

# NEWSLETTER



SPECIAL EDITION

### "WE ARE TURNING ONE"

99Realty is turning 1 and this special edition is dedicated to all its employees, supporters, well wishers, partners and more over to the dedication of the team and their journey with us at every situation.

The edition will highlight our journey, growth and learning.



# CONTENT'S

## PAGE 3

### A YEAR OF TRANSFORMATION AND GROWTH

Insights for this issue and editor's message.

## PAGE 4

### CMD'S MESSAGE

A small message from our beloved CMD for 1 year of 99Realty

## PAGE 5-7

### EMPLOYEE ARTICLES

A Business War for Glory....  
My experience with a real estate startup...  
An Overview of Indian Real Estate Sector..

## PAGE 8-11

### EMPLOYEE SPEAKS

Employee testimonials for one year of our operation

## PAGE 12-13

### TEAM AND THE JOURNEY

A Collage of our core team and the journey of last 1 year

## PAGE 14

### DOWN THE MEMORY LANE

Some memorable moments and achievements

## PAGE 15

### JULY-AUG ACTIVITIES

Teams dedication and efforts across branches and Aranyak Society update

## PAGE 16-17

### BUSINESS HIGHLIGHTS

New Tie ups and Business figures

## PAGE 18

### NEW TEAM MEMBERS

Lets welcome our new joinees

## PAGE 19

### FROM OUR BLOG

Selected articles from our blogs



# A YEAR OF TRANSFORMATION AND GROWTH

Dear Friends and Partners,

First of all **Happy 78th Independence Day** to you all. I am happy to share with all of you that 99Realty is turning one today. As we celebrate the first anniversary of 99Realty, we are filled with pride and gratitude. This milestone is a testament to our relentless pursuit of excellence and innovation in the real estate sector. What began as a vision to redefine real estate services has now blossomed into a thriving enterprise, delivering exceptional value to clients across multiple cities.

## The Journey of Growth

In just one year, 99Realty has expanded its footprint to key cities like Noida, Lucknow, Durgapur, Ranchi, Gurugram, and Kolkata. Our growth has been fueled by our commitment to understanding the unique needs of each market and providing tailored solutions that exceed client expectations. This expansion reflects our dedication to bringing top-tier real estate services closer to our clients, wherever they are.

## Client-Centric Innovation

Our journey has been marked by a continuous drive to innovate. From adopting a digital-first approach to leveraging the latest technology, we have transformed the way real estate services are delivered. Our focus on providing seamless, efficient, and personalized experiences has set us apart in a competitive industry, earning us the trust and loyalty of our clients.

## Building Success Stories

Over the past year, we have been privileged to contribute to numerous success stories. From helping families find their dream homes to assisting businesses in securing strategic commercial spaces, our role in these journeys has been deeply rewarding. These success stories are not just our achievements—they are the heart of what 99Realty stands for.

## Looking Ahead

As we enter our second year, our commitment to excellence remains unwavering. We will continue to push the boundaries of what is possible in real estate, focusing on innovation, client satisfaction, and sustainable growth. The journey of 99Realty is just beginning, and we are excited to see what the future holds.

This special edition is dedicated to all our employees, supporters, well wishers, partners and more over to the dedication of the team and their journey with us at every situation. The edition will highlight our journey, growth and learning and will also feature **Wonders of India** as a tribute to our great nation.

Thank you for being an integral part of our journey. Together, we will continue to shape the future of real estate.

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

# CMD'S MESSAGE

Dear Team,

As we celebrate the spirit of freedom on this Independence Day and as we proudly mark the first anniversary of 99Realty, I want to take a moment to extend my heartfelt congratulations to each one of you. This milestone is not just a celebration of time passed but a testament to the relentless efforts, dedication, and the unwavering commitment you all have shown over the past year.



This milestone is not merely a marker of the time we've spent together, but a true reflection of the passion, dedication, and unyielding commitment that each of you has demonstrated throughout this remarkable journey. Our process-oriented approach has been the bedrock of our success, enabling us to consistently deliver exceptional, high-quality services to our clients. This steadfast focus on processes has guided us through challenges, leading to sustainable growth. It is your unwavering dedication to these processes, along with your ability to adapt and innovate, that has propelled us to where we stand today.

Looking forward, our vision is clear: to continue our relentless pursuit of excellence, to push the boundaries of what we can achieve, and to build upon the solid foundation we've established together. I have absolute confidence that, with this exceptional team, we can reach even greater heights, all while making meaningful contributions to the society we serve.

