

Vedic Realty coming up with golf villas at Rajarhat, Kolkata

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BUOYANT over the success of Vedic Village and betting high on the growing MICE (meetings, incentives, conferencing, exhibitions) market, Kolkata-headquartered developer Vedic Realty has drawn up an ambitious expansion plans in and around the same complex. The company, which has already invested nearly Rs 150 crore in Vedic Village at Rajarhat, Kolkata, is now looking at investing another Rs 300 crore in phases over the next few years and, Raj Modi, chairman, Vedic Realty, told *FC Build*.

Vedic Village, the medical spa resort spread over more than 150 acre, has 150 homes, and now the company is coming up with over 100 golf villas, each of which will come with a price tag ranging between Rs 2.5 crore and Rs 4.25 crore.

"As much as 70 per cent of our revenue at Vedic Village already comes from MICE business. We feel greatly encouraged by the way this MICE market is growing. There are reasons to believe that there is scope to grow further. We have seen from our experience that people want some activities, entertainment beyond the conferencing or business hours. And therefore, we are developing a four acre entertainment zone with all modern facilities, a large sports and games zone with bowling alley and other popular sporting activities. That's not all. There will be a lot of adventure sports, for the first time in and around Kolkata. We are also coming up with a 18-hole PGA golf course and the largest conference centre in eastern India over 70,000 sq ft, where there can be two conferences simultaneously, each with a seating capacity of over 3000," said Modi.

The convention centre and the entertainment zone are getting

Independent view

"I have seen in many parts of the country that the demand for golf residency is on the rise. In Kolkata, there are only a handful of properties that offer an opportunity to live in a home, overlooking a sprawling golf course. With salary levels moving up, many young corporate executives and entrepreneurs are also increasingly getting into golf for de-stressing, networking and staying physically fit. With add-ons like a spa, therapy centre and entertainment zones, there's nothing like it."

— **Rupinder Singh, golfer and brand consultant**

finishing touches and are expected to be thrown open by the end of January, 2013, while the first phase of the golf villas are expected to be handed over to its new residents by the end of year, said the developers. With the concept of golf residency becoming increasingly popular by the day, the developers thought it wise to come up with premium golf villas. "And we are confident that there will be no dearth of buyers for these," Modi said.

On offer at Vedic Village are two, three and four-bedroom luxurious firm bungalows, eco homes, lakefront villas, aqua homes and whirlpool homes. Sanjeeva Spa at Vedic Village has already established itself as an ideal destination for rejuvenation.

"Eventually we would like to create a brand – Vedic Village – for such properties and develop in different parts of the country," said an upbeat Modi. ■

