

# Office Status symbol



**At South City,  
we don't  
just create  
real estate  
properties.  
We create  
status  
symbols.**

**Residential,  
retail or  
commercial.  
Enhancing  
value.  
Increasing  
pride.**

**A number of people have asked: what's different about the South City Business Park commercial property? Why should anyone buy into it? What is its distinctive value proposition? What is the assurance of this superior value? How will it drive a user's business ahead?**

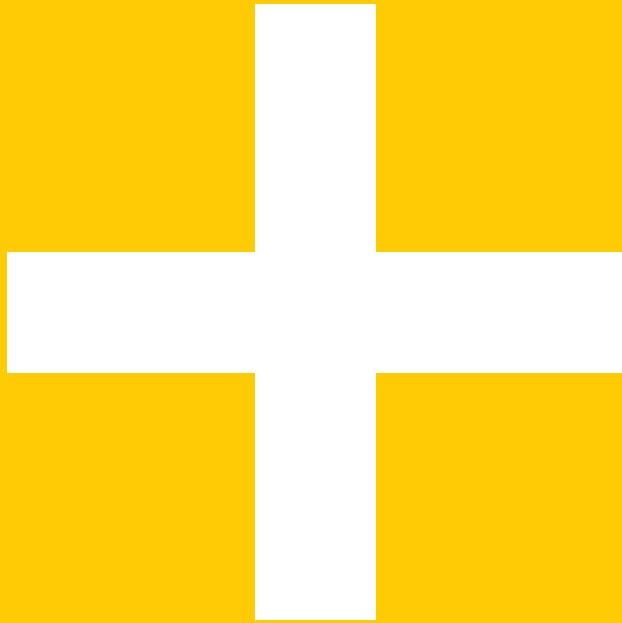
**...Because South City Business Park will take businesses ahead.**

**Take businesses ahead through an access-friendly location.**

**Take businesses ahead through a world-class ambience.**

**Take businesses ahead through compatible amenities.**

**Take businesses ahead through responsible pricing.**



**...Because South City Business Park rides the Third Shift in Kolkata's commercial locations.**

**Dalhousie Square represented Kolkata's first business district.**

**As the location saturated, commercial interests shifted southwards (Park Street and vicinity).**

**This relocation has entered its third shift. As Kolkata extends eastwards to Salt Lake, Rajarhat and the EM Bypass. Marked by larger areas, modern office environments and proximity to emerging residential locations.**

**South City Business Park rides this Third Shift to the New Dalhousie, providing a first-mover's advantage to those intending to move into it.**

**Expanding  
commercial  
interests**



...Because for decades, world-class offices were the preserve of large businesses.

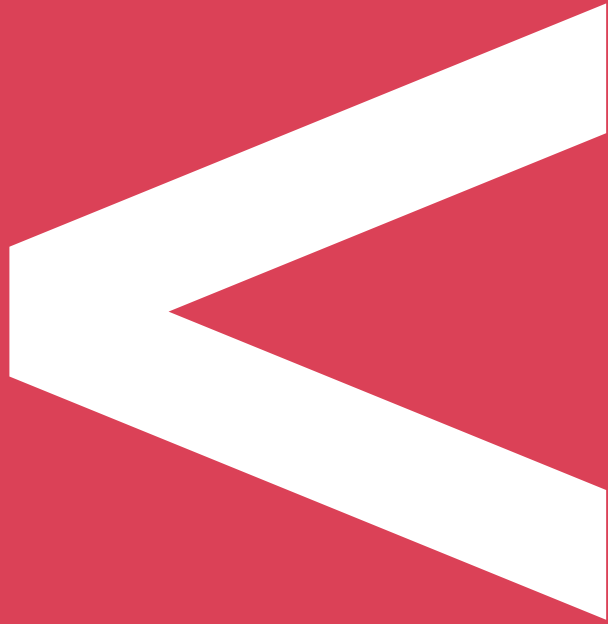
**Now no longer.**

**South City Business Park democratises the concept of world-class office space for mid-end businesses in Kolkata.**

**Ideal for first-generation entrepreneurs. Ideal for businesses owned by those who live in South-South Kolkata but working out of North or Central Kolkata. Ideal for those seeking cheaper properties.**

**The bottomline: South City Business Park is attractively positioned to deliver superior value over competing properties.**

# Superior value



**...Because the purchase of long gestation properties generally translates into a blocking of precious capital.**

**This is where South City Business Park makes a relevant contribution.**

**South City Business Park has been designed economically. Its construction technology will translate into fewer columns per floor. This will help enhance effective utilisation.**

**South City Business Park represents a convergence of a world-class commercial environment without extravagance. Result: minimal super-built wastage plus enhanced cost-effectiveness.**

**South City Business Park provides what every prospective commercial space investor looks for - attractive entry-level price and maximum infrastructure utilisation. Best of both worlds.**

**Reduced  
investment**



# Reduced costs

**...Because in today's business environment, the company with the lowest cost promises to be the most competitive.**

**South City Business Park provides attractive entry-level pricing on the one hand coupled with reasonable property maintenance costs thereafter – for owners, associates and employees.**

- **EM Bypass is emerging as the city's longest, widest and deepest infrastructural backbone.**

**Ensuring its residents a lower transportation cost**

- **The architect has designed a facility in a manner leading to low maintenance cost for occupants**

- **The unique water-driven air conditioning system will provide lower cooling costs.**

**At South City Business Park, every rupee saved will be a rupee earned.**

# 0%

**South City Business Park is more than just another new commercial property. The property promises to enhance the owner's return on employed capital. Finally, not just an emotional showpiece. An intelligent status symbol.**

## **Growing returns**

This booklet is not a legal offer. It is meant for information only. The developer reserves the right to change/ alter any of the mentioned information without prior notice.



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**park**

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