



COME,
INVEST,
GROW.
BE A PART OF THE CHANGE

**N·E·W T·O·W·N
FINTECH HUB**

Rajarhat, Kolkata

Now book online



Hon'ble Chief Minister of West Bengal laid foundation stone of International Financial Hub on 10th March 2012, which is now known as Fintech Hub

New Town

Built Today. For Tomorrow.

New Town Kolkata is a planned satellite city on the north-eastern edge of Kolkata. The city is 12 years old with development being initiated with the enactment of the NKDA Act in 2007. It is one of the 100 Smart Cities in the country and aspires to leverage its existing and future investments to create a liveable city that is economically vibrant and takes pride in itself.

New Town has been recognized as one of India's top 11 Cycling Friendly Cities of India in lieu of its extensive and accessible cycling infrastructure. It is also a solar city, with approximately 1.7 MW of installed solar generation capacity. It leverages the energy produced from the installed bio-methanation plant for illuminating street-lights across the city. New Town has received a platinum rating from the Indian Green Building Council (IGBC) in recognition of its efforts towards adoption of greener sources of energy. It is located in close proximity to the Kolkata International Airport which plays a critical role in attracting investors and partners to the Fintech Hub in the heart of New Town Kolkata. The Fintech Hub is in close proximity to premier educational institutions like the Presidency University, St. Xavier's University.

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Close to
Bengal Silicon Valley,
New Town, Kolkata



Some of the major achievements of New Town across sectors are as follows:

Platinum Rating: Indian Green Building Council

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New Town Kolkata has received the platinum rating as part of the Indian Green Building Council's rating mechanism. The green rating was awarded based on several sustainable practices and solutions adopted by New Town to reduce the adverse impact on the environment.

Cycling Ecosystem

New Town Kolkata has been selected as one of India's Top 11 cycling cities under the India Cycles 4 Change Challenge. It is the only city in West Bengal to have an app-based public bicycle sharing (PBS) system for citizens with a total fleet size of 500 bicycles (100 pedal bicycles, 400 e-bicycles), that are docked across 21 major locations of citizen footfall in New Town.

The city has an extensive network of 20 Km of completed cycling tracks and lanes across the city that enhance the last mile connectivity within the city. In addition to the cycling tracks and lanes already completed, another 70 Km of cycle tracks are planned to be built in the near future.



Data Maturity Assessment Framework

New Town Kolkata has also been ranked the 8th best city across the whole country as part of the Ministry of Housing and Urban Affairs' Data Maturity Assessment Framework for cities.

The assessment gauged cities' performance based on the following select parameters:

- City Data Policy
- Quality of People / Human Resource involved
- Process – data alliances, hackathons, solving urban problems leveraging data
- Technology deployed
- Overall outcome – blogs / stories, data related use cases, application development

Of the 5 assessment parameters listed above, New Town achieved the top 10 ranks in 3 categories as illustrated below:

City Data Policy – 3rd  Process – 5th  Outcomes – 9th



Electric Vehicles and Charging Infrastructure

New Town has laid immense attention in the development of its electric vehicle infrastructure. The city has 3 electric buses that have seen a total of close to 3 lakh users in the 4 years of its operation. The Charging Infrastructure in the city includes 24 Electric Vehicle charging stations, 3 terminus and 9 charging points.

The city is also working upon establishing a multi-level car system (MLCP), with 30 dedicated charging points.

Additionally, as mentioned in the section under cycling ecosystem above, 400 electric bicycles under the app-based PBS of the city enhance the commitment of New Town towards setting up of clean energy transport alternatives.

Zero Shop and Plastic Free Initiative in NKDA markets

Under its commitment to establish a circular economy in New Town Kolkata and minimizing environmental pollution through the use of plastics, New Town has initiated novel interventions in the form of a Zero Shop and plastic free awareness drive in NKDA markets.

The Zero Shop also encourages citizens to donate discarded clothes and other items that can be upcycled back into the economy in the form of decorative display items, pens, table accessories, etc. The city has engaged an NGO for running the operations of the Zero Shop which has thereby created an alternative employment opportunity for the marginalized sections of the community.



Plantation of trees

Post the devastating cyclone Amphan that caused large scale damage to trees in New Town, the city undertook an ambitious drive to plant 10,000 trees the next year, all across New Town with a vision to increase the city's green cover.

