

NEWSLETTER

HAPPY REPUBLIC DAY

NAVIGATING THE FUTURE...

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NAVIGATING THE FUTURE OF REAL ESTATE WITH STRATEGIC VISION

Dear Valued Readers and Stakeholders,

As we usher in 2025, the real estate landscape is undergoing transformative shifts, influenced by evolving consumer preferences, technological advancements, and economic dynamics. At 99Realty, we are poised to navigate these changes with a strategic vision that aligns with emerging trends and market demands.

Emerging Trends in the Real Estate Sector

- 1. Sustainability and Green Building Practices:** The emphasis on eco-friendly construction has intensified, with developers integrating energy-efficient designs and sustainable materials. This shift is driven by consumer demand for environmentally responsible living spaces and supportive regulatory policies.
- 2. Technological Integration:** The adoption of PropTech, including virtual reality tours and AI-driven property management, is revolutionizing the industry. These technologies enhance transparency, efficiency, and customer engagement, setting new standards for real estate transactions.
- 3. Shift Towards Suburban Living:** The remote work paradigm has led to a preference for larger homes in suburban areas, offering more space and a balanced lifestyle. This trend is reshaping urban planning and housing development strategies.

Strategic Expansion Plans

In response to these trends, 99Realty is embarking on strategic initiatives to broaden our footprint and enhance our service offerings:

- **Expansion in Jharkhand:** Recognizing the growth potential in Jharkhand, we plan to establish a significant presence by onboarding exclusive properties. This move aims to cater to the rising demand for quality housing and commercial spaces in the region.
- **New Partnerships in Noida and NCR:** We are forging alliances with key stakeholders in Noida and NCR regions to develop mixed-use projects that integrate residential, commercial, and recreational spaces. These developments are designed to meet the evolving needs of modern urban dwellers seeking convenience and community living.

Commitment to Stakeholders

To our esteemed stakeholders, we assure you that 99Realty is committed to a strategic direction that emphasizes sustainable growth, innovation, and customer satisfaction. Our initiatives are aligned with market trends and are designed to deliver long-term value. We will continue to adapt and evolve, ensuring that we remain at the forefront of the real estate industry.

Thank you for your continued trust and support.

Best Regards,
Abhisek Panda
Editor-in-Chief

MAJOR EVENTS IN THE INDIAN REAL ESTATE SECTOR IN 2024 AND OUTLOOK FOR 2025

In 2024, India's real estate sector experienced significant developments across various dimensions, including regulatory changes, market dynamics, technological advancements, and investment trends. 99Realty have covered most of these topics in our regular articles and this comprehensive article brings to you the major events in the Indian Real Estate Sector in 2024 along with our future prospective for the year ahead.

Regulatory Developments

- **Property Tax Reforms:** Taxpayers were given the option to choose between a 12.5% rate without inflation adjustment or the previous 20% rate with it, aiming to provide flexibility and relief, especially for those selling older properties.
- **Incentives for Job Creation:** The 2024/25 budget, presented in July 2024, announced a \$24 billion expenditure over five years to create jobs and enhance rural development.

Market Demand and Supply Dynamics

- **Luxury Housing Surge:** Prices, which rose by 4.3% in the previous year, were projected to increase by 7.75% in 2024, with expectations of a 6.0%-6.25% rise over the next two years.
- **Affordable Housing Challenges:** Urban oversupply led to pricing challenges in saturated markets, while suburban areas, especially tier-2 cities, witnessed rising demand due to infrastructure development. Understanding the Impact of the Reintroduced Interest Subsidy Under PMAY in Budget 2024.
- **Commercial Sector:** Grade A office space uptake across major cities reached new heights, driven by demand from sectors such as BFSI, engineering, manufacturing, and healthcare.

