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MAY 2025 ISSUE NO 17

# INDIA-PAKISTAN CONFLICTS...

**EDITORIAL** 

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EMOTIONAL CONNECTIONS IN REAL ESTATE...

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SALUTING INDIAN ARMED FORCES FOR PROTECTING US

# THIS EDITION IS DEDICATED TO INDIAN ARMED FORCES

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## INDIA-PAKISTAN CONFLICTS AND THE REAL ESTATE MARKET

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. India's real estate has historically shown resilience even amid sharp Indo-Pak crises. For example, during the 1999 Kargil conflict (about three months long), rents in prime Delhi and Mumbai fell only modestly (3–8%) and bounced back by year-end. By that time the economy was already liberalized, helping the property market recover quickly. Analysts point out that pent-up housing demand and stricter lending norms enabled a swift rebound after Kargil, Similarly, the 2019 Pulwama–Balakot escalation induced only a brief financial jolt: bond yields spiked ~15 bps and the rupee wavered, but both normalized within weeks. In short, studies of past wars emphasize that such conflicts "may slow down market sentiment" but cannot "break India's real estate market". Equity indices and investor confidence have typically stabilized within half a year after each flare-up, reflecting the country's strong domestic fundamentals.

Residential markets often feel conflict first. In the 2025 standoff, buyer enquiries and site visits in the Delhi-NCR and other metros plunged roughly 15–40% as high-income buyers adopted a clear wait-and-watch stance. Anarock research forecasts a short-term dip of about 5–10% in North India housing sales, with luxury projects hit hardest Knight Frank data for Q1 2025 show national home sales actually up ~2% YoY (88,274 units) but Delhi-NCR bucked the trend with an 8% decline. Sellers report that walk-ins in South Delhi, for instance, have fallen nearly 40% recently In sensitive border states like Punjab and Jammu & Kashmir, sentiment is even more cautious: many developers are postponing new launches and buyers are weighing safety heavily in their decisions. As a result, ultra-premium and luxury projects see the most deferred sales, whereas mid-income and affordable segments rebound faster once calm returns. Nonetheless, industry veterans stress this pause is temporary: pent-up demand often surges post-conflict (as seen by a later tourism boom in Kargil and renewed homebuying)

Commercial real estate and hospitality also face mixed impacts. Multinational firms have quietly hit the pause button on many India expansion plans, slowing new office leasing. (Still, India saw record office take-up in early 2025: roughly 28.2mn sqft of space was leased, led by Bengaluru Analysts expect most corporate deals will resume within a year, driven by strong demand from IT, BFSI and professional services. In retail, large malls have held steady under long-term leases, whereas high-street shops (especially in Delhi and Punjab) have seen footfalls dip. Hotels in frontline regions (Delhi, Kashmir) reported occupancy drops on the order of 10−15%, with many conferences and group tours deferred. Yet domestic leisure travel (≈90% of demand) remains healthy helping stabilize overall revenues. Nationally, then, leasing and hotel metrics have only slipped modestly: realtor groups note higher cancellations and cold leads, but most investors see this as a pause − India's strong underlying demand and new project pipelines (launches are up 3% in Q1 2025) suggest a quick rebound.

In summary, experts emphasize that geopolitical skirmishes trigger short-term hesitation, not long-term collapse. Today's realty developers carry far less debt and more financial firepower than in past decades, giving them "holding power" to absorb brief slumps. Foreign and domestic investor interest has remained robust: recent analyses note that tensions to date have not derailed overall investment into India. Across segments, the softness is most pronounced at the top (luxury homes and premium offices), whereas affordable housing and core commercial leases stay relatively firm. No reputable forecast predicts a price plunge; instead, many foresee just a pause in price growth and then a resumption of the pre-crisis trend. Once calm returns – as ceasefire announcements and quick policy responses suggest they will – transaction momentum is expected to pick up again. In other words, the sector's long-run story (driven by urbanisation, demographics and regulatory support) remains positive, even if the current conflict has dampened sentiment in the short run.

Thank you for your continued trust and support.

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

# REDEFINING REAL ESTATE MARKETING IN 2025: A COMPREHENSIVE GUIDE FOR THE NEW-AGE BUYER

In 2025, the real estate marketing landscape has undergone a significant transformation. The focus has shifted from merely showcasing properties to creating immersive experiences that resonate with the modern buyer. This guide delves into the latest trends and strategies that are redefining real estate marketing, ensuring that developers and marketers stay ahead in this dynamic industry.

