

NEWSLETTER

MARCH 2025
ISSUE NO 15

NAVIGATING THE REAL ESTATE MARKET ...

EDITORIAL

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DEVELOPMENT PAVING THE
WAY FOR A GREENER INDIA

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Selected articles you might have missed

NAVIGATING THE REAL ESTATE MARKET IN 2025 REQUIRES STRATEGIC PLANNING

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. The first step for any prospective homebuyer is financial preparedness. Evaluating affordability, securing a strong down payment, and obtaining loan pre-approval can streamline the process and enhance purchasing power. Understanding market trends, such as fluctuating interest rates and property price movements, is crucial. Staying informed about the Reserve Bank of India's monetary policies and the impact on mortgage rates can help buyers time their purchase effectively.

Choosing the right property is another essential aspect of the buying process. Exploring peripheral markets with high growth potential can offer affordability and long-term appreciation. Deciding between new developments and resale properties requires weighing factors such as construction quality, location, and amenities. Legal due diligence, including verifying Real Estate Regulatory Authority (RERA) registration, ensures transparency and protects buyers from fraudulent transactions. Conducting thorough checks on title deeds, encumbrances, and zoning regulations is necessary to avoid future legal complications.

Engaging real estate professionals can significantly enhance a buyer's decision-making process. Consulting with agents, legal advisors, and financial planners can provide valuable insights and safeguard investments. Conducting a professional home inspection helps identify hidden structural issues, ensuring the property is worth the investment. When negotiating, leveraging market data and remaining flexible on terms like closing dates and contingencies can strengthen a buyer's position. A well-informed approach can result in securing a favorable deal in a competitive market.

A long-term investment perspective is essential for making a profitable purchase. Buyers should research upcoming infrastructure projects, such as new roads, metro expansions, and commercial developments, which can drive up property values. Rental potential should also be assessed to determine if the property can generate passive income. Avoiding emotional decision-making and resisting the urge to overspend are key to ensuring financial stability. Having an exit strategy in case of market downturns or relocation plans is a prudent approach.

Finally, patience and adaptability are crucial in a dynamic real estate market. Buyers must prepare for competitive bidding situations while maintaining financial discipline. Setting aside contingency funds for unforeseen expenses, such as urgent repairs or changes in interest rates, can provide security. Staying updated on policy changes and economic indicators allows buyers to make informed choices. By carefully implementing these strategies, homebuyers can navigate the 2025 market with confidence and secure properties that align with their long-term financial and lifestyle goals.

As we move forward, 99Realty remains committed to bring valuable insights for its clients, give the perfect property match and leveraging our strategic partnerships and technological innovations to meet the evolving needs of our clients. 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

SUSTAINABLE REAL ESTATE DEVELOPMENT PAVING THE WAY FOR A GREENER INDIA

India's real estate sector stands at a pivotal intersection of rapid urbanization and environmental responsibility. As the nation progresses, the imperative to adopt sustainable practices in real estate has never been more pronounced. This article delves into the transformative journey of India's real estate sector toward sustainability, highlighting key initiatives, technological advancements, and the economic benefits of green development.

The Emergence of Green Certified Projects

India has witnessed a remarkable surge in green-certified real estate projects. With over 8 billion square feet of certified green space, the country ranks second globally among Leadership in Energy and Environmental Design (LEED)-certified buildings. This achievement underscores a collective commitment from stakeholders to embrace responsible construction practices. The Indian Green Building Council (IGBC) reports more than 11,053 green-certified projects, encompassing approximately 10.27 billion square feet. Projections indicate that by 2025, sustainable real estate projects in India will contribute an estimated USD 39 billion (Rs 3.2 lakh crore) to the economy, reflecting the robust potential of green buildings in driving economic and environmental progress.

Technological Innovations Driving Sustainability

Technological advancements serve as a cornerstone for sustainable real estate development in India. The integration of Building Information Modeling (BIM), the Internet of Things (IoT), 3D printing technology, and smart building systems has revolutionized the sector. These technologies facilitate efficient resource utilization and enhance decision-making processes. Notably, the adoption of renewable energy solutions, such as solar power, has become widespread. Over the past decade, solar power costs have decreased by 90%, making it a viable option for both residential and commercial projects. Additionally, the use of sustainable materials like bamboo, recycled steel, and low-emission concrete provides environmentally friendly and cost-effective alternatives, significantly reducing electricity and water consumption.