Thank you for your tireless efforts, your dedication, and your love for this company. Together, let's make the next year even more successful, not just for us, but for the people whose lives we touch through our work. Let us march forward with the same spirit that built this great nation—a spirit of unity, courage, and unwavering determination.

Wishing you all a joyous Independence Day and continued success in the journey ahead.

Warm Regards,  
**Mr. Shyam Pandey**  
CMD, 99Group



# A BUSINESS WAR FOR GLORY: THE RESOLUTE JOURNEY OF 99REALTY



On this Independence Day, we mark the anniversary of our great nation but also a significant milestone for 99Realty. A year ago, on August 15th, 2023, we embarked on a mission that would redefine the real estate landscape.

In just one year, 99Realty has not merely navigated the real estate market; we have transformed it. Our journey has been nothing short of meteoric. From the launch of our Modern Property Portal in Ranchi to our strategic expansions into Noida, Kolkata, and Lucknow, we have set a new standard in the industry.

In less than a year, we have reached 4 states, connected with 11 cities, partnered with 25 developers, and secured 53 unique property tie-ups under our banner. This anniversary not only celebrates our growth but also our relentless pursuit of excellence and innovation in the real estate domain.

99Realty has always envisioned not just as a business, but as a beacon of hope—ensuring that every individual has the opportunity to own their dream home. This vision goes beyond mere transactions; it is about making every dream of homeownership a tangible reality for families across India. As we Strongly Believe in vision of our beloved CMD Sir **“Shaping Customer Dreams into Reality”**.

**Our journey mirrors that of a Warrior Life - a relentless pursuit of excellence and glory.** Each property tie up, each market we enter, and each home we deliver are battlefields where we wage war not just for market share but for the hearts and minds of our customers.

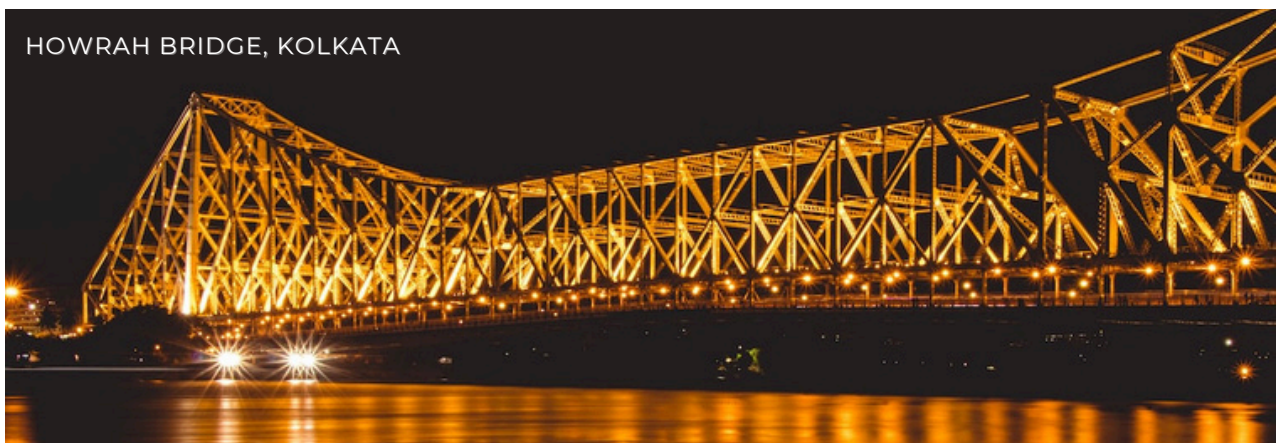
As we reflect on our first year, our hearts are full of gratitude for the trust placed in us by every developer, partner, and homeowner who joined us on this audacious journey. The road ahead is filled with challenges, but like true warrior, we are prepared. **With shields of perseverance and spears of vision, we march forward, ready to conquer new territories and achieve new milestones.**

Thank you for being part of our story. Here’s to many more years of innovation, growth, and dreams realized. Onward to glory!

## **Purnoday Singh**

Customer Relationship Manager

Contributing Editor





# MY EXPERIENCE WITH A REAL ESTATE STARTUP



As an experienced real estate professional working with a startup, my journey was both exhilarating and challenging. I take this opportunity to pen down my journey in the last one year and my experience. Here's a snapshot of my experience:

**Dynamic Environment:** Working in a startup meant agility and adaptability were essential. We navigated market shifts, technological innovations, and evolving client needs. The pace was fast, but it fueled creativity and innovation.

