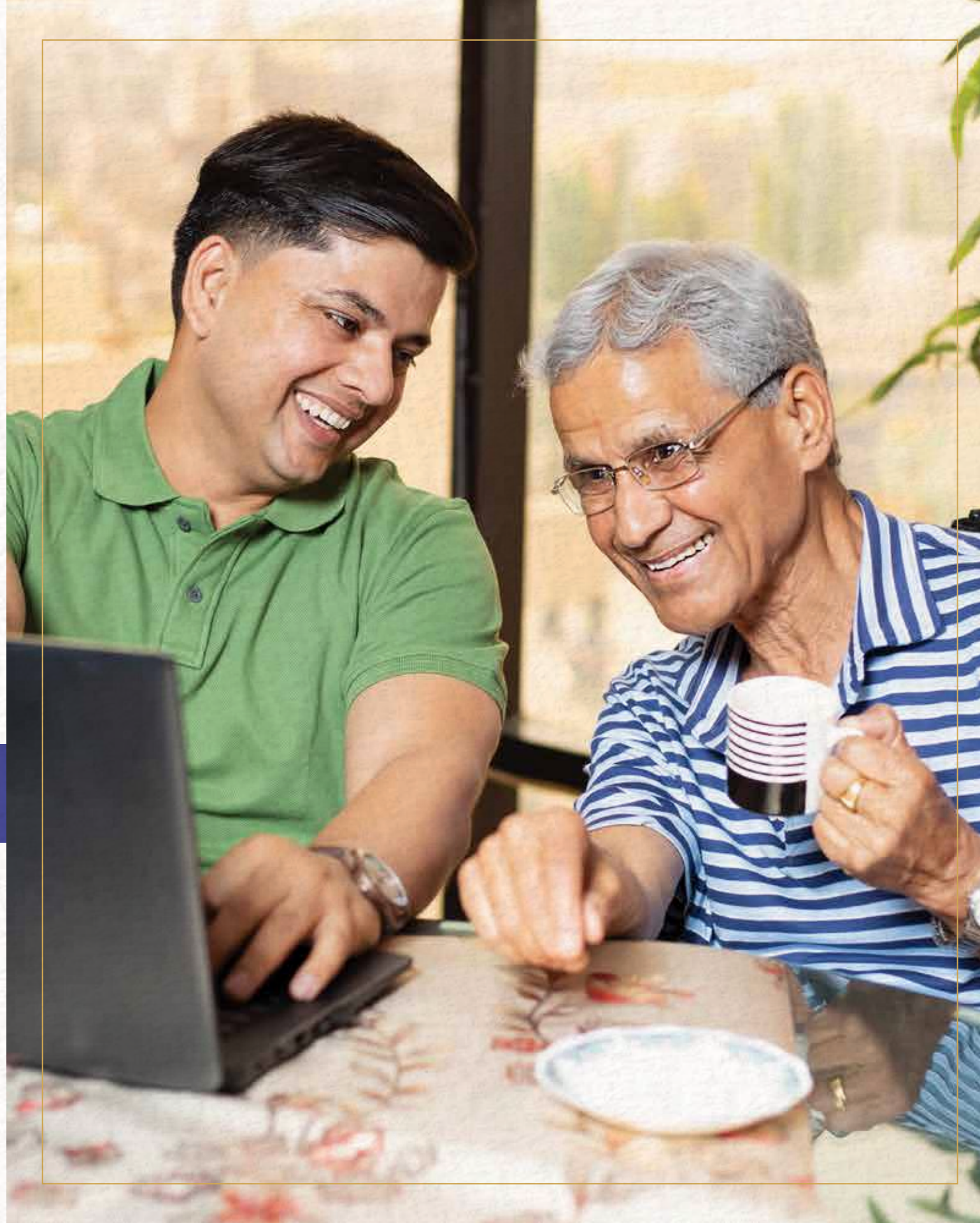
BECAUSE STAYING CONNECTED
ISN'T JUST ENJOYABLE — IT'S ESSENTIAL.



Concierge That Remembers Your Favourites

Need a cab, medicine, or a reminder for your next appointment?
Our concierge takes care of life's small tasks — so you can focus on the moments that matter.

HELP IS ALWAYS JUST
A REQUEST AWAY.



Meals Made With Care, Not Shortcuts

Enjoy freshly cooked, nutritionist-approved meals every day — served hot, balanced, and tailored to your comfort.
Because food here isn't just fuel — it's love, plated.

