

NEWSLETTER

SEPTEMBER 2025
ISSUE NO 21

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INDIA'S REAL ESTATE: A \$10 TRILLION HORIZON BECKONS

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 sector, long viewed as a bellwether of economic aspirations, now stands at the cusp of an epochal transformation. According to the Credai-Colliers joint report, the industry could swell to an astonishing \$5–10 trillion valuation by 2047, the centenary of India's independence. This projection is not merely a numerical forecast—it is a testament to the momentum generated by rapid urbanisation, infrastructure expansion, and demographic vibrancy. With over 600 million urban residents expected by mid-century, the contours of India's cities are poised to be redrawn, offering fertile ground for developers, financiers, and millions of home-seekers alike. Real estate here is no longer just about land and concrete; it is about shaping the economic architecture of a rising nation.

Behind this ambitious valuation lies a convergence of factors that extend beyond traditional demand. The government's continued focus on infrastructure corridors, affordable housing missions, and smart-city initiatives has created a scaffold on which the sector can mount exponential growth. Institutionalisation, too, has altered the narrative—foreign funds, private equity players, and Real Estate Investment Trusts (REITs) are bringing in transparency and accountability once deemed elusive. Technology has woven itself into the fabric of construction and sales, enabling digital platforms, AI-driven design, and sustainable building solutions that cater to the eco-conscious buyer. The rising middle class, coupled with a surge in aspirational luxury housing, ensures that every layer of society is woven into this growth story, albeit unevenly.

Yet, this gilded horizon is not without its shadows. The spectre of affordability remains a pressing concern, particularly when 81% of property seekers already cite rising costs as their greatest worry. If the market leans too heavily toward premium and ultra-luxury segments, it risks alienating the very demographic that fuels long-term stability—the salaried middle class. Policy makers, therefore, face the delicate task of balancing growth with inclusivity, ensuring that the promise of home ownership does not remain the privilege of a few. Furthermore, sustainability will no longer be an afterthought; as climate risks mount, green buildings, energy-efficient designs, and resilient urban planning must become the rule rather than the exception. The future trillion-dollar dream will be credible only if it is also equitable and sustainable.

In the end, the Credai-Colliers projection is more than a financial milestone—it is a mirror reflecting India's socio-economic ambitions. A \$10 trillion real estate sector by 2047 would signal not only wealth creation but also the crystallisation of an urban civilisation equipped for the next century. Homes will embody security and belonging, office towers will symbolise enterprise and innovation, and infrastructure will knit together aspirations across geographies. The question that remains is not whether India can reach this towering valuation, but whether it can do so while safeguarding affordability, sustainability, and inclusivity. If it succeeds, the journey from 2025 to 2047 will not just reshape skylines, but redefine what it means to live, work, and dream in a nation whose future is still being written in stone, steel, and light.

Thank you for your continued trust and support.

Best Regards,
Abhisek Panda
Editor-in-Chief

MANY INQUIRIES, FEW KEYS...

India's real estate market today is buzzing with activity, but much of it remains at the surface level. Developers speak of crowded showrooms, digital platforms report a surge in online searches, and brokers often boast of increased inquiries. Buyers, however, linger in a space of hesitation. They ask questions, attend site visits, and request brochures, but only a fraction proceed to unlock the door to ownership. This paradox—of heightened curiosity yet reduced conversions—captures the mood of the housing sector in 2025. For every hundred who step into a sales office, only a handful walk away with keys in hand, leaving behind a trail of cautious optimism shadowed by economic uncertainty.

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.

The reasons behind this imbalance are complex. Affordability has emerged as the chief roadblock, with home prices climbing steadily even as wages grow at a slower pace. Rising construction costs, expensive land parcels, and premium positioning of new projects have tilted the market towards the affluent, leaving the middle class grappling with a widening gap between desire and capacity. Loan interest rates, though occasionally adjusted, still weigh heavily on family budgets. For many buyers, the dream of a home remains tantalisingly close yet financially elusive. Thus, conversations multiply—questions about location, EMI, resale value, amenities—but the act of signing an agreement becomes an exercise in hesitation.

