

NEWSLETTER

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SEASON'S GREETINGS FROM 99REALTY! AND WAY AHEAD.

Dear Friends and Partners,

As we approach the end of 2024, we extend our warmest wishes for a **Merry Christmas** and a prosperous **New Year** to our esteemed clients, partners, and team members. This year has been transformative for 99Realty, marked by significant milestones and the laying of a robust foundation for an exciting year ahead.

Expansion into Jamshedpur

We are thrilled to announce our expansion into Jamshedpur, a city renowned for its industrial heritage and burgeoning real estate market. Our flagship project, the Govindpur Sky Tower, is set to redefine the city's skyline with its modern architecture and premium amenities. Strategically located in Chota Govindpur, this development offers unparalleled access to key services and infrastructure, catering to the evolving needs of homebuyers and investors alike.

Introducing 99Realty Tales

This year, we launched "99Realty Tales," a platform dedicated to sharing the unique journeys of our clients as they find their perfect homes. These narratives reflect our commitment to personalized service and the deep relationships we build with our clients. Stories like "A Journey to a Perfect Home" and "A Tale of Commitment and Collaboration: The Journey of Mr. M Madhav" highlight the dedication and collaboration that define the 99Realty experience.

Corporate Induction Program

Recognizing that our people are our greatest asset, we have implemented a comprehensive Corporate Induction Program. This initiative is designed to seamlessly integrate new team members into our corporate culture, ensuring they are well-equipped to contribute to our mission of delivering exceptional real estate services.

Looking Ahead to 2025

As we set our sights on 2025, we are poised to capitalize on the momentum gained this year. Our strategic plans include:

- **Diversifying Our Portfolio:** We aim to expand our offerings in the premium and luxury housing segments, aligning with market trends that indicate a sustained demand in these categories.
- **Enhancing Digital Platforms:** Investing in technology to provide a seamless and intuitive experience for our clients remains a top priority. Our digital-first approach will continue to drive innovation in how we serve our stakeholders.
- **Sustainable Development:** We are committed to incorporating sustainable practices in our projects, contributing to environmental conservation and promoting healthier living spaces.
- **Community Engagement:** Strengthening our ties with the communities we operate in through various initiatives and programs will remain central to our operations.

As we reflect on the achievements of 2024, we are filled with gratitude for the trust and support of our clients, partners, and team members. The forthcoming year promises to be one of growth, innovation, and continued dedication to excellence in the real estate sector. We look forward to embarking on this journey together and wish you all a joyous holiday season and a New Year filled with success and happiness.

Best Regards,
Abhisek Panda
Editor-in-Chief

FOSTERING DIVERSITY AND INCLUSION IN REAL ESTATE: A STRATEGIC IMPERATIVE

In the dynamic realm of real estate, cultivating a diverse and inclusive workplace transcends social responsibility; it is a strategic business imperative. Embracing diversity, equity, and inclusion (DEI) enables firms to tap into a broader talent pool, enhance employee engagement, and better serve diverse client bases, thereby driving innovation and profitability.

The Business Case for Diversity and Inclusion

Empirical evidence underscores the financial advantages of diversity. Companies with diverse executive teams are 33% more likely to experience superior financial performance compared to their less diverse counterparts. In real estate, this diversity enriches decision-making processes and service delivery, fostering a more robust bottom line.

An inclusive workplace significantly boosts employee morale and engagement. When individuals feel valued and respected, their motivation and productivity soar, leading to enhanced collaboration and loyalty. Notably, inclusive cultures are associated with 22% lower turnover rates, facilitating better talent retention and reducing hiring costs.

