



TO VIEW THIS DIGITAL BROCHURE OPTIMALLY  
PLEASE ROATATE YOUR DEVICE TO THE LANDSCAPE MODE

YOUR CUSTOMISED  
AGE REVERSING MANUAL

**PRIMUS  
GANGES**

A legacy of *srijan* GANGA CITY

**AGE REVERSING  
SENIOR LIVING**



Life expectancy in India has shown significant improvement, reaching approximately 73 years in 2024–2025, up from roughly 49 years in the 1970s, largely driven by better healthcare and lower child mortality.

Source ~ World Bank, World Development Indicators:  
[data.worldbank.org/country/india](https://data.worldbank.org/country/india)





A **BLUE ZONE** is a region in the world where people are claimed to have **exceptionally long lives** due to a lifestyle combining **physical activity, low stress, rich social interactions, local whole foods diet, and low disease incidence.**

Suggested blue zones include Okinawa Prefecture in Japan, Loma Linda in California, Nuoro Province in Sardinia, the Nicoya Peninsula in Costa Rica, and Ikaria in Greece.

Source ~ [worldometers.info/bluezone.com](http://worldometers.info/bluezone.com)

# BLUE ZONES



The elderly of **Okinawa Prefecture, Japan** enjoy the longest life expectancy in the world, and are also known for enjoying relatively good health while doing so.

Population: 1.4 million | Average lifespan: 84 years  
Health span: People are rocking it at 100+ and still dancing



Data shows that people living in **Ikaria, Greece** achieved successful aging by reducing emotional and cognitive dysfunction while sustaining physical activities throughout old age.

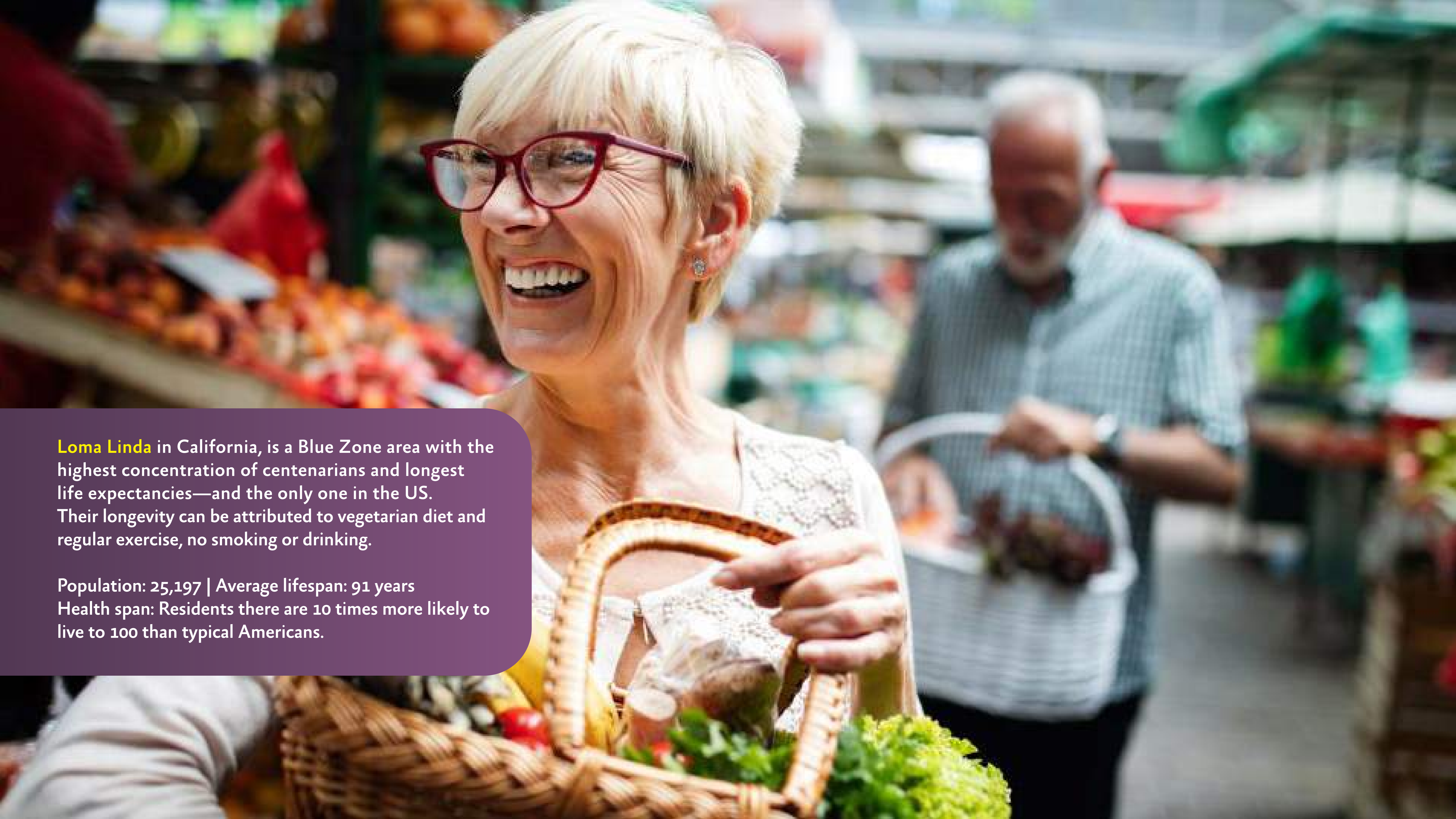
It also hypothesized that noon siesta and engagement in social activities are factors that contributed to the Ikarians' longevity.

