

JULY 2025  
ISSUE NO 19

## MORE THAN BRICKS: WHAT.....

EDITORIAL

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"INDIA STANDS OUT WITH ITS ABILITY  
TO DELIVER....

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ACTIVITIE'S AND  
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# MORE THAN BRICKS: WHAT TODAY'S REAL ESTATE BUYERS ARE REALLY LOOKING FOR

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 2025, real estate is no longer a one-dimensional investment—it has become an extension of a buyer's identity, dreams, and values. The modern homebuyer walks into the market not only with financial considerations, but also with emotional and psychological expectations. Owning a property today is seen as a symbol of stability, security, and even social recognition. Whether it's a tech-savvy millennial exploring a smart home or a retired couple seeking peace in a gated community, the motivation behind purchasing real estate has shifted. Convenience, connectivity, and quality of life have taken center stage. Buyers seek spaces that offer comfort without compromise and function without forfeiting aesthetics. For them, it's about creating a life—not just acquiring an asset. The floor plan matters, but so does the sunrise view from the balcony. It's a pursuit of both space and spirit.

Transparency and trust now weigh as heavily as the location on a buyer's checklist. With countless online resources, digital walkthroughs, virtual consultations, and peer reviews at their fingertips, today's buyers are informed and empowered like never before. They conduct detailed research, often weeks before contacting a realtor. Builders can no longer hide behind glossy brochures and half-truths. Genuine reputation, delivery history, legal clarity, and after-sales support define credibility. The modern buyer demands clarity in every clause and accountability in every promise. Gone are the days when flashy marketing could push a deal across the line. In its place stands an evolved buyer, who values authentic conversations over rehearsed pitches. For them, a reliable developer isn't just someone who completes a project—it's someone who respects their time, money, and dreams.

Emotional return on investment has quietly become a powerful decision-making factor. Buyers today ask questions like: "Can I see my family growing here?" or "Will this place feel like home five years from now?" A property that aligns with their lifestyle aspirations often trumps one that simply fits the budget. Elements like open green areas, recreational zones, good ventilation, natural light, and even community culture influence their decision. The need for mental peace, wellness, and daily convenience is stronger than ever. Smart interiors, energy efficiency, proximity to work hubs or schools—all contribute to their final choice. Even smaller details, like security systems, pet-friendliness, or space for home offices, matter deeply. They're not just buying square footage—they're investing in a vision of the future, carefully curated to fit their narrative.

Perhaps most importantly, today's buyer wants to feel heard. They're no longer passive participants but active collaborators in the home-buying journey. This shift has urged developers and agents to build relationships, not just complete transactions. Conversations are longer, more personal, and more layered. Empathy, flexibility, and post-sale engagement have become key differentiators. In this climate, real estate isn't merely about selling a structure—it's about offering a sense of belonging. The emotional landscape of the buyer is rich and evolving, and those who can understand it will not just close deals—they'll build legacies. The message is clear: the modern homebuyer is looking for more than bricks and cement—they're looking for meaning.

Thank you for your continued trust and support.

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

# "MORE CONVERSATIONS, FEWER TRANSACTIONS"

Why today's real estate is built on relationships, not just deals In the evolving landscape of real estate, the shift from fast deals to meaningful dialogue has never been more evident. Gone are the days when flashy advertisements and a few site visits were enough to close a sale. Today's buyers demand more—more clarity, more transparency, and most importantly, more connection. They seek not just a property, but a partner in their journey. Real estate professionals are realizing that success no longer lies in pushing inventory, but in building trust brick by brick. Listening has become more powerful than pitching, and empathy more valuable than persuasion. Clients want to be heard, understood, and respected before they even think about signing a cheque.

Today's buyer is informed, alert, and emotionally invested in the process. Their questions go beyond pricing and square footage—they ask about community culture, builder reputation, resale potential, and the long-term value of the lifestyle being offered. They're not impressed by urgency tactics or pressure-driven closes. Instead, they're drawn to those who are patient enough to explain, answer, and guide without rushing. Real estate advisors are becoming more like consultants—helping buyers analyze risks, compare options, and even revisit their own needs. The conversation has expanded from the layout of a flat to the vision of a future. What buyers truly appreciate is someone who speaks with authenticity, not salesmanship.

