



LET THE GAME OF
LIFE BEGIN...



COME INTO THE FLOODLIGHT



“The most powerful weapon
on earth is an ignited
human soul.”



*W*elcome to life...

Welcome to The Arena.

Life is a game. The world is a playground. Every individual, a player...

Embedded in the very essence of life lies sports. We beckon you to let the game of life begin.

The Arena is an international sports city, a world of fantasy that will permeate the passion, fervor and the undying spirit of sports into everyday living.

The Arena, sprawling over 65 acres comprises of 2.8 million sq. ft. will connect sports to life, a first of its kind venture in the infrastructure sphere of India. In the heart of The Arena will lie a stadium that will host major sporting events to satiate more than a thousand fans.

The Arena centres on the majestic stadium yet answers all the necessities of modern life. Embracing the stadium lies an unending spree of lifestyle and entertainment. Premium residential complex, shopping mall with a multiplex, restaurants and eateries, club, healthcare, educational facilities, business hotel are flashes of the ideal lifestyle offered to you and your family.

At The Arena, commercial zone will transcend the dull cubicles of the offices and present a perfect work environment amidst luxurious lounges, banquet halls, an executive club and of course unending sprawls of greenery to make every individual rediscover their professional life.

No life is complete without a perfect home. Amidst this air of passion and exuberance will lie The Arena Residences. High-rise apartments and duplexes that combine aesthetics and technology to make life worth living. Come home to The Arena...discover life like never before!



UNITED WE STAND



“ So powerful is the light of
unity that it can illuminate
the whole earth. ”

ALLIANCES - SPORTS INFRASTRUCTURE UNDER PUBLIC - PRIVATE PARTNERSHIP

Haldia Municipality was formed on 9th June, 1997. Under its jurisdiction falls an area of 109.65 sq. km divided into 26 wards. With an aim to build a “Green & Clean Haldia”, it facilitates infrastructure, education, health, sports, culture, tourism and economics. Its activities range from creating scopes of self-employment to eradicating pollution from the River Hoogly and Haldi. The Municipality has built an ‘Industrial & Bio-Medical Waste Project’ jointly with ‘RAMKY’, along with initiating a ‘Community Based Pry Healthcare Services’. With a diverse field of activity, Haldia Municipality works towards the betterment of life and livelihood of the residents of Haldia.

Haldia Municipality and Shristi Infrastructure Development Corporation Limited join hands to build a dream project - The Arena.

United we stand to deliver world-class facilities to the people. We will redefine infrastructure, revolutionize lifestyle and create a landmark upon the soils of Haldia.





AN OVERVIEW

[A GLITTERING GATEWAY TO THE EAST]



“ A journey of a thousand miles must begin with a single step. ”

HALDIA - THE BEST OF BOTH WORLDS

Haldia, the emerging industrial hub of our country, is a major sea port located approximately 50 km south-west of Kolkata, on the banks of Hoogly in East Medinipur. The excellent location and comprehensive port facilities paved the way for the establishment of various public sector companies as well as private sector giants at Haldia. With the development of industrial hubs, the region is likely to be visited frequently by international delegates thus enhancing the feasibility of setting up an International Sports City at Haldia.

Haldia is well connected to Kolkata and the rest of the country by rail, road and water, which facilitate easier trade.

Haldia also has an average literacy rate of 72% which is higher than the national average of 59.5%. *

Haldia has a strong power station, which ensures adequate & uninterrupted power supply. Schools like St. Xaviers and Assembly of God Church, which are renowned for sculpting unparalleled talent, general hospital along with few private clinics, sufficient water supply and markets take care of all the basic amenities.

High industrial growth has enhanced the possibilities and affordability of real estate investment by industrialists and high public sector officials in the region. Following are some of the existing industries in Haldia :

- | | |
|-------------------------------|---|
| • Indian Oil Corporation Ltd. | • South Asian Petrochemicals Ltd. |
| • Haldia Petrochemicals Ltd. | • Bharat Petroleum Corporation Ltd. |
| • TATA Chemicals Ltd. | • Indo-Burma Petroleum Corporation Ltd. |
| • Hindustan Lever Ltd. | • Mitsubishi Heavy Industries Ltd. |
| • Exide Industries Ltd. | • Mitsubishi Chemicals Corporation Ltd. |

With a large turnover of over billions of dollars, Haldia is one of the most lucrative options for potential investors. With industry giants like IOC and Reliance Industries, among many others, queuing up to invest here, Haldia truly is a glittering gateway to the east.