#### 1. Embracing Immersive Technologies: VR and AR in Property Showcasing

The integration of VR and AR technologies has revolutionized property showcasing. Prospective buyers can now embark on immersive virtual tours, exploring properties from the comfort of their homes. This not only enhances the buyer experience but also expands the reach to international and remote clients.

#### 2. Data-Driven Personalization: Leveraging AI and Analytics

By analyzing behavioral signals, search intent, and <u>demographic data</u>, Al enables real estate professionals to prioritize leads showing genuine buying intent. This approach reduces wasted time and increases conversions.

#### 3. Hyper-Local Targeting and Community Engagement

Optimizing content for local search terms and utilizing geo-targeted advertising ensures that marketing efforts reach the intended audience effectively. At the same time organizing local events and participating in community activities help developers build trust and establish a strong presence within the community, influencing buyer decisions.

#### 4. Storytelling and Content Marketing: Building Emotional Connections

Crafting compelling narratives around properties helps in building emotional connections with potential buyers. Sharing stories about the community, architectural inspiration, and resident experiences adds depth to marketing campaigns. Utilizing various content formats such as blogs, videos, and social media posts allows developers to reach a broader audience and convey their brand message effectively. High-quality videos, including drone footage and 360-degree tours, provide an immersive experience, allowing buyers to explore properties remotely. Platforms like Instagram Reels, and YouTube Shorts have changed how consumers engage with content. Real estate companies are now using dynamic, attention-grabbing video content to showcase properties, enhancing engagement and reach.

#### 5. Influencer Partnerships and Social Selling

Collaborating with influencers, especially micro-influencers with highly engaged audiences, can enhance brand credibility and reach. These partnerships allow for authentic promotion of properties to targeted demographics.

#### 6. Sustainable and Smart Living: Meeting Modern Buyer Expectations

<u>Sustainability</u> and <u>smart living</u> has become a cornerstone in real estate development. Incorporating eco-friendly materials, energy-efficient systems, smart home features and sustainable construction practices not only meets regulatory standards but also appeals to environmentally conscious and today's smart buyers.

#### 7. Automation and Efficiency in Marketing Operations

Marketing automation tools streamline repetitive tasks, ensuring consistent communication with prospects. From email marketing to lead nurturing, automation enhances efficiency and allows marketers to focus on strategy and creativity.

The future of real estate marketing lies in the seamless integration of technology, personalization, and community engagement. The real estate marketing landscape in 2025 demands a multifaceted approach that combines technology, personalization, sustainability, and community engagement. By embracing these strategies, developers and marketers can effectively connect with modern buyers, foster lasting relationships, and drive successful sales outcomes.

READ COMPLETE ARTICLE



In In a landmark initiative, a leading real estate innovator joined forces with behavioral research experts to explore the profound emotional layers embedded in homeownership. What emerged was a powerful revelation: homes are far more than architectural structures—they serve as intimate reflections of one's identity, aspirations, and sense of belonging. This understanding has transformed the way modern property platforms define their purpose—evolving from mere transactional tools into empathetic companions that support individuals through life's pivotal chapters. Recognizing that moving is not just physical relocation but a deep emotional shift, the industry is now embracing the idea of emotional alignment with buyers' life stories.

Delving deeper into the psychology of the homebuying journey, research uncovered a sequence of thirteen emotional phases that buyers commonly traverse—from tentative curiosity and decision fatigue to the eventual elation of closing the deal. Armed with this insight, some platforms and professionals have restructured their services to match each phase, offering not just technical assistance but emotional guidance. This tailored approach enables buyers to navigate an otherwise overwhelming process with reassurance, clarity, and confidence—fundamentally transforming how trust is built in property transactions.

Empathy, once a soft skill, has now become central to the modern real estate experience. Professionals who understand and respond to the emotional language of clients—not just their square footage needs—build deeper relationships that translate into smoother negotiations and lasting loyalty. Transparency, kindness, and human connection are emerging as the new currencies of credibility in a market where clients yearn not just for a house, but for a sense of emotional security and partnership.

Reflecting this emotional awakening, recent branding and storytelling strategies have focused heavily on the human narratives tied to homeownership. Campaigns no longer tout just features—they celebrate moments, milestones, and memories that unfold within the four walls of a house. The messaging is clear: a home is where identity is nurtured, families are built, and dreams evolve. By anchoring their voice in emotional resonance, forward-thinking real estate platforms are reshaping how people perceive value—not just in property, but in the experience of finding a place to truly belong.