Beyond economics lies the realm of psychology. Home ownership is more than a transaction; it is an emotional leap. In uncertain times—when jobs feel less secure and inflation eats into savings—buyers lean into caution. A house is not only four walls; it is a generational commitment. Many prefer to postpone, hoping for better rates, more incentives, or greater clarity. Developers, meanwhile, attempt to bridge the gap through discounts, marketing campaigns, and promises of future appreciation, but skepticism persists. The result is a market humming with energy, yet subdued in execution—an orchestra of inquiries without the final crescendo of sales.

This scenario, while frustrating for developers, is also a signal for reflection. If India's real estate sector is to transform inquiries into keys, it must address the roots of buyer hesitation. Affordability cannot be an afterthought; innovative financing models, inclusive housing policies, and sustainable urban planning must take center stage. Trust, too, must be nurtured through transparency and timely project delivery. Only then will the energy of conversations translate into the solidity of transactions. Until that transformation occurs, the story of the sector will remain the same: many inquiries, but too few keys turning in the locks of promised homes.

Purnoday Singh

CRM Lead

99Realty

SUPERCHARGED BRANDED RESIDENCES FOR THE WEALTHY AND LONELY.

The world of luxury real estate has entered a new epoch where homes are no longer mere dwellings but carefully curated experiences. Branded residences—luxury apartments and villas tied to global hospitality or fashion labels—have become the crown jewels of property portfolios for the world's elite. From New York to Dubai, from London to Singapore, these projects offer not just architecture but a lifestyle, where the name of a luxury hotel chain, designer, or celebrity assures exclusivity. In a society where wealth has reached unprecedented levels, these residences act as symbols of identity, weaving comfort, security, and prestige into one seamless narrative. For the wealthy, the home has become less about shelter and more about spectacle.

At the heart of this phenomenon lies a subtle but profound emotional undertone: loneliness. The ultra-rich, scattered across continents, often seek not only opulence but connection. Branded residences promise a community of peers, curated events, and a sense of belonging that private estates cannot replicate. In gated enclaves and high-rise towers, the wealthy find companionship in proximity, reassurance in shared privilege, and solace in a lifestyle meticulously managed by global brands. Amenities extend beyond spas and concierge services to include cultural salons, wellness retreats, and digital concierge platforms that transform homes into hubs of perpetual engagement. The allure is not just marble floors or skyline views, but the promise of never feeling alone in a world where affluence can be isolating.

Economically, branded residences have emerged as one of the fastest-growing niches in real estate. Developers partner with international luxury brands to command premiums of 30–50% above market rates, while buyers treat these homes as both investments and identity statements. For cities competing on the global stage, such projects signal sophistication, attract foreign capital, and reshape skylines. Yet, this surge raises questions about priorities in urban planning. As towers rise for the select few, the chasm between luxury and affordability widens. The glittering branded residence may symbolize progress, but it also underscores inequality, where exclusivity is celebrated even as millions struggle for access to basic housing.

The expansion of branded residences thus embodies both aspiration and irony. They redefine what it means to own a home, transforming real estate into a theatre of lifestyle and status. Yet they also remind us that in an age of hyper-connectivity, loneliness persists even among the privileged, driving demand for curated community as much as luxury. As the phenomenon spreads, policymakers and developers alike must ask whether cities are being built to include or exclude, to connect or to segregate. For now, branded residences will continue their ascent—glittering sanctuaries for the wealthy and lonely, monuments to both human desire and human distance.