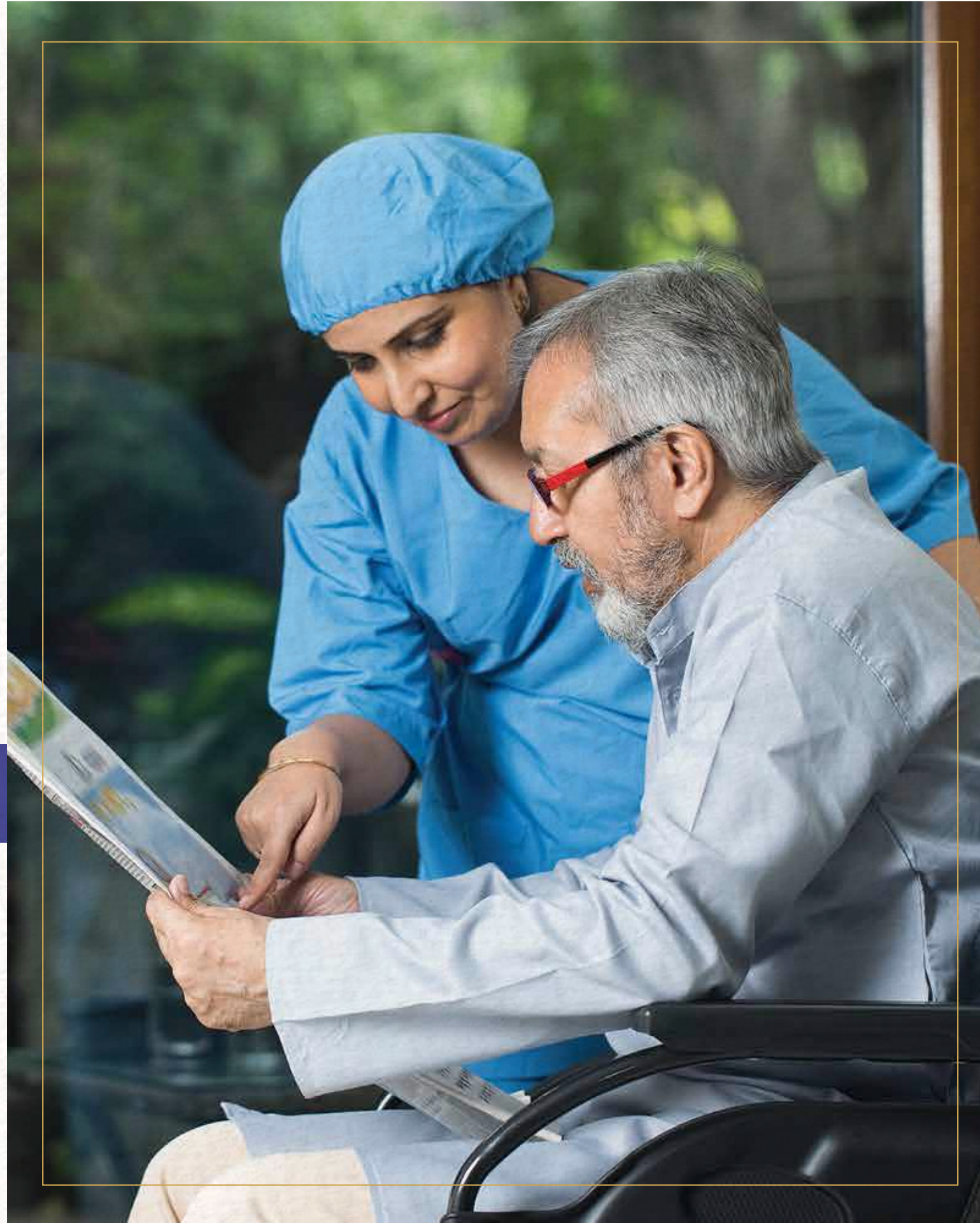
YOU DESERVE MEALS THAT
FEEL LIKE HOME.



Medical Help, Always Within Reach

With 24x7 nurses, on-call doctors, and emergency response systems, your wellbeing is never a question mark. It's not just care. It's quiet confidence, built into your daily life.

