



Prasad Group®

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This brochure is not a legal document nor a legal offering. It only describes the intent, purpose and the concept of "Rare Earth".



RARE EARTH

Prasad Group - a legacy of excellence over 3 decades long

The real estate division of Prasad Group is amongst the largest players in its field and has developed millions of square feet of real estate in and around Kolkata since its inception in the late 1980s. Its operations span across both residential and commercial sectors while encompassing all aspects of realty from initial identification and acquisition, project planning, designing till the final execution and delivery.

Banking on this legacy of consistent brilliance and trust, Prasad Group is proud to present a premier residential property in the heart of the city - a rare find indeed, the **Rare Earth**.





Stay close - close to happiness, close to euphoria. 'Close to what matters'.
Physical distances widen the divide that exists between bliss and you. The divide that multiplies discontent.
Reason enough for you to ensure proximity in every way you can. So come home to a home that's in touch.
Not just with your heart but with malls, multiplexes, schools, offices, hospitals, highways, jogger's park and lake. Welcome happiness home, thanks to our unmatched location.



* Map not to scale

Touches the heart.
Of the city. Of the discerning



‘A home synonymous with tranquility’.

In the heart of the city... yet so peaceful. No longer do you have to choose between honking of horns outside your window or the long drive from outskirts of the city.

Rare Earth sits in the heart of the city yet inside its walls you will be in the lap of nature. A long private driveway separates the property’s dwelling area from the main road, allowing you to leave the city behind, the moment you enter through the Rare Earth’s gate.



Come home to the arena of the joyous 

Choose to take your own path. Choose to be spontaneous, be happy, be ecstatic - choose to live a 'rare life' - at the Rare Earth.

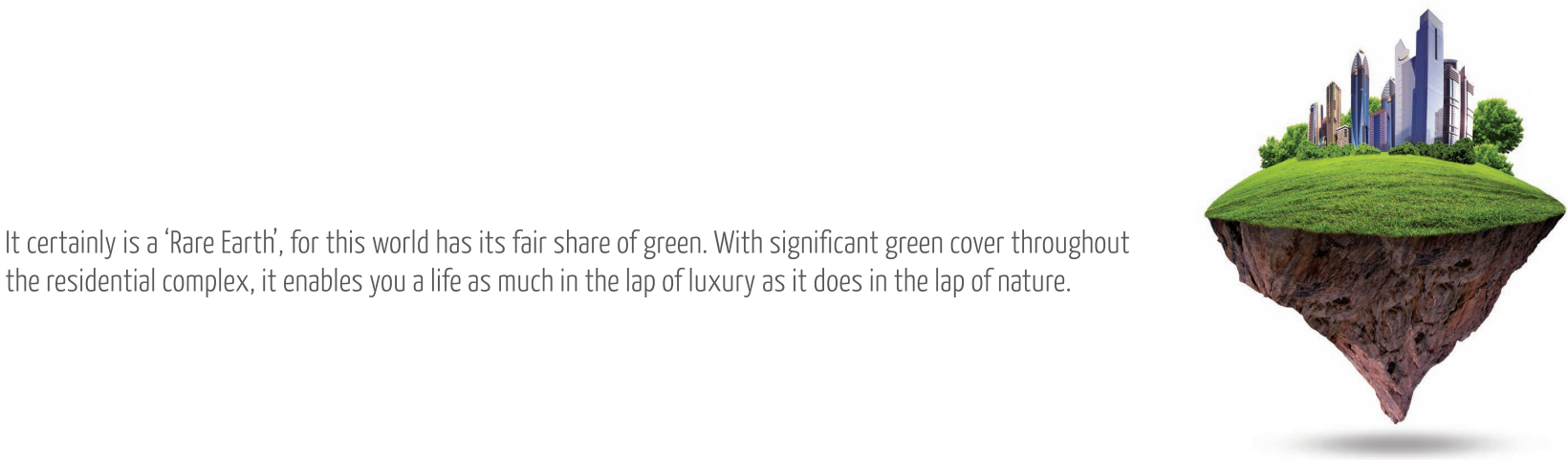


'Rare Earth'. It lives up to its name with its multifarious and unmatched facilities and features on offer. With every imaginable amenity taken care of, every basic need satisfied within its 5 towers, every luxury available a stone's throw away - Rare Earth is closest to heaven on earth - a heaven vouchsafed to the discerning few who choose this way of life.



Quality time with your family and little ones. Nothing in the world matches that feeling. Indulge in this incomparable sensation as you create memories with your children in the exclusive play area.





It certainly is a 'Rare Earth', for this world has its fair share of green. With significant green cover throughout the residential complex, it enables you a life as much in the lap of luxury as it does in the lap of nature.



As dusk falls, joy wakes anew at the Rare Earth. Lights spell out the spirit of positivity that pervades the hearts of the homeward bound. The rigours of the day wash away in the merry confines of the club within the complex. Spirited conversations, cheerful bonhomie and unabashed joy characterise evenings that recharge the souls of the residents of this magical abode.



As you walk in from your work, the tall and gracious double height lobby will greet you in. It's the ideal set up for all the opulence to follow.



