

PULSE

APRIL 2024

NEWSLETTER

ISSUE NO 4



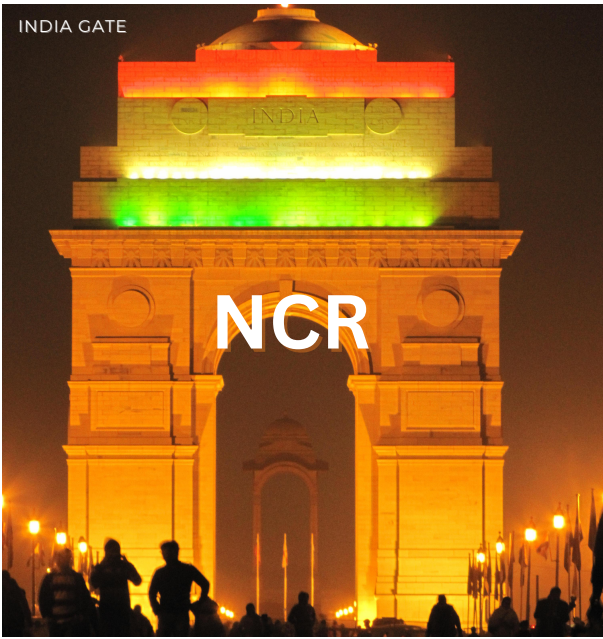
NOIDA

NOIDA SKYLINE



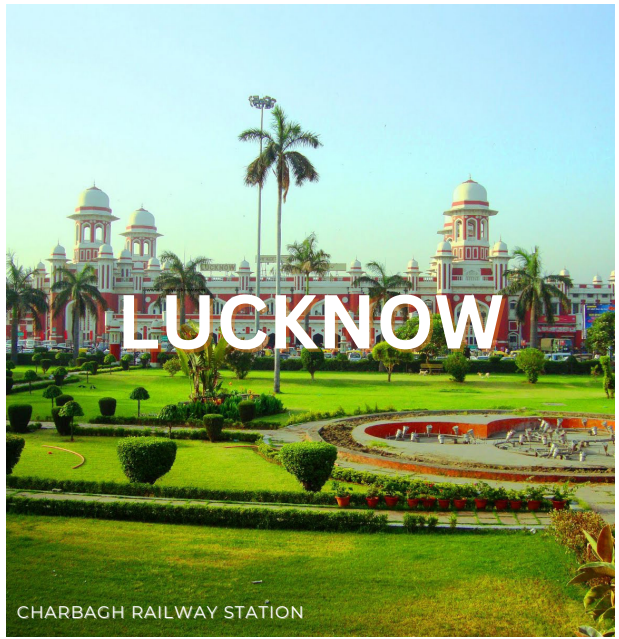
KOLKATA

HOWRAH BRIDGE



INDIA GATE

NCR



LUCKNOW

CHARBAGH RAILWAY STATION



RANCHI

PATRATU VALLY



DURGAPUR

JUNCTION MALL

THE JOURNEY

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THE JOURNEY

Dear Friends and Partners,

It brings us immense pleasure to reflect on the remarkable journey of 99Realty, a journey that mirrors our commitment to innovation and customer-centricity in the ever-evolving landscape of real estate. From humble beginnings with a single branch, we have expanded our footprints to encompass five vibrant locations: **Ranchi, Noida, Kolkata, Durgapur**, and our latest addition, **Lucknow**. This expansion stands as a testament to our dedication to serving diverse communities and catering to the dynamic needs of our clientele.

Customer First: Our portfolio reflects our dedication to catering to the diverse needs of our clients. From residential properties to commercial spaces, plots, and office spaces, we offer a comprehensive range of options to suit every requirement. Moreover, our continuous efforts to educate both our customers and teams through updated blog topics highlight our commitment to staying ahead of the curve. By providing valuable insights and information, we empower our stakeholders to make informed decisions in the dynamic real estate market.

Digital Adoption: At the heart of our growth lies a profound embrace of digital transformation. We recognize that the future of real estate is intrinsically tied to technology adoption, and we have positioned ourselves at the forefront of this digital revolution. We are also on our path of implementing HRMS by this April 2024 and subsequently implementing inhouse CRM tool by June 2024. One significant milestone in our journey towards digital excellence was the implementation of Digital Contract Signing through **Leegality**, a pioneering platform that facilitated our first-ever digital agreement signing. This not only streamlined our processes but also underscored our unwavering commitment to efficiency, transparency, and sustainability.

Learning: The launch of the **Step UP** Learning program underscores our dedication to fostering a culture of learning and growth within our organization. Through this initiative, we equip our teams with the knowledge and skills necessary to excel in their roles, driving innovation and excellence across the board.

Strategic Update: We have started our operations at Lucknow with our first tie up and team hiring. We will soon be announcing our Branch location and update you all regarding new strategic tie ups at the City of Nawabs. We are also on final discussions on implementation of our HRMS and other Employee Benefit Schemes by this month.

We will continue to grow and will continue to expand our footprints across portfolios, locations and team. As we continue on our journey, we remain steadfast in our mission to redefine the real estate experience for our clients and stakeholders. With a focus on innovation, education, and customer satisfaction, we are poised to achieve new heights of success in the ever-evolving real estate world.

