

*joy unbound*




 Joyville™  
Howrah





## THE CONVENIENCE OF CONNECTIVITY


As the twin city of Kolkata, Howrah is an emerging destination which is strategically located at the Salap Junction in the golden economic triangle of West Bengal – Kolkata, Durgapur and Kharagpur.

- One of the most industrialised districts in Bengal, often called the Sheffield of the East because of the multitude of engineering firms
- Government Secretariat has moved from Writer's Building to Nabanna in Howrah resulting into the rapid development of this area
- Connected to vital roads like Asian Highway 45 & NH 117 and easy access to the airport as well
- The proposed three-lane elevated corridor over Kona Expressway would provide instant connectivity leading to Vidyasagar Setu and NH 6
- New Santragachi Railway Station is about to become the main junction for south bound trains
- The inter-state Santragachi Bus Terminus provides access to major cities and suburbs in and outside West Bengal
- Nearly complete East-West Metro from Howrah Maidan to Santragachi is going to revolutionise the transport system of this stretch soon
- Exclusive Joyville bus service to prominent city nodes

Julien Day School,  
National Highway 6 .....  1 - 5 kms

Howrah Station,  
Avani Riverside Mall,  
DPS International School, Santragachi  
Bus Terminus, Jalan Industrial Hub,  
Gems and Jewellery Complex .....  5 - 10 kms

Dakshineswar Kali Temple,  
Park Street, Vidyasagar Setu,  
Westbank Hospital, Asian International School .....  10 - 20 kms

Netaji Subhash Chandra Bose International Airport .....  20 - 25 kms





A PLACE WHERE CONVENIENCE MEETS LIFESTYLE



Tallest tower in Howrah



80% open space



30-acre gated community



Easy connectivity to every comfort and convenience



Well-equipped clubhouse and retail centre



Apollo Pharmacy



arambagh's  
FOOD MART



OHIO  
HOSPITAL



Amphitheatre



Tennis court



Volleyball court



Netted cricket pitch



Jogging & cycling tracks



Central playground



Play area



Senior citizens park



Banquet hall



Aerobics



THOUGHTFULLY DESIGNED RESIDENCES

Joyville offers premium residences with spacious private sun decks, modern finishes and world-class amenities bringing you everything you need.

- Well planned 1-bed, 2-bed and 3-bed residences for optimised living
- EDGE certified lifestyle residence
- Spacious private sun decks
- Unhindered view of open green landscape
- Premium vitrified flooring in all rooms
- Bath fittings and fixtures of modern brands
- High grade kitchen finishes with granite platform
- 24x7 water and power\* supply

\*terms and conditions apply





## A STATE-OF-THE-ART CLUBHOUSE FOR ALL KINDS OF INTEREST

No matter what your age or taste is, Joyville's clubhouse would have something to satisfy your each and every need. With a wholesome atmosphere and state-of-the-art facilities, it provides a safe space to nurture your talents and grow as a family.

## INVESTOR'S DESTINATION



### AN INVESTMENT FOR THE FUTURE

- **Best in asset class:** Investing in real estate and with the most trustworthy real estate brand – Shapoorji Pallonji offers greater joy with high and stable returns
- **The rise of a new destination:** The location advantage and the government's focus are transforming Howrah into a robust business district. With additional infrastructure development, the proposed metro terminal, revamp of the Howrah and Santragachi station, the Kona truck terminal, Howrah is poised to be the logistics centre of West Bengal
- **First Movers Advantage:** Investing in Joyville today offers an exceptional opportunity to buy at launch prices which in turn will transform into higher returns in the years to come