**Building from Scratch:** Our team started with a blank canvas. We crafted our brand, processes, and client outreach strategies. I actively contributed to shaping our company culture and vision.

**Client Acquisition:** Attracting clients was a top priority. We leveraged digital marketing, networking events, and personalized outreach. Building trust with clients was crucial for our reputation.

**Tech and Process Adoption:** As a startup, we embraced technology and process adoption to the core. From modern feature rich Property Portal to CRM systems, From Digital Agreements to virtual tours, from Conventional marketing to Digital Marketing, we explored tools that streamlined operations and enhanced client experiences.

**Financial Realities:** Startup life meant financial uncertainty. We closely monitored expenses, balanced budgets, and focused on revenue generation. Patience was key; results took time.

**Learning Curve:** I wore multiple hats—sales, marketing, and administration. Learning on the job was intense but rewarding. Every challenge was a chance to grow.

In summary, my year with a real estate startup taught me resilience, adaptability, and the thrill of building something from scratch. While it had its share of uncertainties, the journey was filled with valuable lessons and exciting opportunities. **Patient is the key; sky is the limit**, should be the mantra for any one in the business or job mainly the new generation of workforce.

**M S Alam (Shail)**  
Regional Head



# AN OVERVIEW OF INDIAN REAL ESTATE SECTOR



The Indian real estate sector is on an unprecedented growth trajectory, poised to become a \$1 trillion market by 2030, contributing 13% to the nation's GDP. The sector is expanding rapidly, driven by urbanization, infrastructure development, and increased investor interest, especially in metropolitan and tier-2 cities.

**Budget 2024: A Catalyst for Real Estate:** The Union Budget 2024 introduced significant measures that are expected to further boost the Indian real estate sector. A key highlight is the launch of Pradhan Mantri Awas Yojana (PMAY) 2.0, which aims to address the housing needs of urban families by building 10 million residential units by 2028-29. Additionally, the budget enhances indexation benefits for long-term capital gains, particularly for those selling property. Indexation allows property sellers to adjust the purchase price of their property to account for inflation, thereby reducing the taxable gains. These measures in Budget 2024 are expected to provide a significant boost to the real estate sector, particularly in promoting affordable housing and making property transactions more tax-efficient.

**Growing Demand and Emerging Markets:** As India's urban population continues to swell, the demand for residential and commercial properties is soaring. Cities like Noida, Kolkata, Lucknow and Durgapur are emerging as key real estate hubs, offering a mix of affordability and modern infrastructure. Noida's proximity to Delhi, along with its growing IT and industrial sectors, makes it a prime location for residential and commercial investments. Similarly, Kolkata's cultural heritage and ongoing infrastructure projects, coupled with Durgapur's industrial growth, make these cities attractive for future investments. Lucknow offers robust infrastructure, competitive land rates, and a strong demand for residential and commercial spaces, making it an attractive destination for investors and homebuyers alike.

**Our Vision for the Future:** 99Realty is committed to harnessing these opportunities by listing and promoting properties in these emerging markets. Our vision is to lead in providing quality real estate options that cater to the evolving needs of Indian consumers. As we move forward, our focus will be on expanding our portfolio in Noida, Kolkata, Durgapur and Lucknow, ensuring that our clients have access to the best properties that these burgeoning cities have to offer.

## Abhisek Panda

Corporate Business Head





# EMPLOYEE SPEAKS



It was initially difficult for me to excel in a company, at its niche period. It was quite a different and new field for me. But my mentors supported, assisted and guided me in each and every aspect, that made the workplace feel very welcoming and comfortable. I also feel lucky to be guided by our beloved CMD sir and I take this opportunity to thank him for his trust in me.

After working almost a year in 99 Realty, I can confidently say that I have learned and gained a lot about Real Estate Industry.

Although I did enjoy learning about new areas and trying different tasks, no career journey is without its share of obstacles. Over the past one year, I encountered numerous setbacks, rejections, and failures.

However, these challenges have shaped me into a resilient individual. Each hurdle became an opportunity for growth, a chance to learn from mistakes, and a reminder to persevere. I have come to understand that **setbacks are not indicators of failure, but rather stepping stones towards success.**

In this one year, I would say, it was a great learning opportunity, I evolved myself as leader, team player and be more expressive. Got to know something that can help me forever and help me fix my foot into something rock solid as a career path.

