

# NEWSLETTER

**SHIFTING FOCUS**  
STRATEGIC PLANS

**EXPANDING REACH**  
OUR PRESENCE

EXPLORING NEW CITIES

**SUCCESS STORIES**

HAPPY MOMENTS

NEW FACES

OASIS GRANDSTAND

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# SHIFTING FOCUS

Dear Friends and Partners,

With the passing of the first Leap Year for 99Realty, we have got an extra day to think of doing something different. We might not have had the best month in terms of performance but we had achieved conclusive discussions on our way forward, on our working style, and on improving our process with each passing day.

**Shifting Focus:** We are committed to adopting a more focused approach on how we can move things, what processes to adhere to and how to take the business to the next level. As a team we need to have a clear grasp of the processes and policies we have, and we also need to keep enhancing the same day by day, be it by adherence to the process, be it monitoring the current market, or be it being more focused.

It's the opportune time to shift our focus from Residential to Commercial. This move aligns with the evolving demands of the market and positions the company to capitalize on emerging opportunities in the commercial real estate sector. By leveraging its expertise and established network in the industry, 99Realty aims to provide comprehensive solutions to businesses seeking prime commercial properties for investment or expansion. This strategic shift not only diversifies the company's portfolio but also reinforces its commitment to meeting the diverse needs of its clientele. With a tailored approach and a keen understanding of market dynamics, 99Realty is poised to emerge as a leader in facilitating lucrative commercial real estate transactions, fostering growth and prosperity for both investors and businesses alike.

We are also aligned with having a focused approach with our Residential portfolio and are working as a team to find out market gaps and opportunities to tap into. We are focused on increasing our reach in terms of new projects and employment.

**Strategic Updates:** I am happy to share with you all that our strategic tie-up at Durgapur have yielding results and the team is confident to scale to new heights in the coming months. We are also planning to expand our footprints to the **City of Nawabs, Lucknow** in the month of March. Our HRM and CRM implementation plans are well on track and will be launched in phases in the first quarter of FY 24-25.

99Realty is committed on having a sustainable growth and adopting technology at core. We're mounting up for a remarkable journey for the next couple of months and need a collaborative effort from the entire team to achieve our goals.

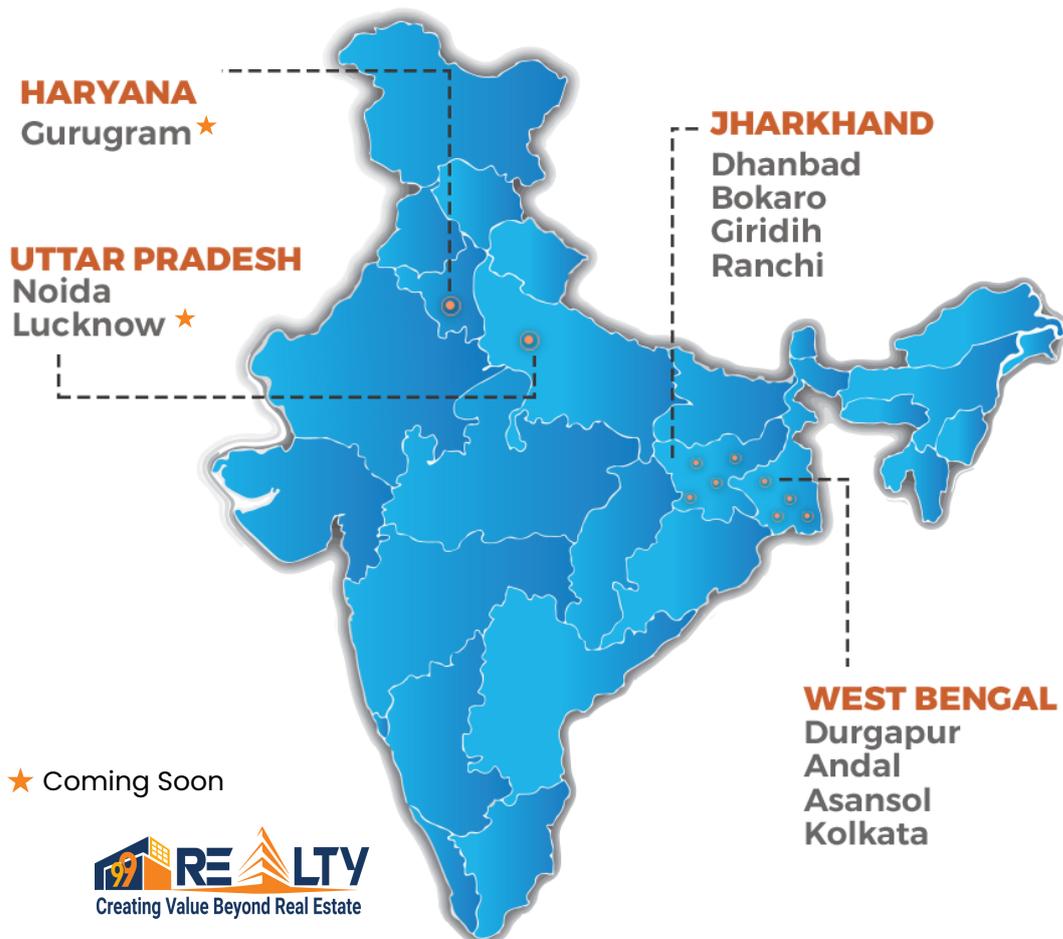
Thank you for being an integral part of our journey.

