

# NEWS LETTER





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# A MILESTONE OF GROWTH, GRATITUDE & NEW BEGINNINGS

**E**very successful organization reaches moments that invite reflection—not merely to measure achievements, but to understand the journey that made them possible. The 13th Annual General Meeting (AGM) of the Ninety Nine Group of Companies, held in the timeless city of Varanasi, was one such defining milestone. More than an annual corporate gathering, it was a celebration of our shared purpose, collective achievements, and unwavering commitment to building a stronger future together.

For thirteen years, the Ninety Nine Group has continued to evolve, embracing new opportunities, expanding into diverse business sectors, and creating value through innovation, trust, and customer-centricity. Every project delivered, every client served, and every milestone achieved has been made possible by the dedication of our employees, partners, and leadership. The AGM served as a reminder that our greatest strength has always been our people—the individuals who transform ambitious ideas into meaningful accomplishments every single day. This year's venue carried a significance that extended beyond geography. Varanasi, revered as one of the world's oldest living cities, stands as a symbol of continuity, resilience, and transformation. For centuries, it has inspired generations to embrace wisdom while moving confidently toward the future. Hosting our AGM in this sacred city reflected these very principles that guide our organization. It encouraged us to pause, express gratitude for how far we have come, and renew our commitment to the values that continue to define our journey.

The gathering brought together colleagues and leaders from across the Ninety Nine Group's diverse businesses, creating an invaluable opportunity to exchange ideas, celebrate successes, and align ourselves with the vision for the years ahead. Strategic business discussions, performance reviews, and future planning sessions highlighted not only our achievements during the first half of the year but also the exciting opportunities that lie ahead in an evolving business landscape. These conversations reaffirmed our belief that sustainable growth is built on adaptability, collaboration, and a willingness to continuously innovate.

One of the most memorable aspects of the AGM was the recognition of excellence across our organization. Awards and honours presented during the event celebrated individuals and teams whose dedication, leadership, and perseverance have contributed significantly to our collective success. Recognition is more than an appreciation of past performance—it is an investment in the future. By celebrating excellence, we reinforce a culture where commitment, innovation, accountability, and teamwork are valued and encouraged. Every award presented serves as an inspiration for all of us to raise the bar higher and continue striving for excellence. Beyond business presentations and recognition ceremonies, the devotional gathering in Kashi added a meaningful dimension to the event. In today's fast-moving corporate environment, moments of gratitude and reflection often become the foundation of lasting leadership. The spiritual experience reminded us that while growth is measured through numbers and milestones, enduring success is built upon integrity, humility, compassion, and purpose. These values continue to shape our decisions and strengthen the culture that defines the Ninety Nine Group.

The real estate industry itself is entering a transformative era. Rapid urbanisation, technological advancement, increasing transparency, evolving customer expectations, and supportive regulatory reforms are redefining how value is created. For organizations like ours, this transformation presents both opportunities and responsibilities. It calls upon us to innovate continuously, maintain the highest standards of professionalism, and deliver experiences that inspire confidence among our customers and stakeholders.

At 99Realty, we firmly believe that success is never a destination—it is a continuous journey of learning, improving, and creating meaningful impact. Every challenge becomes an opportunity to innovate. Every achievement becomes a stepping stone toward greater aspirations. As we enter the second half of the year, we do so with renewed energy, stronger collaboration, and a clear strategic vision. Together, we remain committed to strengthening our market presence, delivering exceptional customer experiences, embracing innovation, and contributing positively to the communities we serve.

The road ahead promises new opportunities, new challenges, and new milestones. Together, with unity, purpose, and determination, we will continue building a future defined by excellence, innovation, and enduring trust.

**Together we celebrate our journey. Together we shape tomorrow.**



# LEADING WITH PURPOSE, BUILDING THE FUTURE

**D**ear Team, Partners, and Well-Wishers,

As we gather the memories of another remarkable chapter in our journey, I am filled with immense pride and gratitude. The 13th Annual General Meeting of the Ninety Nine Group of Companies, held in the sacred city of Varanasi, was not merely an annual corporate event—it was a powerful reminder of who we are, what we stand for, and where we are headed.

Every organization reaches milestones, but only a few transform those milestones into moments of reflection, inspiration, and renewed commitment. For us, this AGM represented exactly that. It brought together individuals from different businesses, departments, and backgrounds under one vision—to build an organization that creates value not only through business performance but through integrity, innovation, and people-first leadership.