The living room is where most of your time will be spent. It's tailor-made to perfection to suit your every state of mind.



Celebrate life with all the splendour at the magnificent banquet at Rare Earth.

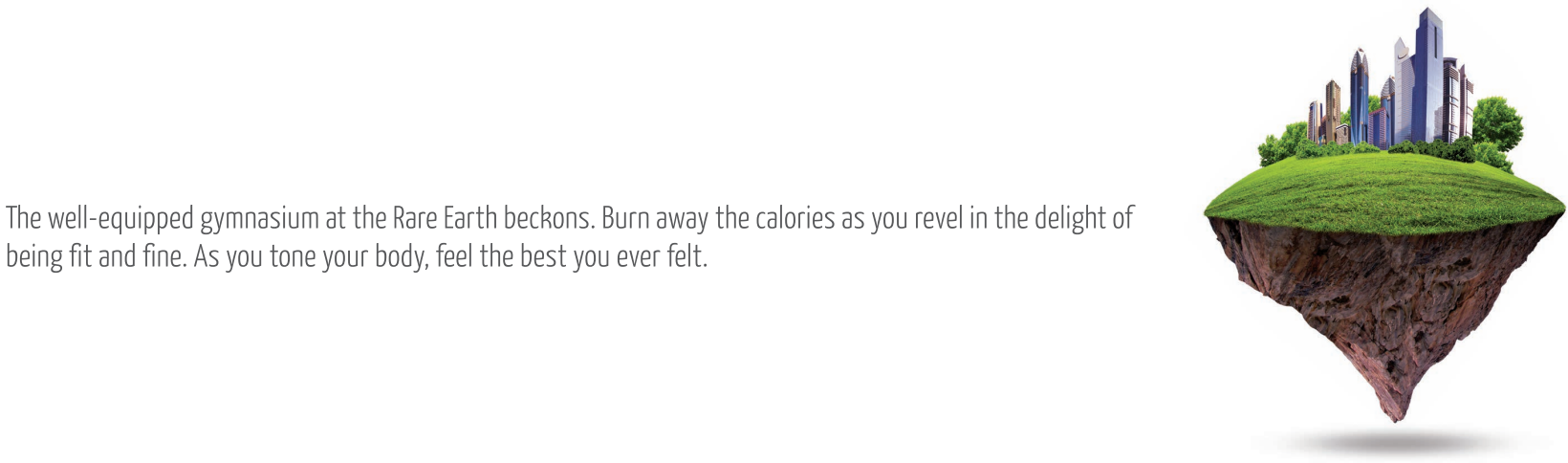


If watching a film in your sprawling abode gets too monotonous, you can always enjoy the theatre experience without having to leave the Rare Earth. The expansive amphitheatre enables you to lounge amidst luxury.



The plush cafeteria emanates an aura of abundance, with an ambience just as enticing as the dishes.





The well-equipped gymnasium at the Rare Earth beckons. Burn away the calories as you revel in the delight of being fit and fine. As you tone your body, feel the best you ever felt.



State-of-the-art gymnasium equipments will ensure that you get the most out of your workout sessions, irrespective of how long your fitness regime lasts.



rewrite the plot - live easy

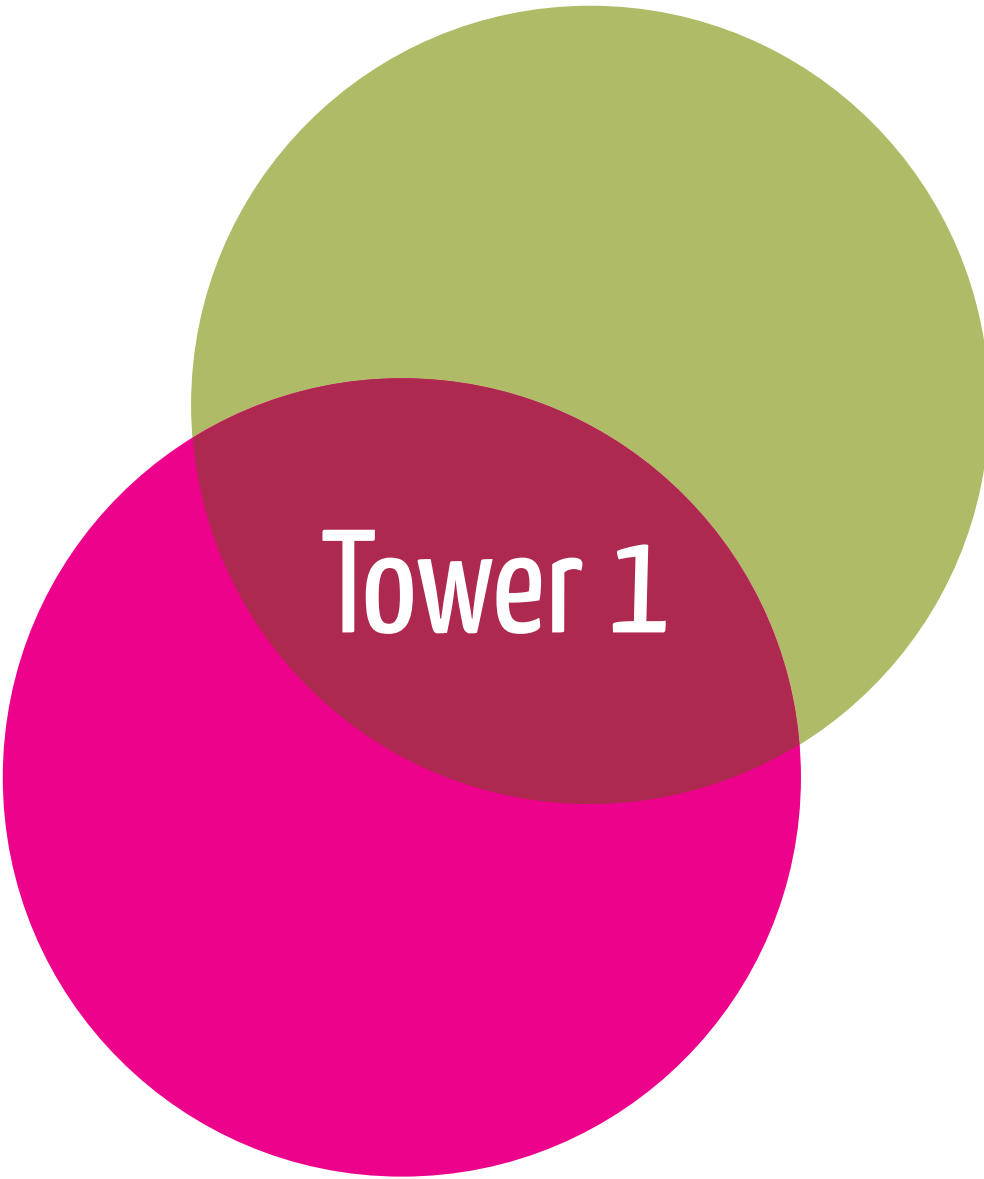
Salient featurers:

