




# PROPINSIGHT

A Detailed Property Analysis Report

 40,000+  
Projects

 10,000+  
Builders

 1,200+  
Localities

Report Created On - 7 Oct, 2015



# What is *PROPINSIGHT?*



## Price Insight

This section aims to show the detailed price of a project and split it into its various components including hidden ones. Various price trends are also shown in this section.



## Project Insight

This section compares your project with similar projects in the locality on construction parameters like livability rating, safety rating, launch date, etc.



## Builder Insight

This section delves into the details about the builder and tries to give the user a perspective about the history of the builder as well as his current endeavours.



## Locality Info

This section aims to showcase various amenities viz. pre-schools, schools, parks, restaurants, hospitals and shopping complexes near a project.





# TATA Avenida


Rajarhat New Town, Kolkata


₹ 63.7 Lacs onwards

Livability Score



 Project Size  
6 Towers

 Configurations  
2,3,4 Bedroom Apartment

 Possession Starts  
Jun '18



# What is *PRICE INSIGHT?*



## Pricing Comparison

Comparison of detailed prices with various other similar projects



## Pricing Trends

Price appreciation and trends for the project as well as the locality



## Price versus Time to completion

An understanding of how the current project's prices are performing vis-a-vis other projects in the same locality

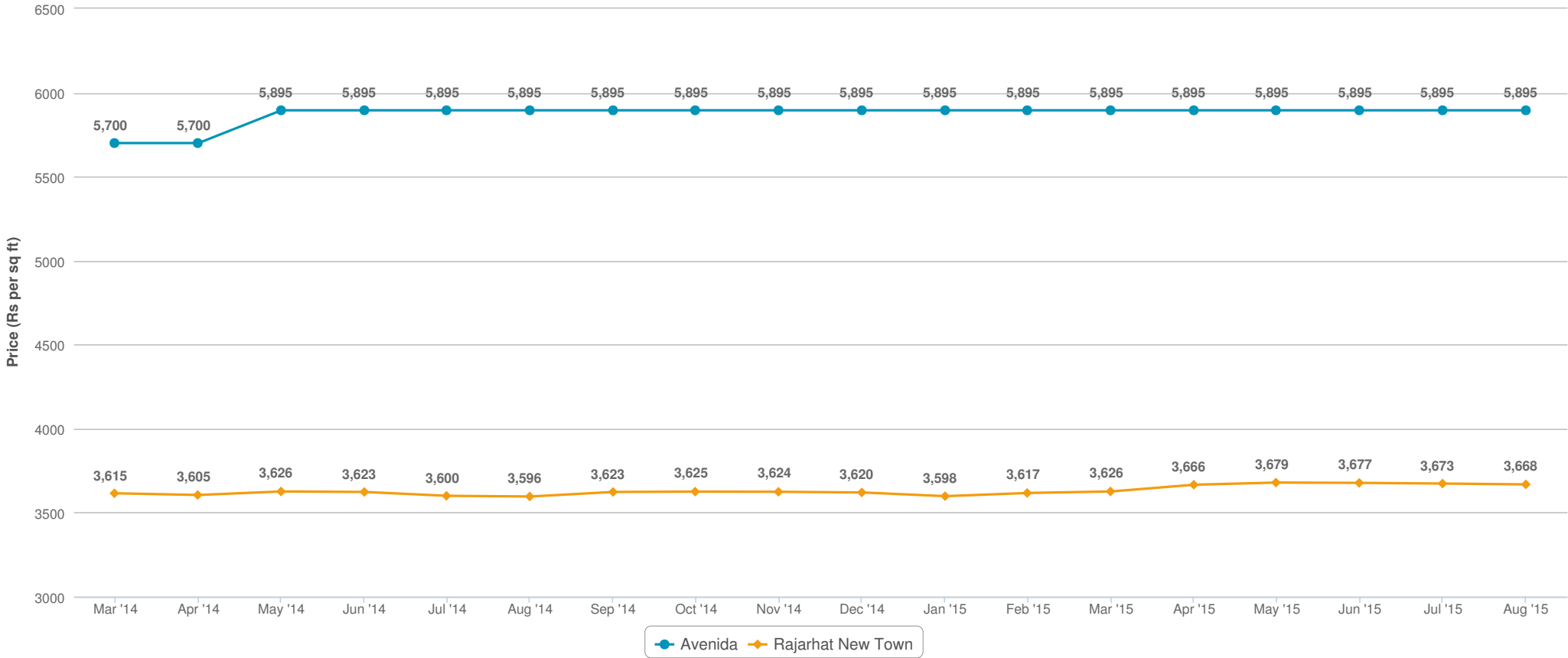


## Demand Comparison

An understanding of how the strong/weak is the demand of current project and the current locality vis-a-vis others

# Price Trend Of TATA Avenida

## TATA Avenida VS Rajarhat New Town, Kolkata



Property Type	2BHK+2T	3BHK+2T	3BHK+3T	3BHK+4T	4BHK+4T
Area (sq.ft.)	1080, 1255	1500	1267, 1715	1570	2600



# Price Comparison With Other Projects Similar To TATA Avenida



TATA Avenida  
Rajarhat New Town, Kolkata



Realtech Nirman Curio City  
Rajarhat New Town, Kolkata



Vedic Realty Green Tech City  
Rajarhat New Town, Kolkata

Primary Purchase Price

5,895/sq.ft.

5,200/sq.ft.

2,700/sq.ft.

Advance Maintenance Charges (Month)

Rs. 1 (One time)

Rs. 1 (One time)

N.A.

Car Parking Charges

N.A.

Covered : Rs. 5 Lacs (One time)

N.A.

Power Backup Charges

N.A.

N.A.

N.A.

Club House Charges

Rs. 2.5 Lacs (One time)

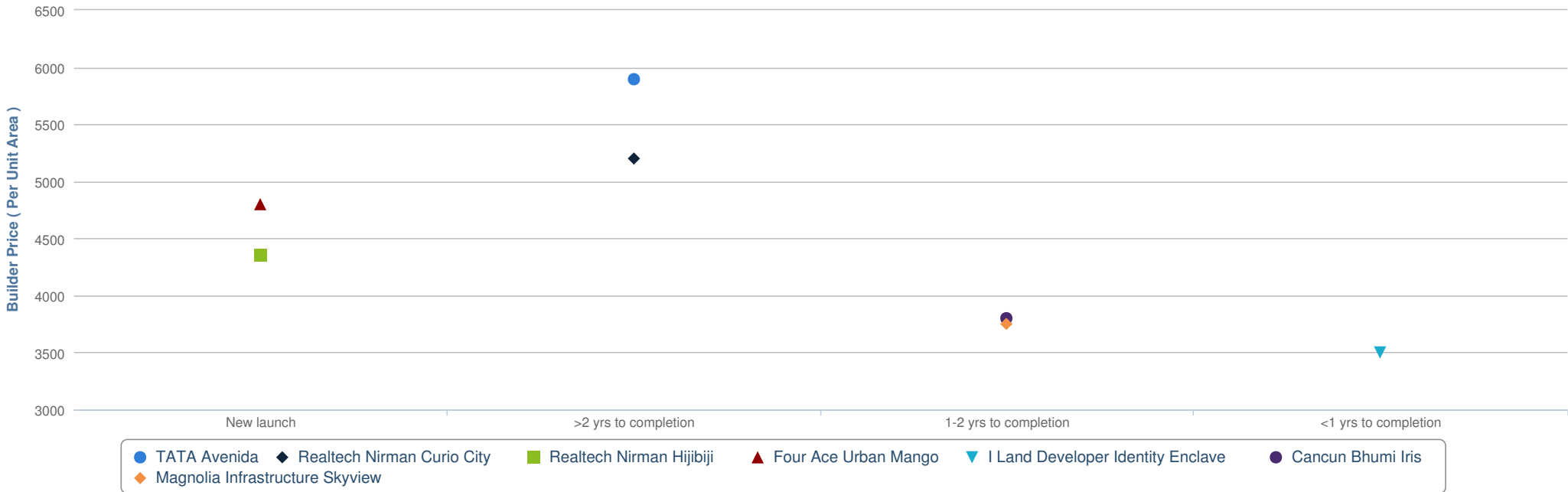
N.A.