Under this initiative, the city aims to propagate its overarching vision of a healthy and green environment through continuous plantation drives all around the year. The focus on increasing the city's green cover is also in line with New Town's vision of reducing the city's carbon footprint.

Drones for ensuring Social Distancing

With the onset of the Covid-19 pandemic, social distancing was a mandate to prevent the spread of the deadly contagion. The local markets with high footfall were identified as major areas of superspreader events. In order to ensure adequate distancing at markets, the city authorities leveraged state-of-the-art drone technology to make continuous aerial announcements on maintaining covid appropriate behaviour.

The innovative initiative has been widely appreciated by citizens, shopkeepers and other stakeholders.

Facilities for hosting cultural events and recreation

In addition to working towards creation of the best liveable facilities in the city through deployment of technology and stakeholder engagement, New Town is also committed towards providing a conducive environment for cultural events and other community engagement programmes.

In line with this commitment, New Town hosts several cultural events at Rabindra Tirtha that are held regularly as per special occasions or festivities. The smart library at Nazrul Tirtha houses a treasure trove of books across different authors, genres and languages. New Town also hosts its very own radio channel, an apps based internet Radio New Town, that regularly hosts talk shows, cultural events and story sessions.

Economic Opportunity Creation

New Town Kolkata is committed to the creation of economic opportunities, through dedicated planning and investment in fostering a conducive infrastructure within the city. The city has implemented several innovative, state-of-the-art projects like:

- Co-working and Co-living set up for citizens and professionals
- Work cocoons equipped with high speed internet connectivity to allow seamless work experience
- Fintech Hub to attract the leading players in the rapidly growing fintech space
- Bengal Silicon Valley to attract investments in tech sector from leading private players across sectors.

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Close to
Bengal Silicon Valley,
New Town, Kolkata



Advantage Cluster

NEW TOWN : KOLKATA'S SMART AND HAPPY CITY

- All over the world, cluster banking has been a proven success. Clusters provide networking opportunities and drive efficiencies to higher levels. The FinTech Hub also promotes clustering of FinTech Companies. The FinTech Hub is a part of Financial Hub and is close to the IT Hub at Rajarhat & Sector 5 in Kolkata
- Plug n Play plots available in FinTech Hub in New Town, Rajarhat, Kolkata
- Close to IT Hub of Rajarhat & Sector V
- Cluster of 28 Financial Institutions as well as Legal Firm already in various stages of development
- Close to 4 functioning Universities, Cultural Centers, Convention Center & Business Club
- Networking opportunities
- Close to Bengal Silicon Valley Tech Hub

NEW TOWN
FINTECH HUB

Close to
Bengal Silicon Valley,
New Town, Kolkata

WHERE BUSINESS IS AS IMPORTANT AS BOATING

The 480 acre Eco Park, with its huge 110 acre lake offers an ideal work-life balance for the executives of FinTech Hub.

The New Town Business Club offers recreation while Cycle Tracks encourage green living.



View of Eco Park:
Walking distance from FinTech Hub



TREND SMART FinTech - the new focus

N·E·W T·O·W·N
FINTECH HUB

The word “**FinTech**” is a combination of the words finance and technology. This represents an evolution of the technology when applied to the back end of established consumer and trade financial institutions. FinTech is a dynamic segment of the financial services sector that is gaining significant momentum and disrupting the traditional financial services value chain. Investors have invested billions in FinTech start-ups in recent years. The majority of global financial services companies plan to increase FinTech partnerships - this is due to the fact that investors recognise that real innovation and opportunity are being generated in the FinTech space.

