

JUNE 2025  
ISSUE NO 18

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EDITORIAL

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# INDIA'S REAL ESTATE ASCENDS THE GLOBAL STAGE

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. In a landmark development for the Indian economy, a recent report by global real estate consultancy Colliers has placed India among the top 10 global destinations for cross-border real estate investment in the first quarter of FY 2025–26. This prestigious positioning underscores India's growing clout in the international investment landscape, particularly in land acquisition and development site transactions. At a time when global investors are increasingly seeking stable and high-yield opportunities, India has emerged as a preferred strategic hub—driven by rapid urbanization, digital infrastructure expansion, and evolving policy frameworks.

The Colliers report highlights a surge in foreign institutional inflows targeting Indian land banks, especially in Tier 1 and Tier 2 cities. Developers and global funds alike are drawn to India's favorable demographics, expanding middle-class base, and a government keen on supporting urban expansion. Foreign capital is not just entering commercial spaces; there's a clear uptick in investments in residential, logistics, and mixed-use projects. Bengaluru, Hyderabad, Pune, and NCR are experiencing heightened interest, with tech corridors and industrial parks receiving particular attention.

This ranking is more than symbolic—it is reflective of the confidence global players now place in India's legal, economic, and urban development frameworks. The implementation of RERA, GST, digitization of land records, and reforms in the FDI regime have brought increased transparency and reliability. Furthermore, India's strategic alignment with sustainability trends, including green buildings and ESG-compliant projects, has positioned it as a forward-thinking investment destination. These factors have not only boosted investor sentiment but also reduced the traditional risks that once discouraged long-term foreign commitments.

Looking ahead, the trajectory appears optimistic. With new-age real estate categories like data centers, co-living, warehousing, and student housing gaining traction, India's real estate market is diversifying at an unprecedented pace. This recognition on the global stage serves as both validation and a call to action—urging policymakers, developers, and urban planners to maintain momentum. As global capital increasingly finds a home in Indian soil, the nation is poised to become a cornerstone in the future of international real estate investment.

Thank you for your continued trust and support.

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

# **“DOES YOUR HOME NEED HEALING? HOW ‘ENERGY CLEANSING’ IS CAPTIVATING THE HOUSING MARKET”,**

## **The Rise of Energy Cleansing**

In an era where property is both a material asset and an emotional sanctuary, a new trend is quietly reshaping the housing market: energy cleansing. More than ever before, buyers and sellers alike are turning to spiritual consultants to purify their homes of negative energies. This shift, rooted in ancient traditions and modern metaphysical beliefs, reflects a growing desire for emotional comfort and spiritual harmony. Prospective homeowners aren't just inspecting floor plans—they're asking whether a house “feels right.” In a post-pandemic world where wellness is at the forefront, the idea of “healing a home” resonates deeply. Whether through smudging with sage, ringing Tibetan bells, or conducting vastu rituals, individuals now seek homes that not only look beautiful but also feel energetically aligned.

## **The Market Impact**

What was once considered niche or eccentric has now become part of serious property transactions. Realtors in high-end markets report that clients often ask if a home has undergone energy cleansing—especially if it's older, has a tragic history, or simply feels “off.” In some cases, the presence of bad vibes can delay sales or lower perceived value, prompting sellers to invest in spiritual staging. A growing industry of “space healers,” vastu experts, reiki practitioners, and intuitive designers now caters to this rising demand. Properties once overlooked are now revived with the promise of renewed energy and emotional balance. Energy cleansing is increasingly viewed not as superstition, but as a form of invisible renovation—resetting the emotional baseline of a home.

## **The Rituals and Tools**

The tools of energy cleansing vary across cultures and practices. In Los Angeles or New York, one might find a healer burning palo santo or using crystal grids to realign a home's vibrations. In India, vastu shastra guides room positioning, orientation, and energy flow through sacred geometry. Some homeowners bury copper rods or place Himalayan salt bowls in corners to absorb negativity. Others consult geomancers or feng shui masters for harmony and elemental balance. Even land acupuncture—where rods are inserted into the soil to “unblock” stagnation—is gaining popularity among the spiritually inclined elite. These methods, though sometimes unscientific, are emotionally persuasive and can lend a therapeutic dimension to the process of buying or selling a home.