N.A.



# Price Versus Time-To-Completion

## Current status of projects in 5 km vicinity of TATA Avenida



TATA Avenida's current price is Rs. 5895/sq. ft. and it is in Under Construction stage.

In comparison to locality, TATA Avenida is overpriced by Rs. 2232.19/sq. ft.

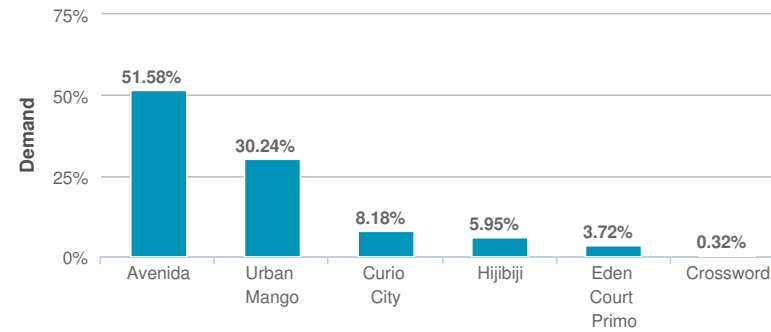
Highest price in the locality is for TATA Avenida at 5895/sq. ft. and it is in Under Construction stage.

Lowest price in the locality at I Land Developer Identity Enclave at 3500/sq. ft. and it is in Under Construction stage.

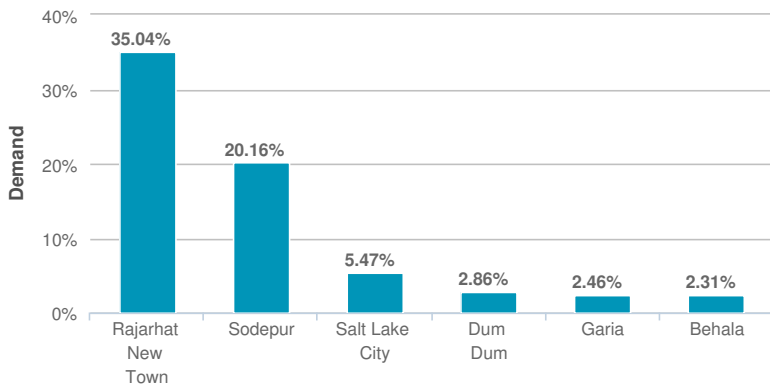
## Analysis

- Avenida has 51.58 % demand amongst all projects in Kolkata.
- The highest demand 51.58% in Kolkata is for Avenida.
- The lowest demand 0.32% in Kolkata is for Crossword

### Demand of projects in 5 km vicinity of TATA Avenida



### Demand in popular localities of Kolkata



## Analysis

- Rajarhat New Town has 35.04 % demand amongst all projects in Kolkata.
- The highest demand 35.04% in Kolkata is for Rajarhat New Town.
- The lowest demand 2.31% in Kolkata is for Behala





## ***PROJECT INSIGHT***

*Favorite project vis-a-vis similar others*



### **Basic Details Comparison**

A comparison of various basic details of the project like livability rating, project land area, loading percentage, delay etc. with other similar projects



### **Amenities Comparison**

A comparison of various amenities of the project like Swimming Pool, Gymnasium, Intercom, 24X7 Security etc with other similar projects

# TATA Avenida Comparison With Other Similar Projects



TATA Avenida  
Rajarhat New Town, Kolkata



Realtech Nirman Curio City  
Rajarhat New Town, Kolkata



Vedic Realty Green Tech City  
Rajarhat New Town, Kolkata

Livability Rating*	7.6/10	7.3/10	7.3/10
Safety Rating*	N.A.	N.A.	N.A.
Builder	TATA	Realtech Nirman	Vedic Realty
Locality	Rajarhat New Town, Kolkata	Rajarhat New Town, Kolkata	Rajarhat New Town, Kolkata
Number of Towers	6	2	26
Project Land Area	13 Acres	N.A.	N.A.