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

# EXPANDING REACH

99Realty has been strategically expanding its reach across various cities in India, capitalizing on the diverse real estate landscape of the country. Leveraging its expertise in key account management, digital adoption, marketing, and channel management, 99Realty aims to cater to the growing demand for real estate services in both Tier-I and Tier-II cities. With properties located in prime cities such as Noida, Kolkata, Delhi NCR, Durgapur, Ranchi, Bokaro, Giridih, etc., 99Realty provides a wide selection for customers to choose from. By focusing on markets with high future growth potential and offering properties ideal for investment, 99Realty continues to establish itself as a prominent player in the Indian real estate sector.

With growth focused strategy we are expanding our reach to new cities like Gurugram and Lucknow in the coming months.



# HAPPY MOMENTS AND SUCCESS STORIES



Top Left: Team Lunch during Kolkata Office Opening, Top Center: Birthday Celebration of Mr. Sanjay Kumar at Noida Branch, Top Right: Team Training at Noida, Bottom Left and Right: Saraswati Puja at Branches, Bottom Center: First Booking of Durgapur during Bhumi Pujan of Aranyak Society.



Team Noida being awarded with "Certificate of Achievement" by Oasis Group for its outstanding sales performance for Oasis Grandstand.

# BUSINESS HIGHLIGHTS



- New tie up at Kolkata and Noida
- Booking started for Exclusive Project at Durgapur



- 12100 Sqft + Area Sold
- INR 2.41+ Crores of GTV



99Realty now has 45 Listed Projects Across 10 Cities in 4 States of India.



SRIJAN ROYAL GANGES

# NEW TEAM MEMBERS



**AKANKSHA VERMA**  
NOIDA



**VIKRAM SINGH**  
NOIDA



**ANJUM BANO**  
KOLKATA



**MD MASOOM ANSARI**  
DURGAPUR

# FROM OUR BLOG



## The Rise of Affordable Housing: Opportunities and Challenges in India

Have you ever thought about what it takes to build a home? Not just any home, but one that's affordable for everyone? That's the challenge that many real estate developers like myself face every day, especially here in India. With a population of over 1.3 billion and growing, there's a pressing need for homes that people can actually afford...[Read More](#)



## Aranyak Society at link Road Durgapur: A Harmonious Living Experience

Aranyak Society, nestled in the vibrant neighborhood of link Road in Durgapur stands as a testament to harmonious living amidst modern amenities and serene surroundings. This modern residential enclave offers a blend of comfort, convenience and community making it a sought after destination for homebuyers seeking a balanced lifestyle...[Read More](#)



## Six Reasons Why This is The Best Time to Buy your Dream Home

If there is one thing that the pandemic has taught us (apart from washing hands) is the veritable importance of owning a home. During the last one year, when the entire world was forced to stay inside, the only thing that gave respite was if the four walls of your home belonged to you! And for those people who were living on rent during the pandemic, ... [Read More](#)



## Is Buying Residential Plots a good Investment in India ?

India is a growing economy and a land of contrasts with a burgeoning middle class and the well-off population. Between the two groups is the common man, who is always finding ways to save some money for a rainy day. Such individuals are constantly searching for a good investment scheme that would help multiply the money... [Read More](#)



# PULSE

A decorative graphic consisting of three orange chevrons pointing right, followed by three blue chevrons pointing right.

# NEWSLETTER

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