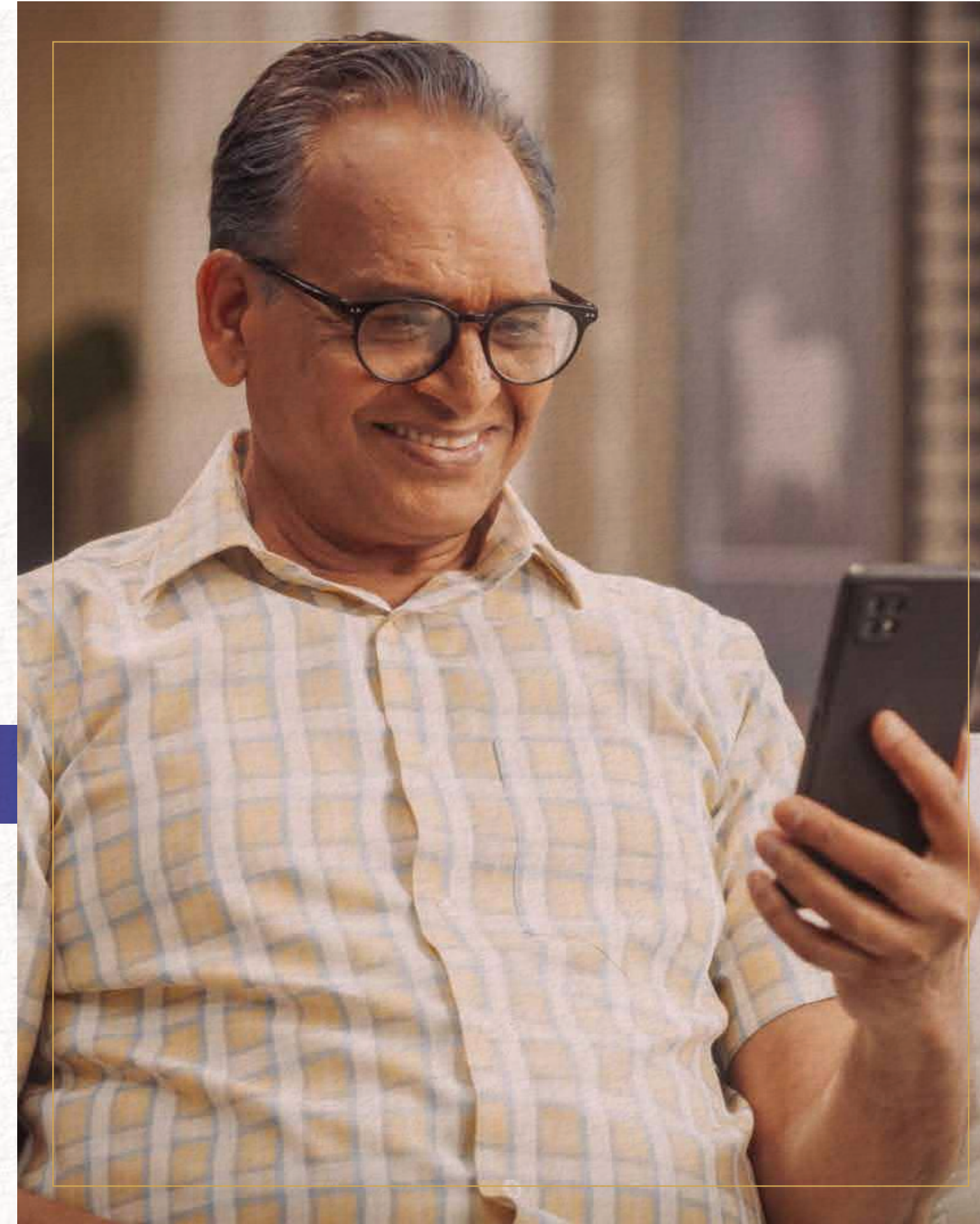
**SO YOU LIVE FREELY, KNOWING
YOU'RE ALWAYS COVERED.**



Security That's Alert, Not Aggressive

Feel protected without feeling watched. From gated access and CCTV to trained personnel — security is present, subtle, and reassuringly human.