- Modern security service with closed circuit cameras and intercom •
- Glazed vitrified tiles in rooms and kitchen & ceramic tiles in toilets •
- Air Conditioned spacious community hall for social occasions •
- Floor to floor height is higher than standard heights floor •
- Double basement car parking space with elevator service •
- Wooden laminated flooring in master bedroom •
- Italian marble/tiles in living and dining room •
- Standby generator connection for each flat •
- State-of-the-art water treatment plant •
- Ultramodern firefighting system •
- Separate servant's quarter •
- Infinity swimming pool •
- Picturesque landscape •
- Card and chess room •
- Double height lobby •
- Modern gymnasium •
- Multi purpose court •
- High speed lifts •
- Temple/Mandir •
- Toddler room •
- Billiard room •
- Guest room •
- Kid's corner •
- Cafeterea •
- Lounge •
- Library •
- Creche •
- Club •





Rare Earth's recreation room is all you need whenever you're in the mood for some fun and games.



Tower 1 - Flat A





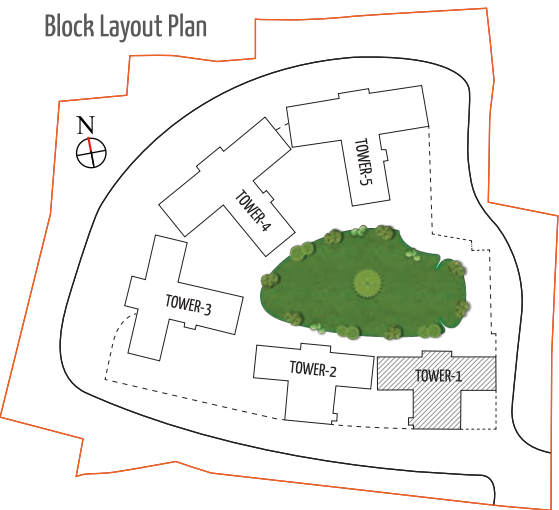
Tower 1 - Flat B



Tower 1 - Flat C



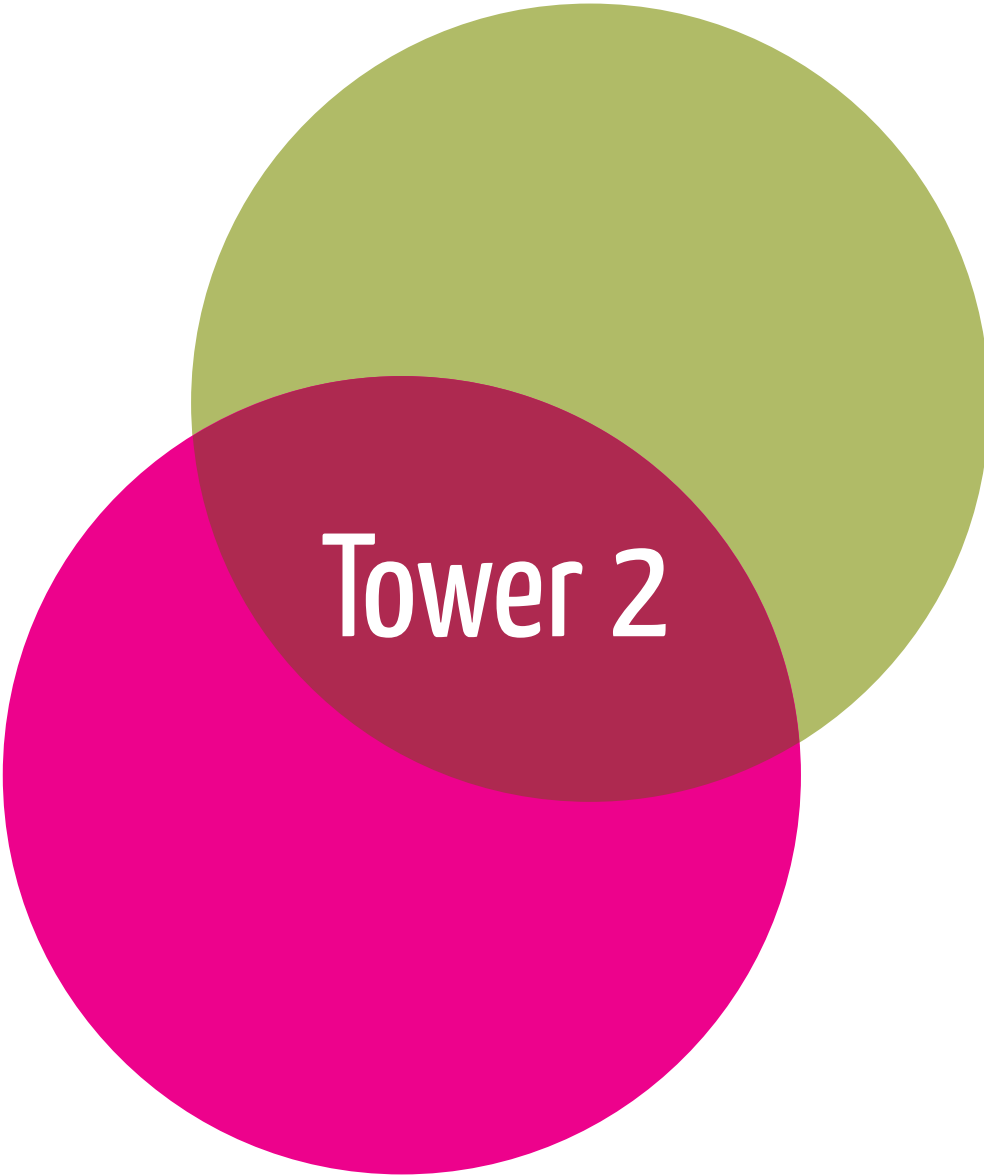
Typical Floor Plan of Tower 1



Tower 1	Carpet Area	Balcony Area	Built-up Area
Flat A	1207 Sq. Ft.	42 Sq. Ft.	1316 Sq. Ft.
Flat B	1183 Sq. Ft.	42 Sq. Ft.	1309 Sq. Ft.
Flat C	1064 Sq. Ft.	32 Sq. Ft.	1172 Sq. Ft.



With a perfect view out and in, the reception room is the perfect reflection of anyone who loves the finer things in life.