At 99 Realty, we prioritize ethical practices, ensuring our clients receive accurate information and guidance for all property transactions. For transparent and trusted real estate services, connect with our team today.

Purnoday Singh CRM Lead 99Realty

# Narvigate 2025 : A Landmark Convention for India's Realty Sector

The 17th NAR India Annual Convention – NARVIGATE 2025, hosted by APP Delhi NCR, is set to be the most impactful real estate event of the year, says **Tarun Bhatia**.

#### **Average Housing Prices Up 10%**

Average housing prices across the top 8 cities in India witnessed a 10% annual rise at INR 11,266 per sq ft during Q4 2024.

India is poised to become a leading Global Data Centre Hub.

Data centre stock is expected to grow at a CAGR of 21% between 2024 and 2030 to reach 3,400 MW IT by 2030, says **Savills survey.** 

Impact of Smart Building Technology on Real Estate

The role of Smart Building Technology (IoT, AI and BMS) will drive operational efficiency and improve outcomes, says a survey done by CII and Cushman & Wakefield.

# India's I&L Space take-up surpasses 39 million sqft in 2024

Despite a moderate slowdown in the first half of the year, overall leasing activity in the I&L sector surpassed the previous year's record, exceeding 39 million sqft in 2024, says **CBRE survey.** 



#### City Scenario: Kochi: A Growing Urban Residential Hub in Kerala

Kochi attracts a significant influx of professionals employed in the IT, shipping, and trade industries, thereby generating substantial demand for residential properties, says **CBRE** 

# India is poised to become a leading Global Data Centre Hub.

Data centre stock is expected to grow at a CAGR of 21% between 2024 and 2030 to reach 3,400 MW IT by 2030, says **Savills** 

#### Office REITs to Expand in 2025

Operational REIT portfolio to breach 100 million sq ft in next few years, says **Collier's survey.** 

#### Feng Shui: Business Growth

To enhance business growth, one of the main points to focus is to make sure the office space is maintained in a tidy, uncluttered and clean manner, says **S BS Surendran**.

# GST on Brokerage & Sales Commission to Agent Outside India

Impact of Smart Building Technology on Real Estate



India is poised to become a leading Global Data Centre Hub



# Impact of Smart Building Technology on Real Estate

### **APR-MAY 25 ACTIVITIE'S**



## BUSINESS HIGHLIGHT'S

**TILL APRIL 2025** 



- Substantial Subscriber gain and Engagement across SM platforms
- Unique Digital Advt. Campaigns



- · 66058 Sq. Ft+ Area Sold
- INR 19.18+ Crores of GTV
- Jamshedpur Branch Fully Operational



99Realty now has 66 Listed Projects of 34 Developers Across 12 Cities in 4 States of India.



### **NEW TEAM MEMBERS**



SANTOSH PRAJAPATI LUCKNOW



#### FROM OUR BLOG



#### Axis Finance Disha Home Loans Empowering EWS & LIG Homebuyers Across India

Axis Finance Limited, a leading non-banking financial company (NBFC) in India, has launched the Axis Finance Disha Home Loans, a tailored financial product aimed at facilitating homeownership for individuals...

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#### Home Loan Alert: Fixed or Floating Rate - What's Better?

In the intricate world of home financing, selecting the right interest rate structure is not just a financial decision — it's a strategic move that can significantly impact your long-term affordability, budgeting discipline, a...

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The Confederation of Real Estate Developers' Associations of India (CREDAI) has initiated a pivotal discourse on redefining affordable housing parameters to align with the current economic landscape. This...

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The real estate sector holds a pivotal role in shaping sustainable urban environments. By integrating Corporate Social Responsibility (CSR) into their core strategies, developers can significantly influence....

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Buying a home or land? Congrats! But before you start celebrating, there's one critical step you absolutely can't skip—property registration.

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Can Foreigners Buy Property in India? Ultimate Guide for Foreign Investors, NRIs, and OCI Cardholders

India's real estate market offers lucrative opportunities for global investors. However, purchasing property in India as a foreign national involves navigating a complex legal landscape. This guide provides an i...

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#### Gold vs Real Estate: What is The Superior Investment Strategy for Uncertain Times

In an increasingly volatile global economy, selecting the right investment vehicle is paramount. As inflation, geopolitical tension, and market disruptions surge, investors frequently pivot between two traditional saf...

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