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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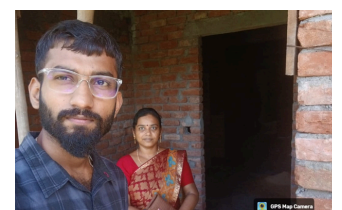
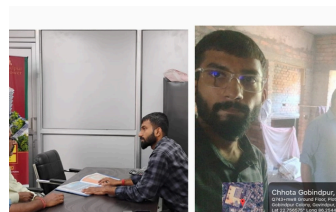
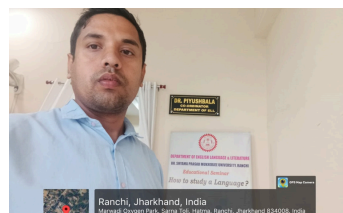
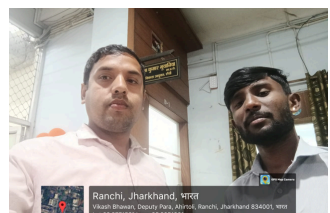
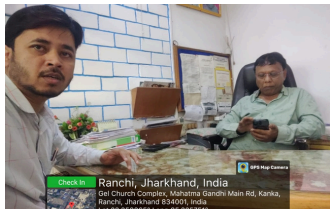
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AUG-SEPT 25 ACTIVITIE'S



