

# NEWSLETTER

JANUARY 2024  
ISSUE NO 1

## NEW YEAR

LET'S START SOMETHING  
NEW THIS NEW YEAR

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## NEW INITIATIVES

OUR CORE VALUES OF  
CREATIVITY AND  
INNOVATION ARE INTO  
ACTION

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## NEW FACES

LET'S WELCOME NEW  
COLLEAGUES



# HAPPY NEW YEAR 2024

Here's to a year of good health, lots of  
love and plenty of laughter

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# NEW YEAR NEW BEGINNING

Dear Friends and Partners,

Happy New Year to all of you...

The year 2023 have made us taste our first success and helped us to grow as planned. We have dreamed, planned, executed and succeeded in our journey with the grace of the almighty and obviously our beloved CMD, Mr. Shyam Pandey. As we step into a new month and year, it gives me immense pleasure to share some exciting updates and developments happening at 99Realty.

- 1. New Beginning:** As we are growing together, there should be an interesting medium to stay connected. Presenting our brand new monthly newsletter , “**99Realty Pulse**”, where you would get to know the past month company updates, success stories, learnings, get to know new faces, meet star performers, share your knowledge, get to know about upcoming news and more over you can showcase our company culture to the world.
- 2. New Partnerships:** We are thrilled to announce several new strategic tie-ups that will not only enhance our offerings but also broaden our reach. Collaborating with top brands in the real estate vertical always been a part of our core business strategy, and these partnerships will undoubtedly bring added value to our customers. Stay tuned as we unveil the details of these collaborations in the coming weeks.
- 3. New Tech Stack:** Our commitment to staying at the forefront of industry trends and adopting cutting-edge technologies remains unwavering. I am excited to introduce our latest tech stacks being developed in this first edition of the newsletter that promise to redefine the way our employees work.
- 4. New Locations:** We work with passion and aim to reach new heights in the shortest possible timeframe. Keeping in line with our growth strategy we are commencing branch operations at Kolkata and Durgapur, followed by Lucknow in this month.

As we embark on these exciting ventures, your feedback and insights continue to be invaluable to us. We encourage you to share your thoughts, ideas, and suggestions, as they play a crucial role in shaping the success of 99Realty. Our commitment to excellence extends beyond our projects, and your input helps us refine our approach.

In closing, I want to express my gratitude for your unwavering dedication and hard work. Together, we are building something extraordinary, and I am confident that the months ahead will bring even more success and prosperity for 99Realty.

Thank you for being an integral part of our journey.

Best Regards,  
**Abhisek Panda**  
Editor-in-Chief

# CMD'S GREETINGS

Dear 99Realty Team,

As we step into the promising horizon of 2024, I extend my heartfelt wishes for a year filled with prosperity, joy, and unparalleled success.

This new year marks a significant milestone for us in terms of our expansion and reach and I am more than happy as we are launching our inaugural monthly newsletter, 99Realty Pulse.

May this newsletter be a beacon of insights, trends, and valuable information for our audience, reflecting the dedication and expertise of the 99Realty team. Let's embark on this journey together, leveraging our collective strengths to achieve new heights in the real estate industry.

Wishing each member of 99Realty continued success and fulfillment in their endeavors. Here's to a year of innovation, growth, and meaningful connections.

Warm Regards,

**Mr. Shyam Pandey**

CMD, 99Group of Companies



# NEW INITIATIVES

## Monthly Newsletter- 99Realty Pulse



99Realty Pulse, will be our new monthly company newsletter where you would get to know the past month company updates, success stories, learnings, get to know new faces, meet star performers, share your knowledge, get to know about upcoming news and more over you can showcase our company culture to the world.

The newsletter will be published by 15th day of every month through our website, social media accounts and internal mailing groups. You are encouraged to share your branch's good practices, success stories, your personal writeups, etc. by 5th day of the publication month at [pulse@99realty.in](mailto:pulse@99realty.in).

## New Technology

At 99Realty, we are committed to pushing the boundaries of innovation in real estate and are working tirelessly on bringing new technology to us. We are soon going to introduce to you all our inhouse, fully customized **CRM** portal and Modern **ESS Portal** along with their respective **Android Application**.

**The next page of this newsletter give you a sneak peek into both HRM and CRM portals being developed.**

The HRM portal and Mobile application are under development and testing phase and we are targeting to launce the same in coming weeks of January 2024.

The CRM portal and Mobile application are under development and customization phase, and we are targeting to start UAT in coming weeks of January 2024. The target launch or roll out will be in next 1-2 months.