Population: 8300 | Average lifespan: 90 years  
Health span: Residents are rocking life well past 100—living slower but stronger with every passing year

**Costa Rica** (Nicoya Peninsula), a tropical haven where the only thing more abundant than the fruit is the zest for life.

Population: 350,000 | Average lifespan: 81 years  
Health span: People are still kicking it in their 90s and beyond, gardening, socializing, and loving life.





**Loma Linda** in California, is a Blue Zone area with the highest concentration of centenarians and longest life expectancies—and the only one in the US. Their longevity can be attributed to vegetarian diet and regular exercise, no smoking or drinking.

Population: 25,197 | Average lifespan: 91 years  
Health span: Residents there are 10 times more likely to live to 100 than typical Americans.

## BLUE ZONE LIVING TIPS

**MOBILITY** ~ Whether it's a morning walk or yoga session keep moving as part of your daily rhythm. Use stairs instead of elevators.

**FOOD** ~ Eat a plant-based diet rich in vegetables and fruits. Limit meat consumption, focus on beans and legumes. Avoid overeating.

**COMMUNITY** ~ Maintain strong social connections with family and friends. Participate in community activities and volunteer work.

**LIVING WITH PURPOSE** ~ Engage in meaningful activities and hobbies. Set and pursue personal goals. Contribute to others' well-being and happiness.

**ENVIRONMENT** ~ Live in a space that's clean, with less pollution, green, calm and serene.





Part of Srijan Ganga City,  
Eastern India's most iconic  
55-acre riverside township,  
PRIMUS GANGES is designed  
to bring back the spirit of living  
in a way that's thoughtful,  
modern, and deeply human.

**Not an old-age home.**  
**Not retirement,** but refinement  
of a lifestyle powered by  
wellness and ease of living.

The idea of the **Blue Zone,**  
**inspired** PRIMUS GANGES to  
plan a home for the ones  
above 55 to **reverse their**  
**age and live longer with**  
**adequate support.**



1 km Jogging track

## THE RIVER

Living at PRIMUS GANGES would ensure an unbelievable, **pollution-free 'living by the river' experience.**

## LIVING

**River-facing homes** would redefine serene yet luxurious living where a neverbefore **private track of over 1 kilometre by the Ganges,** will facilitate regular activities.

