

15 August 2025

NEWS LETTER



"79 Years of Freedom, 79 Years of Pride =="

Today, we celebrate not just our independence, but the courage, dreams, and determination that built our great nation.

Let's honor the legacy of our heroes by shaping an India that stands taller, shines brighter, and inspires the world.

Jai Hind!



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TWO YEARS OF 99REALTY

Dear Friends and Partners,

Happy Independence Day and Happy 2nd Anniversary to 99Realty! As we mark the 2nd Anniversary of 99Realty on this very special day – 15th August 2025, our hearts are filled with gratitude, pride, and renewed commitment. The journey of these two years has been more than just building a business; it has been about shaping trust, enabling growth, and creating value for all stakeholders in India's real estate ecosystem.



Our Milestones & Strategic Collaborations

This past year has been nothing short of eventful. We are proud to have secured two prestigious and strategic exclusive tie-ups:

- Swapan Lok, Ranchi A landmark project offering premium living experiences with unique features like private pool flats, penthouses, and smart hybrid-powered homes.
- Govindpur Sky Tower, Jamshedpur A project that sets new benchmarks in Jamshedpur's skyline, redefining the city's urban aspirations.

These partnerships reflect our steadfast commitment to working closely with developers on projects that truly add long-term value for end-users and investors alike. Beyond these key tie-ups, we have onboarded 16 projects from 10 distinguished developers within the last twelve months. The successful setup of our operations across both Ranchi and Jamshedpur now gives us a stronger regional presence and the agility to serve a wider audience in Jharkhand's evolving real estate market.

Digital Growth: Building Conversations Beyond Transactions

Real estate today is as much about digital trust as physical spaces, and our 99Realty Digital Team has exemplified this belief. Over the past year, we have seen impressive digital growth across multiple fronts:

- Significant rise in website visits and lead conversions.
- Consistent engagement across Facebook, Instagram, LinkedIn, YouTube, and Twitter (X).
- Launch of our Weekly Real Estate News Update and continued success of the 99Realty Pulse Monthly Newsletter.
- A major achievement delivering daily real estate blogs, building a knowledge-first ecosystem for our conscious readers.
- Strategic introduction of **email marketing**, which has amplified our follower base, impressions, and engagement ultimately leading to higher lead counts and stronger client relationships.

Resilience Amid Challenges

Like any growing enterprise, we faced our share of hurdles — particularly cash flow constraints in a demanding market environment. These realities compelled us to take tough but necessary decisions:

- Streamlining our team for greater efficiency.
- Optimizing operations for agility and faster decision-making.
- Sharpening our strategic focus to align resources with high-impact goals.

These decisive measures have positioned us for a more sustainable, scalable, and future-ready path.

This 2nd anniversary is not just about looking back—it's about looking ahead. With every project, every digital footprint, and every client interaction, we aim to redefine the way people connect with real estate in India. We extend our deepest gratitude to our partners, developers, clients, and our dedicated team who have made this journey possible.

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

SUCCESS STORIES

















Two of the Most Exclusive & Luxurious Properties









Swapn Lok Ranchi









Govindpur Sky Tower Jamshedpur

New Projects New Stories





























Business Transformation via Digital Marketing

When we began, our social media presence was modest. We had a growing but limited follower base and minimal engagement. Our goal wasn't just to increase numbers — it was to create meaningful connections with potential clients, investors, and real estate enthusiasts.

We set out to:

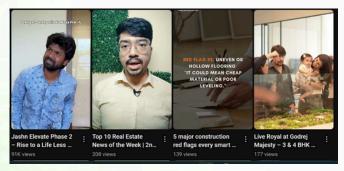
- Share valuable real estate insights.
- Showcase exclusive and luxury properties.
- Build trust through transparency and storytelling.
- Engage in real conversations with our audience.

Instagram Growth: A Visual Storytelling Platform

- Follower Growth: In 6 months, our community expanded followers.
- Reach: Our content reached over 290.2K unique accounts, proving our visibility extended far beyond our follower list.
- Engagement: Reels, carousel posts, and behindthe-scenes content sparked thousands of likes, comments, and saves.
- Video Views: Our property showcases and market updates together generated over 800 views.

LinkedIn Growth: Building a Professional Brand

• Follower Growth: In 6 months, our community expanded from **150** followers to **486**.



Introducing a New Chapter at 99Realty



From the latest property trends and market insights to investment tips and upcoming project highlights, we've got you covered every week. Whether you're a homebuyer, investor, or simply passionate about real estate, our updates will keep you informed, inspired, and ahead of the game.









Facebook Impact: Expanding Conversations

- Page Likes: Increased by 40%, bringing in a wider local and NRI audience.
- Reach: Our posts reached 107.7K people organically and through targeted campaigns.
- Content Engagement: From property updates to real estate tips, our posts saw higher shares and comments, driving more website visits and inquiries.

YouTube Growth: Storytelling with Details

Follower Growth: In 6 months, our community expanded followers.

Our social media journey is proof that when you blend strategic content, authentic storytelling, and consistent engagement, the results go beyond likes — they translate into leads, sales, and long-term brand value.

At 99 Realty, we're not just building homes. We're building connections. And in the digital era, that's the real foundation of success.

JULY-AUG 25 ACTIVITIE'S

































































NEW TEAM MEMBERS



MD MAJID SULTAN
RANCHI



SIDDHARTH PRAKASH JAMSHEDPUR



BUSINESS HIGHLIGHT'S

TILL JULY 2025



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



- · 80952 Sq. Ft+ Area Sold
- INR 25.72+ Crores of GTV
- Jamshedpur Branch Fully Operational



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



FROM OUR BLOG



How AI is Transforming Real Estate & How To Get Benefit

Imagine finding your dream home without spending weeks scrolling through listings or waiting on callbacks. Now picture closing a deal faster than ordering pizza. That's not science fiction — that's the power of....

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Three Ways Millennials Are Transforming India's Luxury Residential Market

The evolution of India's luxury real estate market in recent years is an account of continuity and change, led by the rising influence of millennials, who drove 54% of residential sales in 2023.

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Without a Will? What You Need to Know

Property has always been a sensitive subject in Indian families. But when a person passes away without a will, the silence they leave behind often achoes with some tears, and courtroom battles. Sadly, it's not just abo...

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Developers Alert : Now RERA Strict On Flashy Ads

Buying a home in India is a dream for millions. But that dream often begins with a glossy promise—billboards that scream luxury, TV ads dripping with drama, and digital campaigns that showcase lifestyle...

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India's Realty Surge: Your Career Breakthrough

India's skyline isn't just growing vertically—it's evolving in every direction, opening up pathways for millions of young professionals. The real estate sector, once perceived as limited to construction and...

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Stocks Surge or Slide? The Role of Real Estate

Ever noticed how when property prices rise, the stock market feels the tremors too? In 2025, this connection between real estate and the stock market has become even more noticeable.

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How Design Found Intention: The Evolution of Human-Centric Spaces

Real estate has always mirrored the times, shaped by shifting lifestyles, READ MORE, and a deeper understanding of what people truly es.



Everything You Need to Know About Buying Property in a Woman's Name in India

Real estate investment in India is one of the most significant financial decisions one can make in their lifetime. Though, one thing that all buyers must know is that there are several benefits of buying a home i...

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