## BUILD A BRIGHT FUTURE AT JOYVILLE



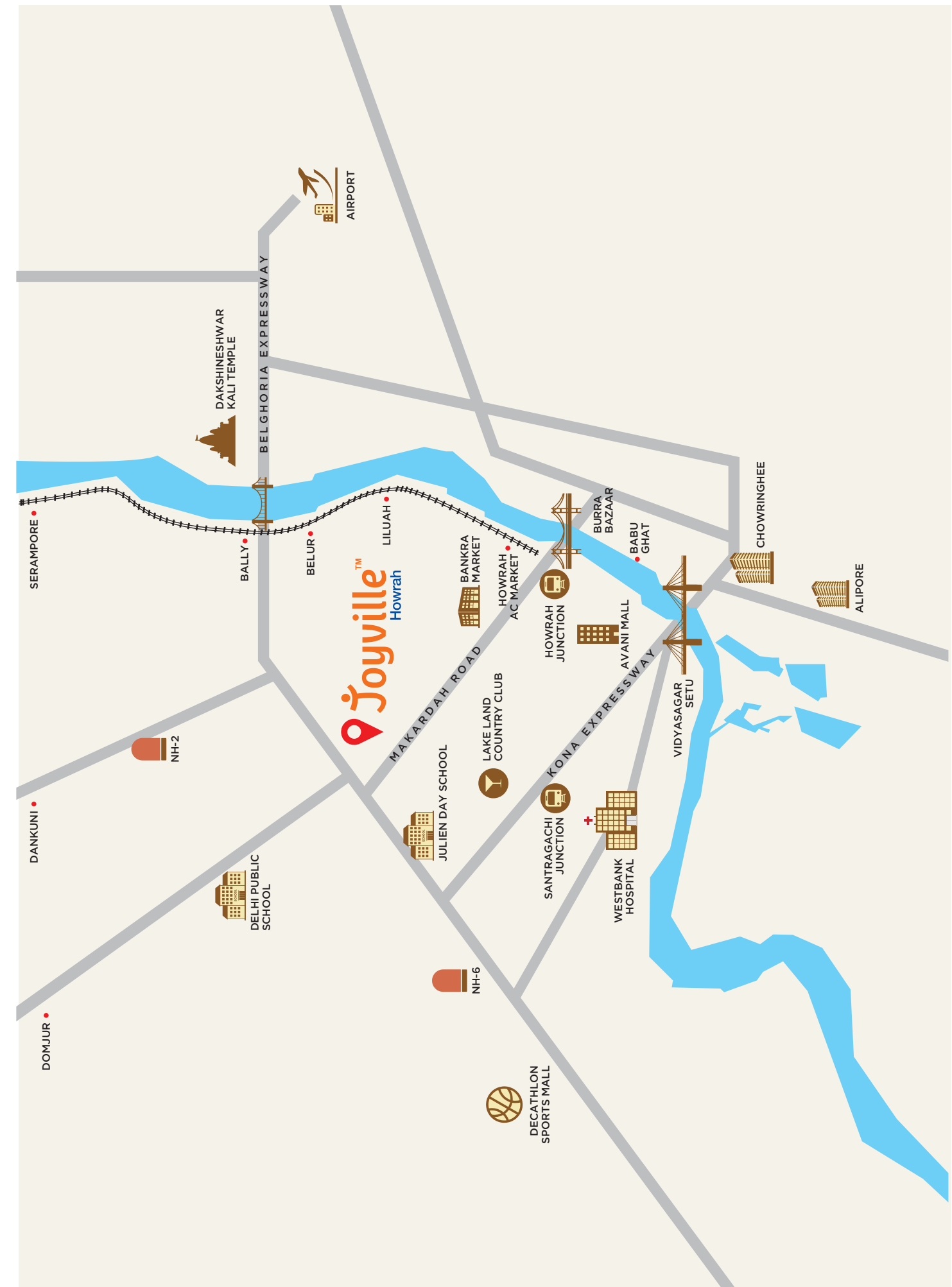
### BUY EARLY, OWN YOUNG

- Today, a young salaried employee need not wait to buy his/her dream home until a certain age
- Rate of convenient finance schemes allows you to own a dream home at Joyville Howrah with utmost ease
- An investment at a young age can help you buy a larger home in the future from the returns you get



