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PIONEERING GROWTH: THE FUTURE OF INDIAN REAL ESTATE

Dear Valued Readers and Stakeholders,

As we reflect on the transformative journey of 99Realty, it is evident that our strategic initiatives and unwavering commitment to excellence have positioned us at the forefront of India's dynamic real estate sector. This editorial delves into our recent growth, strategic partnerships in key markets, the evolving landscape of real estate in 2024, the expanding role of real estate brokers, and the increasing adoption of technology within the industry.

The Indian Real Estate Landscape in 2024

The year 2024 has been transformative for India's real estate sector. The market has witnessed a surge in demand for luxury housing, driven by affluent buyers seeking premium properties. This trend is evident in major cities, where high-end residential projects have seen unprecedented bookings. Concurrently, there is a growing emphasis on sustainable and green architecture. Developers are increasingly incorporating eco-friendly designs and materials, reflecting a shift towards environmental consciousness among consumers. This movement towards sustainability is not only beneficial for the environment but also enhances the long-term value of properties.

Expanding Scope for Real Estate Brokers

The evolving real estate landscape has broadened the scope for real estate brokers. Beyond traditional roles, brokers are now offering comprehensive services, including market analysis, investment advisory, and personalized property consultations. The demand for professional guidance has increased, as clients seek expert insights to navigate the complexities of property transactions. This expanded role underscores the importance of brokers in facilitating informed decision-making for buyers and investors alike.

Embracing Technological Advancements

Technology continues to revolutionize the real estate industry. The adoption of PropTech solutions, such as virtual reality tours, artificial intelligence-driven analytics, and blockchain for secure transactions, has enhanced the efficiency and transparency of property dealings. At 99Realty, we have integrated some of these technologies to provide our clients with immersive property experiences and data-driven insights, ensuring a seamless and informed buying process.

Looking Ahead

Over the past year, 99Realty has experienced significant expansion, marked by the establishment of new branches in pivotal cities across India. Our presence now extends to Ranchi, Jamshedpur, Durgapur, Kolkata, Lucknow, and Noida, among others. This strategic growth enables us to serve a broader clientele, offering a diverse portfolio of properties tailored to various market needs.

As we move forward, 99Realty remains committed to leveraging our strategic partnerships and technological innovations to meet the evolving needs of our clients. Our focus on sustainable growth, client-centric services, and market adaptability positions us to continue leading in India's dynamic real estate sector. We are dedicated to creating value beyond real estate, fostering trust, and building lasting relationships with our stakeholders.

Thank you for your continued trust and support.

Best Regards,
Abhisek Panda
Editor-in-Chief

THE 'COLDPLAY EFFECT' IN INDIAN REAL ESTATE: A DEEP DIVE INTO SYMBOLIC CONSUMPTION AND ITS ECONOMIC IMPLICATIONS

In recent times, India's urban landscape has witnessed a phenomenon where purchasing property transcends mere utility, evolving into a symbol of personal success and social status. This trend, aptly termed the 'Coldplay Effect' of Indian real estate, draws a parallel between attending high-profile events and acquiring real estate assets as markers of one's achievements.

Symbolism in Property Acquisition

Much like attending a Coldplay concert, where the experience is as much about the spectacle as it is about the music, purchasing property in India has become a means to project one's arrival in life. This form of symbolic consumption is not solely about securing a place to live but also about showcasing financial success and social standing. The act of buying property serves as a tangible manifestation of one's accomplishments, a sentiment echoed in various discussions and analyses.

The Prevalence of Vacant Properties

A significant consequence of this trend is the rise in vacant properties across urban India. Many individuals invest in multiple properties, not with the intention of residing in them or generating rental income, but to bolster their investment portfolios and social image. This behavior has led to a substantial number of homes remaining unoccupied, contributing to a paradoxical situation of housing surplus amidst shortages.

Economic and Social Implications

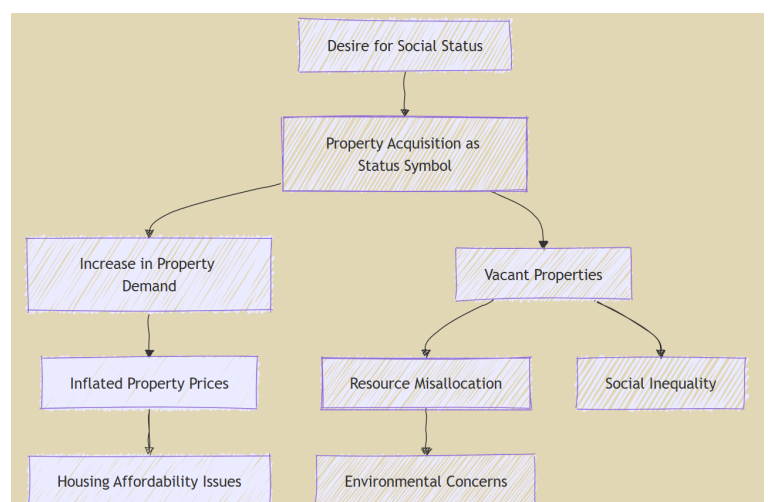
The 'Coldplay Effect' has far-reaching implications for the Indian economy and society:

- **Inflated Property Prices:** The symbolic value attached to property ownership drives demand, leading to increased real estate prices. This surge often places property acquisition beyond the reach of the average citizen, exacerbating housing affordability issues.
- **Resource Misallocation:** Resources are diverted towards constructing properties that may remain unoccupied, leading to inefficiencies in the housing market and potential environmental concerns due to unnecessary construction.
- **Social Stratification:** Property ownership as a status symbol can deepen societal divides, reinforcing class distinctions and contributing to social inequality.