**HERE, SAFETY FEELS
NATURAL — NOT INTRUSIVE.**



SENIOR FRIENDLY FEATURES

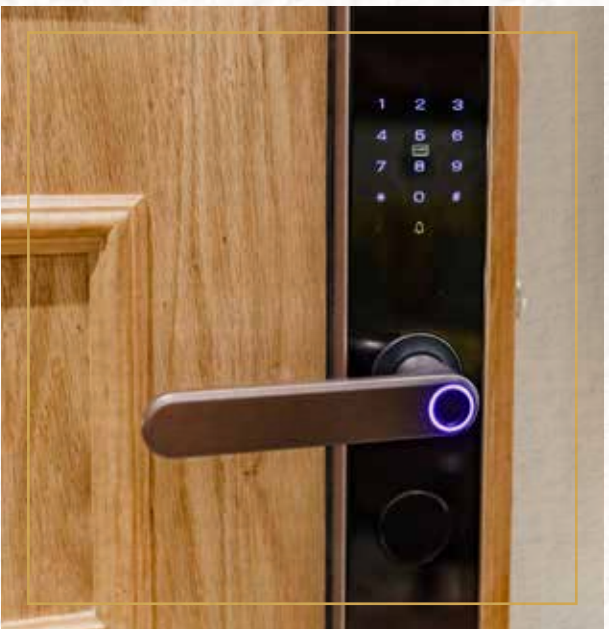
**Rounded Edge Walls Fro
Safety**



**2 Nos Of Eye Viewer For
Main Door**



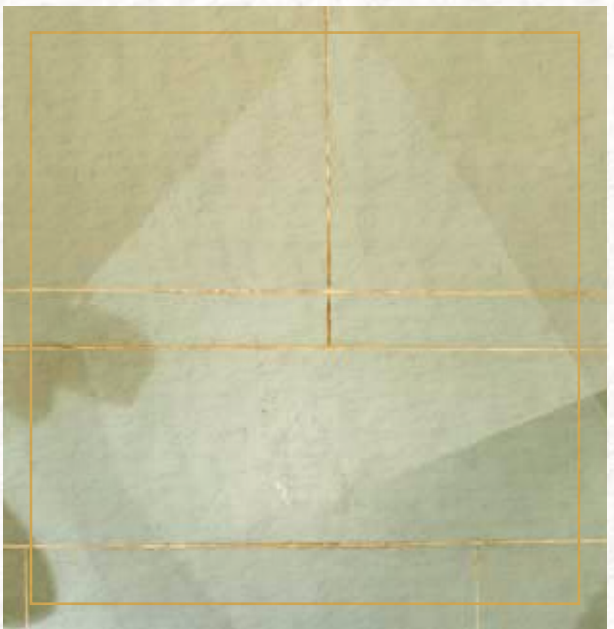
**Sturdy Lever
Door Handles**



**Main Doors Shall Be Threshold
Free Also In The Entire Unit**



**Matt Finish Virified
Flooring In The Entire
Units**



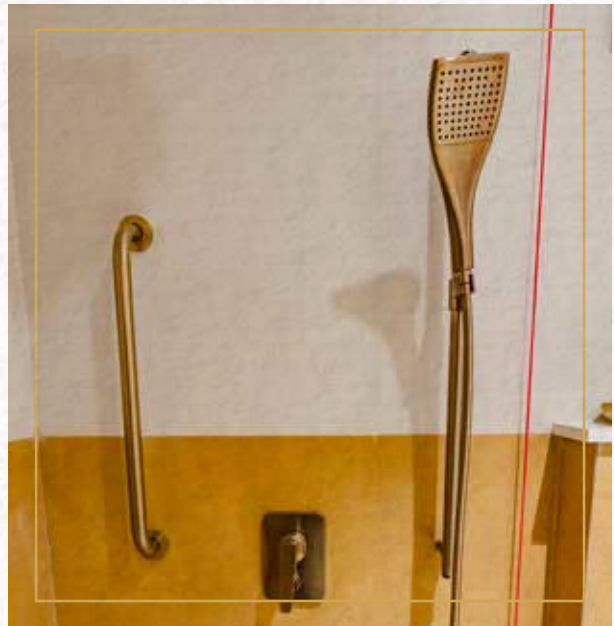
**Accessible Senior-Friendly
Design In Toilet**



**Counter Slab Heights Shall As
Per Nbc
(Accessible Design Standards)**



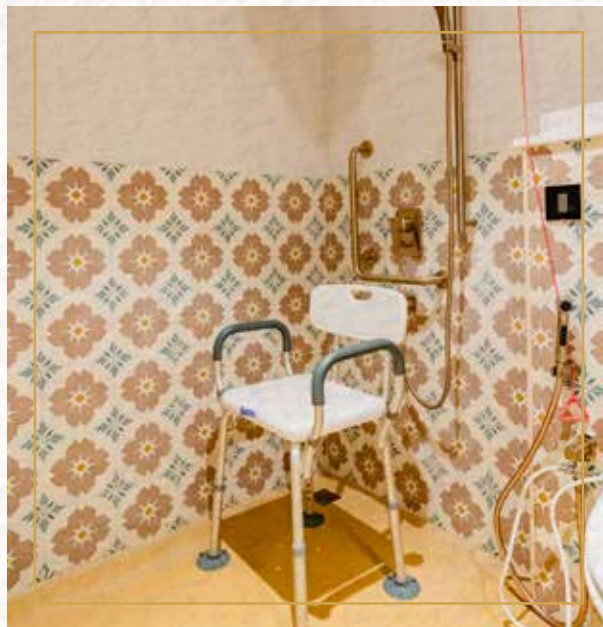
**Thermostatic Shower Mixer For
Hot & Cold Water Supply**



*Some features shown may be part of upgrade options. Please speak to our sales team for details.

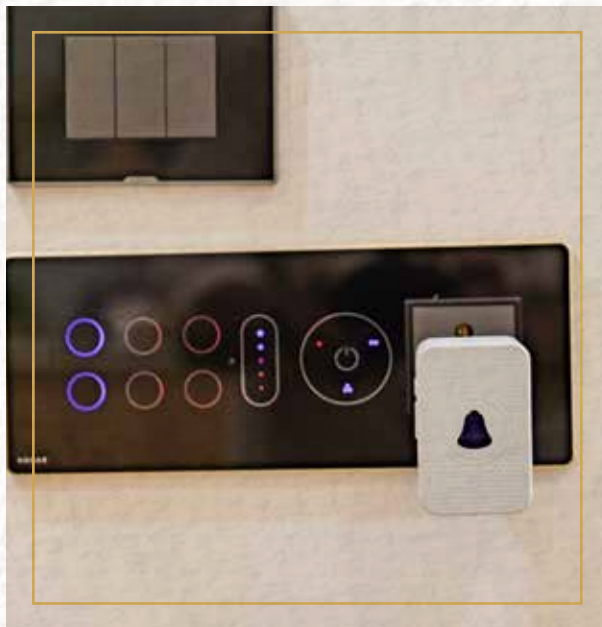
*Some features shown may be part of upgrade options. Please speak to our sales team for details.