This transformation has given rise to a deeper, relationship-first model of doing business. From follow-up calls to walkthrough videos, from virtual Q&A sessions to personal visits post-possession—the real estate experience now demands presence, not just presentations. Buyers remember the builder who answered a midnight question, the agent who said "no" to the wrong deal, the company that prioritized value over volume. These conversations create emotional equity that lasts long after the paperwork is done. A single honest conversation can lead to lifelong loyalty, brand advocacy, and referrals far more valuable than any hoarding or paid promotion. In essence, it is dialogue that drives today's brand building in real estate.

"More conversations, fewer transactions" is not just a philosophy—it's a proven approach for sustainable success. The numbers might grow slower, but the foundations built through trust are unshakable. When a buyer feels cared for, they come back—not just to invest again, but to bring others along. In a sector once known for its hustle, a quieter revolution is underway: one that values listening over closing. It's not about how many properties you sell this month, but how many relationships you nurture that last years. The new currency in real estate isn't just money—it's meaningful connection.

**Purnoday Singh**  
CRM Lead  
99Realty

# “INDIA STANDS OUT WITH ITS ABILITY TO DELIVER STABILITY, LARGE-SCALE REAL ESTATE GROWTH.”

## Foundation of Stability in a Dynamic Landscape

India's real estate market has emerged as a beacon of stability amidst global economic uncertainties. While many economies grapple with inflationary pressures and policy disruptions, India continues to offer a resilient ecosystem driven by prudent governance, demographic dividends, and progressive reforms. The country's political consistency, coupled with a transparent regulatory environment led by RERA, has reinforced investor confidence across domestic and international markets. With a consistent push toward urban development and infrastructure upgradation, India has built the scaffolding for long-term real estate expansion. These foundational strengths have allowed the sector to weather volatility and continue to flourish.

## Large-Scale Growth Rooted in Demand and Innovation

India's burgeoning population, rapid urbanisation, and rising middle-class aspirations have collectively fuelled demand for housing, commercial spaces, and infrastructure. From smart cities to affordable housing schemes, the government's initiatives have unlocked vast development corridors across Tier 1, 2, and even Tier 3 cities. Innovation, too, plays a critical role—proptech integration, green building practices, and modular construction are now redefining how real estate is delivered. Developers are no longer just builders; they are experience curators who adapt to evolving consumer expectations. This demand-driven and technology-supported growth is what sets India apart in the global real estate narrative.

## Investment Magnet and Policy Momentum

India's real estate sector has become an attractive destination for institutional investments, private equity funds, and global developers. Thanks to relaxed FDI norms and a growing REIT ecosystem, capital inflows have surged, especially into commercial and retail assets. Moreover, infrastructure push—such as the Gati Shakti plan, metro expansions, and expressway networks—further enhances real estate viability across new zones. Policy consistency and a business-friendly approach by various state and central agencies create a predictable, low-risk environment. The synergy between policy momentum and capital availability enables real estate projects to scale faster and more efficiently than ever before.

## The Path Ahead – Sustainable, Inclusive, and Scalable

Looking forward, India is poised to lead a new chapter of sustainable and inclusive real estate growth. With ESG (Environmental, Social, Governance) metrics becoming central to development strategies, the focus is shifting toward eco-friendly construction, inclusive housing, and livable urban designs. Smart living solutions, co-living models, and integrated townships are reshaping urban landscapes in a scalable and people-centric manner. What truly distinguishes India is its ability to blend growth with stability, ambition with regulation, and scale with sustainability. In an increasingly fragmented world, India's real estate sector offers a rare mix: confidence, consistency, and compelling opportunities.

