

ADANI UNVEILS SHANTIGRAM

Adani Realty Business unveiled Shantigram, their largest realty project till date. The project is spread over 600 acres, with an envisaged investment of ₹5000 crore. Located in Ahmedabad, the project is set to be Gujarat's largest integrated township development and has been developed, factoring in vital environment-friendly parameters such as zero water discharge, dedicated in-house water treatment facility, water recycling, a Green township with more than 50,000 trees to be planted as well as preserving the existing greenery.

Shantigram will be the only township in India to offer a golf course, a full-size cricket stadium with pavilions, an Olympic-length



Tarwinder Singh, CEO, Adani

athletic track and football ground. In addition, there will be separate tracks for bicycles alongside the 6-8 lane main arterial roads, club-house, etc. According to Tarwinder Singh, CEO, Adani Realty Business, "With an experience of over 10 years in large-scale infrastructure projects, Shantigram is an endeavour by the Adani Group to bring 'the good

life' to Ahmedabad. The township has been specially designed keeping in mind the requirements of different buyer categories.

"A futuristic township, which will accommodate residential and commercial complexes, as well as lifestyle and entertainment zones, Shantigram promises luxury living at its best."

The project is scheduled to be completed in phases. Shantigram is being developed in association with M/s Saumya Constructions Pvt Ltd, and Chintan Parikh has been actively offering strategic advice on the development of the project. Shantigram marks the beginning of Adani Group's foray into building similar townships across India.

RAK AND KLUDI JOIN HANDS

RAK Ceramics announced the launch of their Kludi-Rak brand on April 25 2011, in Mumbai. The brand consists of a new range of designer faucets in India. This joint venture (JV) offers different ranges of taps, showers and faucets.

The series is specialised for its fittings for bathroom and kitchen. The JV between ceramics leader RAK and European bath fittings manufacturer Kludi will offer four major brands—Joop, Esprit, Kludi and Kludi-Rak in India.

Kludi is a German manufacturer in kitchen and bathroom fittings, and RAK Ceramics is a ceramics manufacturer with a significant market share in the ceramics and bathroom fittings industry.

Janusz Palarczyk, managing director of Kludi Poland and general manager of the Kludi Group added, "This JV is indeed a pleasure and of great importance for both RAK Ceramics and for Kludi. We are here to offer the best to the masses; and both brands are known for their quality, which is also our priority with Kludi-Rak."

The Kludi-Rak JV is Kludi's first step towards foraying into the Asian bathroom fittings market. About ten ranges of Kludi-Rak products will be available through 75 prominent dealers across India. Sunil Malesha, MD, RAK Ceramics India said, "Kludi-Rak is an effort towards taking the idea of bathroom architecture as well as home décor to the next big level.

CAFÉ BEAN GARU OPENS



Mr and Mrs Bean Garu.

A 'hep' South Indian bistro, Café Bean Garu opened its doors to the public on Monday, April 25, 2011, at Haiko Mall, Hiranandani Gardens, Powai. This bistro offers a range of innovative, slightly tweaked and twisted South

Indian dishes that tantalise the palate without hurting the pocket of the diner.

This creativity extends into the dining experience that draws from the 'Khach-Khach' design concept, a random and abstracted version of hip aesthetics invented by its creators Dr Art+Design, with a modern yet contemporary presentation of food that gives Café Bean Garu its distinctive charm. The café is slated to go multi-city across India via the franchise and management route. It is a flexi-QSR franchise model for malls and as a stand-alone. The brand will also associate with various hotel groups as a part of each hotel in a different format.

THE GREAT EASTERN HOME STORE LAUNCHES PRAJ

Synthesis – an eclectic fusion of fashion, lifestyle products, fine art and music, marked the exclusive launch of 'Praj by Pranay Baidya' at The Great Eastern Home store in Byculla, Mumbai on May 6, 2011. Synthesis exhibited Praj, a collection of hand-woven sarees, kalidaars, dresses and menswear, which helps support ethnic fashion.

This exhibition displayed fine art by leading Indian artists such as Jogen Chowdhury, Sunil Das, Paresh Maity as well as luxurious home décor furniture and accessories. There was an exclusive solo piano recital by popular interna-



Ethnic exhibits at the launch of Praj by Pranay Baidya.

tional pianist, Rajlakshmi Ghosh. PBI Group, run by partners Pranay Baidya and Rajlakshmi Ghosh, is an overall design solutions centred company that gives its partners an exclusive competitive advantage in the Indian market.

THE GREEN E-BOOK

Almost 1,00,000 readers, including architects, consultants, designers, town planners, developers, bureaucrats and students have downloaded the Green eBook. The information on the site includes energy-saving solutions through cool roofs, HVAC systems, sustainability of desalination of seawater, and more. The site has an innovative Time To Read or TTR application for each article or presentation. You can download the free eBook and Go Green by clicking on www.thegreenebook.com