

# NEWSLETTER

## PROCESS FOR PROGRESS

TRAINING AND  
PROCESS ADOPTION

## CITY OF NAWABS

OUR FOOTPRINTS AT  
LUCKNOW

## SUCCESS STORIES

HAPPY MOMENTS

NEW FACES

## THOUGHTFUL ARTICLES

SELECTED BLOGS

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# PROCESS FOR PROGRESS

Dear Friends and Partners,

Welcome to the latest edition of 99Realty Pulse, your go-to source for insightful updates and trends in the real estate industry. We're thrilled to share exciting updates from 99Realty's latest endeavors, particularly focusing on our Lucknow Branch and strategic training program implementation.

The grand opening of our Lucknow Branch was met with tremendous enthusiasm and support from the local community, channel partners and business partners. This event symbolized our dedication to fostering growth and development in new markets. We're also delighted to announce our inaugural sales at the Lucknow Branch! This marks a significant milestone in our expansion journey. The success of these initial sales underscores our commitment to delivering exceptional real estate opportunities to our clients.

At 99Realty, we understand that our greatest asset is our people and through targeted training initiatives, we unlock the full potential of our workforce, enabling them to achieve personal growth, career advancement, and long-term success. Training is the cornerstone of growth and development, not just for individuals but for the entire organization. Training and process optimization lay the groundwork for innovation and continuous improvement and by investing in comprehensive training programs like 99Realty Step Up, we empower our team members to hone their skills, stay updated with industry trends, and deliver exceptional service to our clients.

At 99Realty, we recognize the pivotal role of streamlined processes in driving success. Hence, we've implemented stringent process adoption at the core of our operations. This enables us to maximize productivity and deliver unparalleled service to our clients.

As we continue our journey towards excellence, let us reaffirm our commitment to investing in training and refining our processes to deliver unparalleled value to our clients and stakeholders. We will continue to grow and will continue to expand our footprints across portfolios, locations and team. 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

# CITY OF NAWABS

In the last 45 days from hiring the initial team at the City of Nawabs, Lucknow, we have also ensured initial sales and opened our branch office. We have also expanded our strategic tie up with the on boarding of Yash Builders.



We had our office opening puja on 6th May 2024 and we are now officially open at Lucknow. Do visit us at Advik Tower, D2/37, Ground Floor, Vibhuti Khand, Gomti Nagar, Lucknow-226010

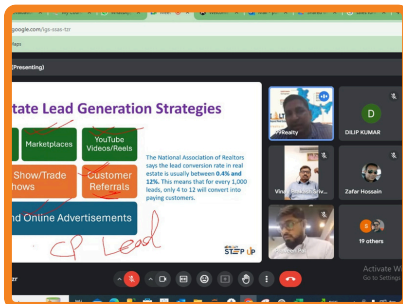
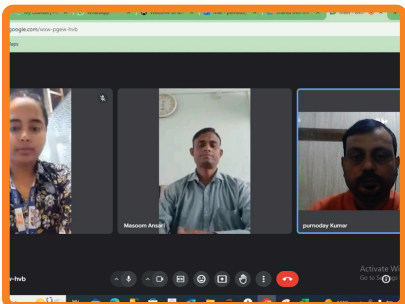


## New Strategic Tie-Up

We have entered into a new strategic tie up with Yash Builders at Lucknow for their row house project Yash Park City, located in close proximity to Shalimar Paradise on Lucknow-Faizabad Road. This project consists of more than 1000+ row houses with amenities like wide roads, temple, park, CCTV, etc. The project is spread across 2 Phases and is ready to move with 100+ families already living in the society.



# HAPPY MOMENTS



Top Row: CMD Sir's Visit at Noida, Kolkata Team Training at Godrej, Team Training at Noida,  
Center Row: CRM Team Training, Step Up Training on Lead Generation, Lucknow Office Puja  
Bottom Row: Tie Up with Yash Builders at Lucknow, Site Visits and CP Meetings at Lucknow



## Construction Update(April 24)

*Aranyak Society*  
Acomplish Your Dreams

# BUSINESS HIGHLIGHTS



- Opening of Lucknow Branch
- Lunch of Step Up Training Program



- 24911 Sqft+ Area Sold
- INR 3.60+ Crores of GTV



99Realty now has 46 Listed Projects of 23 Developers Across 11 Cities in 4 States of India.



YASH PARK CITY, LUCKNOW

# NEW TEAM MEMBERS



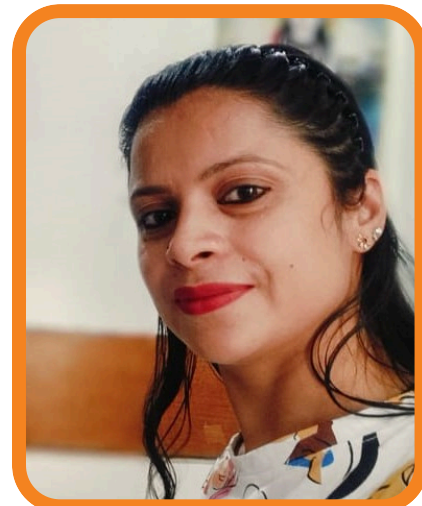
**RAVINDRA SHANKAR  
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LUCKNOW



**VINAY PRAKASH  
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**SAURABH SRIVASTAVA**  
LUCKNOW



**RANJANA AGNIHOTRI**  
NOIDA

# FROM OUR BLOG



## Decoding Interest Rates How They Impact Your Home Loan and Mortgage Payments

Interest rates are like the toll you pay for using someone else's money. When you take out a home loan, the bank charges you a little extra, known as interest, as a percentage of the loan amount. It's their way of making some profit from the deal. Now, let's talk about how interest rates impact your home loan and mortgage payments... [Read More](#)



## 6 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. In this post we will discuss why it's the right time to buy your dream 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! ...[Read More](#)



## Real Estate Plotting in Lucknow

Are you considering investing in real estate? If so, you might want to keep an eye on Lucknow, a city brimming with opportunities. In this blog, we'll delve into why investing in real estate plotting in Lucknow could be your ticket to financial growth. Lucknow, the capital city of Uttar Pradesh, is undergoing rapid urbanization. Its strategic location, coupled with government initiatives, makes it a hotspot for real estate investment..[Read More](#)



## Real Estate 2.0 and Advantage of Technology

Real Estate 2.0 imply the next generation of real estate practices that leverage advanced technologies and innovative approaches to transform the traditional real estate industry. Technology offers buyers and sellers a seamless and convenient experience throughout the real estate lifecycle, from property search to transaction completion.

[Read More](#)





# PULSE



# NEWSLETTER

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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](mailto:pulse@99realty.in).

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