When I looked around the hall during the AGM, I did not see employees fulfilling responsibilities; I saw individuals carrying dreams, solving challenges, and contributing every day toward a common purpose. Every achievement of the Ninety Nine Group of Companies is built upon countless hours of dedication, collaboration, and the unwavering belief that together we can accomplish extraordinary things.

Choosing Varanasi as the venue was deeply symbolic. Kashi is a city that has stood resilient through centuries, continuously evolving while preserving its identity. It teaches us that true progress is achieved not by abandoning our values but by strengthening them as we embrace change. This philosophy perfectly reflects the direction in which we aspire to lead our organization.

The real estate sector today is undergoing one of its most significant transformations. Customers are more informed, technology is reshaping experiences, transparency has become a necessity, and expectations continue to rise. These changes do not intimidate us—they inspire us. At 99Realty, we view every challenge as an opportunity to innovate, every market shift as an invitation to evolve, and every customer interaction as an opportunity to build lifelong trust.

As we move forward, our priorities remain clear:

- **Customer First** – Build lasting relationships through transparency and trust.
- **Innovation** – Embrace technology to deliver smarter real estate solutions.
- **People & Culture** – Empower our teams through learning, collaboration, and leadership.
- **Operational Excellence** – Continuously improve quality, efficiency, and accountability.
- **Sustainable Growth** – Expand responsibly while creating long-term value for all stakeholders.

The future of real estate belongs to organizations that can anticipate change, embrace innovation, and remain committed to serving people with integrity. I firmly believe that 99Realty is well-positioned to lead this transformation. Together, we will continue building stronger relationships, creating new opportunities, and setting higher standards for excellence in the industry.

I extend my heartfelt gratitude to every employee, business partner, customer, and stakeholder for your trust and unwavering support. Your commitment fuels our vision and inspires us to keep moving forward with confidence.

As we begin the next chapter of our journey, let us remain united in our purpose, bold in our ambitions, and steadfast in our values.

Together, we are not just building properties—we are building trust, creating opportunities, and shaping the future of real estate.

Best Regards,

**Mr. M S Alam (Shail)**

Director | 99Realty



# CONNECTING PEOPLE, CREATING OPPORTUNITIES, AND INSPIRING SUSTAINABLE PROGRESS

Progress is measured not only by the milestones we achieve but by the people, purpose, and passion that drive them. It is with immense pride that I welcome you to this edition of 99Realty Pulse—a reflection of our journey, our accomplishments, and the vision that continues to inspire us to reach greater heights.

The 13th Annual General Meeting of the Ninety Nine Group of Companies, held in the sacred city of Varanasi, was much more than an annual gathering. It was a moment to pause, reflect, and recognize the incredible efforts of our teams across every business vertical. From strategic discussions and future planning to award ceremonies and the devotional gathering in Kashi, the event beautifully blended professional excellence with our shared values of gratitude, unity, and purpose.

The real estate industry today is no longer defined by bricks and mortar alone. It is being reshaped by technology, transparency, data-driven decisions, and the evolving aspirations of modern homebuyers. Across India, we are witnessing a remarkable transformation where digital experiences, customer-centric services, sustainable developments, and smart investments are setting new benchmarks for the future.

At 99Realty, we don't just observe this transformation—we strive to lead it.

Over the past year, our Digital Marketing function has evolved into a key pillar of the company's growth strategy. Under a digital-first approach, we strengthened 99Realty's online presence through SEO-driven content marketing, performance campaigns, social media engagement, website optimization, and strategic branding initiatives. We published 200+ educational blogs, developed high-impact campaigns for multiple residential projects, significantly optimized digital lead generation costs, and enhanced customer engagement through compelling visual storytelling, newsletters, and video content. These initiatives have not only expanded our digital reach but have also reinforced 99Realty's position as a trusted and knowledge-driven real estate brand.

Today, India's real estate sector is entering one of its most exciting phases. Government reforms, RERA-driven transparency, rapid urbanization, infrastructure development, smart cities, and increasing digital adoption are redefining how people discover, evaluate, and invest in properties. Buyers today seek more than a home—they seek security, convenience, lifestyle, and long-term value. This evolution demands organizations that are agile, forward-thinking, and relentlessly customer-focused. That is precisely where 99Realty stands apart.