BUSINESS HIGHLIGHT'S

TILL AUG 2025



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



- 84785 Sq. Ft+ Area Sold
- INR 24.79+ Crores of GTV



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



NEW TEAM MEMBERS



PANKAJ NAYAK
RANCHI



SUJIT PATHAK
RANCHI

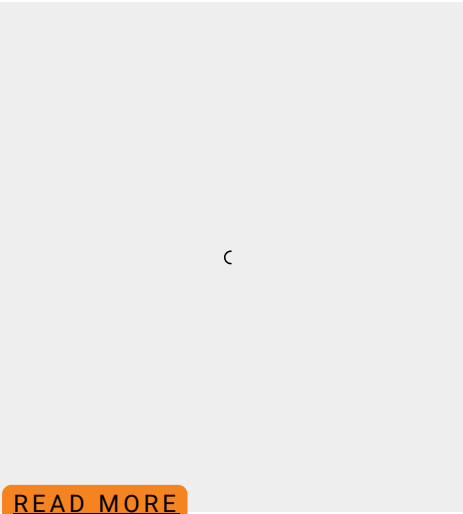


GOVIND KUMAR
RANCHI



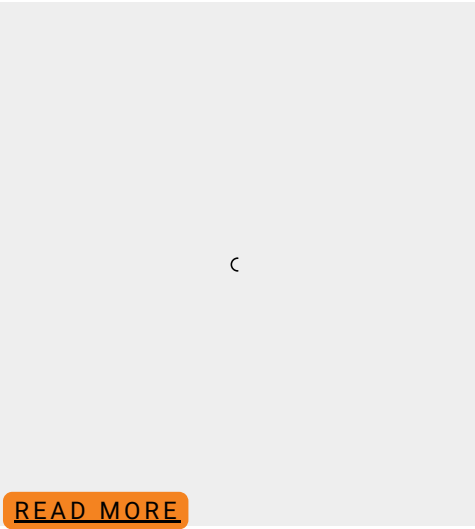
SWAPAN LOK, RANCHI

FROM OUR BLOG



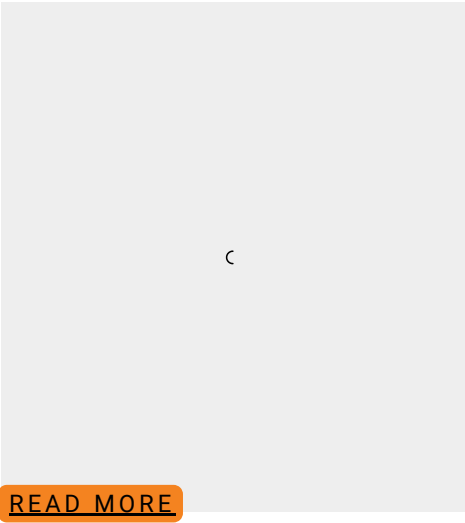
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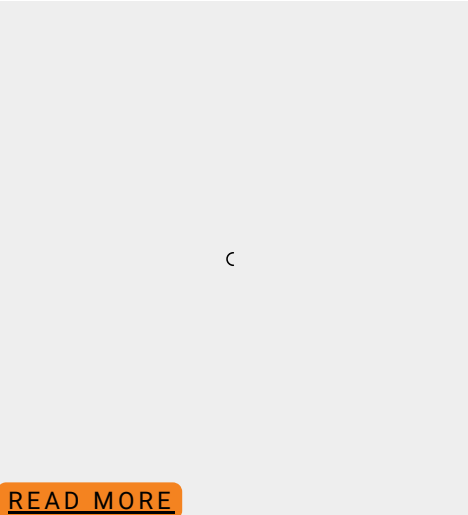
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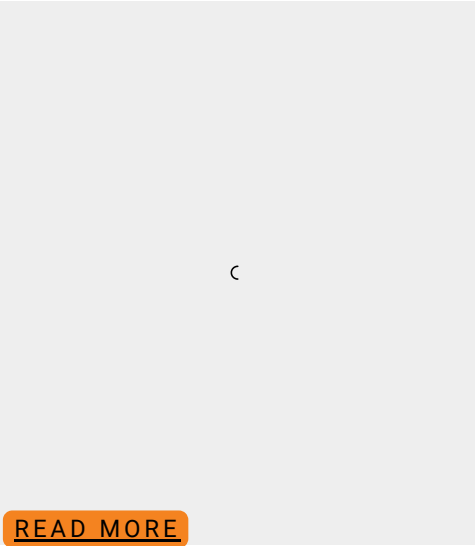
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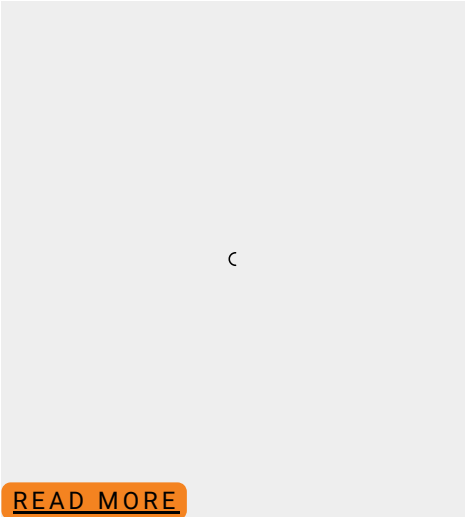
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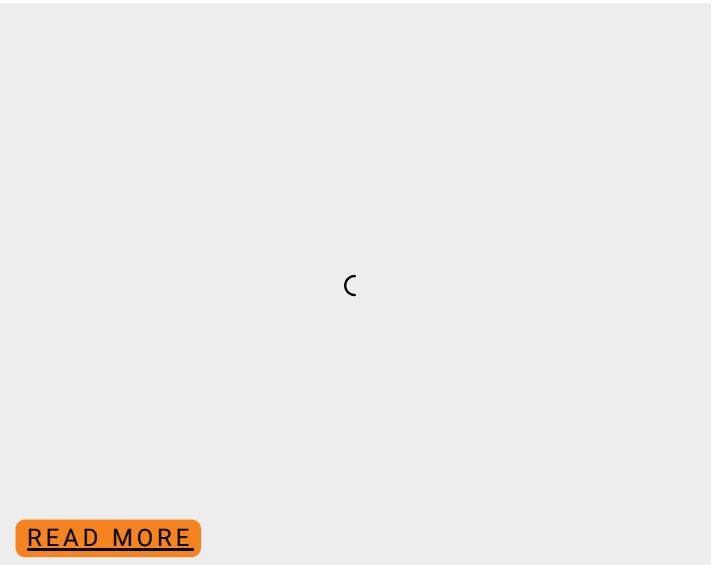
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