**Toilet - Grab Bars For Wc
(Foldable Grab Bars), Washbasin
& Shower Area**



**Senior-Friendly Washbasin
With Hot & Cold Water Mixer**

**Light Control Switch Box From
Ffl To Bottom Of Switch
Control**



**Wide Rocker Switch For Operation
& 2way Control Switch For Lights
Near Bedside Table**

OTHER SAFETY SPECIFICATIONS

- 900mm engineered wooden swivel-hinged door (inward/outward openable) for the master toilet
- Sliding door with handle, thumb-turn lock, and indicator (can also be opened from outside for safety)
- Threshold ramp provided at balcony in case of minor level difference
- Balcony sliding door frames flushed with floor level for seamless transition
- Two-way light control switch positioned near bedside for convenience
- Footlights installed at toilet entry and bedside area to prevent falls at night

AMENITIES AT **PRIMUS GANGES**

DOCTOR'S ROOM





RECEPTION LOUNGE



HEALTH STATION



MULTIPURPOSE HALL



READING ROOM



DINING HALL



INDOOR GAME

GANGA CITY LOCATION MAP



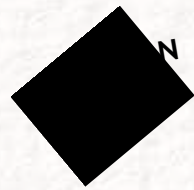
MASTER PLAN



TYPICAL FLOOR PLAN



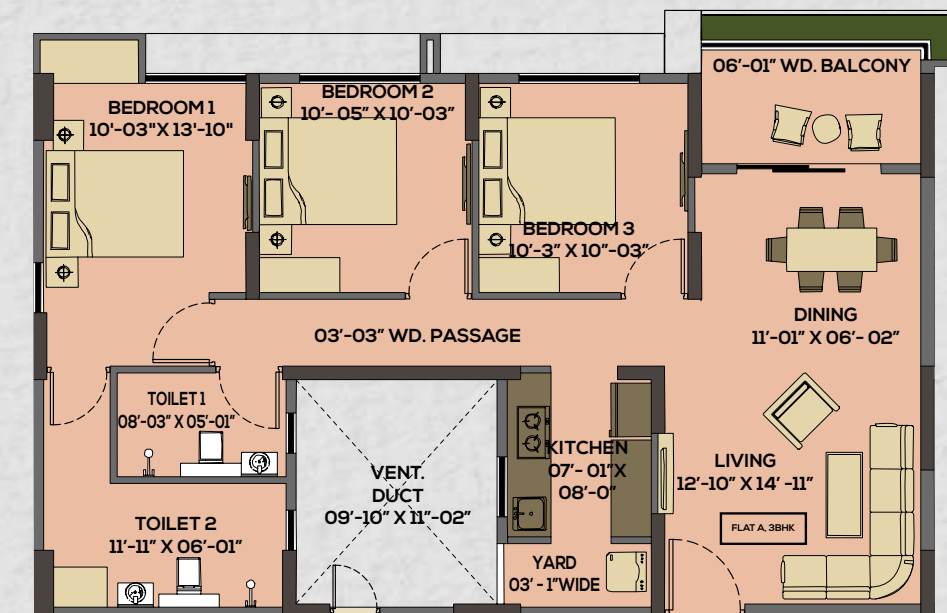
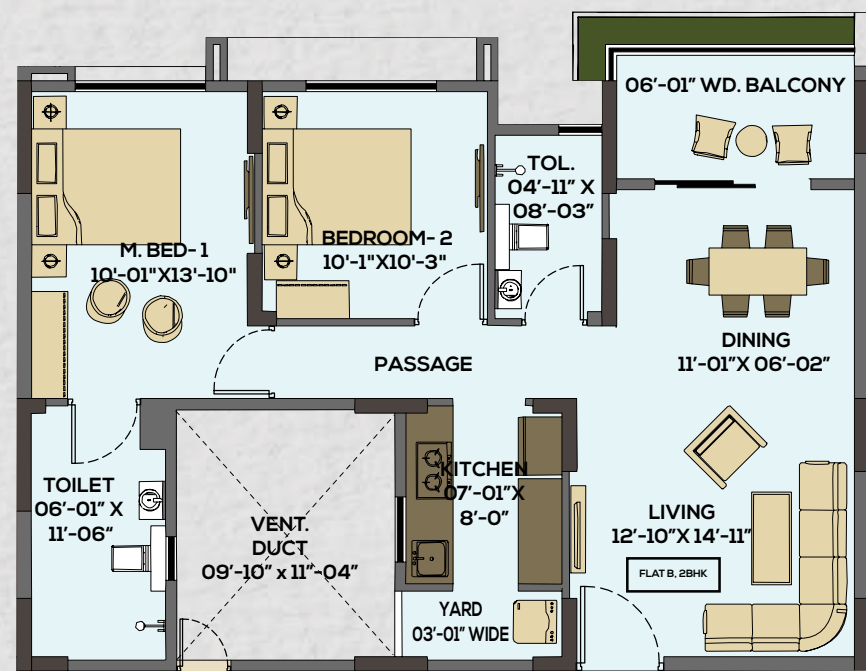
(2ND - 18TH FLOOR PLAN)



