

NEWS LETTER

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THE PAUSE BEFORE THE LEAP: INDIA'S REAL ESTATE IN REFLECTION

The Whisper of a Slowdown

After a decade of unstoppable growth, the Indian real estate market stands in a rare moment of silence — not of failure, but of reflection. The cranes still rise, the lights still glow in glass towers, yet the hum feels softer. Developers who once raced ahead now measure their steps; buyers who once rushed to book now pause to breathe. The slowdown is visible — residential sales across top cities slipped by nearly 14% year-on-year in FY25, even as the total sales value rose to ₹5.59 lakh crore. This is not collapse; it is calibration. The market is simply catching its breath, learning to prefer value over volume. This pause is not a fall — it is a quiet interlude before the next verse of growth.

The Weight of Maturity

Every industry, like every life, must grow beyond its youth. India's property sector, once driven by speculation, now seeks substance and balance. The frenzy of launches is yielding to professionalism and consolidation. Institutional funds and REIT-backed commercial assets are rewriting the rules — India's office absorption touched 16.3 million sq ft in Q3 2025, a 35% YoY rise, while total leasing in the first nine months hit nearly 59.6 million sq ft, its highest ever. The new language of real estate is not "how much," but "how well." Builders are becoming brands, buyers are becoming researchers, and credibility has become the new currency. It feels less like a slowdown and more like evolution.

The Silent Signals of Change

Behind the numbers, subtle shifts are shaping the skyline. Luxury has become aspiration, and aspiration has learned patience. In the first half of FY26 alone, India sold over 1.93 lakh homes worth ₹2.98 lakh crore, already crossing half of FY25's total value. Buyers are choosing premium quality and sustainable designs instead of sheer volume. Tier-II cities hum with quiet confidence, and technology drives transparency and trust. The investor is not flipping — they are holding. The trend lines may flatten, but beneath them a deeper curve forms — one that points toward endurance rather than excitement. The market, in slowing, is actually learning to sustain.

The Promise of the Pause

This moment of stillness is India's advantage, not its weakness. While global uncertainty lingers, India's urbanization continues — projected to reach 542 million people by 2025 and 675 million by 2035, ensuring long-term demand. Builders are learning restraint; policymakers, reform; and buyers, discernment. The next leap will not be born from haste, but from harmony — where affordability, sustainability, and innovation walk together. The market has not lost steam; it has found rhythm. Sometimes, progress is not in running faster, but in knowing when to rest before the climb. India's skyline is not slowing — it is pausing, preparing for its next leap of purpose and permanence.

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.

Best Regards,
Purnoday Singh
CRM Lead
99Realty

“WHERE’S THE SMART MONEY GOING: INDIA’S MOST VALUABLE DEALS OF OCTOBER 2025”

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. October 2025 entered the books like a quiet storm—unassuming at first glance, yet carrying within it a decisive reshaping of India's investment landscape. In boardrooms across Mumbai, Bengaluru and Gurugram, a new calculus emerged: capital was no longer chasing glamour, it was chasing certainty. The smart money, often whispered about yet rarely understood, flowed towards sectors that demonstrated resilience rather than noise—logistics, data infrastructure, industrial parks, and revenue-anchored real estate.



The month's marquee deals revealed a narrative that is subtle but powerful: India's economy is no longer a mosaic of speculative bets, but a maturing arena where institutional wisdom is beginning to overshadow entrepreneurial adrenaline. And in this shift lies the blueprint of a country preparing to graduate from promise to performance. The quiet entry of long-horizon capital—pension funds, sovereign wealth institutions, and global asset managers—signals that India is no longer being browsed; it is being bought into. That distinction alone sets October apart.

Among the most telling moves was the strategic consolidation across real-estate adjacencies: warehousing clusters near Delhi-NCR, luxury redevelopment corridors in Mumbai, and tech-enabled commercial hubs rising around Bengaluru's peripheries. These were not mere land plays; they were chess moves rooted in data, demographics, and demand. Investors weren't seeking headlines—they were seeking yield-stability, tenancy depth, and regulatory clarity. For the first time in a decade, capital showed a disciplined aversion to vanity projects and instead embraced asset-classes that could compound quietly over years. India's maturing REIT ecosystem, too, served as a gravitational field for serious capital, as October saw institutional investors accumulate units rather than exit them. What earlier felt like cautious optimism now resembled deliberate conviction. And that conviction is reshaping the market's center of gravity.