## Zafar Hossain

Team Head - Kolkata

As, **The best way of learning about anything is by doing**, I'm deeply appreciative of the support from our seniors and the entire team, which has made our journey not just successful but truly fulfilling. Here's to celebrating our achievements and to many more years of making dreams come true. Happy Independence Day and Happy 1st Anniversary to 99Realty!



## Sanjay Kumar

Noida





# EMPLOYEE SPEAKS



As we celebrate the first anniversary of 99Realty and embrace the spirit of Independence Day, I want to share my deep appreciation for everyone who has been part of this journey.

I am incredibly grateful for the trust and support from our mentors and the dedication of our team. Your commitment has been instrumental in turning our vision into a thriving reality.

Throughout this year, I've faced many challenges that have profoundly shaped my journey. Each obstacle was a chance to grow, learn, and persist. This year has been a tremendous learning experience. I've evolved as a leader and team player, becoming more expressive and self-aware. These lessons have not only strengthened my career path but have also provided me with enduring skills that will benefit me throughout my professional life.

**"The only way to do great work is to love what you do."** I am grateful for the opportunity to embrace this philosophy daily.

**Ashish Jaiswal**  
Team Head - Noida

"My journey has been filled with challenges. In the early stages of my Journey, I faced setbacks due to significant health issues, but the organization stood by me with unwavering support. Today, I feel more confident, have grown into an effective team leader, and believe wholeheartedly in my team and our potential to be among the best."



**Md Slahuddin**  
Noida



"I find great confidence in knowing that our work consistently leads to high customer satisfaction, a standard that wasn't always prioritized in my previous roles."

**Vinay Srivastava**  
Lucknow



HAWA MAHAL, RAJASTHAN

# EMPLOYEE SPEAKS

"This is an exceptionally special moment in my life, as I take a pause to reflect on my journey with 99Realty. Since joining on 19th February 2024, it has been an incredible experience filled with highs and lows, twists and turns, and challenging moments. It has truly been a journey of transformation and self-discovery."



**Masoom Ansari**  
Durgapur



"With the unwavering support of my colleagues and the guidance of our seniors, the journey hasn't been easy, but my dedication has paid off. I'm proud to say that in the coming months, my efforts will significantly contribute to the company's revenue."

**Akansha Verma**  
Noida

"99realty offers a flexible and supportive environment, making it an ideal place to grow. With a promising future ahead, it's a place where success feels within reach."



**Ravindra Shankar Pandey**  
Lucknow



"Working in the backend, I've got to play a key role in driving sales and creating growth opportunities in 99Realty. This experience has not only strengthened and allowed me to expand my own career horizons, the supportive environment here truly empowers you to achieve and grow."

**Kiranpreet Kaur**  
Noida





# EMPLOYEE SPEAKS



**"Words can't capture the depth of my feelings.** At 99Realty, I've experienced a truly customer-centric and employee-focused environment where the **"customer is king, and the employee is the emperor."**

"At 99Realty, I've gained more than just a salary—I've achieved financial growth that surpassed my previous earnings. This has enabled me to contribute more to my family, a deeply fulfilling experience. Additionally, being recognized and awarded by the company has made this journey even more rewarding."

**Devi Singh**  
Noida

"Coming from a technical background, my passion for discovering something new, especially in terms of sales, has always driven me. At 99Realty, this zest for innovation is truly appreciated and encouraged."



**Saurabh Srivastav**  
Lucknow



"At 99Realty, I've found not just a team but a family. The support from my colleagues has been incredible, and the opportunities for growth here are unmatched."