Technological Integration

- **PropTech Innovations:** The real estate sector embraced technologies like Virtual Reality (VR) for immersive property tours, Artificial Intelligence (AI) for predictive analytics and personalized customer experiences, and Blockchain for enhancing transparency and security in transactions.
- **Smart Housing Projects:** There was a rise in smart housing projects tailored to tech-savvy buyers, with developers integrating cutting-edge amenities that appealed to high-net-worth individuals.
- **Sustainable Practices:** The demand for sustainable housing in the luxury segment gained momentum, reflecting a growing awareness of eco-friendly living practices.

Investment Trends

- **Foreign Investments:** Equity capital inflows reached \$8.9 billion, indicating continued growth across sectors, including industrial and logistics.
- **Tier 2 City Growth:** Investments in Tier 2 cities increased, driven by infrastructure advancements and rising buyer aspirations.

Major Milestones in 2024

- Introduction of Real Estate Investment Trusts (REITs)
- India's Advancement to a Transparent Real Estate Market
- Policy Support and Investor Confidence
- Technological Advancements

Indian Real Estate Market Outlook for 2025

The Indian real estate market in 2025 is set to continue its growth trajectory, with significant contributions from the luxury housing segment. However, addressing the persistent challenges in affordable housing remains crucial to ensure inclusive growth in the sector. Looking ahead, the Indian real estate market is poised for continued growth in both residential and commercial sectors. Factors such as urban migration, increasing wealth concentration, and the entry of a growing young population into the housing market are expected to drive moderate price appreciation. Key areas near commercial hubs in major cities are anticipated to see sharper price increases. Additionally, the sector is expected to witness a transformation with a focus on affordable housing and strategic land investments, particularly in emerging cities. Investors are advised to consider opportunities in tier-2 cities, driven by infrastructure development, and to stay informed about evolving trends and policy impacts to make sound investment decisions. Investors should monitor these trends and consider the evolving regulatory landscape, technological integration, and shifting market demands when making investment decisions in 2025.

[READ COMPLETE ARTICLE](#)

EXPERIENCE DUBAI IN RANCHI

The **Swapan Lok** Project in Ranchi, developed by Bijay Shree and Sapna Construction Pvt. Ltd., represents a pioneering venture in the city's luxury real estate market. This ambitious project aims to **introduce the opulence reminiscent of Dubai to Ranchi**, offering residents an unparalleled living experience.



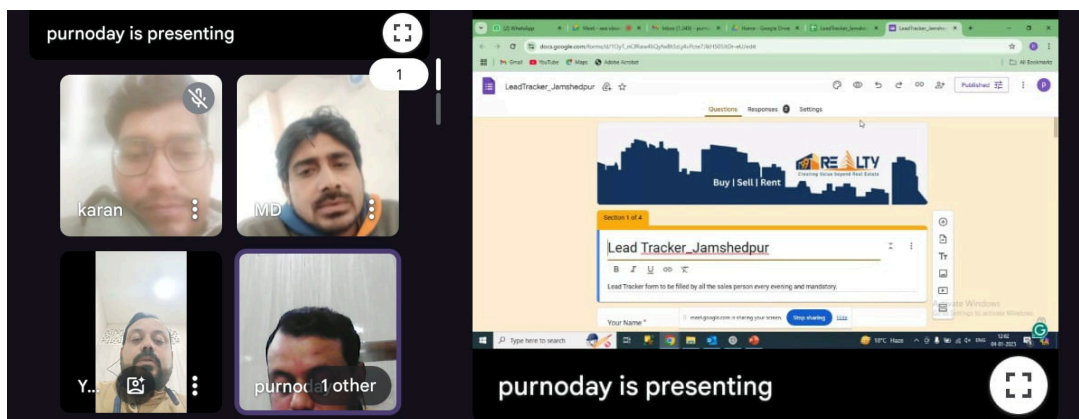
The **Swapan Lok** Project in Ranchi, developed by Bijay Shree and Sapna Construction Pvt. Ltd., represents a pioneering venture in the city's luxury real estate market. This ambitious project aims to **introduce the opulence reminiscent of Dubai to Ranchi**, offering residents an unparalleled living experience. In collaboration with 99Realty, the developers have crafted a residential complex that boasts an array of premium amenities. Each **luxury home** features a **grand terrace** equipped with a **private swimming pool**, a dedicated **servant quarter**, and a **hybrid power backup** system combining diesel generators and solar energy. The community is designed to cater to all age groups, featuring a **children's park, jogging track, community hall, gym, and yoga center**. Additional conveniences include a **car wash facility, electric vehicle charging stations, and two levels of car parking**. The architectural highlight of the project is its **B+G+14** storied building, crowned with **expansive 6BHK penthouses on the top floor**, offering panoramic views of the city. This development not only elevates the standard of living in Ranchi but also sets a new benchmark for luxury housing in the region.