But the most remarkable development was not the volume of deals—it was their intent. Capital is no longer looking at India as an emerging-market gamble; it is evaluating India as a long-term portfolio anchor. The movement of money towards technology parks, green-energy-backed townships, and mixed-use megaprojects demonstrates the rise of a new value thesis: that urban India is entering a 15-year expansion cycle. Foreign investors, once wary of policy unpredictability, displayed a readiness to commit, encouraged by reforms in land digitisation, RERA enforcement, and state-wise infrastructure acceleration. October's investment map read like a prediction: that Tier-2 corridors—Indore, Coimbatore, Bhubaneswar, Lucknow—are no longer the “next frontier”; they are the current battleground. This shift marks the broadening of India's economic bandwidth, a sign that growth is no longer trapped within the metros. In the end, the smart money of October 2025 didn't merely follow profit—it followed clarity, credibility, and continuity.

These three forces, long absent in India's investment psyche, now define the new order of valuation. As global markets drifted in volatility, India quietly emerged as a sanctuary for patient capital—capital that does not chase quarters, but decades. The month's deals, whether in real estate, infrastructure, digital economy, or core manufacturing, underscore a powerful truth: India's growth story is no longer a prophecy; it is a purchase order. The smart money has spoken—not with hype, but with allocation. And when capital speaks with commitment rather than commentary, it is not just forecasting the future; it is constructing it. October 2025 will be remembered not for its noise, but for its precision—a month where India did not ask for validation; it earned it.

Best Regards,
Abhisek Panda
Editor-in-Chief

“A HOUSE FOR SALE, A HOME FOR HOPE” WHEN DREAMS TAKE SHAPE IN BRICK AND LIGHT



“EVERY “FOR SALE” BOARD HIDES A STORY”

They say a house is built with walls and beams, but a home is built with hopes and dreams. Each fluttering “For Sale” sign carries more than a property listing — it carries a whisper of possibility, The buyer who steps across the threshold is not just inspecting floor tiles or fittings; they’re listening to what the silence might promise. They imagine morning sunlight spilling across floors, laughter echoing through hallways, a scent of tea mingling with the rhythm of rain. For them, a house is not an object to purchase, but a heartbeat waiting to sync with their own.



“THE HEART BEHIND EVERY TRANSACTION”

Behind every negotiation lies a profoundly human truth — the search for belonging. To buy a home is to plant roots in a restless world, to say, “Here, I’ll build my tomorrow.” Buyers may analyze prices, compare amenities, and calculate EMIs — but deep down, they seek reassurance, not returns. They are looking for the warmth of permanence, for a corner of the universe that will hold their stories.



“SELLERS DON’T SELL HOUSES — THEY RELEASE MEMORIES”

A seller, too, stands at the edge of a bittersweet moment. They hand over not just keys, but echoes — of festivals celebrated, children raised, quiet evenings shared. Each wall has seen laughter and loss; each door has opened to someone’s joy. To sell a house is to entrust those memories to another soul — to believe that the walls will continue to listen, the floors will learn new footsteps.

“WHERE TRANSACTIONS END, STORIES BEGIN”

When a signboard reads “A House for Sale,” it is also whispering “A Home for Hope.” Real estate, at its heart, is not about ownership — it’s about continuation. One family’s ending becomes another’s beginning; one dream fulfilled gives birth to another waiting to rise. Beyond deeds and documents lies a quiet promise — that homes are not bought or sold, they are inherited in spirit.