\*Livability rating is calculated on the basis of Proptiger's proprietary rating algorithms, [Know more](#)

\*Safety rating is provided on the basis of safety pin data

# TATA Avenida Comparison With Other Similar Projects (Continued ...)



TATA Avenida  
Rajarhat New Town, Kolkata



Realtech Nirman Curio City  
Rajarhat New Town, Kolkata



Vedic Realty Green Tech City  
Rajarhat New Town, Kolkata

Part of Township	No	No	Yes
Average Flats Per Floor	5	6.9	4.62
Loading Percentage	N.A.	N.A.	N.A.
Launch Date	Dec `14	Jul `14	Jun `12
Possession Date	Jun `18	Dec `17	Dec `15
Delay	On time	12 month(s)	4 month(s)

# Amenities Comparison Of TATA Avenida With Other Similar Projects



TATA Avenida  
Rajarhat New Town, Kolkata



Realtech Nirman Curio City  
Rajarhat New Town, Kolkata



Vedic Realty Green Tech City  
Rajarhat New Town, Kolkata

Gymnasium



Children's play area



Club House



Intercom



24 X 7 Security



Amenities not available in any project

Cafeteria Multipurpose Room Golf Course Maintenance Staff



### Builder Profile

A detailed overview of builder including his past track record, number of years of operation, number of projects delivered etc.



### Delivered Projects

Info about top projects that have been delivered by builder in the past, their date of delivery etc.



### Under-Construction Projects

Info about top under-construction projects of the builder along with their price appreciation trends



## Overview Of Developer (TATA)



Established in 1984, Tata Housing is a closely held public limited real estate company. Mr. Santhanan Krishnan is the Founder and Managing Partner and Mr. Brotin Banerjee is the Managing Director and Chief Executive of the company.

Primary business of Tata Housing involves development of properties for commercial, residential and retail sector. Its operations span across other aspects of real estate development like land Identification and acquisition, project execution, project planning, marketing & sales, designing, property services and estate.

The company has its presence in different parts of nation such as Pune , Mumbai , Goa , Lonavala, Gurgaon , Vadgaon (near Talegaon), Chennai , Kolkata and Bengaluru. It has also ventured with its construction activities into foreign locations such as Maldives and is considering Sri Lanka, and other South Asian countries for future property development projects.

### Top Projects till Date:

- Developed Xylem– Bangalore 's first LEED gold rated green building.
- New Haven in Boisar, Mumbai comprising 2200 units of 2 and 3 BHK apartments with sizes ranging from 695 sq. ft. to 1,380 sq. ft.
- Symphony in Powai, Mumbai comprising 200 units of 1 and 2 BHK apartments with sizes ranging from 700 sq. ft. to 1,000 sq. ft.
- Emerald Court in Mahim, Mumbai comprising 18 units of 2 and 3 BHK apartments with sizes ranging from 1,275 sq. ft. to 1,633 sq. ft.
- Aquila Heights in Jalahalli , Bangalore comprising 352 units of 2 and 3 BHK apartments with sizes ranging from 1,418 sq. ft. to 2,384 sq. ft.