Tower 2 - Flat A





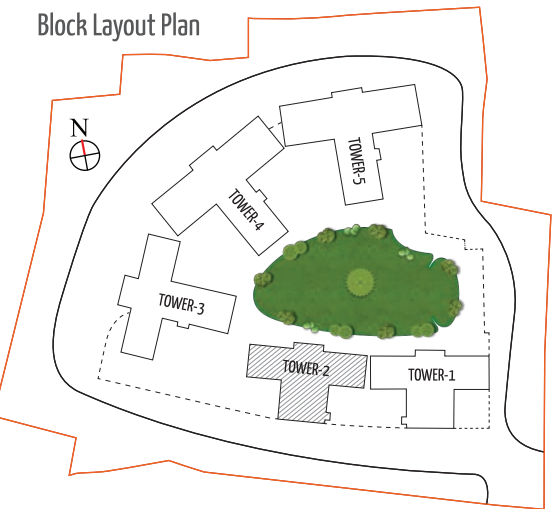
Tower 2 - Flat B



Tower 2 - Flat C



Typical Floor Plan of Tower 2



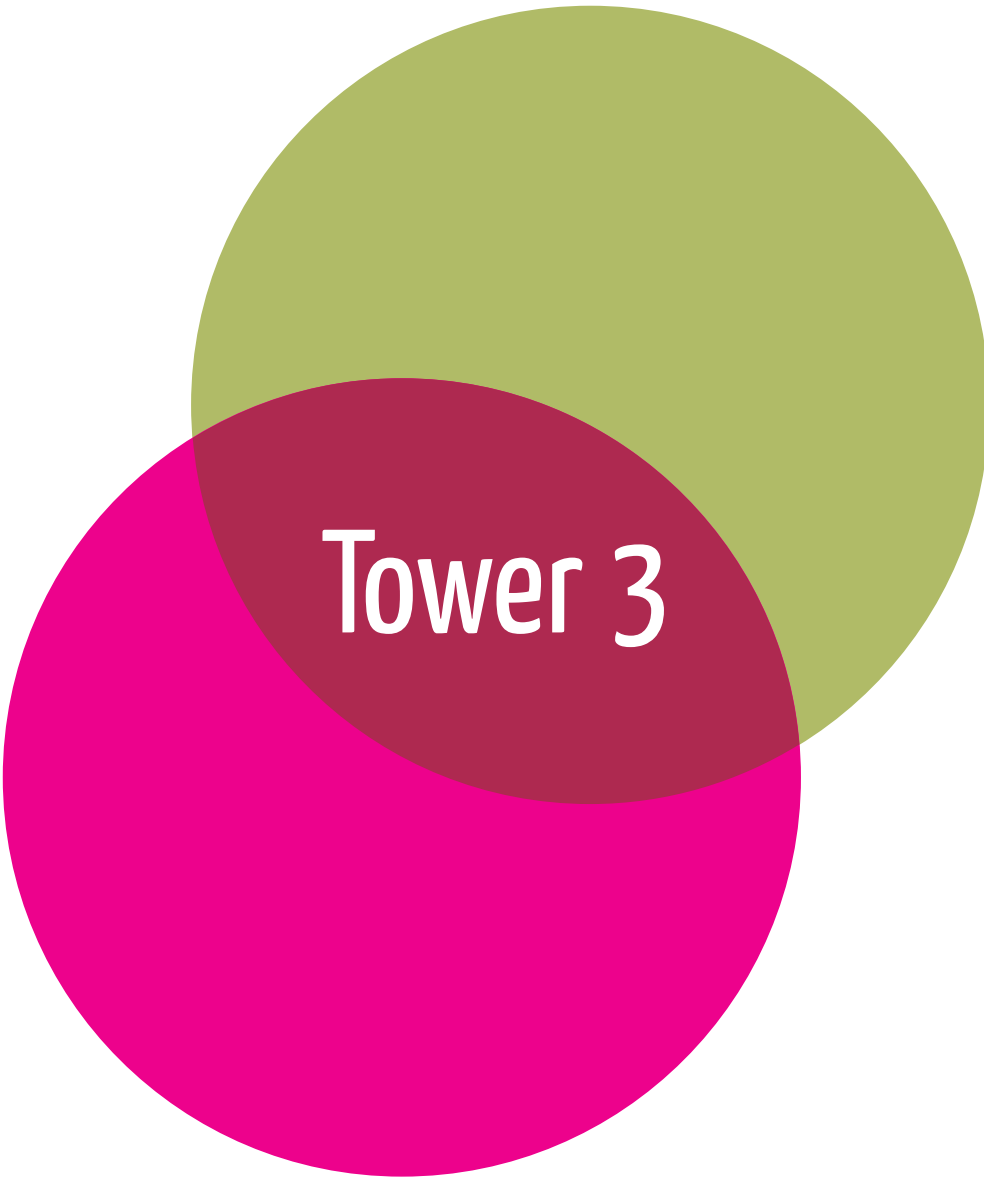
Tower 2	Carpet Area	Balcony Area	Built-up Area
Flat A	1207 Sq. Ft.	42 Sq. Ft.	1316 Sq. Ft.
Flat B	1183 Sq. Ft.	42 Sq. Ft.	1309 Sq. Ft.
Flat C	1064 Sq. Ft.	32 Sq. Ft.	1172 Sq. Ft.



Living at the Rare Earth is an experience akin to living among the clouds, because you will be the first ones to witness the morning sun.