Best Regards,
Purnoday Singh
CRM Lead
99Realty

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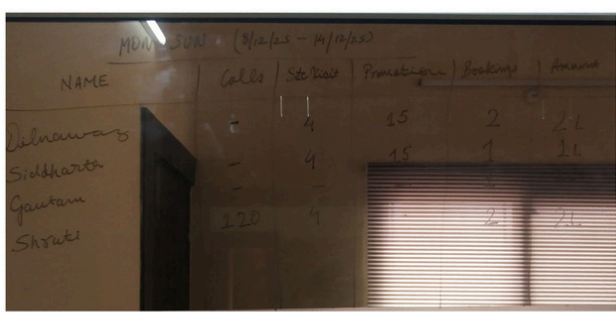
Project Hallmarks

- | | | | |
|---|--|--|---|
|  Smart Home Features |  Gymnasium & Yoga Centre |  Children's Play Area |  2 Level Car Parking |
|  Multipurpose Community Hall |  24x7 Hybrid Power Backup |  70% Open Space |  Common Swimming Pool with Jacuzzi |

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Activitie's



BUSINESS HIGHLIGHT'S

TILL DEC 2025



01

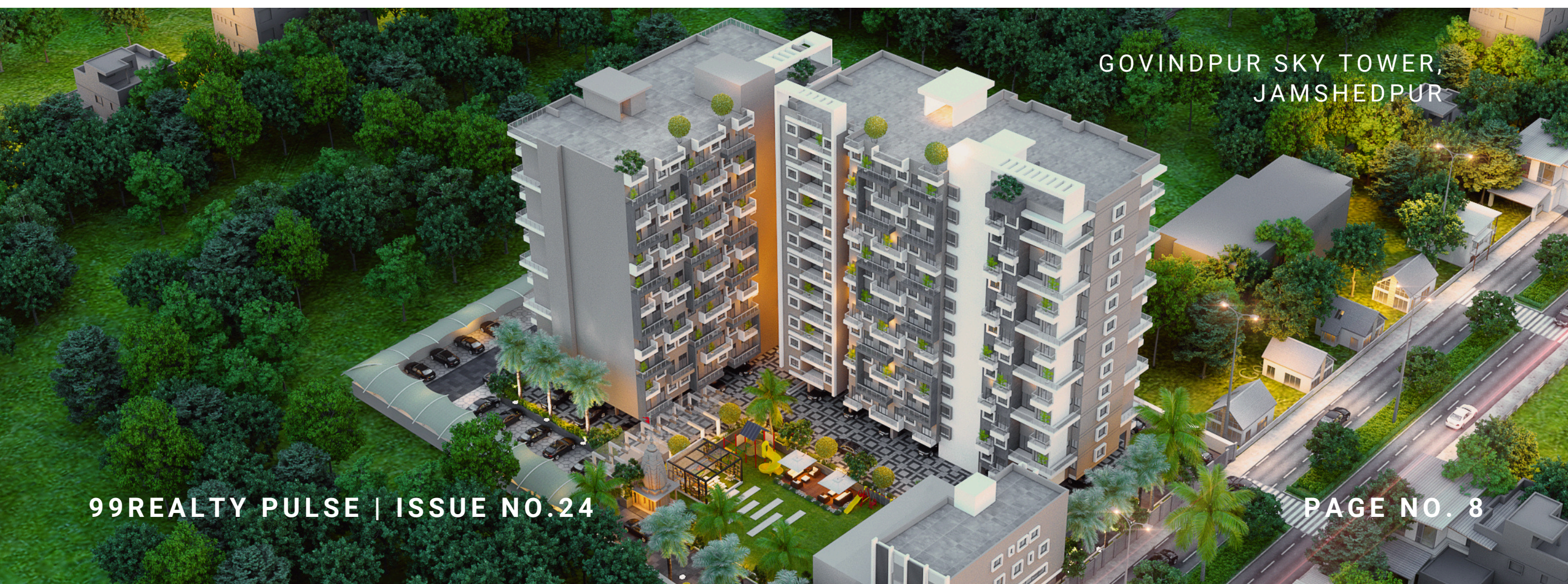
- Substantial Subscriber gains and Engagement across SM platforms.
- Unique Digital Advertising Campaigns.

02

- 97488 Sq. Ft+ Area Sold
- INR 31.67+ Crores of GTV

03

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



GOVINDPUR SKY TOWER,
JAMSHEDPUR

FROM OUR BLOG



One Time Payment (OTP) vs Construction Linked Plan (CLP): The Complete Guide

When you buy an under-construction property, the payment plan you choose doesn't just decide how much you pay—it decides how safely your money moves through the construction timeline. OTP and CLP may look simple on paper, but bo...

