

STEP INTO A NEW WORLD





OUR CORPORATE PROFILE



In today's highly competitive real estate market, trust is synonymous with a five-letter word - IDEAL. Established in 1982 and based in Kolkata, the Ideal Group has been building homes for thousands of happy families. The Group has successfully diversified into other businesses like automobile dealership, logistics services, alloys & minerals trading, just as it has in real estate.

Its logistics services division has now grown to a powerful fleet of over 1,700 vehicles that moves approximately 3.5 million tonnes of material annually. The various business interests of the Group together, account for an impressive turnover of more than ₹ 1,500 crores annually.

Currently the Ideal Group is successfully engaged in:

- Real Estate - developing high quality, state-of-the-art residential and commercial projects
- Logistics of project cargo, specialising in handling of heavy lift cargo
- Rentals of sophisticated and high capacity cranes
- Automotive dealerships
- Trading of alloys and minerals

IDEAL REAL ESTATE



The Group embarked on its real estate business in 1992. Since then, the Group has been gaining the trust of customers by providing them with high quality, comfortable homes and efficient commercial buildings.

Having successfully completed several projects, the Group currently has many ongoing ones at various stages of development and construction. The total saleable area of these projects is approximately 6 million sq. ft. and the projected sale realisation is approximately ₹ 3,000 crores.

In accordance to the sustainable vision of the Group, Ideal has built or is currently constructing over 50 lakh sq. ft. of IGBC certified/pree-certified Green Projects.



Ideal Enclave PH II



Ideal Aqua View



Ideal Unique Centre



Ideal Villas



Ideal Heights PH I



Ideal Unique Centre



Ideal Exotica

ONGOING PROJECTS

IDEAL UNIQUE CENTRE

An 8.3 lakh sq.ft. commercial project on EM Bypass, Kolkata, estimated to be completed in 2016.

IDEAL EXOTICA

A 7 lakh sq.ft. residential project at New Alipore, Kolkata, estimated to be completed in 2016.

IDEAL GREENS

A residential project of 14.5 lakh sq.ft. near Tollygunge, Kolkata, estimated to be completed by 2019.

IDEAL AQUA VIEW

A residential project of 11.8 lakh sq.ft. at New Town, Kolkata, estimated to be completed by 2018.

IDEAL GRAND

A 6 lakh sq.ft. residential project at G.T road, Howrah, estimated to be completed in 2016.



Ideal Greens



Ideal Grand



Ideal Heights PH II



Ideal Unique Residency

ONGOING PROJECTS

IDEAL UNIQUE RESIDENCY

A residential project of 2.1 lakh sq.ft. at Grey Street, Kolkata, estimated to be completed in 2017.

IDEAL HEIGHTS

PHASE II: A residential project of 3.15 lakh sq.ft. at Sealdah, Kolkata, estimated to be completed in 2018.



Ideal Royale

IDEAL HILL VIEW

A residential project of 4 lakh sq.ft. at Patharquarry, Guwahati, estimated to be completed in 2016.

IDEAL ROYALE

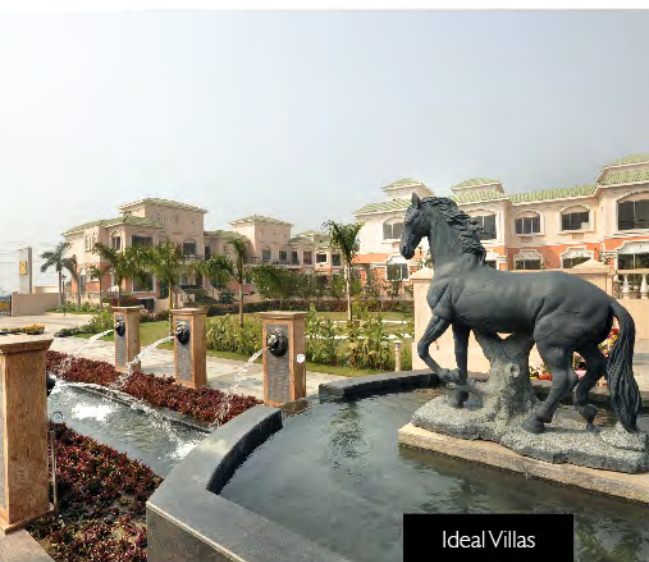
A residential project of 1.2 lakh sq.ft. at Kankurgachi, Kolkata, estimated to be completed in 2018.

IDEAL ENCLAVE

PHASE II: A residential project of 3.55 lakh sq.ft. at Rajarhat, Kolkata, estimated to be completed in 2016.