### GIFT YOUR FAMILY A PLACE WHERE LIFESTYLE MEETS CONVENIENCE:

- Gift your children green spaces, sports amenities and the best schools for all round development
- Gift your parents peace, security and happiness in the tranquility and secure environs of Joyville
- Gift your spouse and yourself the convenience of daily needs combined with recreation, luxury and business growth





## MASTER LAYOUT

1 BHK JOY / 2 BHK DELIGHT - PINNACLE  
2 BHK LUXE / 3 BHK DELIGHT - SUMMIT A & B

- |                            |                           |
|----------------------------|---------------------------|
| 1. ENTRY                   | 8. CENTRAL PLAYGROUND     |
| 2. RETAIL COMMUNITY CENTRE | 9. CRICKET PITCH          |
| 3. EXIT                    | 10. VOLLEYBALL            |
| 4. WATER BODY              | 11. TENNIS                |
| 5. ECO PARK                | 12. AMPHITHEATRE          |
| 6. CLUBHOUSE               | 13. SENIOR CITIZEN'S PARK |
| 7. SWIMMING POOL           | 14. WOODLAND PARK         |
|                            | 15. KIDS' PLAY AREA       |



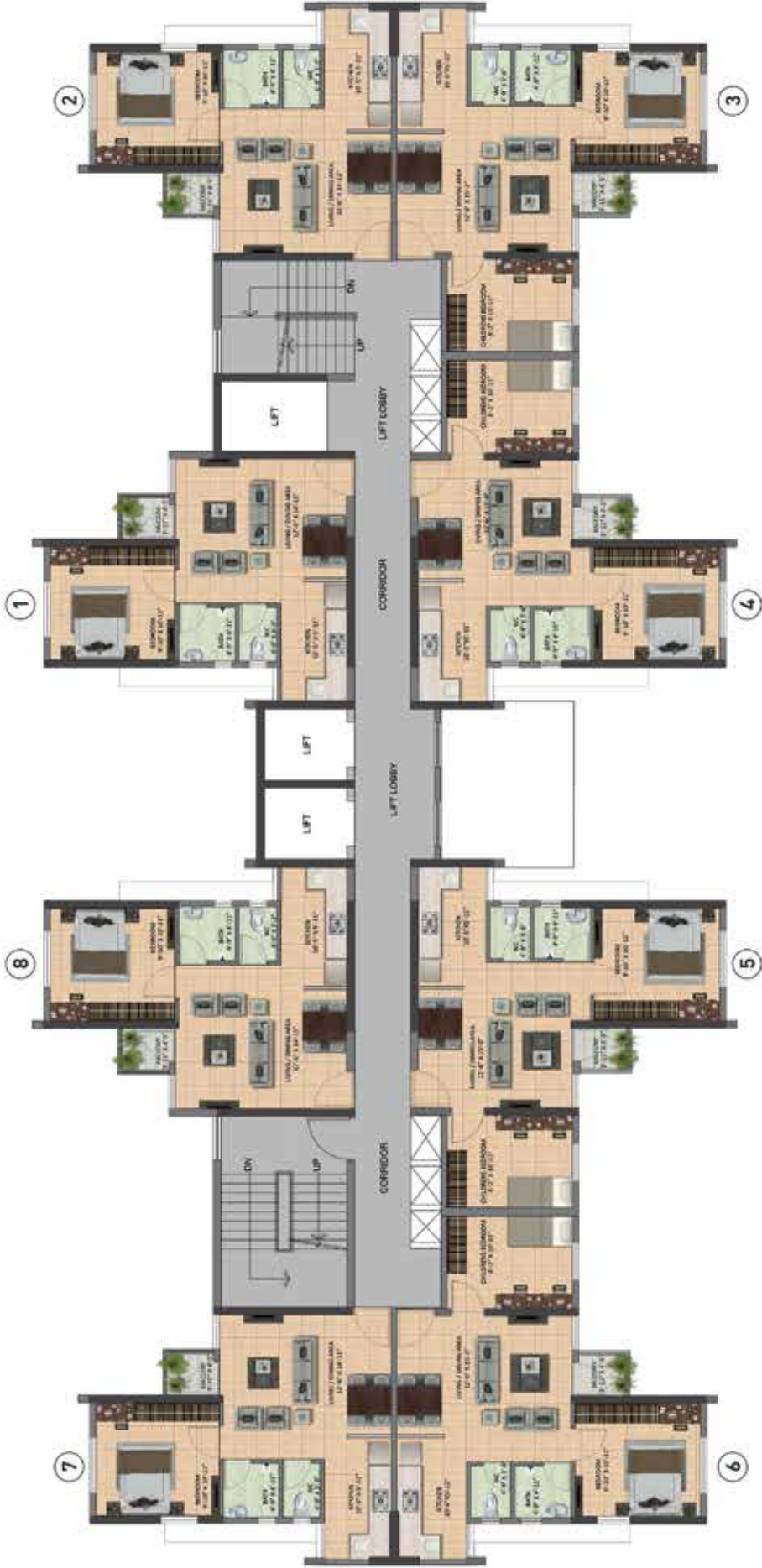
PINNACLE

SUMMIT A & B





Pinnacle Floor Plan  
1 BHK Joy / 2 BHK Delight



Summit Floor Plan  
2 BHK Luxe / 3 BHK Delight

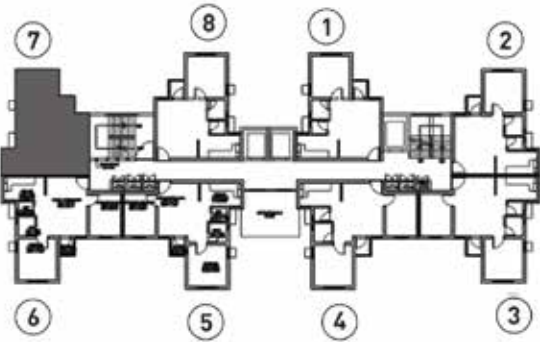




Pinnacle 1 BHK Joy



Floor Layout Plan

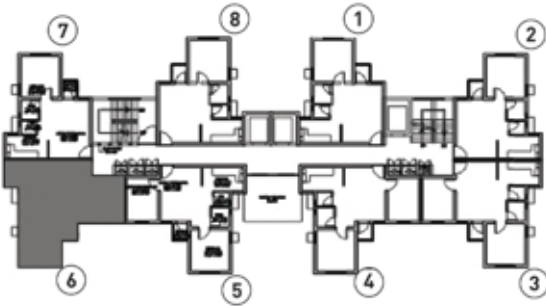


	Carpet Area		Balcony Area		Total Area	
	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.
1 BHK						
Pinnacle 1 & 8	37.07	399.02	1.37	14.75	38.44	413.76
Pinnacle 2 & 7	37.24	400.85	1.37	14.75	38.61	415.59

Pinnacle 2 BHK Delight



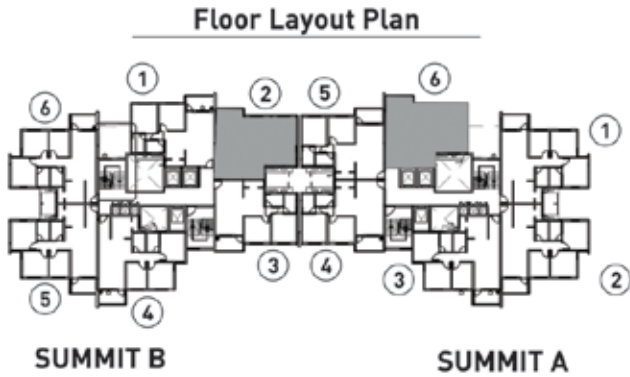
Floor Layout Plan



	Carpet Area		Balcony Area		Total Area	
	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.
2 BHK Delight						
Pinnacle 3 & 6	46.64	502.03	1.37	14.75	48.01	516.77
Pinnacle 4 & 5	45.28	487.39	1.37	14.75	46.65	502.14

