

# NEWSLETTER

SEPT 2024  
ISSUE NO 9

## A YEAR IN REVIEW EDITORIAL

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STATUE OF UNITY



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# A YEAR IN REVIEW AND THE ROAD AHEAD

Dear Friends and Partners,

As we close an exciting year at 99Realty, it's a great moment to reflect on our journey, celebrate recent milestones, and chart the course for the future. The last twelve months have been nothing short of transformative for us, driven by teamwork, perseverance, and a shared vision.

## A Look Back: Highlights of the Past Year

In the real estate sector, the only constant is change, and 99Realty has risen to every challenge. Over the past year, we've expanded our portfolio, strengthened client relationships, and leveraged technology to enhance service delivery. Our success stems from the tireless dedication of our team, who have embraced the evolving landscape with enthusiasm and commitment. From optimizing processes to client management, the collaborative spirit that defines 99Realty continues to be the bedrock of our success.

## Team Dedication: The Driving Force

Behind every success story is a committed team that believes in the company's mission. The dedication, perseverance, and innovative mindset of our team members have been integral to 99Realty's journey over the last year. Our success in navigating market fluctuations, adapting to client needs, and exceeding expectations is a direct result of their hard work. It's their willingness to go the extra mile that continues to differentiate us in a competitive marketplace.

## Navigating Tough Times: A Way Forward

The real estate sector is no stranger to turbulence. Rising costs, changing regulations, and market volatility are just a few of the hurdles we've faced and will continue to face. However, every challenge also brings with it the seeds of opportunity. Moving forward, it is essential for us to explore new avenues to ensure sustainable growth. One key area of focus will be diversifying our offerings. We are already looking at opportunities in marketing services that cater specifically to real estate, and technology platforms that can streamline operations for developers, agents, and clients alike. These solutions will not only improve efficiency but also create new revenue streams that can help buffer the impact of market fluctuations.

## September: A Month of Achievements

September proved to be a pivotal month. Our strategic tie-ups with Jashn Realty and Excella Group at Lucknow mark a significant expansion of our regional footprint. These collaborations open up a wealth of new opportunities, particularly in a rapidly growing market like Lucknow, where real estate demand is accelerating. Both partnerships are a testament to our team's expertise, industry trust, and the effort put into forging meaningful relationships. The synergy between 99Realty, Jash Realty, and Excella Group promises an exciting journey of mutual growth and success.

## The Road Ahead

The future is bright for 99Realty. As we build on the momentum of this past year, our goal is to remain a trusted partner to our clients and expand into new territories. While the challenges will persist, our dedication to excellence, our strong alliances with partner developers, and our commitment to exploring new business models will continue to propel us forward.

Together, we will transform adversity into opportunity and keep driving towards success, as a team. Here's to another year of growth, achievement, and breaking new ground.

Thank you for being part of this incredible journey. Let's embrace the road ahead with confidence and optimism!

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

# UNLEASHING THE POWER OF AI AND ML IN MODERN REAL ESTATE

Artificial Intelligence (AI) and Machine Learning (ML) have emerged as transformative forces in the real estate industry, driving innovation, enhancing decision-making, and optimizing operations. As these technologies continue to evolve, their impact on the real estate sector becomes increasingly profound, reshaping how properties are valued, markets are analyzed, and customer experiences are tailored.

## AI-Driven Property Valuation: Precision at Its Best

- **Enhanced Market Analysis through AI Algorithms:** AI algorithms have revolutionized property valuation by enabling the analysis of vast datasets, including historical sales data, market trends, neighborhood demographics, and property characteristics.
- **Predictive Analytics for Market Forecasting:** By analyzing historical data and considering variables such as economic indicators, interest rates, and regional demographics, these models can predict future property prices, rental yields, and market demand.

## Personalization and Customer Insights: Redefining the Buyer Experience

- **AI-Powered Customer Insights:** Real estate companies are harnessing the power of AI to gather and analyze customer data, including preferences, behaviors, and buying patterns.
- **Streamlined Property Search and Recommendations:** AI-powered platforms are transforming the property search process by utilizing natural language processing (NLP) and image recognition technologies.

## Risk Assessment and Investment Analysis: A New Era of Decision-Making

- **Advanced Risk Assessment with Machine Learning:** Machine learning algorithms are redefining risk assessment in real estate by analyzing factors such as property location, market conditions, economic indicators, and historical performance.
- **AI in Investment Strategy Optimization:** By processing large datasets and applying sophisticated algorithms, these tools can identify trends, evaluate potential investments, and optimize investment strategies.