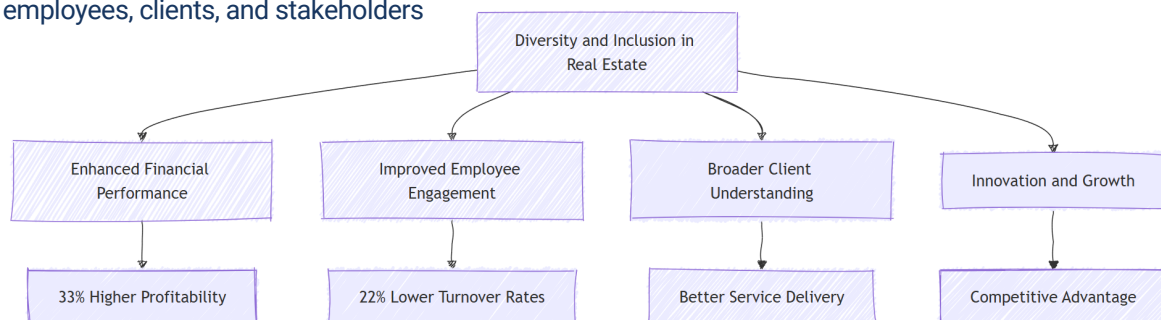
Strategies for Building a Diverse and Inclusive Workforce

- **Inclusive Recruitment Practices:** To establish a truly inclusive workforce, real estate firms must implement deliberate recruitment strategies like Bias-Free Job Descriptions, Targeted Outreach, Equitable Hiring Processes, etc.
- **Professional Development and Advancement:** Retention of diverse talent hinges on providing equal opportunities for growth with Mentorship Programs, Leadership Training, Employee Resource Groups (ERGs), etc.
- **Flexible Work Policies:** Promoting flexibility and work-life balance is crucial, particularly benefiting women and minority employees with options like, Flexible Scheduling and Remote Work Options.

Leadership Commitment to DEI (Diversity, Equity and Inclusion)

The success of DEI initiatives is contingent upon unwavering leadership commitment:

- **Strategic Integration:** Embedding diversity and inclusion into the core business strategy, with clear, measurable goals and dedicated resources.
- **Continuous Education:** Providing regular training on unconscious bias, cultural sensitivity, and inclusive decision-making to cultivate an open and inclusive culture.
- **Transparency and Accountability:** Maintaining transparency in DEI goals and progress to build trust with employees, clients, and stakeholders



This diagram visually represents how diversity and inclusion serve as the cornerstone for various positive outcomes within the real estate industry.

Embedding diversity, equity, and inclusion into the fabric of real estate firms is not merely a moral obligation but a strategic necessity. By fostering an inclusive environment, firms can unlock new growth opportunities, enhance employee engagement, and build stronger client relationships. As the industry evolves, those who lead in creating diverse and inclusive workplaces will be poised to innovate and succeed in an increasingly competitive market....[Read in Detail](#)

INTRODUCING 99REALTY TALES



We are proud to introduce our new initiative **99Realty Tales**, a dedicated platform where we celebrate and share the remarkable achievements of our employees. Featured regularly on our website and in the 99Realty Pulse newsletter, these narratives highlight the innovative ideas and successes that drive our team.


By showcasing these stories, we aim to inspire all team members to strive for excellence and deliver unparalleled customer satisfaction. Incorporating employee success stories into our communications not only boosts morale but also fosters a culture of recognition and motivation.

This approach aligns with best practices in employee engagement, where sharing success stories can lead to improved performance and a more cohesive work environment. Through 99Realty Tales, we not only recognize individual achievements but also collectively advance towards our goal of ultimate customer satisfaction. By learning from each other's experiences, we strengthen our commitment to delivering exceptional service and innovative solutions to our clients.


We invite all team members to contribute their stories to 99Realty Tales, fostering a collaborative environment where successes are shared, and inspiration is found in every achievement. Together, we can continue to build a culture that values excellence, innovation, and customer satisfaction.

99Realty Tales is the outcome of dedicated efforts by Mr. Purnoday Singh and Team and we thank them for their dedication and efforts.

SEPT 2024



A JOURNEY TO A PERFECT HOME



A Journey to a Perfect Home

At 99Realty, each story we craft with our clients is a testament to trust, understanding, and teamwork. Today, we share the journey of Mr. Ramesh Chandra Ojha and his family, who found their dream home wit...

