

# NEWSLETTER

JUNE 2024  
ISSUE NO 6

## A MONTH OF MILESTONES

CMD'S MESSAGE

## ACTIVITIES

ACTIVITIES AND HAPPY MOMENTS

## SUCCESS STORIES

BUSINESS HIGHLIGHTS-MAY24

NEW TEAM MEMBER'S

## METICULOUS ARTICLES

CURATED BLOGS

YASH PARK CITY, LUCKNOW

# CONTENTS

## PAGE 3-4

### JUNE- A MONTH OF MILESTONES

Insights for this issue and editor's message.

CMD's Message for 11th Year of 99Group

## PAGE 5

### FIELD ACTIVITIES

Activities Conducted By Various Branches

## PAGE 6

### HAPPY MOMENTS AND SUCCESS STORIES

Teams Success and Memories

## PAGE 7

### BUSINESS HIGHLIGHTS

Experience, Learning and some numbers of Previous Month Closure.

## PAGE 8

### NEW TEAM MEMBER'S

Let's know our new colleague and welcome them.

## PAGE 9

### FROM OUR BLOG

Selected articles you might have missed

# JUNE: A MONTH OF MILESTONES

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. June is a significant month for the **99Group** of Companies as we proudly celebrate our **11th Foundation Day**. This milestone marks over a decade of dedicated service, innovative real estate and other sectors, and a relentless commitment to transforming modern living in India. Since our inception in June 2013, we have grown from a humble start-up into a leading name in the real estate sector, known for our quality, contemporary designs, and customer-centric approach.

A cornerstone of our success has been our strong emphasis on team building. We believe that a cohesive, motivated team is the driving force behind every successful organization. Our efforts in fostering a collaborative work environment, investing in employee development, and encouraging innovative thinking have been pivotal. We continue to celebrate our diverse team, whose passion and dedication propel us forward.

99Realty's journey of growth and expansion continues with strategic project tie-ups. As the Group step into its 12th year, 99Realty is amplifying its focus on commercial projects across locations. Recognizing the evolving demands of urbanization and the rise of business hubs across the country, we are excited to tie up several new commercial projects that promise to redefine the business landscape.

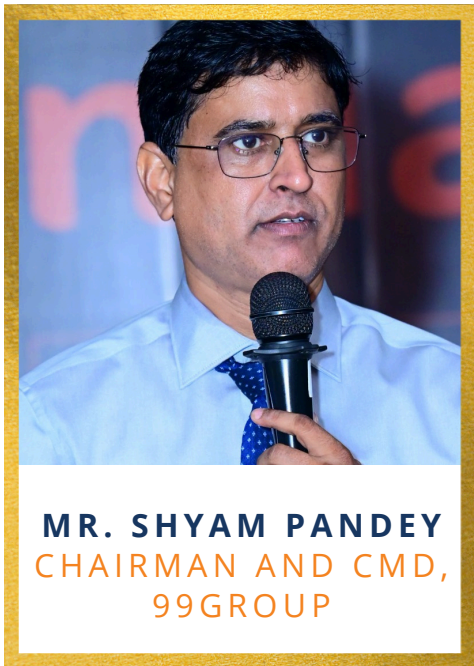
In an industry as dynamic as real estate, staying ahead requires continuous innovation. We are embracing process automation and adopting new technologies to enhance efficiency and streamline operations. We are not only improving our internal workflows but also delivering better, faster services to our clients. This strategic shift towards digital transformation is setting us up for sustained success in an increasingly competitive market.

As we commemorate our Group's 11th Foundation Day, we extend our deepest gratitude to our clients, partners, and team members who have been an integral part of our journey. Your trust and support have been the bedrock of our achievements. We look forward to many more years of innovation, growth, and shared success.

Thank you for being a part of the 99Group family. Together, let's continue to build the future.

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

# CMD'S MESSAGE



99 Group has been a trailblazer in the real estate industry since its establishment in 2013. Throughout our journey, we have consistently endeavored to surpass the expectations of all our stakeholders, ensuring unparalleled delight and satisfaction.

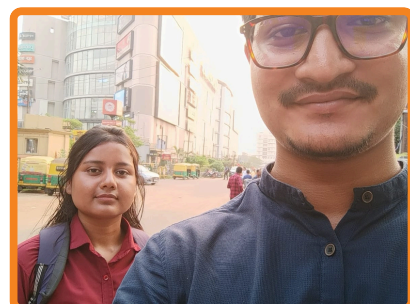
Affordability for all economic class of people (low, medium, high), Accessibility from centre of the city, and Availability in all models have been our theme of residential societies that we built in. We leave no stone unturned in shaping the dream home come true for common people.