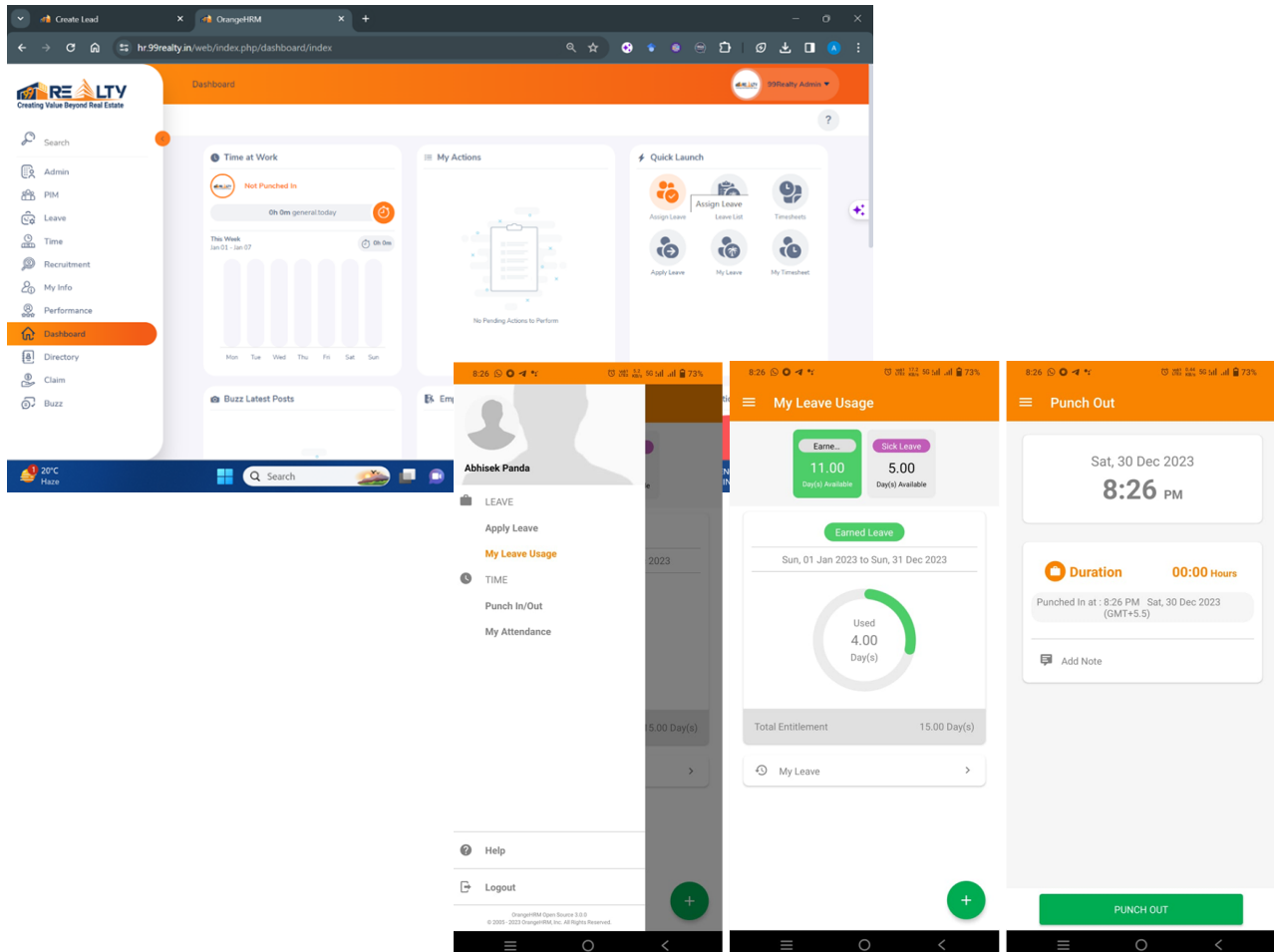
We are also considering moving our current webmail client to **Zoho Workplace** to give you more technology access on the go. It comes with benefits like 30GB Email Storage, Huge attachment Upload up to 500GB, Email Recall, Team Collaboration with Group Chat, Video Conferencing and much more. The migration will be planned in Jan 24 last week or in Feb 2024.

# 99Realty HRM Application

99Realty HRM provides a modern ESS portal experience to its employees. The inhouse developed portal and mobile app, gives you the ability to unlock various HR functionality at your fingertips. You can apply for leave, clock in or out, submit claims, maintain your profile on the go.

Here is a list of useful features:

- Punch in/out attendance
- Apply for Leave
- Check Leave Balance
- Approve or reject Leave requests as a supervisor
- Punch in/out attendance
- Create & view timesheets
- Stay up to date with company news
- Manage Your Profile
- Manage Reimbursement Claims
- Manage Performance Review
- Manage Recruitments