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How to Create Passive Income from Rental Properties

For decades, property ownership has been one of India's most enduring wealth-building tools. Unlike volatile markets or one-time gains, rental real estate provides ongoing passive income, capital appreciation, inflation protection, and the...

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Smart Property Investment Tips 2026: How to Create a Strong Real Estate Portfolio in India

India's residential real estate market has entered a golden phase, one shaped by rising disposable incomes, after a long period of relatively steady rates, monetary policy began to ease in late 2025 (a shift that should improve home-loan affordabil...

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Hyper-Branding Is the New Future of Real Estate?

Let's be honest — we've seen celebrities endorse everything: colas, credit cards, fairness creams, insurance, bikes, banks, you name it. But naming an entire ₹4,000-crore Dubai commercial tower after Shah Rukh Khan? That's not marketing. That's...

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The Hidden Power of Greywater: Changing the Way Cities Grow

Water scarcity isn't a distant threat anymore—it's knocking on India's door every summer. While we talk about big dams, desalination plants, and river-linking projects, one major solution is right inside our homes: grey water recycling.

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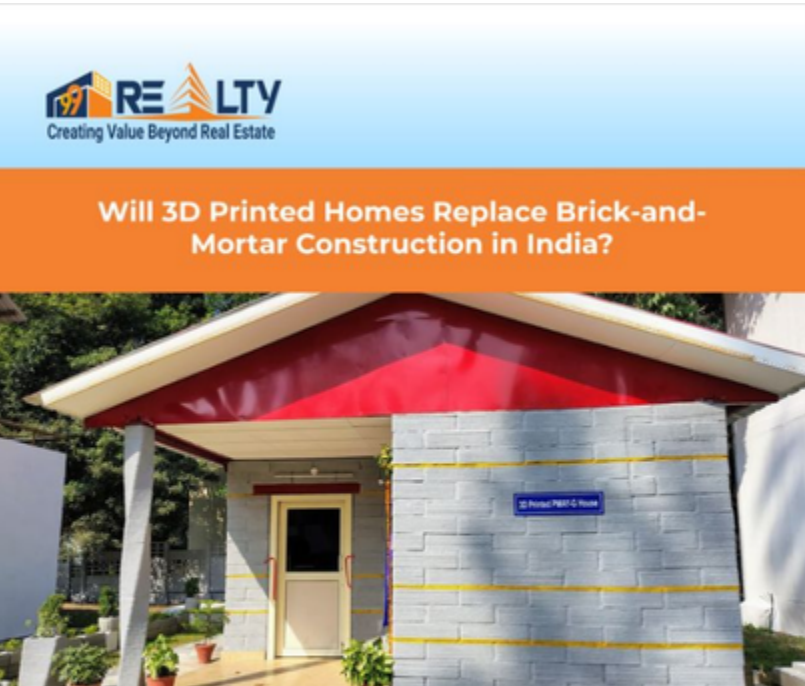


Best 'Griha Pravesh' Dates in 2026 : A Complete Guide

Stepping into a new home is never just a physical shift — it's an emotional migration. It's where the echo of your footsteps slowly transforms into the comfort of belonging. Where walls become witnesses, and rooms begin holding your stories.

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Affordable Homes Now Possible With 3D Printing in India?

Imagine a house being "drawn" into existence, layer by layer — as if a giant robotic cake-decorator were piping not frosting, but concrete walls. That's 3D concrete printing in simple terms. And in India, this technology has transitioned from...

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Crack Down on Illegal Construction: A Buyer's Survival Guide

If you live in India you've probably seen headlines about sudden demolitions: homes flattened, shops razed, entire buildings lost overnight. Many of these residents claim, "We had all the documents!" while the authorities insist the construction was...

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Top 10 Property USPs That Drive Demand and Price Growth

If you're planning to buy a home soon — or already house-hunting with a long-term view — then this blog is for you. Because while many people focus only on present comfort, the smartest buyers understand something deeper: a home is not just for...

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PULSE

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