Close to
Bengal Silicon Valley,
New Town, Kolkata

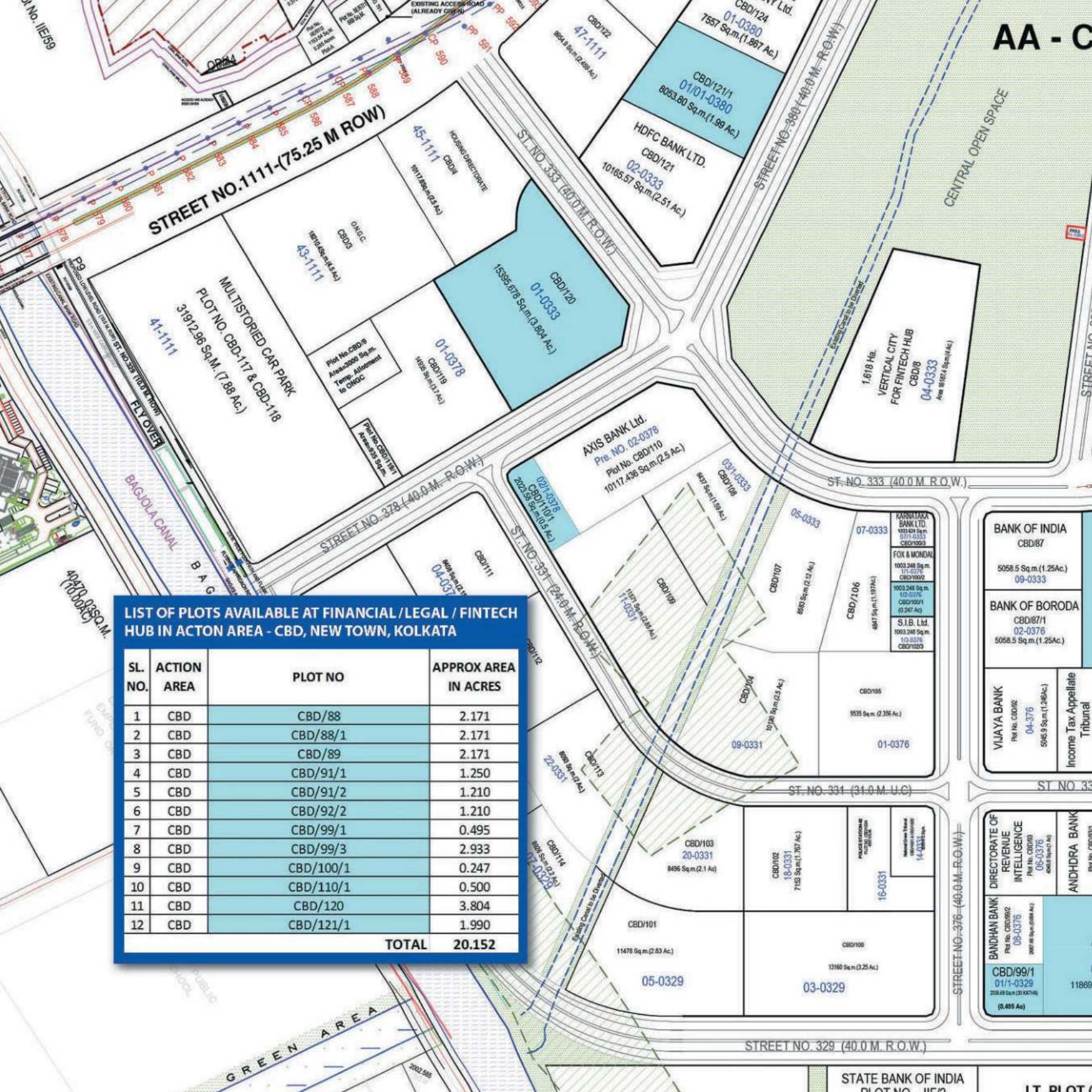
FinTech companies create an ecosystem that fosters the collection of vast amounts of data and builds trusted relationships with clientele. Financial Institutions have realised the importance of these ecosystems and are attempting to engage with and bring innovations in their companies. However, FinTech is relatively new to the financial world of India.



Biswa Bangla Gate
Stylized Public Art
Near FinTech Hub

LIST OF PLOTS AVAILABLE AT FINANCIAL/LEGAL / FINTECH HUB IN ACTON AREA - CBD, NEW TOWN, KOLKATA

SL. NO.	ACTION AREA	PLOT NO	APPROX AREA IN ACRES
1	CBD	CBD/88	2.171
2	CBD	CBD/88/1	2.171
3	CBD	CBD/89	2.171
4	CBD	CBD/91/1	1.250
5	CBD	CBD/91/2	1.210
6	CBD	CBD/92/2	1.210
7	CBD	CBD/99/1	0.495
8	CBD	CBD/99/3	2.933
9	CBD	CBD/100/1	0.247
10	CBD	CBD/110/1	0.500
11	CBD	CBD/120	3.804
12	CBD	CBD/121/1	1.990
TOTAL			20.152



BANK OF INDIA
 CBD/87
 5058.5 Sq.m. (1.25Ac.)
 09-0333

BANK OF BORODA
 CBD/71
 02-0376
 5058.5 Sq.m. (1.25Ac.)