AREA CHART

BLOCK NO.	FLAT TYPE	APARTMENT TYPE	CARPET AREA (FLAT)	TOTAL BALCONY CARPET AREA	TOTAL CARPET AREA	BUILT-UP AREA	SUPER N BUILT-UP AREA
			(WITHOUT BALCONY BUT INCLUDE C.B. AS PER RERA)				
			SQ. FT.	SQ. FT.	SQ. FT.	SQ. FT.	SQ. FT.
23	FLAT A	3BHK + 2T	889	89	978	1072	1536
	FLAT B	2BHK + 2T	733	89	821	902	1292
	FLAT C	2BHK + 2T	732	89	821	902	1292
	FLAT D	2BHK + 2T	732	87	819	911	1305
	FLAT E	3BHK + 2T	885	89	974	1072	1536
	FLAT F	2BHK + 2T	732	89	821	903	1294
	FLAT G	2BHK + 2T	732	87	820	902	1293
	FLAT H	3BHK + 2T	890	88	979	1071	1535

UNIT PLAN AND ISOMETRIC PLAN OF 2BHK



GANGA CITY – WHERE IT ALL COMES TOGETHER

An extraordinary riverside township where every generation finds their space, and yet all remain beautifully connected. Set across 55 acres with over 3 km of uninterrupted Ganga frontage, this is where riverfront living meets future-ready urban design.

Here, **The Royal Ganges, The Royal Ganges Bungalows and Primus Ganges** come together to form a thoughtfully integrated township — offering not just homes, but a complete way of life. From high-rise towers and ultra-luxury villas to senior-friendly residences and plotted enclaves, Ganga City is designed for every phase and facet of life.

With a boutique five-star resort, a dedicated health centre with 24-hour medical access, a curated retail arena featuring essentials like provision stores, chemists, salons, wine shops, ATMs, and restaurants — life here is self-contained, seamless, and secure. And it all flows back to the river.

A **private jetty** redefines commuting with a premium ferry service to Millennium Park, while a free AC shuttle connects you to Taratala Metro — making your journey to New Alipore and beyond just minutes away. Whether by road, rail, or river — you're always connected.

The township's masterplan embraces its riverside character with wide boulevards, green pockets, intelligently zoned layouts, and uninterrupted Ganga views. **Jogging and cycling tracks, riverside promenades, meditation decks, and open-air fitness spaces** create the perfect rhythm of movement and mindfulness.

At its heart is The **River Club** — a 70,000 sq. ft. world-class lifestyle and wellness hub. With an Olympic-sized pool, indoor courts, co-working lounges, banquets, fine dining, kid's play area, yoga room, gymnasium and cards room it stands as a new benchmark in community living.

THIS ISN'T JUST AN ADDRESS — IT'S A RIVERSIDE LEGACY IN THE MAKING.



EVENING VIEW

EXTERIOR AMENITIES OF **THE ROYAL GANGES**



EXTERIOR AMENITIES OF **THE ROYAL GANGES**



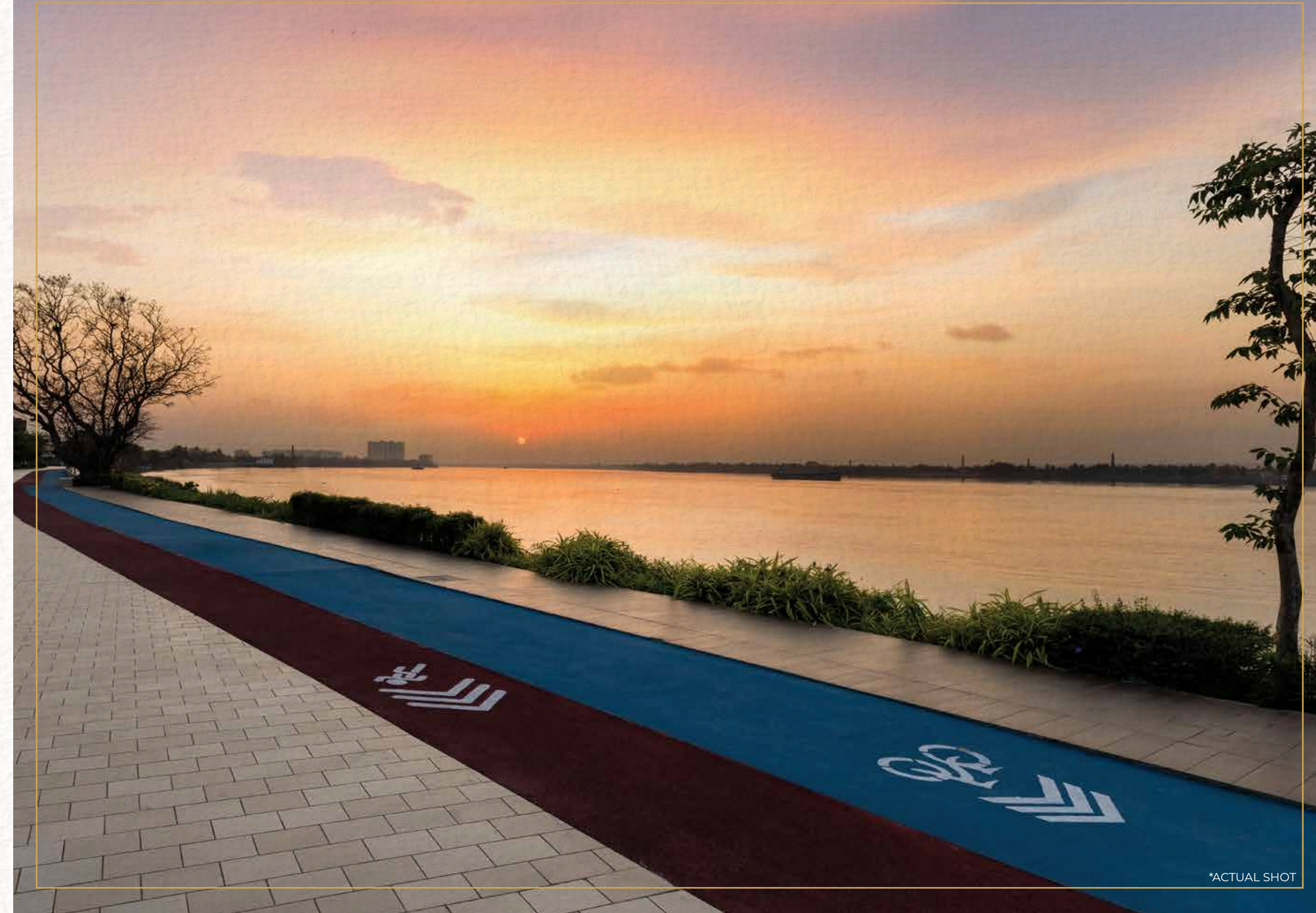
THE RIVER ALWAYS CLOSE, **ALWAYS MOVING YOU**