Awaken under the spotlight of nature



Tower 3 - Flat A

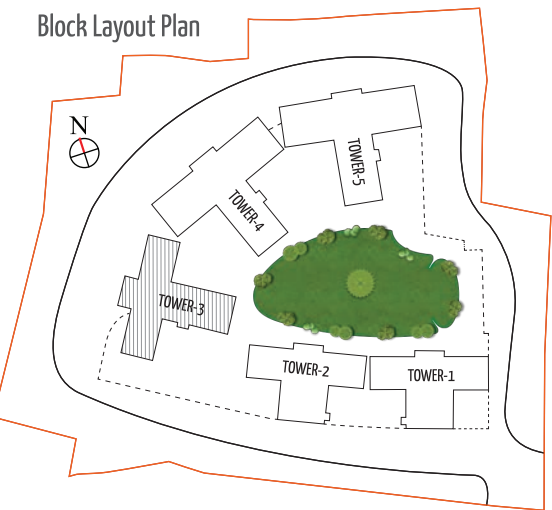
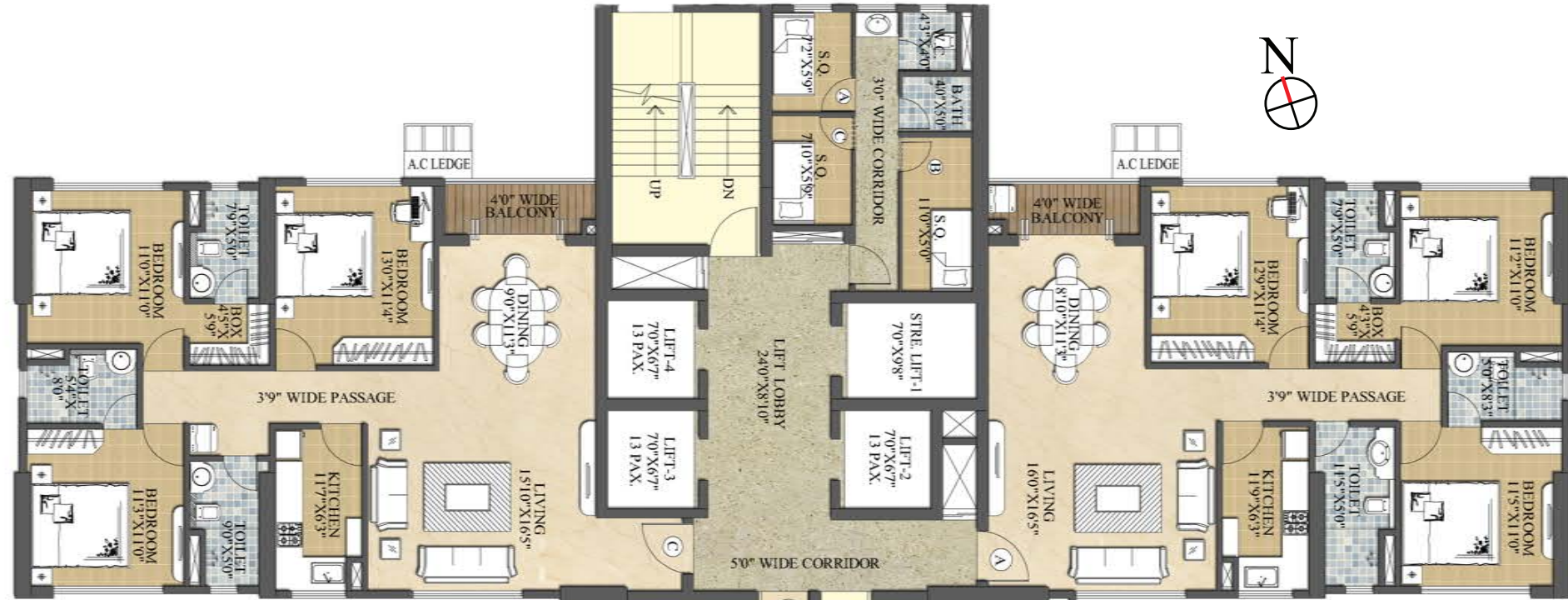




Tower 3 - Flat B



Tower 3 - Flat C



Typical Floor Plan of Tower 3

