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INDIA'S REAL ESTATE CROSSES 1 BILLION SQ FT — THE ARCHITECTURE OF AMBITION

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 has reached a monumental milestone — 1 billion square feet of operational office space — a figure that transcends mere statistics to symbolize the scale of India's economic resilience and urban evolution. In the aftermath of global disruptions, where uncertainty clouded every industry, Indian real estate has emerged not only unbroken but reborn. From Bengaluru's tech corridors to Hyderabad's innovation clusters, the country's skylines now narrate a story of rebounding confidence, structural discipline, and visionary planning. Each glass façade and steel beam reflects an economy steadily repositioning itself as a global investment magnet — not through speculation, but through a blend of pragmatism, policy reform, and demographic strength.

The drivers behind this achievement are as dynamic as the cities themselves. The surge in hybrid work models has redefined demand; companies now seek spaces that inspire collaboration, adaptability, and wellness. Technology, startups, and institutional investors have joined forces to create a property ecosystem grounded in intelligence and innovation. The flow of foreign capital through REITs and private equity funds has injected not just liquidity but credibility into the market, elevating Indian cities to global standards of transparency and design. As a result, the office is no longer just a workplace — it is a curated experience that balances human connection with digital efficiency. Developers are embracing sustainable architecture, ESG compliance, and flexible layouts that echo the rhythm of a future-ready workforce.

Yet, beneath this gleaming success lies a quiet reminder of responsibility. The 1 billion sq ft milestone also invites introspection: How will supply align with long-term absorption? Can the focus on high-end projects coexist with inclusivity and accessibility? Cities like Bengaluru, Pune, and Gurugram continue to thrive, but the next phase of growth will depend on Tier-II and Tier-III urban centers integrating infrastructure, talent, and technology in equal measure. The challenge for policymakers is not just to build more, but to build wisely — with sustainability, connectivity, and livability as the cornerstones of expansion. Oversupply, environmental strain, and uneven growth remain the shadows that this new skyline must learn to outshine.

Ultimately, this milestone is both a celebration and a summons. It celebrates a nation's ability to dream beyond crisis, to transform real estate into a reflection of collective aspiration. But it also summons every stakeholder — developer, investor, policymaker, and citizen — to think beyond the next project, to the next generation. The story of India's real estate is no longer about square footage; it is about future footage — how these spaces will define productivity, community, and progress. One billion square feet is not the destination; it is the foundation upon which India will continue to construct its narrative of modernity, equity, and enduring growth.

Thank you for your continued trust and support.

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

FOUR WALLS, ENDLESS QUESTIONS – THE PSYCHOLOGY OF DECISION-MAKING

A home is often described as four walls and a roof, yet for the buyer, it is infinitely more—a canvas for dreams, memories, and self-definition. Behind every decision to purchase a home lies a labyrinth of thoughts, emotions, and hesitations. While the market speaks in numbers—square footage, price per unit, location index—the human heart measures differently: warmth, belonging, pride, and security. Every step toward ownership becomes a dialogue between aspiration and anxiety. The buyer isn't merely investing in property; they are seeking permanence in a transient world. And thus, every door opened on a site visit is not just a physical threshold but a symbolic crossing from doubt to desire.

Modern homebuyers are no longer impulsive dreamers but informed decision-makers navigating a maze of information. Digital listings, virtual tours, and endless comparisons have given them unprecedented control, yet paradoxically, also deeper confusion. With every new option comes a new "what if." The psychology of abundance—too many choices—creates decision fatigue, where clarity is replaced by cautious delay. In that moment, buyers seek reassurance, not persuasion. They want someone to echo their questions, not dismiss them. The best real estate advisors today are part counselor, part economist, helping clients balance heart and logic—because in real estate, emotion signs the intent, but reason signs the cheque.

The emotional journey of buying a home follows a familiar rhythm: excitement, doubt, validation, and relief. The first visit fills the mind with possibilities—the second, with questions. Buyers visualize their lives within the walls, their routines, and the faces that will fill the rooms. But then come the rational fears: "Is the price justified?", "What if the market dips?", "Is the builder trustworthy?", "Will this location truly grow?" These internal conversations often last longer than the negotiations themselves. What drives them isn't mistrust—it's the human need for certainty in a decision so deeply tied to one's identity and security. The home becomes a mirror reflecting not just lifestyle but self-worth and future aspirations.

Ultimately, the act of buying a home is as psychological as it is financial. It is a story of faith—faith in the builder, in the economy, in the future, and in oneself. Every wall, every window becomes a metaphor for the buyer's own life: stability, openness, and vision. Those who sell homes must therefore understand this truth—houses are not sold by square feet, but by emotions per inch. The four walls may be concrete, but the decision to buy them is built on countless invisible questions—each answered only when the heart whispers, "Yes, this feels like home."

Purnoday Singh CRM Lead 99Realty

REAL ESTATE AS A GROWTH MULTIPLIER: SHAPING INDIA'S \$7 TRILLION VISION

India's real estate sector today is doing much more than constructing buildings — it is becoming a central pillar of national economic ambition. In FY25, real estate contributed almost 7.5 % of India's GDP, positioning it not as a passive benefactor but as an active engine of development. As the country charts a course toward a \$7 trillion economy, real estate emerges as both foundation and catalyst: infrastructure, housing, commercial space, and urban renewal all intersect in its domain. The sector's scale, impact, and the sheer volume of allied industries it supports suggest that it no longer sits at the periphery — it is at the heart of India's growth story.

The transformative power of real estate lies in its multiplier effect. Construction itself is labor-intensive, absorbing millions of workers; material supply chains spur manufacturing; infrastructure investment leverages public and private capital; and rising urban demand strengthens services, retail, and connectivity. The narrative is thus not just about physical buildings but about ecosystems. As capital flows into tier-II and tier-III cities, the frontiers of urbanization expand, altering migration, consumption, and lifestyle patterns. Investors, both domestic and foreign, are recognizing that a new project is not just a property — it is a spot in India's future.

Yet, for real estate to be the "growth multiplier," it must overcome traps of exclusion, speculation, and volatility. The challenge is not only delivering scale but doing so inclusively, sustainably, and transparently. Rapid development often leaves behind environmental costs, infrastructure deficits, and affordability gaps. The sector must align with smart planning, green building norms, public transport, and social equity. If supply outpaces absorption, vacancy and downward pressure on yields will harm trust. The delicate balance lies in marrying ambition with restraint, innovation with responsibility.

What India needs now is not another boom — it needs a construction that lasts. Real estate must evolve from a growth lever to a growth guarantor: structural, steady, and rooted in resilience. Every steel beam, every apartment complex must be seen as not just a return on capital but a return on society. If we manage that, by 2030 real estate may not just support India's \$7 trillion goal — it will define what that goal means for its people, its cities, and its legacy.

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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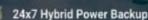


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 99Realty now has 66 Listed Projects of 34 Developers Across 12 Cities in 4 States of India.



FROM OUR BLOG

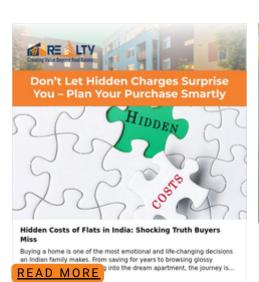


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