### Few of its key under construction residential projects are:

- Santorini in Poonamallee , Chennai comprising 544 units of 1, 2 and 3 BHK apartments with sizes ranging from 576 sq. ft. to 1,539 sq. ft.
- Primanti in Sector 72, Gurgaon comprising 1101 units of 3 and 4 BHK apartments with sizes ranging from 2,185 sq. ft. to 4,500 sq. ft.
- Inora Park in Undri, Pune comprising 245 units of 2 and 3 BHK apartments with sizes ranging from 1,010 sq. ft. to 1,409 sq. ft.
- Primanti Villa in Sector 72, Gurgaon comprising 59 units of 4 BHK villas with sizes ranging from

Experience	31 Years
Project Delivered	30
Ongoing Projects	14

7,000 sq. ft. to 8,500 sq. ft.

- Riva in Hesaraghatta , Bangalore comprising 192 units of 1 and 2 BHK apartments with sizes ranging from 796 sq. ft. to 1,187 sq. ft.

Tata Housing has received the National Quality Award - Tata Housing Golden Peacock Awards, 2013. It is also honoured for its 'Best Promising Upcoming Project' - Primanti, at Gurgaon Estate Avenue Realty Awards, 2013.

# Top Projects Delivered By TATA



**TATA Falcons Crest**  
Parel, Mumbai

8.1

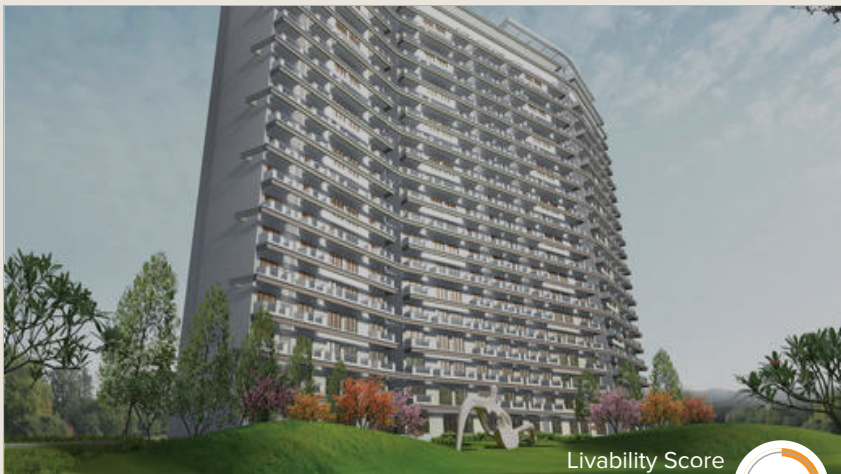
Project was delivered on Dec, 2008



**TATA Peregrine**  
Prabhadevi, Mumbai

8.1

Project was delivered on Apr, 2003



**TATA Raisina Residency**  
Sector 59, Gurgaon

7.7

Project was delivered on Oct, 2013 after a delay of 5 month(s).



**TATA Petit Towers**  
Tardeo, Mumbai

7.6

Project was delivered on Oct, 2003



Livability Score

8.1

## TATA Gateway Towers

Mulund East, Mumbai

Project is expected to be delivered on Dec, 2019  
after a delay of 23 month(s).

Has seen a price appreciation of -5.2 % over last 28  
month(s)