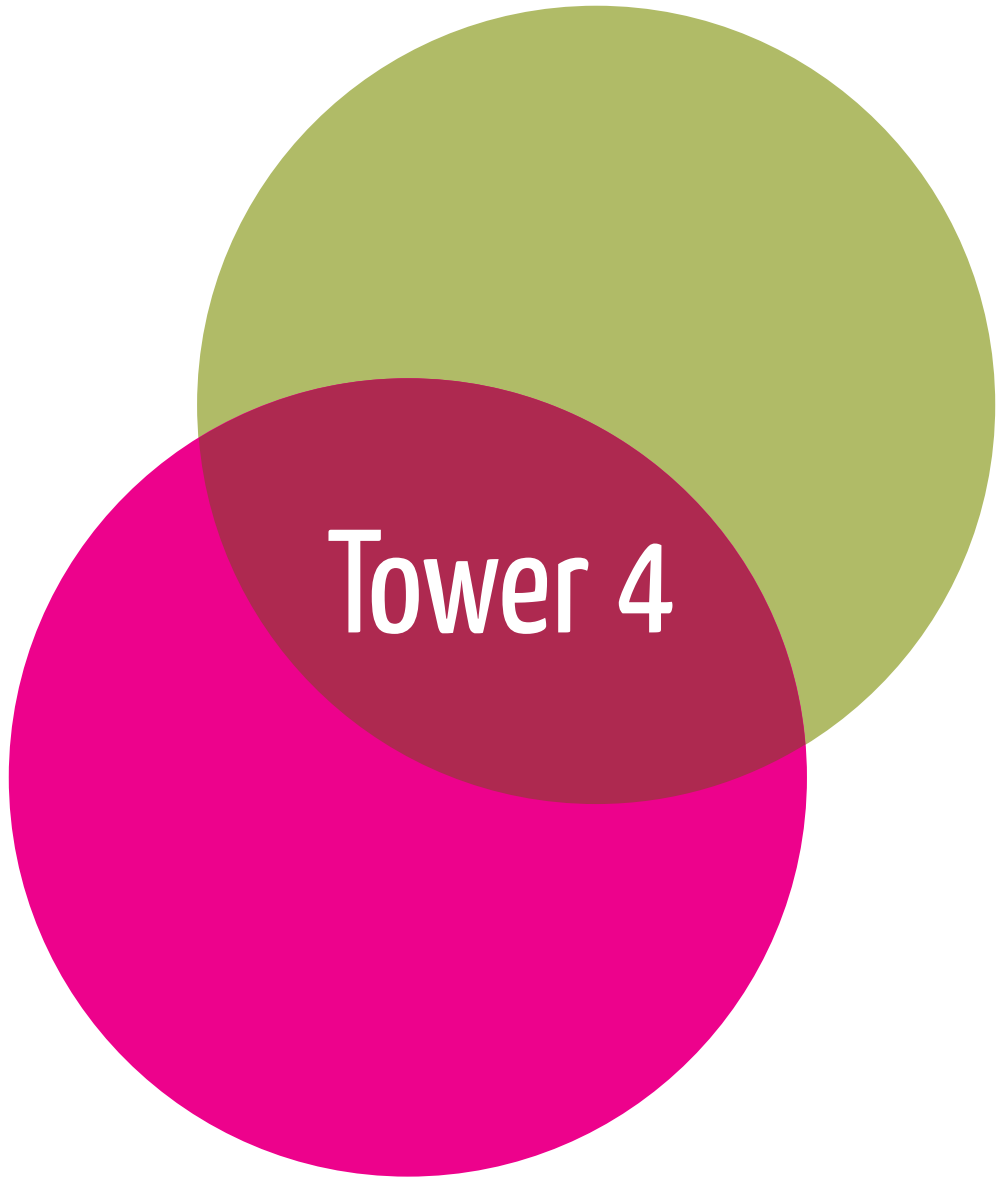
Tower 3	Carpet Area	Balcony Area	Built-up Area
Flat A	1218 Sq. Ft.	44 Sq. Ft.	1340 Sq. Ft.
Flat B	1855 Sq. Ft.	97 Sq. Ft.	2060 Sq. Ft.
Flat C	1250 Sq. Ft.	44 Sq. Ft.	1339 Sq. Ft.