And flowing through it all — is the Ganga.

A silent presence, a source of calm, a companion to your every morning walk and evening pause.

At Ganga City, the river isn't just a view.

It's the soul of the township — gently binding generations, moments, and memories together.



*ACTUAL SHOT

SPECIFICATION AND PROJECT OVERVIEW

PROJECT OVERVIEW

Total Area:	1.90 Lac sq-ft
Total Units:	136 approx.
Number of Lifts:	4 nos. (3 passenger lifts + 1 stretcher lift)
Floors:	G+18

Configurations Available:

- 2 BHK +2T - 1292 sq.ft.
- 2 BHK + 2T - 1293 sq.ft.
- 2 BHK + 2T - 1294 sq.ft.
- 2 BHK + 2T - 1305 sq.ft.
- 3 BHK +2T - 1535 sq.ft.
- 3 BHK +2T - 1536 sq.ft.

SPECIFICATIONS

Structure:

RCC Frame Structure

Flooring & Tiling:

Living & Dining :	Antiskid Vitrified tile
Kitchen :	Antiskid Vitrified tile
Bedrooms :	Antiskid Vitrified tile
All Bathroom :	Antiskid Vitrified for flooring and Antiskid / Glossy Ceramic tile for wall dado.
Balcony :	Antiskid finish Vitrified for flooring
Roof Area :	Solar Reflection tiles

Sanitary & Plumbing:

Water Closets :	EWC of reputed brand like Varmora or equivalent.
Wash Basins :	Wall mounted wash basin for all Toilets.
Overhead Showers :	Reputed brand like Jaquar or equivalent.
Geyser :	Provision for Geyser point in all bathroom.
Faucet :	Reputed brand like Jaquar or equivalent (Provision can be kept, added at additional cost)
Other Accessories :	Hand shower, Shower seat, Grab bars

Doors & Windows :

Frames :	Engineered wood frames
Door shutters :	Main door – Engineered wood door/Flush Door and Other doors – Engineered wood door/Flush Door.
Finish :	Main door – Engineered door with veneer and melamine polish. Other doors – Engineered frame and engineered shutter with Paint finish.
Hardware :	Finish as per availability.
Door Stopper :	Finish as per availability.
Windows :	Anodized/powder coated Aluminum windows. (Grill optional at an extra cost.)
Roof Main Doors :	Wood plastic composite (WPC) door with enamel paint.

Kitchen Counter :

Counter with a stainless steel sink, Kitchen Dado to be ceramic slab up to 2ft.
Electrical point for water filter point, Exhaust fan point or chimney point.

Electrical:

Wiring :	As per IS code.
Earthing :	As per IS code.
Switches :	Concealed copper wiring with modular switches of reputed Make.
Provision for telephone in living area.	
Provision for AC in Master Bedrooms and Living area.	
Provision for Geyser in Bathroom.	

Paint :

Internal :	Smooth Pop Finish.
External :	Superfine Texture/weather coat/Paint.

Utilities / Services :

Back-up Power : Power back-up for units.

Note: All specifications above are subject to change & decisions taken from time to time by the Developers shall be final and binding. In the brands mentioned above, the Developers may use equivalent brands at their discretion.

INDIAN GREEN BUILDING COUNCIL FEATURES



Green buildings offer significant advantages, such as 20–30% energy savings and 30–50% water savings from day one. Intangible benefits include improved air quality, ample daylight, enhanced health and well-being, safety, and natural resource conservation.

RAINWATER HARVESTING

A dedicated rainwater harvesting system will collect rainwater from roofs and ground areas for reuse in landscaping, replenishing groundwater, reducing drainage overflow, and minimizing potable water usage.