Livability Score

7.8

## TATA The Promont

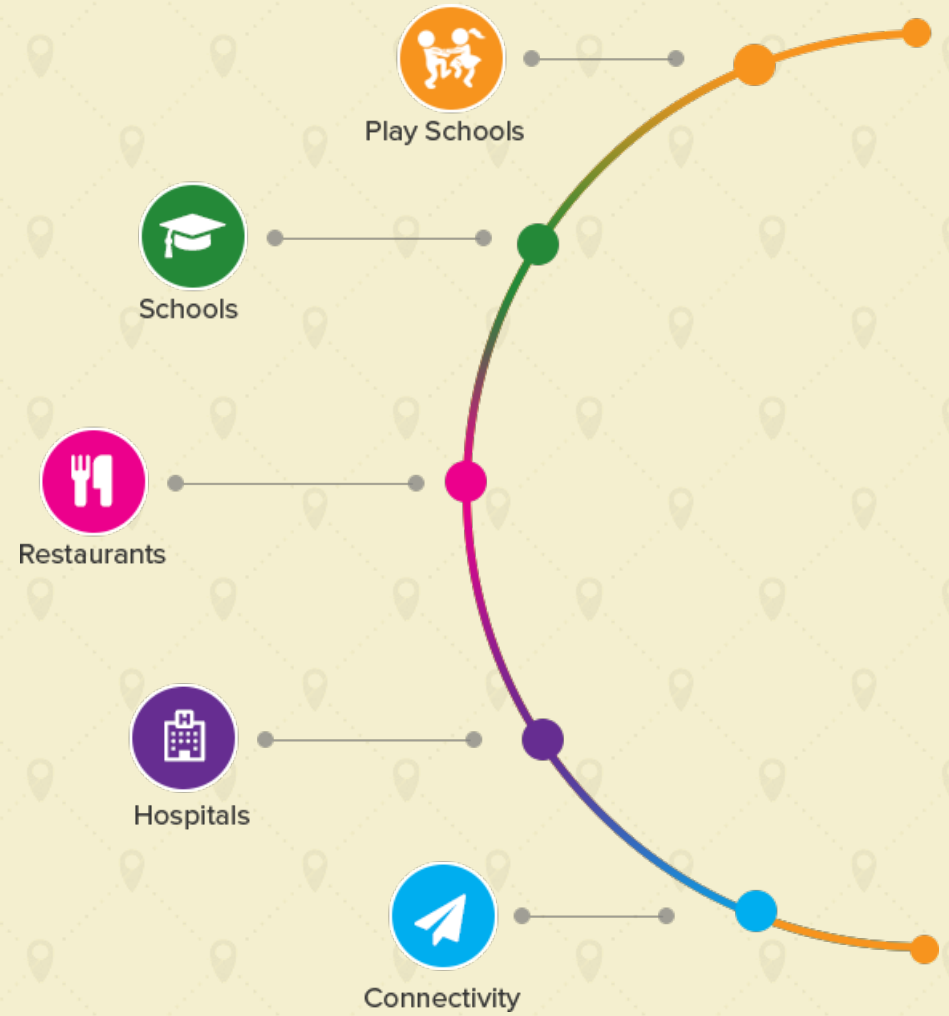
Banashankari, Bangalore

Project is expected to be delivered on Jul, 2016  
Has seen a price appreciation of 8.5 % over last 29  
month(s)