Ideal Hill View



COMPLETED PROJECTS

IDEAL PLAZA

A commercial project of 1.5 lakh sq.ft. on Sarat Bose Road, Kolkata.

IDEAL POINT

A commercial project of 50,000 sq.ft. on Netaji Subhas Road, Kolkata.

IDEAL TOWERS

A residential project of 3.3 lakh sq.ft. on Diamond Harbour Road, Kolkata.

IDEAL GARDENS

A super deluxe residential project of 60,000 sq.ft. at Mandeville Gardens, Kolkata.

IDEAL APARTMENTS

A residential project of 1.3 lakh sq.ft. on Raja Rajendra Lal Mitra Road, Kolkata.

IDEAL RESIDENCY

A residential project of 1 lakh sq.ft. at Kankurgachi, Kolkata.

IDEAL CENTRE

A commercial project of 48,000 sq.ft. on AJC Bose Road, Kolkata.





Ideal Centre



Ideal Legacy

COMPLETED PROJECTS

IDEAL VILLAS

A residential project spread across 4.3 lakh sq.ft. at New Town, Kolkata.

IDEAL LAKE VIEW

A residential project of 2.7 lakh sq.ft. on East Topsia Road, Kolkata.

IDEAL HEIGHTS

PHASE I: A residential project of 5.8 lakh sq.ft. in Sealdah, Kolkata.

IDEAL ENCLAVE

PHASE I & III: A residential project of 5.6 lakh sq.ft. at Rajarhat, Kolkata.

IDEAL REGENCY

A 6.2 lakh sq.ft. residential cum commercial project at Behala, Kolkata.

IDEAL ABASAN

A 3.6 lakh sq.ft. residential project at Rajarhat, Kolkata.

IDEAL NIKETAN

A 2 lakh sq.ft. residential project near ITC Sonar, Kolkata.

IDEAL LEGACY

A 50,000 sq.ft. residential project at Ballygunge, Kolkata.



Ideal Heights PH I



Ideal Abasan

UPCOMING RESIDENTIAL PROJECTS

IDEAL CITY

A project of 15 lakh sq.ft. at Joka

IDEAL AURUM

A project of 6 lakh sq.ft. at Sonarpur.

IDEAL PARADISO

A project of 2.2 lakh sq.ft. at New Alipore, Kolkata.

IDEAL RIVERVIEW

A project of 20 lakh sq.ft. at Shalimar, Howrah.







IDEAL MOVERS PRIVATE LIMITED

IDEAL Movers was launched at the turn of the millennium with a modest fleet of 30 trailers. In a decade and a half, the Company has made its presence felt in the country's major industrial hubs and recorded revenues of over ₹ 750 crores.

With invaluable experience and unmatched expertise, in the logistics and infrastructure space, Ideal Movers has emerged as one of the most preferred logistics partner of some of the largest companies in India.

SURFACE LOGISTICS

The IDEAL group currently owns over 1700 vehicles for movement of material by road, with new vehicles and equipment being added frequently. The fleet includes:

- Trailers with carrying capacities of 16 MT, 22 MT, 25 MT, 27 MT, 32 MT and 35 MT
- Trucks
- Tankers
- Hydraulic axles for heavy lift transportation
- Pullers capable of moving heavy lift cargo



Ideal Movers caters to the specialised transportation and logistics requirements of some of India's premier companies, including:

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|-----------------------|--------------------|------------------|
| • Essar Steel | • Hindustan Zinc | • Welspun |
| • Tata Steel | • Essar Oil | • POSCO India |
| • Indial Oil Corp | • Essar Power | • BHEL |
| • Reliance Industries | • JSW Steel | • L&T |
| • Hindalco | • Jindal Stainless | • Man Industries |

The material being transported includes:

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|-----------------|-----------------------|
| • Steel coils | • Copper sheets/coils |
| • Steel plates | • Coal |
| • Steel pipes | • Iron ore |
| • Project cargo | • Limestone |
| • Dolomite | • Oil |
| • Ferro alloys | • Polymer/Rubber/PTA |



TRANSPORTATION OF PASSENGER CARS USING SPECIALISED CAR CARRIERS

The Company has been specialising in the transportation of motor cars since June 2010 and has built a considerable fleet of specific vehicles and equipment required to safely transport automobiles.

Clients include:

Hyundai	Nissan
Mahindra & Mahindra	Toyota
TATA Motors	Renault
Honda	BMW



SPECIALISED LOGISTICS SOLUTIONS FOR PROJECT CARGO

Ideal Movers has a team of trained and experienced professionals who are adept in the handling and safe movement of Over Dimensional Cargo (ODC) and General Project Cargo (GPC).