Today we have a team of 500+ inhouse employees and 1000+ off house employees who work tirelessly day in and out to achieve the milestones that we set forth. We have our motto to leverage our organisation to 100 cities of India by the year 2026. We not only work with pure intention but with meticulous and passionate workmanship to realise people's dream.

We are currently running business across business verticals with our brands 99 Builders, AAA+, 99 Décor, 99Realty, 99Sunfotech, 99Automate, 99News, 99Skills and 99Resorts. Our CSR team under 99Foundation conducts regular activities like food distribution, scholarships, social awareness, sports promotion, medical treatment, etc. across our cities of operation and beyond.

Our established customer base of over 5000+ individuals stand as a testament to the trust and credibility we have built over the years. We extend our gratitude to our customers and partners for their patronage and perpetual belief that inspire us to extend the best services and enables us to provide value for their money. I reassure you that we together make this world a better place to live, relish and will continue spreading smiles.

# FIELD ACTIVITIE'S



# HAPPY MOMENT'S



Top Row: Booking at Lucknow, Noida Team, Birthday Celebration at Lucknow,  
Center Row: Project Training at Kolkata, Happy Customers at Aranyak Society-Durgapur  
Bottom Row: Team Lucknow, Happy Customer at Oasis Grandstand-Noida



## Construction Update(May 24)

*Aranyak Society*  
Acomplish Your Dreams

# BUSINESS HIGHLIGHTS

## TILL MAY 2024



- Regular Training Under Step Up Program
- Team Building Across Branches



- 28362 Sqft+ Area Sold
- INR 4.85+ Crores of GTV



99Realty now has 49 Listed Projects of 23 Developers Across 11 Cities in 4 States of India.



99EXOTICA GIRIDIH

# NEW TEAM MEMBERS



**KAUSHAL**  
NOIDA



**AMAR KUMAR**  
NOIDA



**VISHAL**  
NOIDA



**SWARNALI NAG**  
DURGAPUR



**ATANU SARKAR**  
DURGAPUR



**GOPA DAS**  
DURGAPUR



**MANOJ DIXIT**  
KOLKATA



**BADAL ROUTH**  
KOLKATA



**KHUSBOO TIWARI**  
LUCKNOW

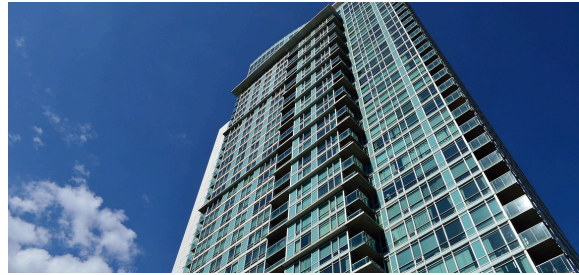


# FROM OUR BLOG



## Yash Park City: A Premier Residential Haven in Lucknow

Yash Park City, a prestigious development by Yash Builders, is redefining modern living in Lucknow. Nestled strategically on Faizabad Road, near the well-known Shalimar Paradise, this project offers an exquisite blend of comfort, convenience, and luxury. Spread across a sprawling landscape, Yash Park City is designed to cater to the aspirations of discerning homebuyers seeking a serene and vibrant community...[Read More](#)



## The Impact of Indian Elections 2024 on the Real Estate Sector

As India approaches its last phase of 2024 general elections, the real estate sector stands at a critical juncture. Historically, elections in India have had significant effects on various economic sectors, including real estate, due to changes in policy direction, economic sentiment, and investment flows. The 2024 elections are poised to have similar, if not more pronounced, impacts...[Read More](#)



## The Transformative Role of India's Real Estate Sector: A Vision for 2034 and Beyond

The Indian real estate sector is poised for unprecedented growth, with projections indicating a market size of USD 1.3 trillion by 2034 and USD 5.17 trillion by 2047. This dynamic sector is set to play a pivotal role in the nation's economic development, driven by increasing residential and commercial demands and contributing significantly to GDP and employment...[Read More](#)



## Which Locations Are Offering The Best Flats For Sale In Kolkata In 2024?

Are you in the hunt for your dream home in the bustling city of Kolkata? With so many options available, it can be overwhelming to decide which location suits your lifestyle and preferences best. But worry not! In this comprehensive guide, we'll take you on a journey through some of the top locations offering the best flats for sale in Kolkata in 2024...[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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