## WHAT YOU GET

**Future-ready amenities and facilities** at THE ROYAL GANGES ... Tennis court, cricket simulator, badminton courts, amphitheatre ... plus a retail arena with daily provision stores, restaurants, ATM, salon, wine store, bar, chemist store etc





## THE CLUB

Indoor facilities at the **70,000 sqft Club** at THE ROYAL GANGES begin with an **Olympic-size swimpool with Jacuzzi** and **Aqua gym** to lavish **five-star lounges** and indoor sporting arenas.

## LIFE MADE EASY WITH

## MEALS MADE WITH CARE

Enjoy **chef curated, freshly cooked, nutritionist-approved meals every day...** served hot, balanced, and tailored to your comfort.

## COMMUNITY EVENTS

From **festive gatherings to hobby clubs and wellness sessions,** every event is designed to bring people together and add purpose to every day.



Nutritionist approved meals

## LIFE MADE EASY WITH

### HOUSEKEEPING

Clean, well-kept home with **timely housekeeping**. From **cleaning to linen changes**, everything will be managed with care.

### SECURITY THAT'S ALERT

Feel protected without feeling watched. From **gated access and CCTV to trained personnel... security** will be present, subtle, and reassuringly humane.

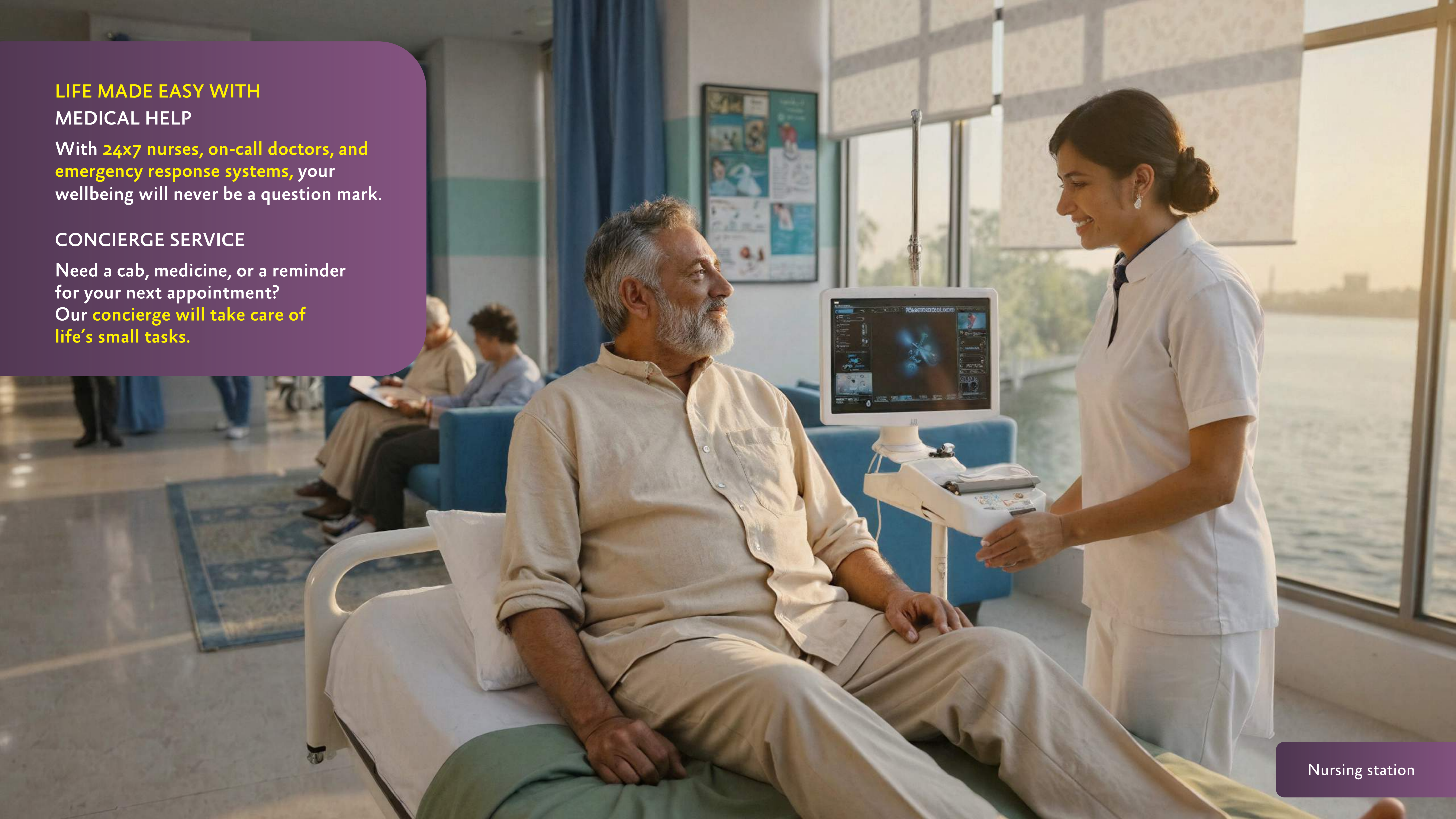


## LIFE MADE EASY WITH MEDICAL HELP

With **24x7 nurses, on-call doctors, and emergency response systems**, your wellbeing will never be a question mark.

## CONCIERGE SERVICE

Need a cab, medicine, or a reminder for your next appointment? Our **concierge will take care of life's small tasks.**



Nursing station



Reading room



Games room



Badminton court



Community temple

## SENIOR FRIENDLY FEATURES



Rounded edge walls for safety



Sturdy lever door handles



2 eye viewers for main door



Living room



## SENIOR FRIENDLY FEATURES

Threshold-free  
main doors



Matt finish  