VIRGIN GREEN SPACES

The site will be transformed with extensive landscaping to provide open green areas for relaxation and recreation.

WASTE MANAGEMENT

The project will recycle wastewater for flushing, and an organic waste converter will turn kitchen and garden waste into manure for landscaping, promoting efficient waste management.

SOLAR POWER LIGHTING FOR COMMON AREAS

Solar panels will supply electricity required for common areas, contributing to energy efficiency



WATER-SAVING FIXTURES

Low-flow water fixtures will help residents significantly reduce water consumption.



ELECTRIC VEHICLE CHARGING POINTS

Recognizing the shift toward electric vehicles, the project will feature EV charging points to support sustainable commuting options (available at an additional cost).



ENERGY-EFFICIENT LIGHTING

LED lights, consuming 30% less energy, will be installed in common areas to reduce overall power consumption.



ADEQUATE NATURAL LIGHT & AIRFLOW

Well-sized windows will ensure ample natural light and ventilation, improving indoor air quality, enhancing health, and increasing the property's resale value.

SOME COVETED PROJECTS **BY SRIJAN**



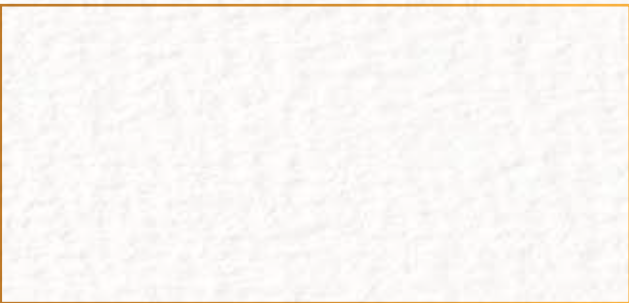
BOTANICA Bungalows near Southern Bypass



LAGUNA BAY Near Science City



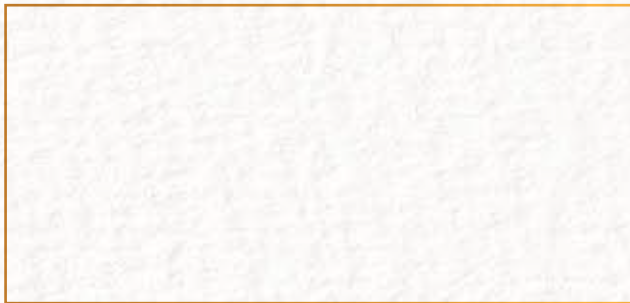
Optima at Rajarhat



OZONE On South EM Bypass



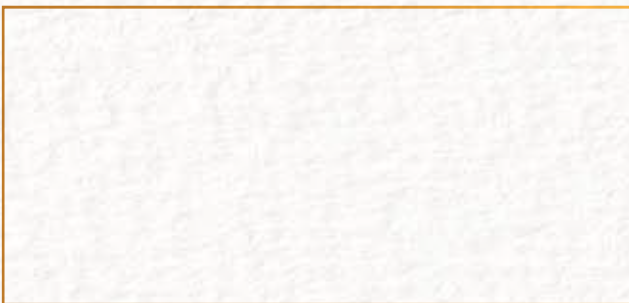
TOWN SQUARE at Newtown



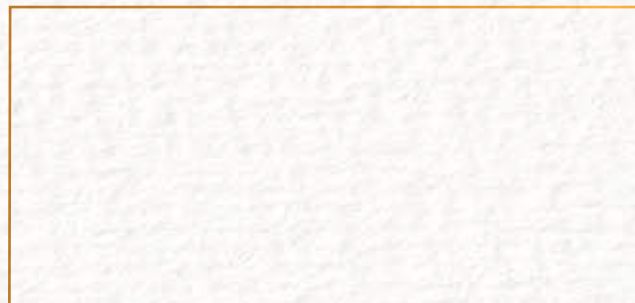
SRIJAN INDUSTRIAL LOGISTIC PARK On NH 6



INTELLIA Near Park Street



SRIJAN TECH PARK Sector V Salt Lake



SRIJAN CORPORATE PARK Sector V Salt Lake

PROJECTS BY **PRIMUS**



Primus Darpan, Bengaluru



Primus Sangama, Bengaluru



Primus Zion, Chennai



Primus Reflection, Bengaluru



Primus Ohana - Bengaluru

DEVELOPED IN COLLABORATION BY



PRIMUS GANGES: HOLDING NO C4-173 (NEW) MOUZA ~ KRISHNANAGAR | JL 1 UNDER MAHESHTALA MUNICIPALITY | PO BATANAGAR | PS MAHESHTALA
(NEAR BATA FACTORY BESIDE ULUDANGA PARK) | 24 PARGANAS SOUTH 700 141

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NOTE:

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No warranty is given that the completed development will comply in any degree with such artist impression. Costs, designs and facilities and/or specifications may be subject to change without notice. Any decorative item and furniture shown in the bungalows, villaments and tower units and terraces are not a part of our offering, it is just to give a feel of how the spaces will look like.