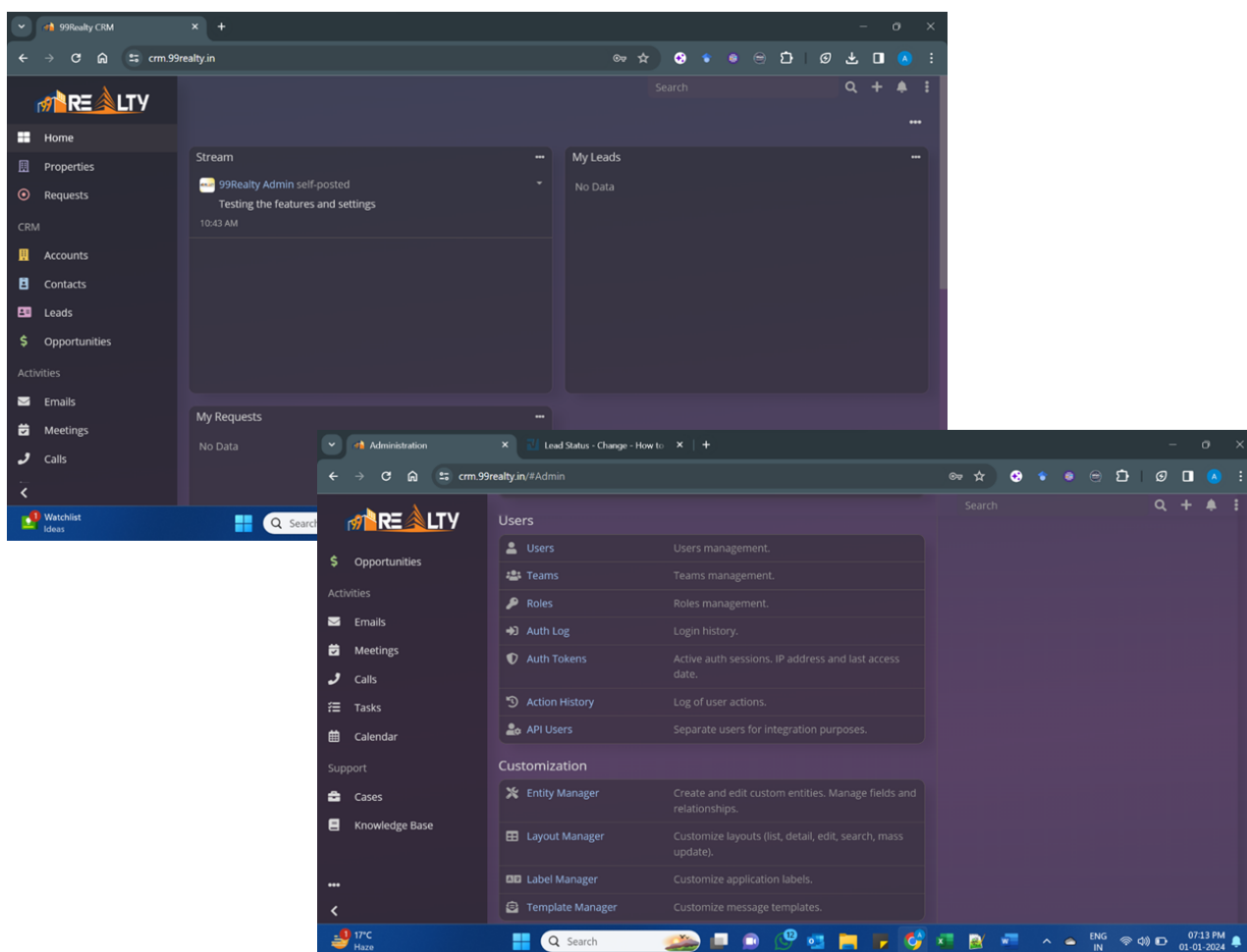


# 99Realty CRM Application

99Realty CRM provides access to a modern and powerful custom designed CRM portal for its sales staffs. The inhouse mobile app, gives you the ability to manage your leads, meetings, calls, tasks, property inquiries on the go at your fingertips.

Here are a few of the most useful features:

- Manage Properties and Inquiries
- Create and manage leads, tasks, meetings, etc.
- Check your and team's pipeline
- Inbuild and outbound email integration
- Multiple teams and lead sources
- Powerful global search feature
- Marketing campaigns, email, and pdf templates
- Knowledgebase and Document Management
- Secured with Two Factor Authentication and more.



# DECEMBER 2023 HIGHLIGHTS



- 3 New Cities Explored, Durgapur, Kolkata, Lucknow
- 4 Builders, 20 New Projects Added



- 4180 Sqft. Area Sold
- INR 1.09 Crores of Transaction Value



99Realty is now has 31 Listed Projects Across 10 Cities in 4 States of India.



Team Noida Awarded with “Best Team Sales (Performance)” at 11th Half Yearly Meet of 99Group of Companies. Congratulations Team Noida



# NEW TEAM MEMBER



## Mr. Zafar Hossain

Mr. Zafar have joined us as Team Head for Kolkata Branch and have varied experience of around 12 years in Sales and Business Development across sectors like Banking, Insurance, Internet Services and Real Estate.

He is a native of Kolkata and is well versed in English, Hindi and Bangla languages with a strong local market understanding. He is married and have 1 Child.

He is a foodie and love traveling and music.



# PULSE

# NEWSLETTER

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Your feedback and contribution is valuable to us and would help in maintaining the freshness of this newsletter. Utmost care have been taken while editing this issue, however in case of any mistake do inform us with the details.