

forum
GROUP | you
&
life

About The Group

Established in the mid-seventies, Forum Group has risen as one of India's leading concept realty developers. The group's interest has always been in the innovation of traditional Indian real estate development models.

From building India's first "Intelligent building" to revolutionizing retail in the East, to building India's first Green IT infrastructure, Forum continues to view itself as a harbinger of change in the industry.

At Forum, the process is simple – identify macro dynamics in the global and local markets, choose strategic locations, and create befitting iconic assets.

Infinity – India’s First Intelligent Building

In 1999, Forum completed ‘Infinity’ in Sector-V, Kolkata, at a time when Sector V was nothing more than marsh land. There were no IT Parks in India at the time (the term “IT” itself had not been coined). India’s corporate world had just started stepping into the global outsourcing phenomenon.

Infinity became the first building in India, way back in 1999, to have a dedicated 32 mbps leased line Internet connection and complete automation in building control and management systems. It is therefore widely considered the first facilitator of India's IT bull run.

Infinity became India’s first computer-integrated building.



Infinity – India's First Intelligent Building

- Conceived in 1990s - Long before computers had penetrated the Indian offices.
- There were no IT parks in existence in India.
- Y2K bug had not bit the world.
- Infinity was fully leased before completion.
- Infinity was leased at Rs.32/- per sq.ft. when the CBD rentals were Rs.24/- and rentals in the immediate vicinity were only Rs.8/
- First project in India to have automated Building Management System.
- First project in India to use ACP panels on it's facade.

Forum Mall – India's First Mall with Multiplex

In 2003, the group completed Forum Mall – India's first mall to integrate shopping with cinema. Never before has anyone ventured to design a structure where the multiplex would sit on top of a mall. It worked wonders, drawing people through the mall corridors maximizing shop front visibilities and encouraging walk-ins.

Today this strategy has become a fundamental requirement of retail science in India.



Forum Mall – India's First Mall with Multiplex

- The Forum mall was conceived when organized retail was just getting born in India.
- The mall was 97% leased before it was opened to public – the balance was leased within 3 weeks of opening at 50% higher rentals.
- The Washington Post cited Forum as 'the edifice of a resurgent Bengal.
- Far Eastern Economic Review called it 'the emblematic of Kolkata's new found confidence'.
- Inox - the Cineplex consistently records the highest occupancy amongst all multiplexes with occupancy levels in excess of 46%.
- Shoppers' Stop continues to operate as one of its most profitable stores in the country.

Technopolis – India's First Green IT Infrastructure

Completed in 2006, Technopolis is India's first LEED certified Green IT Park. It is also the first building globally to earn carbon credits.



Technopolis – India's First Green IT Infrastructure

- Technopolis changed the way the industry built its environments and started the “Green Revolution in India's Real Estate World”.
- Helped create a new paradigm for the building industry. Before Technopolis, Green Buildings were largely unknown and were considered unviable.
- The Green specs cost an additional investment of Rs.87 Mn - savings from power bills alone is Rs. 44 Mn per annum.
- Technopolis became the first building to register globally with the United Nations FCC on Clean Development Mechanisms to earn carbon credits.
- Post Technopolis more than 233 LEED registered buildings were developed across India amounting to more than 144 Mn sq ft of green buildings.

Forum Esplanade – Odisha's First Regional Mall

- Mall and office tower.
- 9 lac sqft with a saleable area of 6.5 lac sq. ft.
- Operational from July'2018.
- Entire development sold to The Blackstone Group for an equity value of more than 500 cr.



Atmosphere – India's First Sculpture in the Sky

- 80 Luxury villas in Kolkata, comprising of two 500 ft high rise towers.
- Suspended between the two towers is Deya, a cloud shaped residents' club, comprising 50,000 sqft, and fabricated from 3000 tonnes of steel.
- India's first residential project to be featured on National Geographic's Super Structure series.



Acknowledgments & Awards

FORUM SHOPPING MALL

National Award for the Empowerment of Persons with Disabilities conferred by The President of India – 2010

Award for Most Admiring Shopping Center of the Year by Indian Shopping Center Association - 2009

Emerging Retailer of the Year (Real Estate) by Asia Retail Congress – 2009

Award for Creation of Barrier Free Environment by Dept of WCD & Social Welfare, Govt. Of West Bengal – 2007
ABID Award for Best Interiors – 2006

Award for Rainwater Harvesting & Green Building by Concern for Calcutta 2006

Brick & Mortar Award for Best Construction-2003

TECHNOPOLIS

1st Green Building in the world to be acknowledged as a CDM Project at United Nations Framework Convention on Climate Change - 2008
WEBEL Award for contribution to ICT Development in West Bengal - 2007

LEED Certification by the United States Green Building Council – USCBC

Best Infrastructure from WEBEL - 2006

Environment Excellence Award- 2006

ATMOSPHERE

Most Iconic Project by IDE - 2012

Highly Commended Residential High Rise Development, India by RICS – International Property Awards Asia Pacific - 2011

CNBC Awaaz (TV18) Best Residential Project Under Luxury Segment - 2016

ABP News – Stars Of The Industry Awards – Most Admired Upcoming Project of The Year - 2016

International Property Awards – Apartment / Condominium – 2016

Golden Bricks Award Outstanding Project - 2016

FORUM MART

Best Mall in a Non-Metro – India's Best Mall – The Retailer's Choice – Research Conducted by Images Retails Research Team - 2013

FORUM GROUP

Realty Plus Award – Professional Excellence in Real Estate - 2011



About the Promoters

Rahul Saraf **Managing Director**

Mr. Saraf has been an instrumental force in the rise of Forum as one of the leading concept realty developers of India. His passion for innovation and lateral thinking has become the central core basis to which the organization aligns itself. Several of the group's landmark projects have been executed directly under his stewardship.



Vidyut Saraf **Deputy Managing Director**

Vidyut Saraf joined the business after graduating from Wharton Business School, University of Pennsylvania. He currently manages the under-development portfolio of the Group.



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