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



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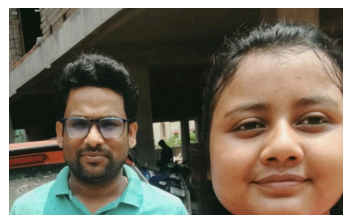
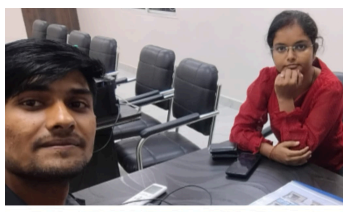
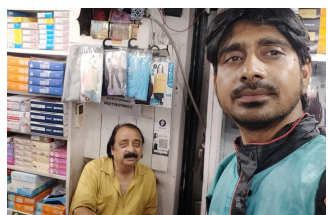
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# JUNE-JULY 25 ACTIVITIE'S



# BUSINESS HIGHLIGHT'S

TILL JUNE 2025



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



- 77778 Sq. Ft+ Area Sold
- INR 23.52+ Crores of GTV
- Jamshedpur Branch Fully Operational



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

RERA Registration No. UPRERAPRJ5250823/04/2025  
dated: 30-04-2025 Website: [www.up-rera.in](http://www.up-rera.in)



**GODREJ MAJESTY**  
SECTOR 12, GREATER NOIDA (W)



# NEW TEAM MEMBERS



VISHAL KUMAR  
RANCHI



# FROM OUR BLOG



## Strong Walls. Stronger Returns. Discover What's Behind the Paint Matters!

### How Construction Quality Impacts Your Investment?

Let's get real — buying a home isn't all just about Vastu, view, or vibes. It's about value. And the biggest factor that drives long-term value? Construction quality. In real estate, construction quality isn't just another...

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## Supreme Court Warns: Verify Title, Not Just Deed

### Property Law Alert : SC Redefines Ownership Rules

So, you bought a house, registered it, and now proudly call it yours, right? Not so fast. According to a recent Supreme Court ruling, registration alone doesn't make you the rightful owner. That's a jarring wake-up call...

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## LIGHTS...CAMERA...SOLD!

### Bollywood's Mansion Sales: Panic or Power Play Strategy?

Have you ever scrolled through a celebrity gossip site or flipped past a glossy magazine and wondered about the opulent lives of Bollywood's elite stars? Beyond the dazzling outfits and blockbuster premieres,...

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### Women Rewrite India's Real Estate Destiny

Close your eyes and picture a real estate construction site. Chances are, most of the faces that come to mind are male—engineers, builders, decision-makers. But here's a twist: women are stepping in, and they're...

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## CC & OC: Your Home's Legal Shield

### Occupancy vs Completion Certificate : The Ultimate Survival Guide for Indian Homebuyers

When navigating the Indian real estate landscape, two documents stand as pillars of legality and safety for every property buyer — the Occupancy Certificate (OC) and the Completion Certificate (CC). At [Your Trusted...

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## The Secret Power of Real Estate

### How Real Estate Looks Boring but Builds Real Wealth

Let's face it — real estate isn't flashy. It doesn't buzz like crypto, doesn't spike like stocks, and doesn't trend on social media like drop shipping. But here's the kicker: it silently creates millionaires.

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## HOW TO CHOOSE THE RIGHT HOME: A STEP-BY-STEP GUIDE FOR FIRST-TIME BUYERS

### How to Choose the Right Home A Step by Step Guide for First Time Buyers?

Buying your first home is an exciting yet overwhelming experience. If you are wondering how to choose the right home, especially in a bustling city like Ranchi, this step by step guide will help simplify the process.

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## Ready Reckoner Rate:

What It Is and Why It Matters In Real Estate Transactions

### A Complete Guide to Ready Reckoner Rates: Definition, Calculation, and Impact on Your Property Transactions

The Ready Reckoner Rate, often abbreviated to RRR, is a vital concept in property transactions. It serves as a benchmark for property valuation and plays a significant role in determining stamp duty and registration...

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# PULSE



## NEWSLETTER

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