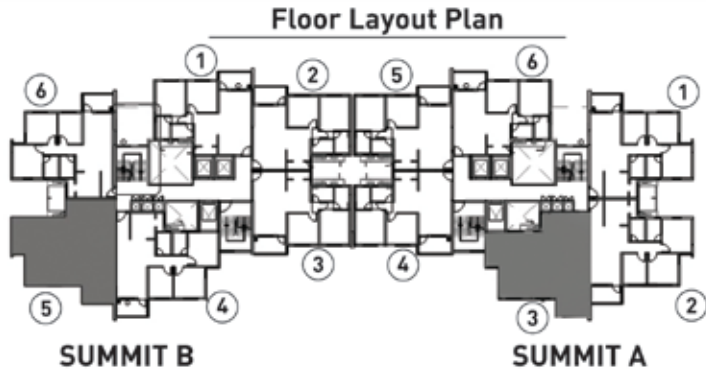


Summit 2 BHK Luxe



	Carpet Area		Balcony Area		Total Area	
	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.
2 BHK Luxe						
Summit A 4 & 5	67.34	724.84	5.92	63.72	73.26	788.56
Summit A 6	67.10	722.26	5.87	63.18	72.97	785.44
Summit B 1	67.10	722.26	5.87	63.18	72.97	785.44
Summit B 2 & 3	67.34	724.84	5.92	63.72	73.26	788.56