VIJAYA BANK
 Plot No. CBD/02
 04-376
 5045.9 Sq.m. (1.24Ac.)
 Income Tax Appellate Tribunal

DIRECTORATE OF REVENUE INTELLIGENCE
 Plot No. CBD/03
 06-0376
 2007 Sq.m. (0.56Ac.)

BANDHAN BANK
 Plot No. CBD/02
 06-0376
 2007 Sq.m. (0.56Ac.)

ANDHRA BANK
 Plot No. CBD/01
 01/1-0329
 2007 Sq.m. (0.56Ac.)

KARNATAKA BANK LTD.
 1003248 Sq.m.
 07/1-0333
 CBD/1003

FOX & MONDRI
 1002248 Sq.m.
 1/1-0376
 CBD/1002

S.I.B. Ltd.
 1003248 Sq.m.
 1/1-0376
 CBD/1003

CBD/106
 4847 Sq.m. (1.07Ac.)

CBD/107
 898 Sq.m. (2.01 Ac.)

CBD/105
 9535 Sq.m. (2.35 Ac.)

CBD/104
 1079 Sq.m. (2.5 Ac.)

CBD/109
 1101 Sq.m. (2.51 Ac.)

CBD/108
 837 Sq.m. (1.91 Ac.)

CBD/101
 11478 Sq.m. (2.63 Ac.)

CBD/102
 18-0331
 7153 Sq.m. (1.67 Ac.)

CBD/103
 20-0331
 9496 Sq.m. (2.1 Ac.)

CBD/100
 13160 Sq.m. (2.25 Ac.)

CBD/101
 11478 Sq.m. (2.63 Ac.)

CBD/102
 18-0331
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CBD/111
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CBD/112
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CBD/113
 22-0331

CBD/114
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CBD/115
 16-0331

CBD/116
 05-0329

CBD/117
 03-0329

CBD/118
 01-0376

CBD/119
 01-0378

CBD/120
 01-0333
 15395.678 Sq.m. (3.804 Ac.)

CBD/121
 02-0333
 10165.57 Sq.m. (2.51 Ac.)

CBD/122
 47-1111

CBD/123
 01-0380
 7557 Sq.m. (1.867 Ac.)

CBD/124
 01-0380
 7557 Sq.m. (1.867 Ac.)

CBD/125
 04-0333
 Area 51824 Sq.m. (11.84 Ac.)

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CBD/200
 04-0333
 Area 51824 Sq.m. (11.84 Ac.)



Site Map

N.E.W T.O.W.N FINTECH HUB

List of 28 Financial Institutions and Legal Firm already present in Fintech Hub

New Town, Rajarhat, Kolkata



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Close to
Bengal Silicon Valley,
New Town, Kolkata

Convention Centre within 500 metres of New Town FinTech Hub



3200 seats | 400 seat 2 Auditoriums | 4 Banquet Halls | Exhibition Space | Exhibition Ground

Smart Infrastructure

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World Class Infrastructure at a competitive price. The uniqueness of this FinTech Hub is that it is located in one of the most modern upcoming townships with state of the art physical and social infrastructure.

Close to
Bengal Silicon Valley,
New Town, Kolkata

The following features are self-evident :

High quality social infrastructure making New Town one of the most attractive cities for both entertainment and education with the presence of one of the World's largest Urban Eco-Park, Star Hotels, Convention Centres, Shopping Malls etc, quality International Schools etc.

Plug & Play Infrastructure: World class infrastructure services encompassing Transportation Network, Water, Drainage, Sewerages, and Power are already available. Wi-Fi communication system on Biswa Bangla Sarani.

Already achieved critical mass: The Fintech Hub has achieved a position of substance with several leading banks and financial institutions having already taken up plots.





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New Town, Kolkata

A Green Happy City

New Town is a Solar City. It emphasizes a sustainable eco-friendly life style.

New Town is a Green City. It implements components of the Green City Mission of the Government.

New Town is a future-ready city. It is the only city of West Bengal to have got approval from Central Government as one of the 100 Smart Cities of India.

New Town is doing a project with IIT Kharagpur on Happy City.

New Town Kolkata has received the Platinum rating as part of the Indian Green Building Council's (IGBC) Green City rating.