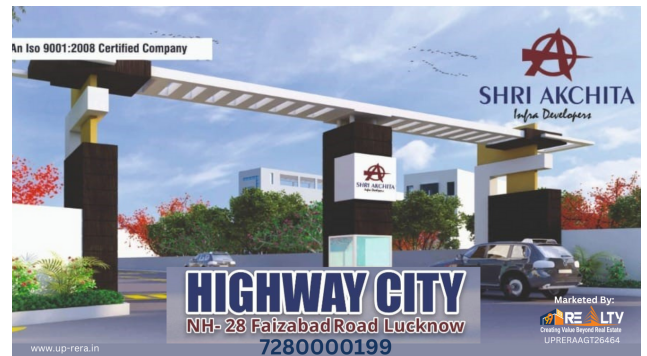
Thank you for being an integral part of our journey.

Best Regards,
Abhisek Panda
Editor-in-Chief

A NEW START

We are happy to share with you all that we have started our operations at City of Nawabs, **Lucknow** with our first strategic tie up and team setup. Keep a watch on our social media handles for further updates.

We have a strategic tie up with Shri Akchita Infra Developers Private Limited for their Highway City Project. Shri Akchita Infra Developers is a reputable real estate company based in Lucknow, Uttar Pradesh. Committed to ethical business practices, they prioritize genuine and loyal dealings, distinguishing themselves in the industry. Specializing in property development, they offer plots in various sizes at prime locations, with a minimum booking price.



We have stream lined our contract signing process with the Help of Leegality Digital Contract Signing, giving us the flexibility to have contracts executed on the go using Virtual Sign or Aadhaar Based Authentications. With this implementation we have reduced our contract signing TAT drastically and it proves our unwavering commitment to efficiency, transparency, and sustainability.

We are launching our flagship Training Program called 99Realty Step-Up to be implemented from 3rd Week of April 2024. Step Up program will have 3-4 common trainings on various functional, behavioral, technical, and leadership aspects every month for all once a week followed by evaluation tests. Individual training requirements will also be identified and taken into consideration. Through this initiative, we equip our teams with the knowledge and skills necessary to excel in their roles, driving innovation and excellence across the board.



HAPPY MOMENTS



Top Left: Holi Celebration at Noida, Top Center: Holi Gift Distribution at Durgapur, Top Right: Team Training at Noida, Center Row: Customers of Kolkata for Godrej Properties, Bottom Row: Customer Site Visits at Durgapur



Construction Update(March 24)

Aranyak Society
Acomplish Your Dreams

BUSINESS HIGHLIGHTS



- New strategic tie up at Lucknow
- Lunch of Step Up Training Program
- Digital Contract Signing through Leegality



- 18100 Sqft+ Area Sold
- INR 3.46+ Crores of GTV



99Realty now has 46 Listed Projects Across 11 Cities in 4 States of India.



NEW TEAM MEMBERS



PANKAJ KUMAR
NOIDA



REEKA
NOIDA



DILLIP KUMAR
KOLKATA



SAURAV
NOIDA

FROM OUR BLOG



Basic Features or Amenities to Look for in Affordable Housing or Apartments Before Making Any Purchase Decision

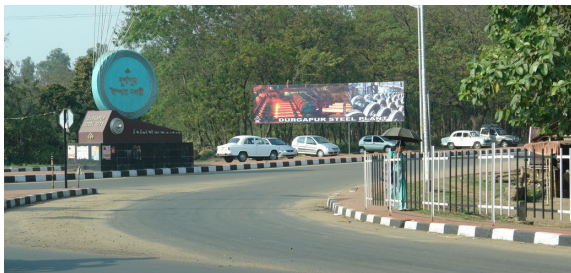
In the quest for the perfect nest, whether to rent or to own, one often finds themselves navigating through a labyrinth of options. Amidst the sea of choices, how does one discern the right fit? What are the basic features or amenities to look for in affordable housing or apartments before making any purchase decision?

[Read More](#)



Fairfox EON: Elevating IT/ITeS Infrastructure in Noida

Welcome to Fairfox EON, a pioneering commercial project in Noida focused on IT/ITES infrastructure. Strategically located in Sector 140A along the Noida Expressway, Fairfox EON offers premium office spaces tailored to meet the specific needs of the IT/ITES industry. Know in details about this property from our blog...[Read More](#)



Exploring the Real Estate Landscape of Durgapur: New Projects and Emerging Locations

Nestled in the heart of West Bengal, Durgapur has emerged as a significant industrial and residential hub in recent years. With its strategic location, excellent infrastructure, and burgeoning economy, Durgapur's real estate sector has been witnessing notable growth. This article delves into the evolving real estate landscape of Durgapur.

[Read More](#)



Unlocking Real Estate Investment Opportunities for NRIs- Simple Tips and Best Practice

Are you an NRI (Non-Resident Indian) looking to invest in real estate back home? Whether it's for financial security, family planning, or simply to diversify your investment portfolio, venturing into the real estate market can be a rewarding journey. However, navigating this landscape from a far may seem daunting. Fear not!...[Read More](#)



PULSE



NEWSLETTER

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PUBLISHED BY

**99TPA ADVISORY INDIA PVT LTD
611, EASTERN MALL,
DANGRATOLI CHOWK, RANCHI,
JHARKHAND-834001**

WWW.99REALTY.IN

APRIL 2024

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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.

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