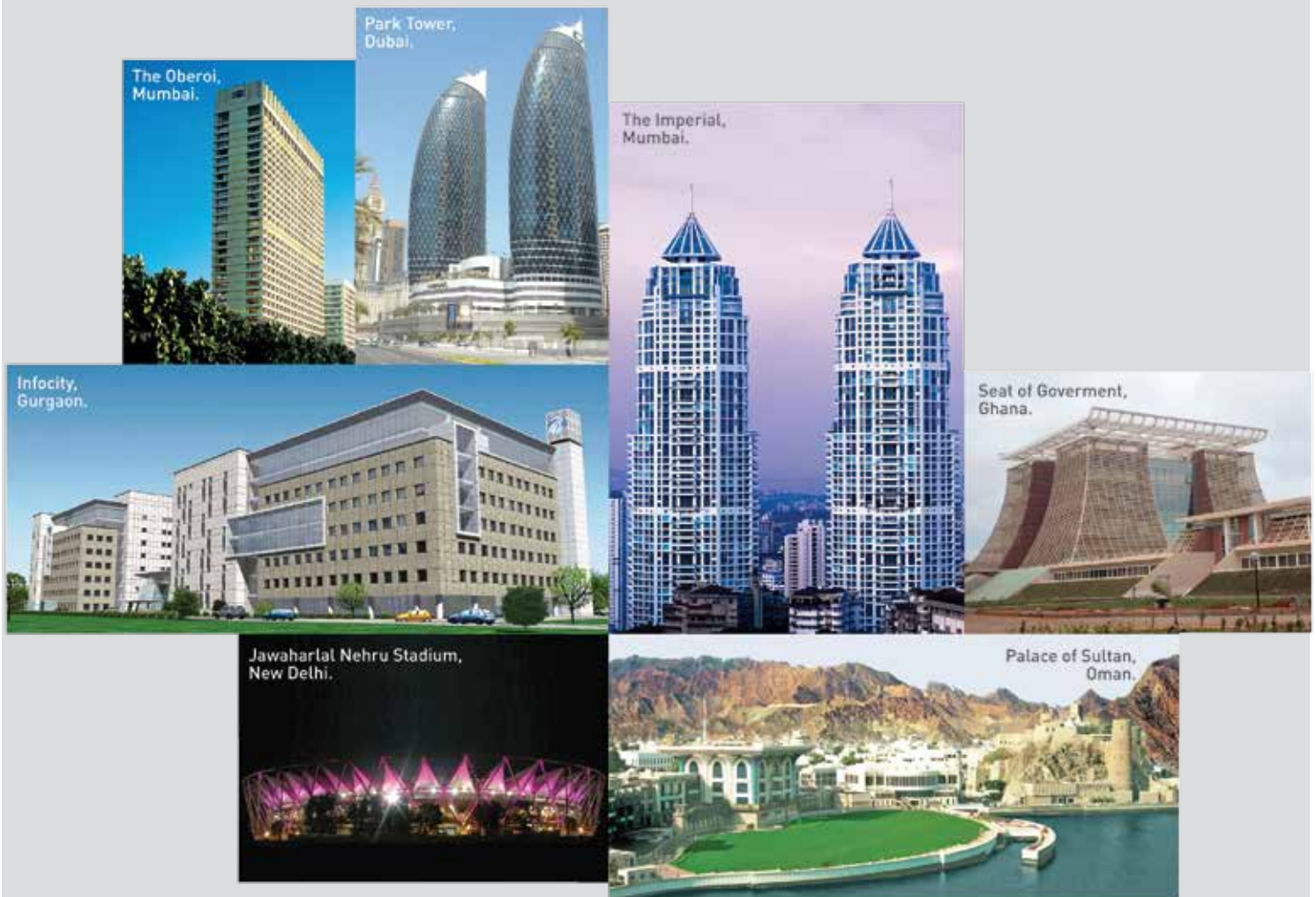
Summit 3 BHK Delight



	Carpet Area		Balcony Area		Total Area	
	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.	Sq. Mt.	Sq. Ft.
3 BHK Delight						
Summit A 1 & 2	78.87	848.95	5.73	61.68	84.60	910.63
Summit A 3	78.70	847.12	5.68	61.14	84.38	908.26
Summit B 4	78.70	847.12	5.68	61.14	84.38	908.26
Summit B 5 & 6	78.87	848.95	5.73	61.68	84.60	910.63



## A LEGACY OF OVER 150 YEARS



Joyville is a platform for aspirational housing promoted by Shapoorji Pallonji and Co Pvt Ltd [Shapoorji Pallonji]

Having over 150 years of expertise in building residential spaces and commercial structures that symbolise beauty, innovation and reliability; Shapoorji Pallonji has become a name synonymous with quality and trust globally.

Our list of architectural landmarks includes The Imperial in Mumbai, the Palace of the Sultan of Oman, The Presidential Villa at Ghana, The Park Towers in Dubai, Shukhobristhi in Kolkata, The Brabourne Stadium in Mumbai, The Trident Hotel, and Bengaluru's ITPL among many others. It is the tradition of envisaging every project as a future landmark that hands down to each one of them, a legacy set in stone.

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Project Developed & Managed by	: M/s Shapoorji Pallonji & Co Pvt Ltd
Principal Architect	: M/s Shapoorji Pallonji & Co Pvt Ltd – Design & Build Division (SPDB)
Resident Architect	: M/s SBA Spectra Consultants Pvt Ltd
Legal Advisor	: M/s Sandersons & Morgan
Structural Consultant	: M/s Shapoorji Pallonji & Co Pvt Ltd – Design & Build Division (SPDB)
Structural Optimisation Consultant	: M/s Ascent Structural Engineers Pvt Ltd
MEP (Services) Consultant	: M/s Shapoorji Pallonji & Co Pvt Ltd – Design & Build Division (SPDB)
Landscape Consultant	: M/s Enviroscape – main responsibility with SPD
Master Development Consultant	: Universal Success Enterprises Ltd
PHE Optimisation Consultants	: M/s Unique Engineering Consultancy Pvt Ltd

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# Joyville™

by **Shapoorji Pallonji** | Howrah

*Registered Address:*

**Joyville Shapoorji Housing Pvt Ltd**

41/44, S P Centre, Minoo Desai Marg, Colaba, Mumbai 400 005

*Joyville Howrah Location:*

Salap Junction, Howrah Amta Road and Bombay Road Crossing,  
NH6, Howrah 711 403

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Disclaimer: The contents / pictures / images / renderings / maps / layouts (collectively referred to as “advertisement”) are purely indicative in nature and are artist’s conception and not an actual depiction of buildings / landscapes etc. The launched phases consists of Towers Pinnacle & Summit A & B are on offer for sale at the moment.