Opportunities

NEW TOWN
FINTECH HUB

Close to
Bengal Silicon Valley,
New Town, Kolkata



Integrated Digital Banking

New startups are emerging to meet both customer and bank needs for channel integration and dynamic customer experiences that make banking easier to accomplish on the devices customers want to use (Cellphones/Tablets etc). Large number of new age banks are only offering online services and passing on cost benefits to the customers.



Alternative Lending

These include crowdfunding, peer-to-peer consumer and business lending.



Robo Advisory

Robo-Advisory is the use of algorithms to support the entire investing process from setting financial goals to portfolio re-balancing and monitoring whilst bringing more transparent, traceable, efficient and customer centric standards along the overall value chain.



Cyber and Financial Crime Prevention

FinTech startups are taking on some of today's greatest security challenges. Preventing and detecting Financial Crime is rapidly evolving to be one of their biggest challenges, the impact of which extends well beyond monetary losses to reputation and brand, employee morale, business relations, as well as regulatory disapproval.



Close to
Bengal Silicon Valley,
New Town, Kolkata



Opportunities



Digital Payments

FinTech start-ups are taking payments to the next level in terms of speed, convenience, efficiency and multichannel accessibility. They are driving client behavior and creating expectations for better, faster and more innovative solutions across the payments spectrum, and making existing customer relationships with banks a lot more vulnerable than ever before.



Machine Learning and AI

Artificial Intelligence is already around us and used every day within payments, money management and for robo-advice, particularly in the area of intelligent digital assistants that handle regular customer service enquiries and tasks.



Robotic Process Automation

RPA is dramatically streamlining a wide variety of back office processes in Financial Services companies.



Blockchain

The blockchain is a new technology that combines a number of mathematical, cryptographic and economic principles to maintain a database involving multiple participants without the need for any third-party validator or reconciliation. Blockchain is a single, shared, immutable write only ledger of transactions that is updated when multiple, decentralized actors achieve a consensus on the validity of a participant's new entries.

The blockchain has the potential to disrupt the banking industry to its core through its adoption for storing, lending, moving, trading, accounting, reconciling and guaranteeing money through its consensus ledger, cryptographic security and digital signature.

Already most major IT/ITeS companies are present in Sector V - Rajarhat IT Hub

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New Town, Kolkata

Godrej Waterside



...and many more

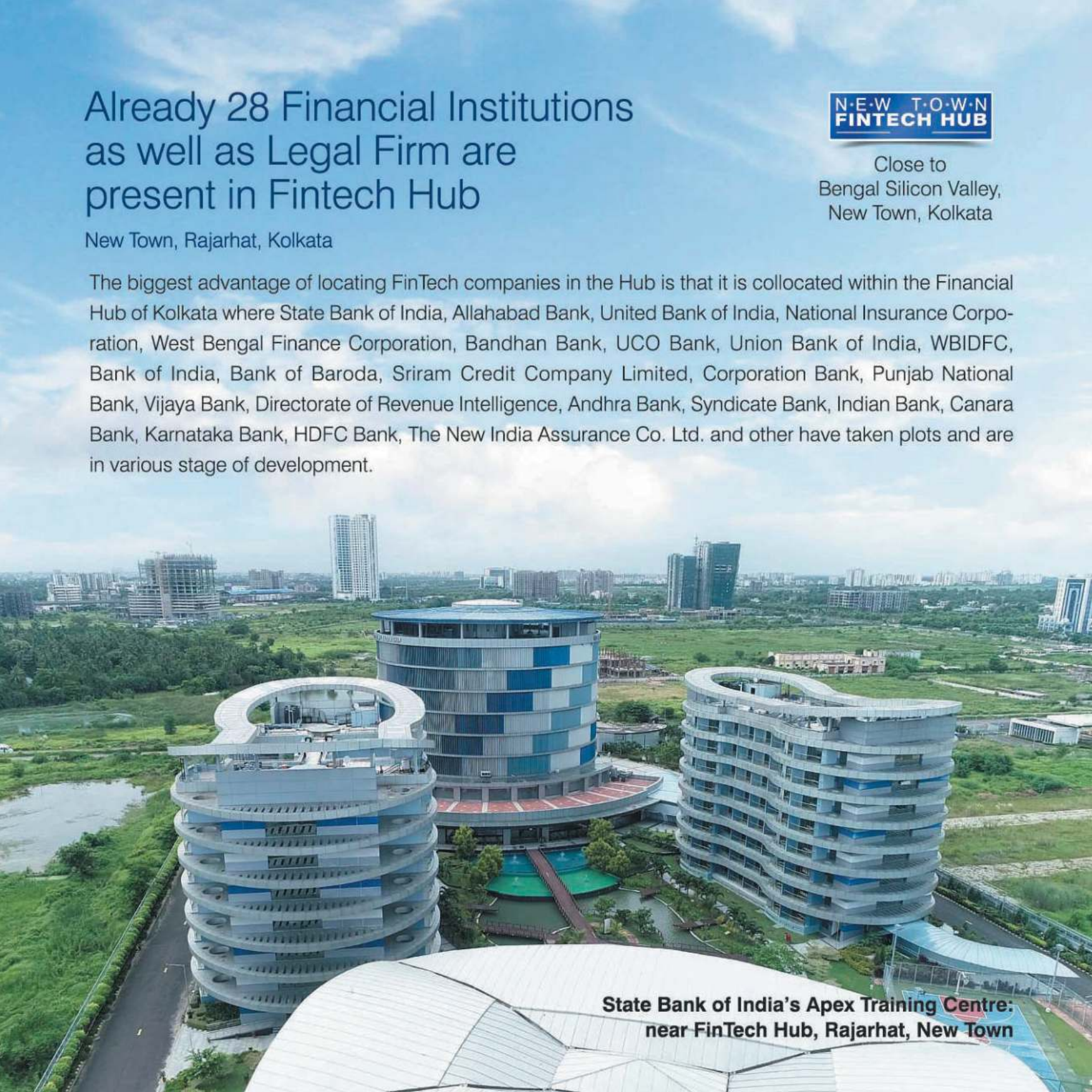
N·E·W T·O·W·N
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Close to
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New Town, Kolkata