Government Policies Fostering Sustainable Development

The Indian government's proactive approach has been instrumental in advancing sustainable real estate practices. Initiatives such as the Smart Cities Mission and the Affordable Housing Scheme have played a crucial role in incorporating sustainable solutions into urban planning. States like Maharashtra, Uttar Pradesh, and Gujarat have emerged as frontrunners in green project certifications, driven by regulatory incentives and supportive policies. Maharashtra leads with 1,094 projects, followed by Uttar Pradesh (643) and Gujarat (590). Additionally, the Securities and Exchange Board of India (SEBI) mandates green reporting, requiring companies to disclose their environmental, social, and governance (ESG) practices, thereby fostering transparency and accountability.

Economic Benefits of Sustainable Real Estate

Embracing sustainable practices in real estate yields substantial economic advantages.

- Green buildings can reduce energy consumption by 20–30%
- Green buildings can reduce water usage by up to 50%
- Green-certified properties often command a premium in the market, with studies indicating a 12–14% higher valuation compared to non-certified buildings. This premium reflects the growing demand among consumers and investors for environmentally responsible properties, making sustainability a strategic advantage for developers.
- Significant Cost Reduction and Value Addition

The Road Ahead: A Sustainable Urban Future

India's real estate sector is undergoing a transformative shift towards sustainability, driven by technological advancements, robust government policies, and a collective commitment to environmental stewardship. This evolution not only aligns with global environmental standards but also offers significant economic benefits, positioning India as a leader in sustainable urban development. As the nation progresses, the integration of sustainable practices in real estate will be pivotal in shaping a greener, more resilient future.

[READ COMPLETE ARTICLE](#)

FEB-MAR 25 ACTIVITIES'S



BUSINESS HIGHLIGHT'S

TILL FEB 2025



- Team Expansion at Jamshedpur & Ranchi
- Successful participation at Prabhat Khabar Spring Carnival, Jamshedpur