DEC-JAN 25 ACTIVITIE'S



LEAD MANGEMENT PROGRAM



BUSINESS HIGHLIGHT'S

TILL DEC 2024



Team Expansion at Jamshedpur



- 59956 Sq. Ft+ Area Sold
- INR 19.04+ Crores of GTV



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



GOVINDPUR SKY TOWER, JAMSHEDPUR

NEW TEAM MEMBERS



SAZID AZIZI
JAMSHEDPUR



FROM OUR BLOG



Understanding RERA Escrow Account: Safeguarding Homebuyers

A RERA escrow account is a specialized bank account mandated by the Real Estate (Regulation and Development) Act, 2016 (RERA) in India.

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REAL ESTATE IN INDIA: A CATALYST FOR ECONOMIC GROWTH AND IMPACT OF GOVT POLICIES

Real Estate in India: A Catalyst for Economic Growth and Impact of Govt Policies

The real estate sector in India stands as a cornerstone of the nation's economy, contributing approximately 8-9% of the GDP. It holds the distinction of being the second-largest source of employment after...

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FILM CITY PROJECT: TRANSFORMING SECTOR 21'S REAL ESTATE LANDSCAPE

Film City Project: Transforming Sector 21's Real Estate Landscape

The ambitious ₹6,000 crore Film City project is scripting a remarkable transformation in Noida's Sector 21, creating ripples across the entire real estate landscape. Encompassing an impressive 1,000 acres, with 780 acres...

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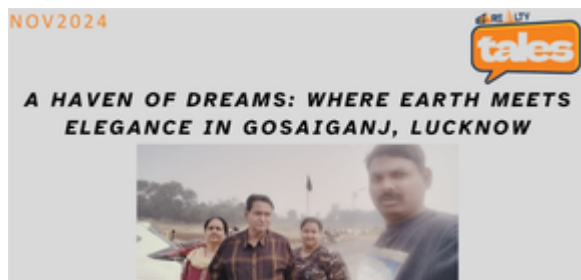


FOSTERING DIVERSITY AND INCLUSION IN REAL ESTATE

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 fir...

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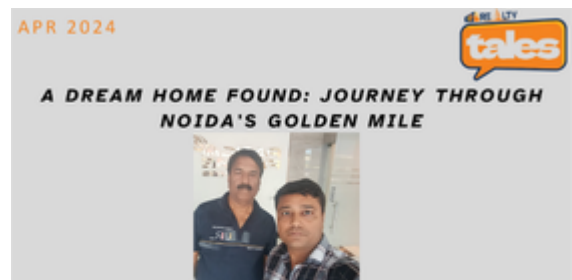


A HAVEN OF DREAMS: WHERE EARTH MEETS ELEGANCE IN GOSAIGANJ, LUCKNOW

A Haven of Dreams: Where Earth Meets Elegance in Gosaiganj, Lucknow

In the serene outskirts of Lucknow, Mrs. Mala Srivastava embarked on a journey to find not just a plot of land, but the foundation of her family's legacy. Under our thoughtful guidance, her search for the perfect piece ...

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A DREAM HOME FOUND: JOURNEY THROUGH NOIDA'S GOLDEN MILE

A Dream Home Found: Journey Through Noida's Golden Mile

Mrs. Babita Prajapati's quest for the perfect home led her to the prestigious Oasis Grandstand in Noida, where destiny intertwined with opportunity. Our dedicated sales expert, Mr. Deepak Kumar, became he...

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PULSE



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