**Based on the feasibility study done by Nielsen Company*



CELEBRATE LIFE



“Your life at The Arena
is not just about living.
It’s all about making
it larger than life.”



THE STADIUM

The stadium at The Arena is set to become a landmark of Eastern India and one of India's most celebrated sporting venues.

The lush field with excellent facilities promises to be a player's paradise. The world-class stadium will inspire and encourage young and budding talents to make a mark.

More than a thousand wild cheering fans can get together to transform their sporting heroes into immortal legends. The electrifying atmosphere will light up every inch of the stadium, pulsating with the passion of sports.

If the weather God is not in a playful mood, you can always go for the indoor stadium. The indoor stadium can pack in over a thousand fans. Get ready to enjoy!

[YOU BREATHE, YOU LIVE]



“

When is the last time
you did something for
the first time?

”



LIFESTYLE

The life you always dreamt of, is going to be a reality...

We aim to create the ideal balance necessary in today's fast paced life. The shopping malls will host the best of brands to complete your shopping experience. The latest blockbuster movies will lie only a step away at the multiplex. Specialty restaurants, cafés and food joints will offer you lip smacking treats. From open-air theatres to art galleries, The Arena is set to be a haven for the creative soul in you. Entertainment joints, lush green open spaces and parks will infuse excitement into every moment of your life. Combining the boon of nature and the joys of modern amenities, we bring to you a whole new way of living.



[YOUR OFFICE,
YOUR PLAYGROUND]



“ Spirit at work equals
spirit for life. ”



HALDIA CENTRUM

Does every Monday mark the beginning to another week of monotonous work hours which could have otherwise been interesting? Is the weekend the only time you really live?

We invite you to make life a weeklong weekend at our aesthetically designed Haldia Centrum which will make you feel at home. Your office will be your space, designed and planned to make every second of your work life easier and happier. Prepare yourself to bid the age old concept of 'Mundane Mondays' a pleasant goodbye. Haldia Centrum at The Arena will be more than just an office or workplace.

A business hotel and convention centre will serve you with world-class ambience and modern facilities to fit every occasion. With a multi-cuisine restaurant to whet your appetite and excellent quality healthcare facilities, life is all set to become so much simpler and better!

- | | |
|--------------------------|-------------------------|
| • Offices & lounges | • Business hotel |
| • Seminar & banquet hall | • Healthcare facilities |
| • Convention centre | |



[HOMEWARD BOUND]



“ He is happiest
who finds peace at home. ”



THE ARENA RESIDENCES

Home - a place to call your own!

The premium high-rise apartments & duplexes will make you feel at home without compromising on any of the modern amenities. With the stadium just a stone's throw away, you can catch some of the biggest sporting events live, within the comfort of your home.

The Arena Residences offer you a shopping mall and multiplex for you to chill and spend quality time, food joints to serve up varied delicacies to satiate your appetite, and multiple avenues of entertainment.

The Arena Residences will truly reflect a modern day paradise in the midst of the steel and concrete urban desert. The Arena intends to redefine the way you live your life.

- Children's park
- Open-air theatre
- Round the clock security
- Landscaped gardens
- Car parking zone



[FREE YOUR MIND]



“ The greatest wealth is
health. ”



ODYSSEY

Odyssey - The Club at The Arena, will be a hallmark of urban lifestyle, an integration of modern privileges.

Get ready to set yourself afloat at the leisure pool and discover a feeling of freedom. The spa promises to rejuvenate you with a soothing massage or a soulful bath that will scientifically refresh you. The state-of-the-art gymnasium with the latest equipments will de-stress you like never before.

At your club you will have the chance to relax and unwind without any tension about your little ones. A play area will complete your child's life with fun, activity and excitement! And of course, the coffee shop will provide the ideal atmosphere coupled with delicious snacks for that ideal chat session. You will also have the chance to rediscover your gaming talents with the indoor sporting facilities.

Prepare to embrace a life where business will always be sprinkled with pleasure. The banquet hall and the conference venues will offer you the best facilities to suit your individual taste and every occasion in your life. Your corporate parties, banquets, conferences, workshops and training programmes are going to exude style, luxury and exuberance!

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| <ul style="list-style-type: none"> • World-class gym / Health club • Banquet hall • Swimming pool • Children's play area | <ul style="list-style-type: none"> • Cafeteria and restaurants • Spa • Indoor games |
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The brochure is not a legal document. It describes the intent and purpose of The Arena - Haldia International Sports City.