We believe that the future of real estate belongs to organizations that combine technology with human understanding. Every campaign we design, every digital experience we build, every article we publish, every video we create, and every customer interaction is focused on one objective—making real estate more transparent, accessible, and empowering.

Marketing today is no longer about visibility alone; it is about building relationships, educating consumers, inspiring confidence, and creating meaningful conversations. Through innovative storytelling, performance-driven strategies, data-backed insights, and a strong digital-first approach, we continue to strengthen the bridge between people and their dream properties.

As we move forward, our ambition extends beyond business growth. We envision 99Realty becoming one of India's most trusted real estate platforms—recognized not only for exceptional properties but for delivering knowledge, innovation, transparency, and customer-first experiences that redefine industry standards.



Best Regards,  
**Shubhro Kanti Sarkar**  
Digital Marketing Manager | 99Realty



# ROOTED IN LEGACY, DRIVEN BY VISION

The 13th Annual General Meeting of the 99 Group of Companies was more than an annual corporate gathering—it was a celebration of a journey built on ambition, resilience, and a shared vision for the future. Set against the timeless backdrop of Varanasi, the event brought together leaders, employees, and associates from across the Group's diverse business verticals to reflect on achievements, celebrate excellence, and strengthen the roadmap for the years ahead.

There could have been no more meaningful destination than Kashi. Revered as one of the world's oldest living cities, Varanasi stands as a symbol of continuity, wisdom, and transformation. It reminds us that enduring success is achieved by embracing progress while remaining firmly rooted in values. That spirit resonated throughout the AGM, where strategic discussions, moments of recognition, and shared experiences reinforced the culture that continues to define the 99 Group.

The journey of the 99 Group of Companies reflects this very philosophy. From its early beginnings, the Group has evolved into a diversified enterprise with interests spanning real estate, construction, media, home solutions, and community development. Today, with a growing presence across Jharkhand, West Bengal, and other emerging markets, the Group continues to create opportunities, build lasting relationships, and contribute to the region's economic growth through innovation and customer-centric solutions.

## Our Journey at a Glance

2013 • 99Builders laid the foundation for the Group's vision.

2017 • Formation of the 99 Group of Companies.

2019 – 2023 • Expansion across real estate, media, home solutions, and community initiatives.

2026 • Celebrating the 13th Annual General Meeting in Varanasi with renewed purpose and a shared vision for the future.

The AGM was also an opportunity to honour the people who have shaped this journey. Recognition ceremonies celebrated individuals and teams whose dedication, innovation, and commitment continue to drive the Group's success. Their achievements reflect a culture where excellence is encouraged, collaboration is valued, and every contribution strengthens the organization as a whole.

As India enters a new era of infrastructure-led growth, digital transformation, and evolving customer aspirations, businesses have an opportunity—and a responsibility—to lead with integrity and purpose. The 99 Group remains committed to embracing innovation, strengthening customer trust, and creating sustainable value across every sector in which it operates.

The memories of Varanasi will remain with us not only as highlights of a successful AGM, but as a reminder of how far we have come and the possibilities that lie ahead. Inspired by the timeless spirit of Kashi and united by a common vision, the 99 Group of Companies continues its journey with confidence, purpose, and an unwavering commitment to excellence.