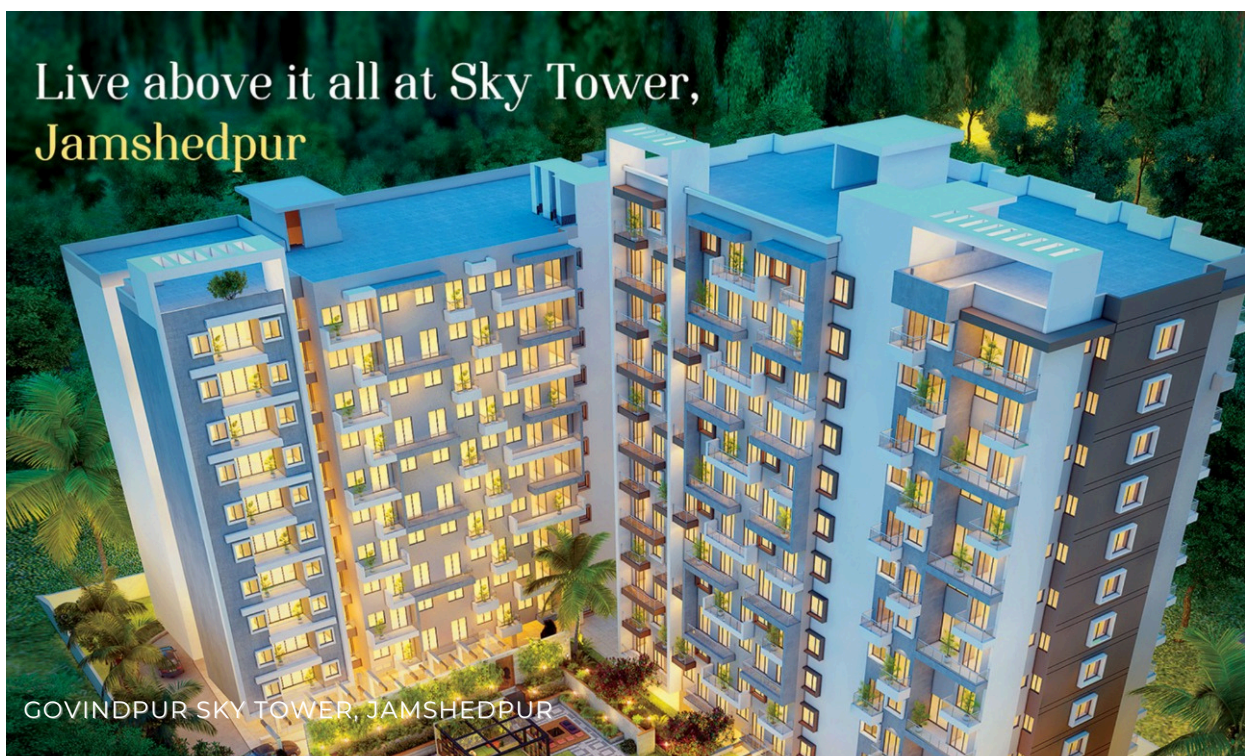


- 61991Sq. Ft+ Area Sold
- INR 19.81+ Crores of GTV



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

Live above it all at Sky Tower,
Jamshedpur



GOVINDPUR SKY TOWER, JAMSHEDPUR

NEW TEAM MEMBERS



SHUBHRO K SARKAR
RANCHI



RASHMI JAISWAL
RANCHI



SAHIL SARKAR
JAMSHEDPUR



RAKESH BHAI PATEL
JAMSHEDPUR



AMIT SENGAR
NOIDA



FROM OUR BLOG

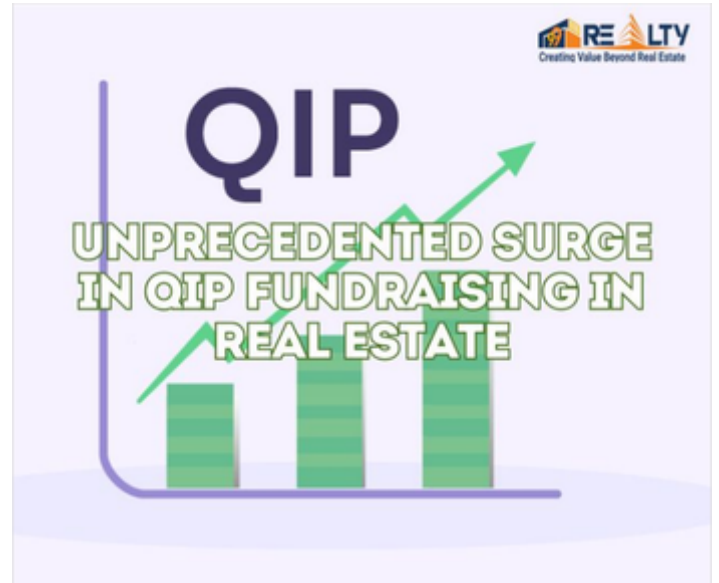


Frequently Asked Questions (FAQs) on India's Real Estate Market

India's real estate market is profoundly influenced by a confluence of economic factors, including GDP growth, interest rates, inflation, and government policies. Stakeholders must stay...

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Unprecedented Surge in QIP Fundraising: Real Estate Sector Dominates with ₹22,320 Crore in 2024

In 2024, India's financial markets experienced a remarkable escalation in Qualified Institutional Placements (QIPs), achieving record-breaking fundraising levels. The real estate sector emerged as a significant...

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THE ASCENDING INFLUENCE OF WOMEN IN INDIA'S REAL ESTATE MARKET

The Ascending Influence of Women in India's Real Estate Market

In recent years, women in India have transitioned from traditional roles as key decision-makers in household purchases to becoming independent actors in the real estate sector. This evolution is...

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LTCG TAX ON PROPERTY FOR HNIs

Comprehensive Guide to Long-Term Capital Gains Tax on Property for High-Net-Worth Individuals in India

Long-term capital gains (LTCG) tax on property is a pivotal aspect for high-net-worth individuals (HNIs) in India, especially when engaging in real estate transactions. Understanding the nuances of LTCG tax...

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HSBC New Target Prices for Indian Realty

HSBC Lowers Target Prices for Indian Realty Firms Amid Potential Market Peak

HSBC has recently adjusted its outlook on India's residential real estate sector, signaling a potential peak in the market. This reassessment has led to revised target prices for prominent developers such as Godrej...

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THE INFLUENCE OF ECONOMIC CONDITIONS ON INDIA'S REAL ESTATE MARKET

The Influence of Economic Conditions on India's Real Estate Market

India's real estate sector stands as a cornerstone of its economy, intricately linked to various macroeconomic factors. Understanding these factors is crucial for stakeholders aiming to navigate and capitalize...

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NAVIGATING INDIA'S DYNAMIC REAL ESTATE MARKET IN 2025

Navigating India's Dynamic Real Estate Market in 2025: A Comprehensive Guide for Homebuyers

As we progress through 2025, India's real estate landscape presents both challenges and opportunities for discerning homebuyers. With property prices on an upward trajectory and inventory levels fluctuating, a...

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NAREDCO NextGen Conclave 2025: Pioneering Real Estate Transformation in India

The National Real Estate Development Council (NAREDCO) NextGen Conclave 2025, held on February 11 at Mumbai's Jio World Centre, marked a significant milestone in India's real estate sector. This event...

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PULSE

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