## Smart Buildings and Facilities Management: The Future of Real Estate

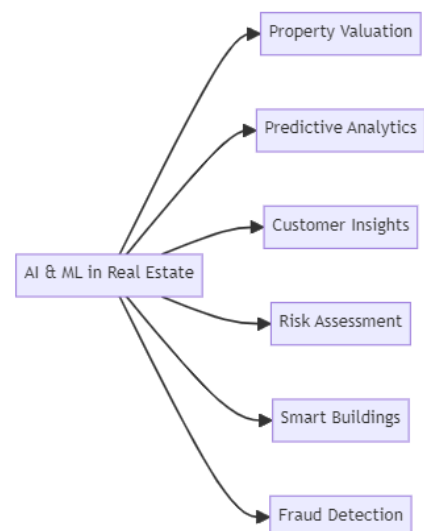
- **Integration of AI in Smart Buildings:** From energy efficiency to security and maintenance, AI-driven systems are optimizing building operations.
- **Enhancing Occupant Experience with AI:** Smart buildings equipped with AI-driven systems enhance the overall occupant experience by providing personalized environments and seamless interactions.

## Fraud Detection and Compliance: Securing Real Estate Transactions

**AI in Fraud Detection and Compliance Monitoring:** AI algorithms analyze transactional data, identify suspicious patterns, and flag potential irregularities, ensuring the security and integrity of real estate transactions.

As AI and ML technologies continue to evolve, their role in the real estate industry will only expand. These technologies offer real estate professionals the tools they need to enhance decision-making, improve operational efficiency, and deliver personalized customer experiences. Embracing AI and ML will not only provide a competitive edge but also unlock new opportunities for growth and innovation in the dynamic real estate market.

In this comprehensive exploration, we delve into the critical applications of AI and ML in modern real estate, illustrating how these technologies are revolutionizing the industry. [Read in Detail...](#)





# AUG-SEPT ACTIVITIES



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



## Construction Update (Aug 24)

*Aranyak Society*  
Acomplish Your Dreams



# EXPANSION IN LUCKNOW

Our strategic tie-ups with Jash Realty and Excella Group at Lucknow mark a significant expansion of our regional footprint. These collaborations open up a wealth of new opportunities, particularly in a rapidly growing market like Lucknow, where real estate demand is accelerating.

Both partnerships are a testament to our team's expertise, industry trust, and the effort put into forging meaningful relationships. The synergy between 99Realty, Jash Realty, and Excella Group promises an exciting journey of mutual growth and success.



**Excella Kutumb** is a prestigious residential project by Excella Infracore, located in the thriving city of Lucknow. This project is designed to offer a blend of modern living and traditional values, providing a comfortable and luxurious lifestyle for families. Excella Kutumb stands out for its strategic location, comprehensive amenities, and meticulously planned layouts, making it an ideal choice for homebuyers seeking a balance of convenience and quality.

**Jashn Elevate**, where serene beauty seamlessly blends with modern amenities and tranquility. Experience a GRAND lifestyle with high-rise living in one of Lucknow's most luxurious residential projects, crafted by Jashn Realty—a name you can trust in the real estate industry. The lavish apartments at Jashn Elevate are a testament to exquisite craftsmanship, designed to fulfill your dream of splendid living.





# BUSINESS HIGHLIGHT'S

## TILL AUG 2024



- 2 New Builders On Boarded
- 2 New Projects Added
- Commercial Focus
- Website crossed 100K impressions



- 50000 Sq. Ft+ Area Sold
- INR 8.25+ Crores of GTV



99Realty now has 55 Listed  
Projects of 27 Developers Across  
11 Cities in 4 States of India.



# FROM OUR BLOG



## Comprehensive Analysis of SWAMIH Investment Fund: A Transformative Approach to Real Estate in India

The SWAMIH Investment Fund is a government-backed initiative launched by the Indian government in 2019. Since its inception in 2019, the fund has played a crucial role in reviving the real estate sector by focusing on the completion of affordable and mid-income housing projects that were otherwise on the brink of collapse... [Read More](#)



## The Ultimate Guide to Real Estate Investment Trusts (REITs)

A Real Estate Investment Trust (REIT) is a corporation that owns, operates, or finances income-generating real estate. By pooling the capital of numerous investors, REITs allow individuals to earn dividends from real estate investments without having to buy, manage, or finance any properties themselves. REITs typically manage portfolios of high-value properties, and even infrastructure like data centers and healthcare facilities... [Read More](#)



**MIVAN  
CONSTRUCTION  
TECHNOLOGY**  
REVOLUTIONIZING MODERN  
CONSTRUCTION

## Mivan Construction Technology: Revolutionizing Modern Construction

Mivan Construction Technology is a cutting-edge building technique that has transformed the construction industry, particularly in high-rise residential projects. Developed by a European construction company, Mivan Company Ltd. in early 1990s, this technology has gained significant popularity due to its efficiency, speed, and cost-effectiveness.

[Read More](#)



## India's Advancement to a Transparent Real Estate Market in 2024: A Comprehensive Analysis

India's real estate market has undergone a profound transformation, emerging as a leader in global transparency. India's recent achievement of entering the transparent tier in JLL's Global Real Estate Transparency Index (GRET) 2024 marks a historic milestone in the country's real estate sector. This recognition reflects a significant leap forward, driven by strong regulatory frameworks, enhanced data accessibility, and a commitment to sustainable practices.... [Read More](#)





# PULSE



# NEWSLETTER

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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.