vitrified flooring  
in the entire unit



Senior-friendly  
toilets with  
foldable grab  
bars for WC



## SENIOR FRIENDLY FEATURES



Senior-friendly washbasin with hot & cold water mixer



Thermostatic shower mixer for hot & cold water supply



Foldable grab bars for washbasin and shower area





## SENIOR FRIENDLY FEATURES

Counter slab heights as per NBC  
| Accessible design standards |



Light control switch box from FFL to bottom of switch control



Wide rocker switch for operation & 2-way control switch for lights near bedside table



## SRIJAN

Srijan Realty Private Limited is one of the leading real estate companies of eastern India. The company has leveraged its rich insight into consumer preferences with customised property development.

Srijan possess a rich track record of having delivered approximately 11 million square feet across 34 projects. Developing 27 million square feet across 26 projects at present.

## PRIMUS

Established in 2013 in Bengaluru, Primus is committed to providing an active luxury lifestyle to seniors through passionate people, robust processes and intuitive technology. They are in the process of delivering 2000+ senior homes in Bengaluru, Chennai, Pune, Huderabad, Kolkata and Mumbai.



Optima Rajarhat Chowmatha



Greenfield City near Behala Chowrasta Metro



Botanica Southern Bypass



The Royal Ganges Batanagar



Town Square Newtown



Palladina Off EM Bypass



Primus Darpan Bengaluru



Primus Zion Chennai

Developed in collaboration with



PRIMUS GANGES Holding No c4-173 (new) Mouza ~ Krishnanagar | JL 1 under Maheshtala Municipality | PO Batanagar  
PS Maheshtala (near Bata factory beside Uludanga Park) | 24 Parganas South 700 141

**WBRERA/P/SOU/2025/002901 | [rera.wb.gov.in](http://rera.wb.gov.in)**

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