# Govindpur Sky Tower



Central  
Garden



Commercial  
Center



Jogging Area



2 Level  
Car Parking



Play Area



Fitness Center



Club House



Party Lawn



सुरक्षित  
परिसर



आधुनिक  
सुविधाएँ



बेहतरीन  
लोकेशन



परिवार के लिए  
संपूर्ण सुविधा

अपने सपनों को दीजिए नई ऊँचाई,  
गोविंदपुर स्काई टावर के साथ।

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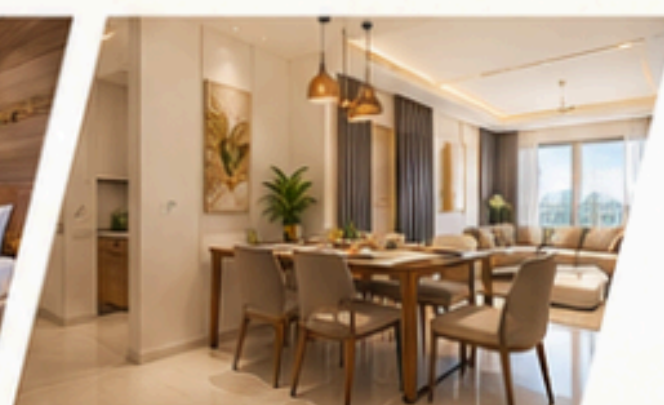
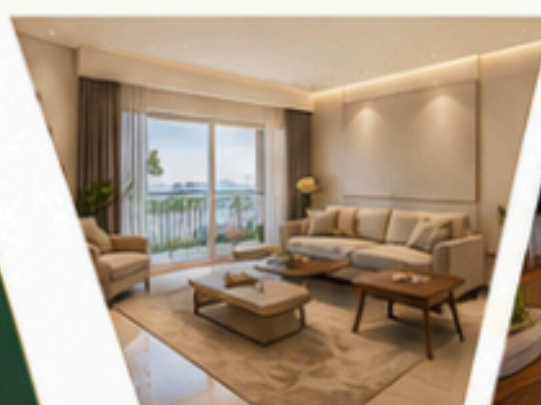
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CITY  
CENTER



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# FROM DREAM TO DEBUT: THE REMARKABLE JOURNEY OF KOYLANCHAL SUPER KINGS

Every successful journey begins with a belief. For the 99 Group of Companies, that belief extended beyond business and into the world of sport when **Koylanchal Super Kings (KSK)** was introduced as the Group's official franchise for the **Jharkhand T20 Cricket League 2026**. It was never just about forming another cricket team—it was about creating a platform that would celebrate the spirit of Jharkhand, inspire young talent, and unite people through a shared passion for the game.

Months before the opening fixture, the foundation was already being laid. From selecting players and assembling an experienced coaching staff to unveiling the team's identity and planning an extensive digital campaign, every detail reflected a commitment to professionalism. Employees, partners, and supporters embraced the vision wholeheartedly, transforming a newly announced franchise into a movement that quickly captured public imagination.

The excitement only grew stronger with every milestone. The jersey launch, player introductions, Trophy Tour practice sessions, and behind-the-scenes stories generated remarkable engagement across digital platforms, while fans rallied behind the yellow jersey with unmatched enthusiasm. Messages of encouragement poured in from renowned personalities, business leaders, public representatives, cricket enthusiasts, and well-known social media figures, giving the team confidence long before the first match began. KSK was no longer simply entering a tournament—it had become a symbol of pride for Koylanchal and the wider Jharkhand community with slogan 'Jeetenge Har Baazi'.

When the tournament finally began, the players rewarded that faith with fearless cricket. Displaying discipline, consistency, and remarkable team spirit, KSK delivered one impressive performance after another, finishing the league stage as table toppers. Experienced campaigners guided the side while emerging players seized the opportunity to announce themselves on one of the state's biggest cricketing stages. Every victory strengthened the team's belief, every challenge sharpened its resolve, and every match deepened the bond between the franchise and its supporters.

For a debutant team, expectations are often modest. KSK chose a different path.

By the end of the league stage, Koylanchal Super Kings had secured the No. 1 position on the points table, finishing ahead of established competitors. It was a remarkable achievement that reflected months of preparation, strategic planning, and collective determination. More importantly, it demonstrated that success is built not on individual brilliance alone but on trust, teamwork, and a shared commitment to excellence.

The journey eventually reached its final chapter in the First Semi-Final against the Jamshedpur Steelers in Ranchi. Although the result brought the campaign to a close, it could not overshadow everything the team had accomplished. Finishing the inaugural season as Semi-Finalists after topping the league standings was a statement of intent—a clear indication that KSK had arrived as a serious contender and a franchise with a promising future.

Yet the true success of Koylanchal Super Kings cannot be measured solely by victories or league standings. Throughout the tournament, the franchise became a powerful ambassador for the values of the 99 Group of Companies. It brought together employees, customers, business partners, and thousands of supporters under one banner, creating moments of celebration that extended far beyond the cricket field. Every cheer from the stands, every interaction on social media, and every word of encouragement reflected a growing community united by passion and pride.

"Some teams compete for titles. Others create a legacy. In its very first season, Koylanchal Super Kings began building one."