**Deepak Kumar**  
Noida

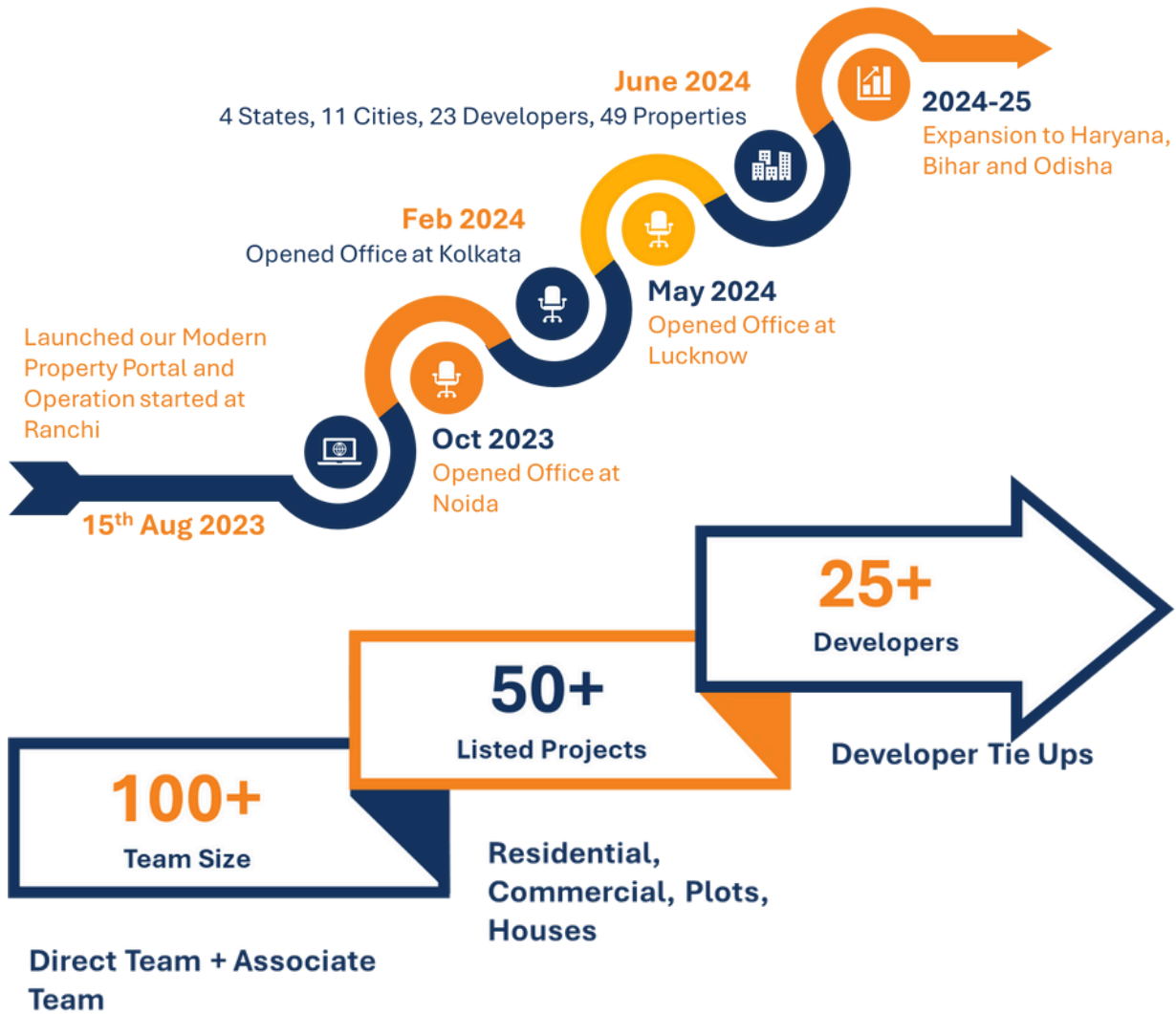




# TEAM



# THE JOURNEY



## UNIQUE INITIATIVES



99Realty Step-up is a structured training program designed as per the actual need of the team consisting of Classroom Training, Field Training, Evaluation and Constant Monitoring.

99Realty Pulse is our monthly Newsletter published by 15th of every month, that keeps you updated on the latest trends, company insights, and tips in the real estate industry. We also share success Stories, challenges, and Initiatives from our own teams. <https://99realty.in/99realty-pulse/>



Our website blog posts contains articles related to real estate research, guide, industry trend, project launches, etc. to give the readers verity of option and industry insights. You can access the articles here: <https://99realty.in/blog/>