Addressing the Challenges

To mitigate the adverse effects of the 'Coldplay Effect,' a multifaceted approach is necessary:

1. **Policy Reforms:** Implementing policies that discourage speculative property purchases and encourage the utilization of vacant properties can help balance the housing market.
2. **Public Awareness:** Educating the populace about the economic and social impacts of symbolic property ownership can foster more sustainable consumption patterns.
3. **Incentivizing Rental Markets:** Developing a robust rental market with incentives for property owners to lease vacant homes can alleviate housing shortages and make urban living more affordable.



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STRATEGIC PROJECTS ACROSS LOCATIONS



Govindpur Sky Tower

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 Jamshedpur's skyline. Designed with modern amenities, sustainable...

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Positioned as a modern, state-of-the-art residential and commercial complex, **Govindpur Sky Tower** is set to become a landmark in the Jamshedpur's skyline. Designed with modern amenities, sustainable architecture, and luxurious living spaces, this project aims to redefine the standards of urban living in Jamshedpur.

Located in the burgeoning area of Chhota Govindpur, the Govindpur Sky Tower (Near VIG English School) is strategically positioned to cater to the growing demand for premium residential and commercial spaces in Jamshedpur. The project spans a vast area and includes multiple towers, offering a combination of 2 and 3 BHK apartments, along with commercial spaces designed to attract businesses and retailers.

99Realty brings you "**SWAPAN LOK**" a luxury residential project in Ranchi. This development is particularly distinguished as it features the city's inaugural **private pool flats**, and **6BHK Penthouses** marking a significant milestone in Ranchi's real estate landscape. The project is being developed by Bijay Shree and Sapna Construction Pvt Ltd, a reputed builder with a track record of delivering high quality projects.

The project features a state-of-the-art gymnasium, a landscaped garden, common swimming pool with jacuzzi, a dedicated children's play area, hybrid power backup, two level of car parking, EV charging station, high speed elevators and lot more.



SWAPAN LOK

SWAPAN LOK

99Realty brings you "SWAPAN LOK" a luxury residential project in Ranchi. This development is particularly distinguished as it features the city's inaugural private pool flats, and 6BHK Penthouses marking a significant...

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Riviera Greens by Caspcon Realty

Riviera Greens by Caspcon Realty is an expansive integrated township spanning over 150 acres, situated along National Highway 230 (NH230) in the suburban region of Lucknow. This development is designed to off...

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Riviera Greens by Caspcon Realty is an expansive integrated township spanning over 150 acres, situated along National Highway 230 (NH230) in the suburban region of Lucknow. This development is designed to offer a harmonious blend of wellness and luxury, providing residents with a serene riverfront environment complemented by modern amenities.

Strategically positioned near the Gomti River, the township is approximately 7 kilometers from Gosaiganj, accessible via the Gosaiganj to Satrik Road (NH230). Its proximity to major highways ensures seamless connectivity to Lucknow's city center and neighboring regions, making it a convenient choice for both daily commuters and those seeking a peaceful retreat.

JAN-FEB 25 ACTIVITIE'S



BUSINESS HIGHLIGHT'S

TILL JAN 2025



- Team Expansion at Jamshedpur & Ranchi
- New Office at Jamshedpur



- 61106Sq. Ft+ Area Sold
- INR 19.37+ Crores of GTV



99Realty now has 65 Listed
Projects of 34 Developers Across
12 Cities in 4 States of India.



RIVIERA GREENS, ACTUAL IMAGE, UCKNOW

NEW TEAM MEMBERS



RANJAN BARUA
JAMSHEDPUR



URBAN HEIGHTS, DUGRAPUR

FROM OUR BLOG



Ambuja Neotia Group's Monumental Investment in West Bengal: A Catalyst for Economic Transformation

In a landmark announcement at the 8th Bengal Global Business Summit, the Ambuja Neotia Group declared an ambitious investment exceeding ₹15,000 crore in West Bengal over the next five years.

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DATA CENTERS: NOIDA'S NEW GROWTH DRIVER

Data Centers: Noida's New Real Estate Growth Driver

In recent years, Noida has emerged as a significant hub for data center investments, transforming its commercial real estate landscape. The rise of the digital economy, coupled with India's expanding internet user...

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Union Budget 2025: Pioneering Reforms to Enhance Homeownership Accessibility

The Union Budget 2025 introduces a series of transformative measures aimed at revitalizing the real estate sector and making homeownership more attainable for the middle class. These initiatives are poised to...

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HOW MUCH DOES AN APARTMENT COST IN KOLKATA?

How Much Does an Apartment Cost in Kolkata?

Kolkata, the City of Joy, is known for its rich cultural heritage, colonial-era architecture, and a real estate market that is both dynamic and affordable compared to other metro cities in India. If you are planning t...

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STUDENT HOUSING IN GREATER NOIDA THE GOLDEN GATEWAY TO REAL ESTATE INVESTMENT

Student Housing in Greater Noida: The Golden Gateway to Real Estate Investment Near Educational Corridors

The burgeoning student housing sector in Greater Noida has emerged as a compelling real estate opportunity, driven by the presence of 75+ educational institutions hosting over 100,000 students. This educational...

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NOIDA SMART CITY PROJECTS AND INFLUENCE ON REAL ESTATE APPRECIATION

Overview of Noida Smart City Projects and Influence on Real Estate Appreciation

Noida's ambitious transformation into a smart city, backed by a substantial investment of ₹27,000 crore, is revolutionizing the real estate landscape across this burgeoning metropolis. This comprehensive urba...

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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. This project, spanning an impressive 1,000 acres, with 780 acres...

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PULSE



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