[READ MORE](#)

APR-JUN 2024



A TALE OF COMMITMENT AND COLLABORATION: THE JOURNEY OF MR. M MADHAV



A Tale of Commitment and Collaboration: The Journey of Mr. M Madhav

On a bright April morning in 2024, destiny introduced me to Mr. M. Madhav, a discerning gentleman with an eye for a perfect home. Our meeting began with me introducing him to the serene charm of Aranya...

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NEW START AT JAMSHEDPUR

We are pleased to announce our strategic expansion into Jharkhand with the inclusion of Jamshedpur, a city renowned for its industrial significance and vibrant economic landscape. This move underscores our commitment to broadening our presence in key urban centers across India.

In line with this expansion, we have entered into an exclusive partnership with Hexa United Alloys Pvt Ltd. This collaboration is poised to leverage the combined expertise and resources of both organizations, aiming to deliver exceptional value to our stakeholders.



KNOW MORE

Project RERA: JHARERA/PROJECT/173/2023
RERA WEBSITE : jharera.jharkhand.gov.in

Elevating Jamshedpur's Skyline, Redefining Urban Living.



Key Features

- * Modern Architecture
- * Sustainable Design
- * Prime Location
- * Luxury Apartments

10 Mins
Tata Motors

15 Mins
Hospital

2 Mins
School

3 Mins
Market

15 Mins
Golf Course

15 Mins
Railway Station



2 Level of
Parking



Children's
Play Area



Fitness Center



Indoor Game



Club House



Party Lawn



Jogging Area

BUSINESS HIGHLIGHT'S

TILL NOV 2024



- Team Expansion at Kolkata
- Expansion to Jamshedpur
- Team Expansion at Jamshedpur



- 56406 Sq. Ft+ Area Sold
- INR 20.16+ Crores of GTV



99Realty now has 63 Listed
Projects of 31 Developers Across
12 Cities in 4 States of India.



SRIJAN OPTIMA, KOLKATA

NEW TEAM MEMBERS



SOUVIK GHOSH
KOLKATA



KARAN KUMAR
JAMSHEDPUR



DILNAWAZ SEKIH
JAMSHEDPUR



FROM OUR BLOG



AGENTS' COMMISSIONS INCLUDED IN MODEL SALE AGREEMENTS

MAHARERA'S NEW MANDATE-REAL ESTATE AGENT'S FEE INCLUDED IN MODEL PROPERTY SALE AGREEMENT: A GAME-CHANGER FOR REAL ESTATE TRANSPARENCY AND AGENT RECOGNITION

The Maharashtra Real Estate Regulatory Authority (MahaRERA) has introduced a key regulation that mandates the inclusion of real estate agents' fees, including commissions and brokerage charges, in the model property sale agreement. This regulation results from consultations between MahaRERA and the National Association of Realtors (NAR)-India.

[Read More](#)



REAL ESTATE GROWTH IN TIER II AND III CITIES OF INDIA: A GAME CHANGER FOR 2024

In recent years, India's real estate market has seen a strategic shift from metro cities to Tier II and III cities. This transformation is set to gain further momentum in 2024, driven by a combination of factors that make these regions increasingly attractive to both developers and homebuyers. This shift towards Tier II and III cities marks a major transformation in the Indian real estate landscape, with these regions emerging as new growth engines for the...[Read More](#)



3 WAYS TO INVEST IN REAL ESTATE FOR OPTIMAL RETURNS

Real estate continues to be one of the most resilient and lucrative investment avenues. Despite rising property prices, advancements in technology and innovative financial instruments have made real estate accessible to retail investors. These opportunities allow individuals, including young investors, to reap the benefits of rental income and property appreciation without substantial financial commitments...[Read More](#)



GOVINDPUR SKY TOWER: A LANDMARK REAL ESTATE PROJECT IN JAMSHEDPUR

Jamshedpur, a city known for its industrial significance and rapid urbanization, is now witnessing a significant shift in its real estate landscape with the emergence of ambitious projects like the Govindpur Sky Tower. Positioned as a modern, state-of-the-art residential and commercial complex, Govindpur Sky Tower is set to become a landmark in the city's skyline. Designed with modern amenities, sustainable architecture, and luxurious living spaces, this project aims to redefine the standards...[Read More](#)



PULSE



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