The inaugural campaign may have concluded with a semi-final, but it laid something far more valuable than a tournament finish—a strong foundation for the future. With the unwavering support of its fans, the dedication of its players and coaching staff, and the vision of the 99 Group of Companies, KSK now looks ahead with renewed confidence and even greater ambition.

This was never simply the story of a cricket tournament.

It was the story of a vision becoming a team, a team becoming a movement, and a movement becoming the beginning of a legacy.







# WHERE DEDICATION MEETS RECOGNITION

## 13TH AGM EVENT OF 99 GROUP OF COMPANIES





Celebrating teamwork, friendship, and shared goals, this memorable moment reflects the spirit of unity that defines our organization. It is through collaboration, mutual respect, and collective effort that we continue to overcome challenges, achieve milestones, and build a stronger future together.

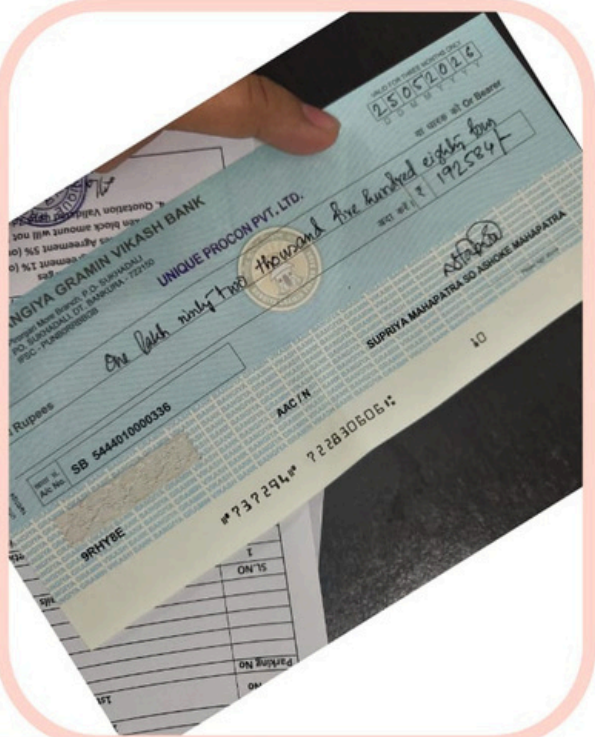






# ACTIVITIES AND ACHIEVEMENTS





- Built lasting relationships with every transaction. Unique Digital
- Delivered seamless booking experiences.



# TWO YEARS JOURNEY

@ 99REALTY



**MD. MASOOM ANSARI**  
Sales Coordinator

My journey with 99Realty has been both rewarding and inspiring. From joining the company to earning two appraisals, every milestone has motivated me to perform better. The trust, guidance, and opportunities I've received have helped me grow professionally and personally. I'm grateful to be part of an organization that truly recognizes hard work and encourages continuous growth.



**GOPA DAS**  
Sales Manager

Working at 99Realty has been a wonderful learning experience. Receiving two appraisals and a promotion reflects the confidence the organization has placed in me, and it motivates me to keep raising my standards. I'm thankful for the supportive work environment, the encouragement from my seniors and teammates, and the opportunities that have shaped my career. I look forward to growing with the company and contributing to its continued success.



# Welcome TO THE TEAM!



**SHIVAM KUMAR**

**Assistant Sales  
Manager**



**TUHINA ROY**

**Sales  
Executive**



**ROUNAK PRASAD  
SONI**

**Sales  
Executive**

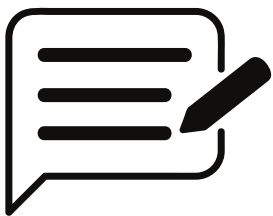


**RISHABH RAJ  
BHARDWAJ**

**Sales  
Executive**



# FROM OUR BLOGS



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**The Hidden Truth Behind India's 19% RERA Agent Growth**  
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# PULSE



## NEWSLETTER

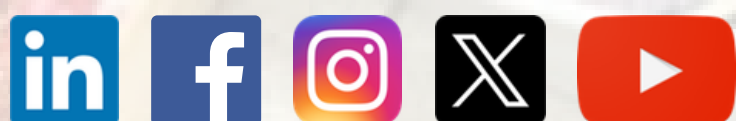
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**SHUBHRO KANTI SARKAR**

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