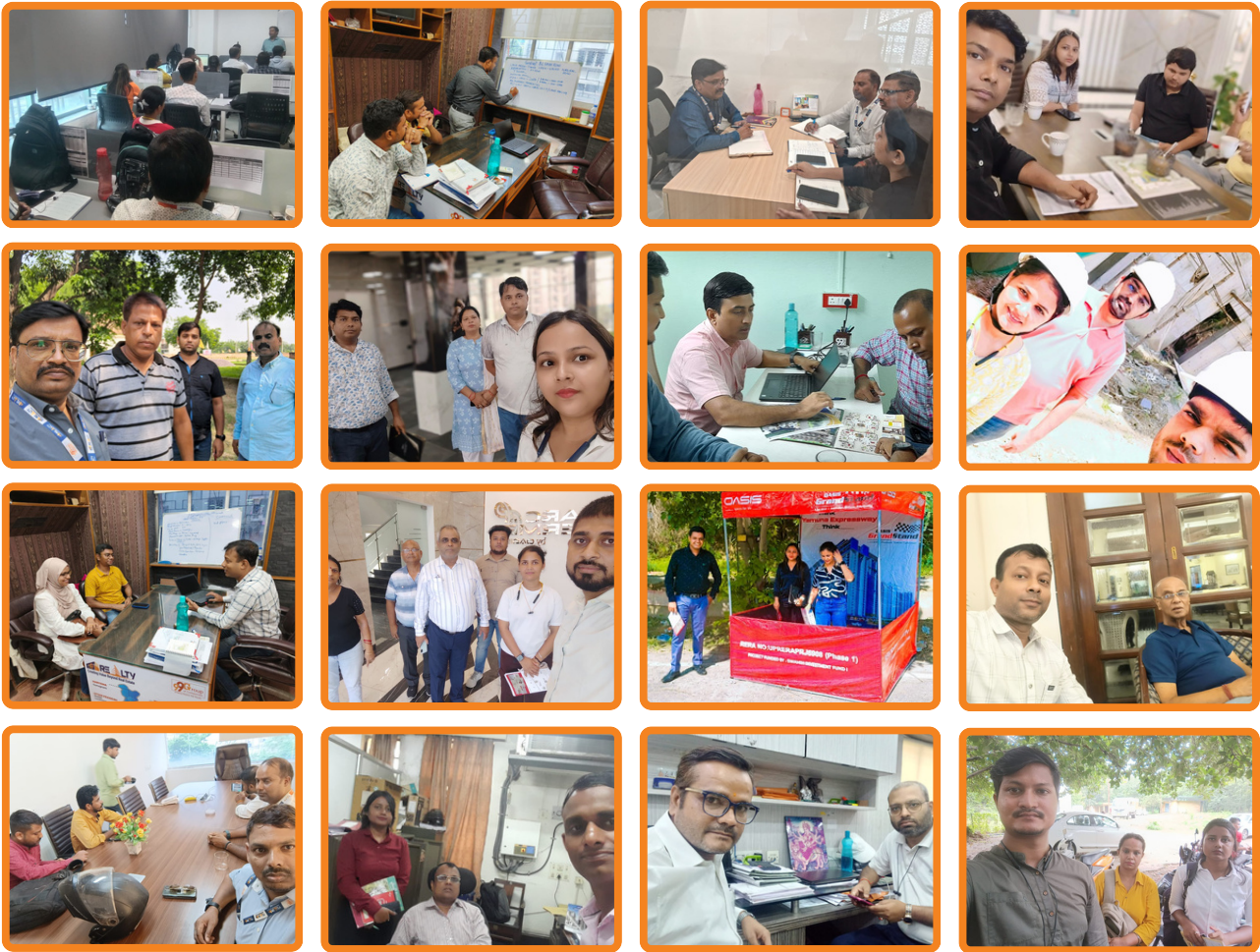
# DOWN THE MEMORY LANE



Top: Noida Office Opening, Make Shift Office at Noida with initial team, CMD Sir's visit to Noida Centre: Recognition by Oasis Group as Top Performer, Kolkata Office opening  
Bottom: Lucknow Office Opening, Best Team Award at 99G Half Yearly, Team Awards at 99G Annual



# JULY-AUG ACTIVITIES



Step Up Training Program, Customer Visits, Site Visit, Field Activities across branches



## Construction Update(July 24)

*Aranyak Society*  
Acomplish Your Dreams



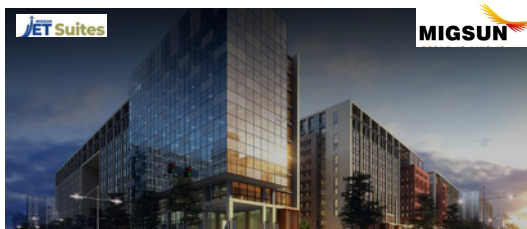
# NEW TIE UPS

July was a month of new start, correcting our path, modifying strategies and much more. With this we have made a strategic shift from being volume focus toward being more revenue focus. As we all know real estate as a sector is very dynamic and you have to be agile enough to sustain. In the month of July we have made significant tie ups with 3 new developers for 5 new projects.