A place dedicated to the little ones, the play area has everything that a child can dream of.



Learning to play, playing to learn



Tower 4 - Flat A

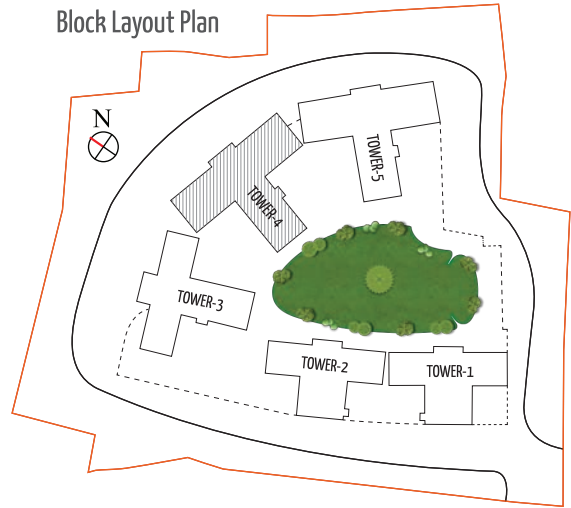




Tower 4 - Flat B



Tower 4 - Flat C

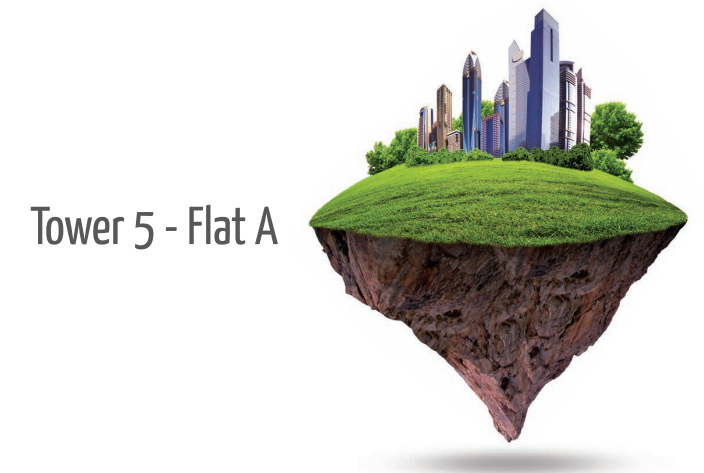
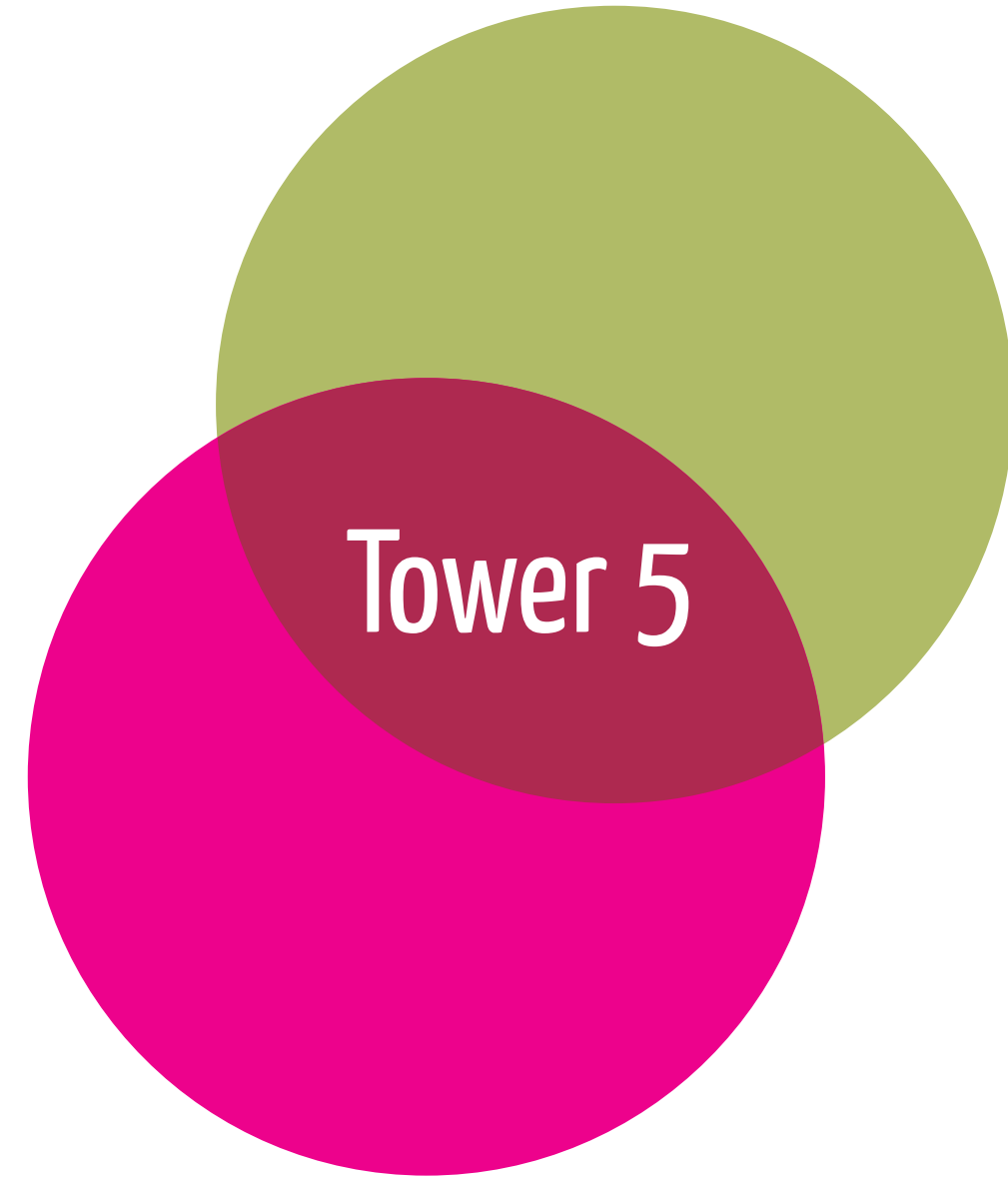


Typical Floor Plan of Tower 4

Tower 4	Carpet Area	Balcony Area	Built-up Area
Flat A	1774 Sq. Ft.	89 Sq. Ft.	1976 Sq. Ft.
Flat B	1827 Sq. Ft.	95 Sq. Ft.	2062 Sq. Ft.
Flat C	1792 Sq. Ft.	112 Sq. Ft.	1981 Sq. Ft.



Dive into luxury in the sprawling infinity pool at the Rare Earth. Cool off in the coolest way.



Tower 5 - Flat A





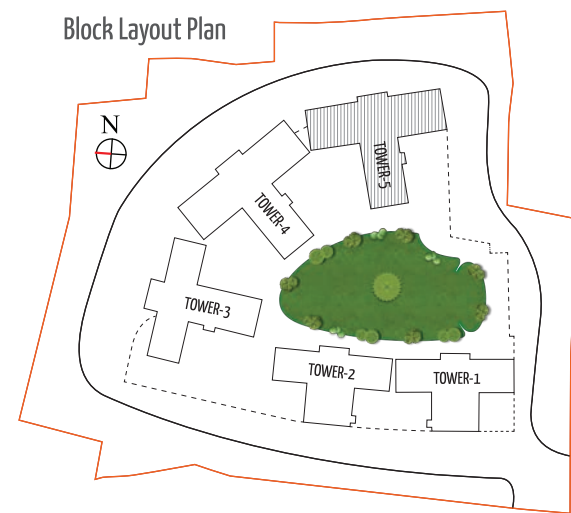
Tower 5 - Flat B



Tower 5 - Flat C



Block Layout Plan



Typical Floor Plan of Tower 5

Tower	1	2	3	4	5
Flat	A	B	C	D	E
Carpet Area	1783 Sq. Ft.	1845 Sq. Ft.	1789 Sq. Ft.	89 Sq. Ft.	95 Sq. Ft.
Balcony Area	89 Sq. Ft.	95 Sq. Ft.	89 Sq. Ft.	89 Sq. Ft.	89 Sq. Ft.
Built-up Area	1976 Sq. Ft.	2062 Sq. Ft.	1981 Sq. Ft.	1976 Sq. Ft.	1981 Sq. Ft.

By now the exclusivity and uniqueness of the Rare Earth must be evident. Indeed, the Rare Earth is all set to redefine residential excellence in the City of Joy. This offering from the Prasad Group is just one of their many endeavours to offer you luxurious living that has no parallel. Indeed, what the Prasad Group is focused on is to satisfy those who settle for nothing but the best.



Live happily ever after 