## **The Emotional Turn in Real Estate**

At its core, this movement reveals something profound: people no longer see their homes as just structures, but as energetic extensions of themselves. Emotional health, tranquility, and spiritual wellness are now key ingredients in property value. Just as a marble countertop might impress the eye, a harmonious energy field soothes the soul. This emotional lens is changing the language of real estate—from square footage to soul comfort. As one homeowner put it, “I wasn't just buying walls and floors; I was buying peace.” The trend is also a reminder that in an increasingly chaotic world, the home has become a personal temple—a place not just to live, but to heal, breathe, and truly feel safe.





# **“WELCOME TO ‘PEAK BLOOM’ – THE COUNTRY HOUSE MARKET WHERE ‘THE GARDEN IS THE CLINCHER’”**

In 2025, the British countryside is witnessing an unprecedented phenomenon that estate agents have coined “peak bloom.” No longer is it the architecture or square footage that determines a property’s allure—it’s the garden. Buyers are now willing to pay significant premiums, sometimes exceeding 30%, for homes with lush, mature, and expertly designed gardens. Instant gratification rules the market; rather than wait years for trees to mature, affluent buyers are importing full-grown maples and creating avenues of pleached limes. As a result, landscape design has become the latest status symbol, with spring viewings carefully timed to coincide with lilacs in bloom and laburnum dripping gold across pergolas.

The case of Silver Street Farm in Devon illustrates this new trend vividly. The owner, over a span of thirteen years, cultivated a collection of rare shrubs and heirloom fruit trees valued at over £50,000. When the property was listed, prospective buyers focused more on the orchard’s character than the charming thatched roof. Similarly, Moor Hatches in Wiltshire achieved a significant price uplift thanks to its terraces designed by the renowned Tom Stuart-Smith. These days, a famous landscape architect’s name carries the same cachet as a celebrity architect’s blueprint. Sellers now prioritize garden presentation, with dramatic echium spires and lavender alliums commanding attention on real estate portals as much as kitchen islands once did.

This garden obsession has roots in the post-pandemic reimagining of the home. Outdoor spaces are no longer afterthoughts—they are essential extensions of daily life. Buyers seek multifunctional landscapes: woodland offices, alfresco dining beneath vine-covered pergolas, or secluded glades for meditation. Ecological sensibilities also factor in, with biodiversity, pollinator meadows, and natural ponds adding emotional and environmental value. However, not all buyers desire sprawling acreage. The increasing scarcity of skilled gardeners and high maintenance costs are leading many toward smaller, highly curated spaces that deliver sensory richness without the burden of upkeep.

Interestingly, this trend isn’t confined to the UK. Similar stories are unfolding in the Hudson Valley, Tuscany, and Mallorca, where olive groves, stone terraces, and native wildflowers are key selling points. Globally, a shift is underway: buyers are investing in the emotional resonance of a home more than its specifications. It’s the aroma of wisteria at dusk, the whisper of wind through yew hedges, or the visual poetry of a garden in full bloom that seals the deal. Sellers now understand this and are staging their properties with living beauty, knowing that gardens are no longer just part of the home—they are the heart of it.

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



# MAY-JUNE 25 ACTIVITIES'S





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### Vaastu House: Ideal Vaastu Tips for Your New Home to Attract Positive Energy

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## Redefining Real Estate Marketing in 2025

### 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.

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# PULSE

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### PUBLISHED BY

99TPA ADVISORY INDIA PVT LTD

**WWW.99REALTY.IN**

**JUNE 2025**

**ISSUE NO 18**



The newsletter will be published by 15th day of every month through our website, social media accounts and internal mailing groups. You are encouraged to share your branch's good practices, success stories, your personal writeups, etc. by 5th day of the publication month at [pulse@99realty.in](mailto:pulse@99realty.in).

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