**Nirvana Garden** is a new commercial cum residential project (B+G+11) by N N Constructions at Andal, Durgapur and offers seamless connectivity to major destinations, such as the Andal Market, Airport and Railway station. Nirvana Garden promises a lifestyle that optimize convenience, your social, religious, educational, entertainment and daily needs are effortlessly within reach.

**Sikka Kaamy Greens** is a residential housing project located in Noida Extension (Sector 10, Greater Noida), developed by the Sikka Group. This project offers a range of apartments from 2 BHK, 3BHK and 4 BHK, with sizes ranging from 890 sq. ft. to 1695 sq. ft. The development aims to provide modern living spaces with a variety of amenities.



**Migsun Nehru Place 1** at Yamuna Expressway features elegantly designed Studio Apartments (Commercial) called Migsun Jet Suites with a contemporary aesthetic. Each studio apartment is crafted to maximize space, light, and comfort, making them ideal for both residential and business purposes.



# BUSINESS HIGHLIGHT'S

TILL JULY 2024



- 3 New Builders On Boarded
- 5 New Projects Added
- Commercial Focus
- Website crossed 60K impressions



- 43987 Sq. Ft+ Area Sold
- INR 7.51+ Crores of GTV



99Realty now has 53 Listed  
Projects of 25 Developers Across  
11 Cities in 4 States of India.





# NEW TEAM MEMBERS



**FARAN**  
NOIDA



**ANINDITA ROY**  
DURGAPUR



**SHIVAM**  
LUCKNOW

# FROM OUR BLOG

## Redevelopment



### Is Redevelopment The New Paradigm of Real Estate Development in India?

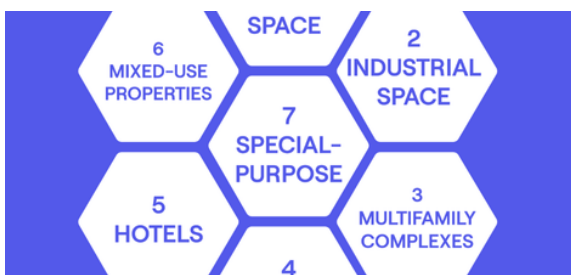
The Indian real estate sector is witnessing a significant transformation with redevelopment emerging as a pivotal strategy. As urbanization continues to expand and land availability diminishes, redevelopment offers a viable solution for enhancing living spaces, modernizing infrastructure, and optimizing land use.

...[Read More](#)



### Investment Surge in India's Real Estate Market in Q2 2024

India's real estate market experienced a significant surge in investments during the second quarter of 2024. The market attracted USD 2.77 billion in investments, marking a notable milestone as reported by Cushman & Wakefield. This influx of capital pushed the total investments for the first half of the year to a record-breaking USD 3.9 billion...[Read More](#)



### Commercial Real Estate-Types, Leases, and Investment Strategies

Commercial Real Estate (CRE) is an essential pillar in the economic landscape, serving as the backbone for business operations and income generation. From the towering skyscrapers hosting multinational corporations to the sprawling industrial parks facilitating manufacturing activities, CRE encompasses a diverse range of property types and investment opportunities....[Read More](#)



### Relief for Property Owners: Government Amends Indexation Proposal for Real Estate Taxation

In a significant policy shift, the Government of India has proposed an amendment to the Finance Bill concerning the indexation benefits on real estate. This change is poised to provide relief to property owners by allowing them the option to choose between the new and old tax regimes for long-term capital gains (LTCG) on property purchases made before July 23, 2024....[Read More](#)



# PULSE



# NEWSLETTER

## **EDITOR-IN-CHIEF**

**ABHISEK PANDA**

## **CONTRIBUTING EDITORS**

**PURNODAY SINGH**

## **LAYOUT DESIGN**

**ABHISEK PANDA**

## **PUBLISHED BY**

**99TPA ADVISORY INDIA PVT LTD**

**WWW.99REALTY.IN**

**AUGUST 2024**

**ISSUE NO 8**



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).

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. All the logos and graphics used are owned by their respective owners.