Already 28 Financial Institutions as well as Legal Firm are present in Fintech Hub

New Town, Rajarhat, Kolkata

The biggest advantage of locating FinTech companies in the Hub is that it is collocated within the Financial Hub of Kolkata where State Bank of India, Allahabad Bank, United Bank of India, National Insurance Corporation, West Bengal Finance Corporation, Bandhan Bank, UCO Bank, Union Bank of India, WBIDFC, Bank of India, Bank of Baroda, Sriram Credit Company Limited, Corporation Bank, Punjab National Bank, Vijaya Bank, Directorate of Revenue Intelligence, Andhra Bank, Syndicate Bank, Indian Bank, Canara Bank, Karnataka Bank, HDFC Bank, The New India Assurance Co. Ltd. and other have taken plots and are in various stage of development.



**State Bank of India's Apex Training Centre:
near FinTech Hub, Rajarhat, New Town**

Location Map



Below is the process flow of the online booking system of Fintech Hub

- A** Available plots with map shall be displayed in the WBHIDCO website.
- B** Intending applicant will apply with concept note to WBHIDCO website (without any plot selection) after the 30th day of publication of Expression of Interest.
- C** A Transaction Advisor will scrutinize the applications and refer its findings to the Committee of WBHIDCO which will include external experts to evaluate the eligibility of the applicant-organization in the categories like Financial Institutions Legal Firms, Fintech Services and Mutual Fund companies.
- D** On being found eligible, a UPC (Unique Project Code) will be assigned to the project (application) on-line.
- E** After allocation of UPC, the applicant will be able to deposit Earnest Money with reference to the UPC (without valid UPC, the online portal will not accept the deposition of EMD) along with the selection of a particular plot as per their choice from the available plots.
- F** Once the plot is opted for, the plot will then be shown as "not available" on the portal.
- G** After approval of the WBHIDCO Board and subsequent approval of the Standing Committee of Cabinet, allotment letter for 99 years lease-hold basis will be given.
- H** Other clauses as stipulated in case of Bengal Silicon Valley will remain broadly the same with reference to distribution of land.

To know more contact



West Bengal Housing Infrastructure Development Corporation Limited
(A Govt. of West Bengal undertaking)

HIDCO Bhaban, Premises No. 35-1111, Biswa Bangla Sarani, 3rd Rotary
New Town, Kolkata 700 156

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www.wbhidcoltd.com

ONLINE SUBMISSION
<https://bengalfintechhub.in>