The team successfully handled the entire movement of equipment and material for a new 1200 MW power plant from Kolkata port to Mahan for Essar Power Mahan Ltd.

The team was also instrumental in moving the project cargo for the Sasan 6X660 MW Ultra Mega Power Project, from ports in Haldia and Kolkata to the project site in Sasan, MP, for Reliance Infrastructure Limited.

Recently, the Company has been entrusted with the project cargo movement of two power plants for L&T in Rajasthan and UP.

YARD MANAGEMENT

The Company is engaged in the management of a 60,000 ton/month yard for dolomite and limestone at Essar Steel Ltd. in Hazira, Gujarat with the help of special equipment and trained professionals. Responsibilities include procurement and transportation of material, unloading of material at the yard, high stacking of material and feeding it in bunkers for direct consumption of the plant.



LOGISTICS SOLUTIONS BY RAIL (MATERIAL HANDLING/TRANSPORTATION)

The Company has also developed expertise in movement of material by railways. It provides complete end-to-end solutions, including transportation to the railway siding, handling of material, transportation by railway rake, unloading of material at the destination railway siding and transportation to the final destination. The current volume of railway operations is over 50,000 MT per month.

The Company currently undertakes railway operations at:

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| • Gujarat: Bharuch, Chalthan, Bardoli, Gandhidham, Mundhra port, Pipavav port | • Ghaziabad |
| • Haryana: Ballabgarh, Bahadurgarh, Ghaziabad, Khor | • Panki (Kanpur) |
| • Dhandarikalam (Ludhiana) | • Sanatnagar (Hyderabad) |
| | • Shalimar (Kolkata) |
| | • Chennai |

OUR WORK AT INDIAN PORTS

The Company has tied up with various service providers for complete forward logistics solutions at various ports such as Mundhra, Kandla, Pipavav, Mumbai, Chennai, Haldia, Tuticorin, Mangalore, Dighi, PNP, Visakhapatnam and Kolkata among others in the country. It handles all operations such as material handling, loading/unloading, stevedoring and forward transportation at these ports.

EQUIPMENT RENTALS



The Ideal Group provides various heavy duty cranes on rent to some of the largest manufacturing companies. It currently owns 61 cranes ranging from 80 MT to 600 MT and has a loyal customer base comprising companies like:

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|---------------------------------|------------------------------|
| • Reliance Industries Ltd | • BPCL |
| • WindWorld (Enercon India Ltd) | • Essar Projects (India) Ltd |
| • Gamesa Wind Turbines Ltd | • BHEL |
| • Larsen & Toubro Ltd | • LANCO |

AUTOMOTIVE DEALERSHIP



The Ideal Group is a trusted dealer for Tata Motors and has been selling commercial vehicles in Bihar since 2000. The dealership's state-of-the-art repairing facility in Muzaffarpur, has made a mark as one of the largest motor workshops in Eastern India.

- The showroom at Muzaffarpur offers all facilities under one roof - Sales, Service, Spares and Finance
- Rated among Top 5 in the country by Tatas & No.1 in Eastern India
- Muzaffarpur showroom contains 3 workshops and 50 bays
- Network of 14 offices help cater to entire North Bihar
- Turnover of ₹275 crores
- Has successfully sold over 3000 vehicles in 2015/16





ALLOYS & MINERALS TRADING

The Ideal Group supplies various raw material of the highest quality at competitive rates to steel plants, leveraging its strategic relationships with various vendors.

The Group currently supplies the following:

- Raw dolomite (40,000 ton/month)
- High carbon ferro-manganese (1,000 ton/month)
- High carbon silico-manganese (800 ton/month)
- Low carbon silico-manganese (500 ton/month)



BOARD OF DIRECTORS

SRAWAN KUMAR HIMATSINGKA

Mr Srawan Kumar Himatsingka is the Chairman of the IDEAL Group, and one of the most dynamic entrepreneurs of his generation in Eastern India. A Chemical Engineer from BITS Pillani, he founded the Group in 1982 and has since built an empire of his own powered by his ambitious outlook, perseverance and an unmatched eye for financial detail.



NAKUL HIMATSINGKA

Mr. Nakul Himatsingka possesses a keen knowledge of finance like his father, Mr. S.K. Himatsingka. But it's his rare business acumen that sets him apart as an entrepreneur. A graduate from the prestigious Stern School of Business, New York University, he takes a hands-on approach towards the business. Under his leadership, the Company is fast becoming known for its professionalism and deep integration with technology, driving its growth.



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