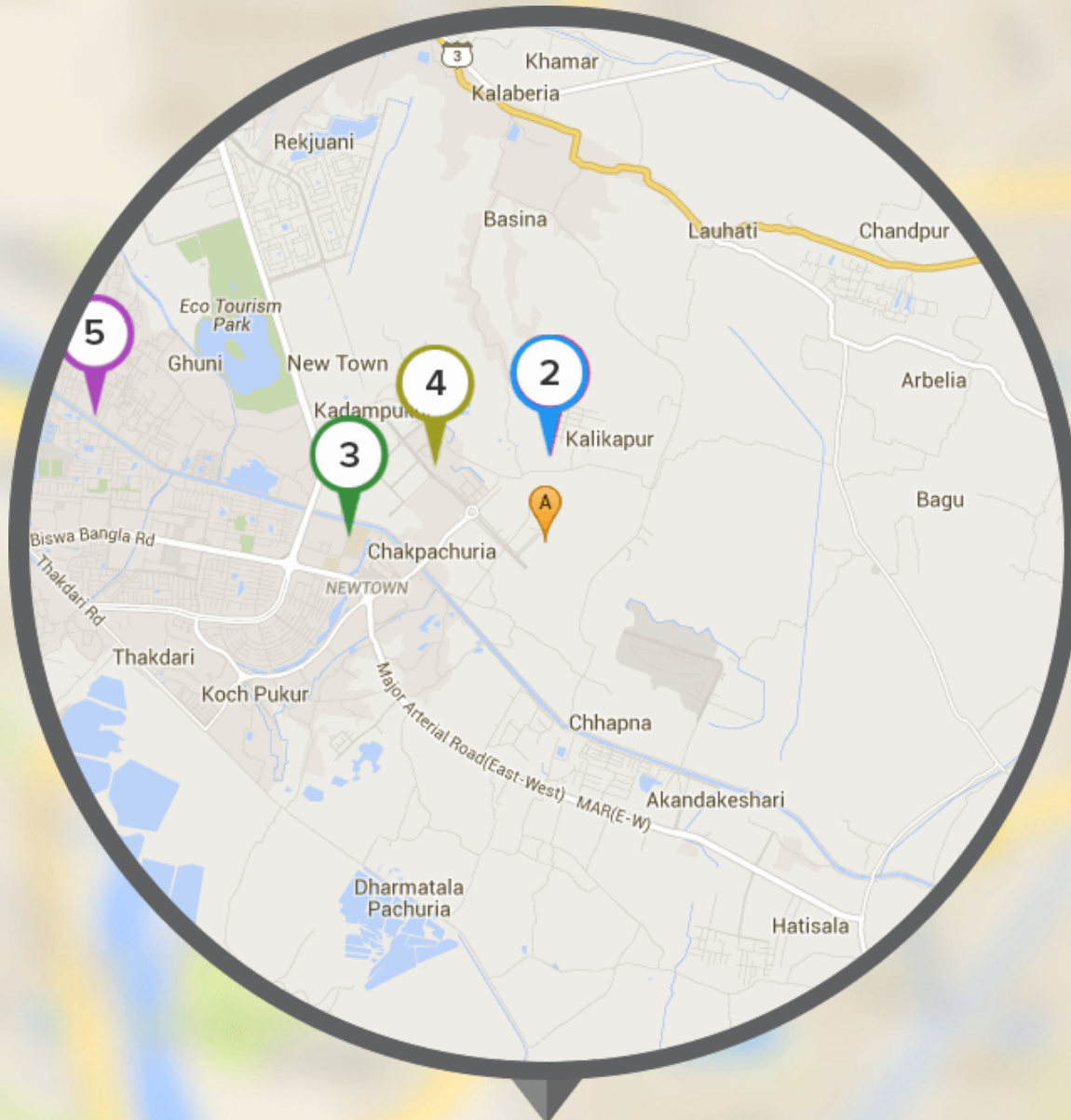
# LOCALITY INSIGHT

Everything you want to know about the locality





# Schools Near TATA Avenida, Kolkata



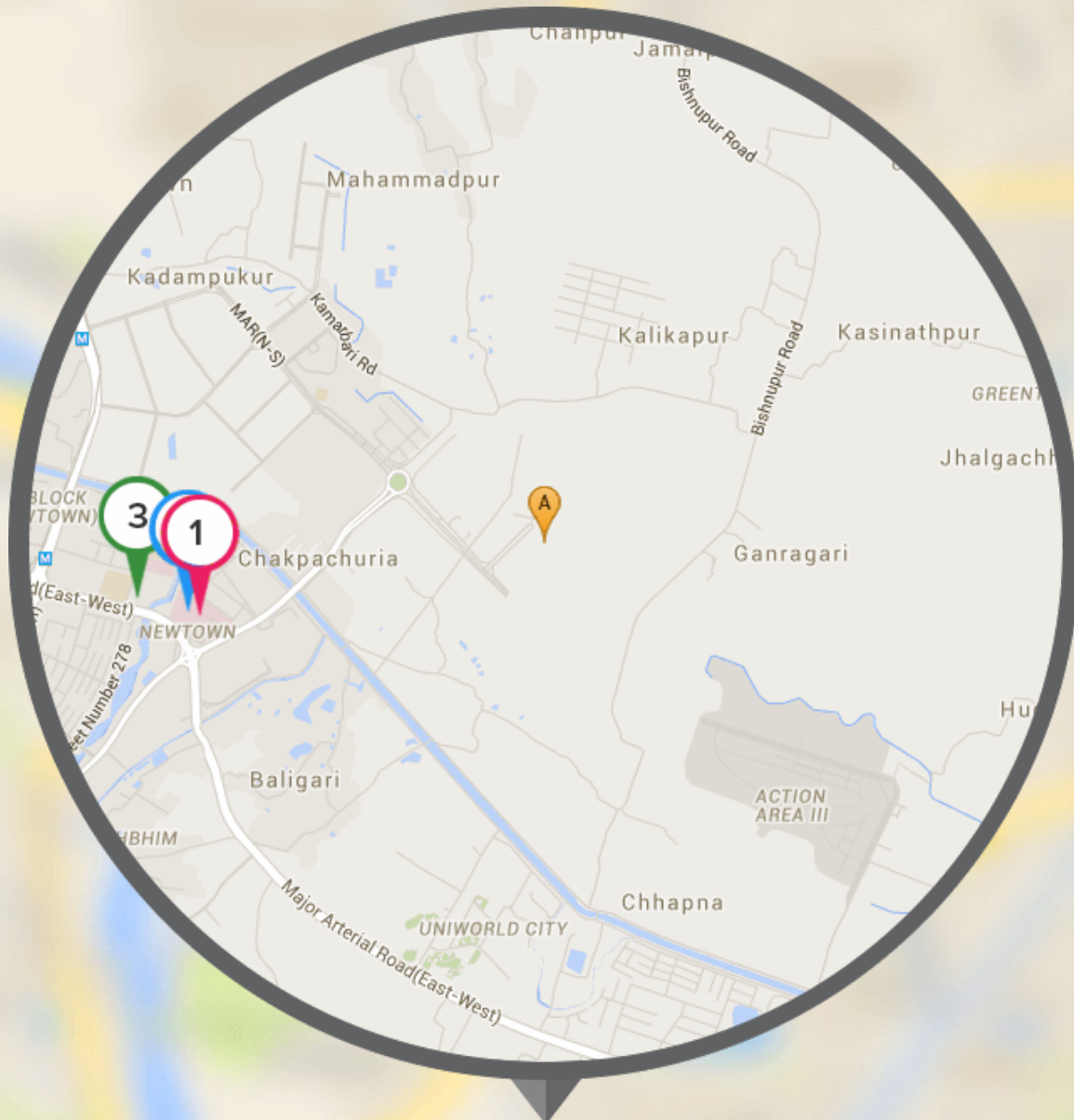
Schools

## Top 5 Schools (within 5 kms)

- 1** Delhi Public School Megacity ★★★★★ 0.89Km
- 2** Delhi Public School Megacity ★★★★★ 0.89Km
- 3** Delhi Public School Newtown ★★★★★ 2.06Km
- 4** BODHICARIYA SENIOR SECONDARY SCHOOL ★★★ 1.40Km
- 5** Nabin Chandra Primary School ★★★ 4.91Km

**A** Represents the location of TATA Avenida


# Hospitals Near TATA Avenida, Kolkata



Hospitals

## Top 3 Hospitals (within 5 kms)

- |   |                                       |       |        |
|---|---------------------------------------|-------|--------|
| 1 | Tata Medical Center (Cancer Hospital) | ★★★★★ | 1.86Km |
| 2 | Tata Medical Center                   | ★★★★★ | 1.91Km |
| 3 | Ohio Hospital                         | ★★    | 2.17Km |

 Represents the location of TATA Avenida



## Top 5 Connectivity (within 5 kms)

1	Bidhan Nagar ★★★★★	4.73Km
2	Kala Kshetra ★★★★★	2.68Km
3	New Town ★★★★★	3.99Km
4	Sub CBD-1 ★★★★★	3.51Km
5	Rabindra Tirtha ★★★★★	2.56Km

A Represents the location of TATA Avenida

Connectivity





PROPTIGER



End to End Services



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