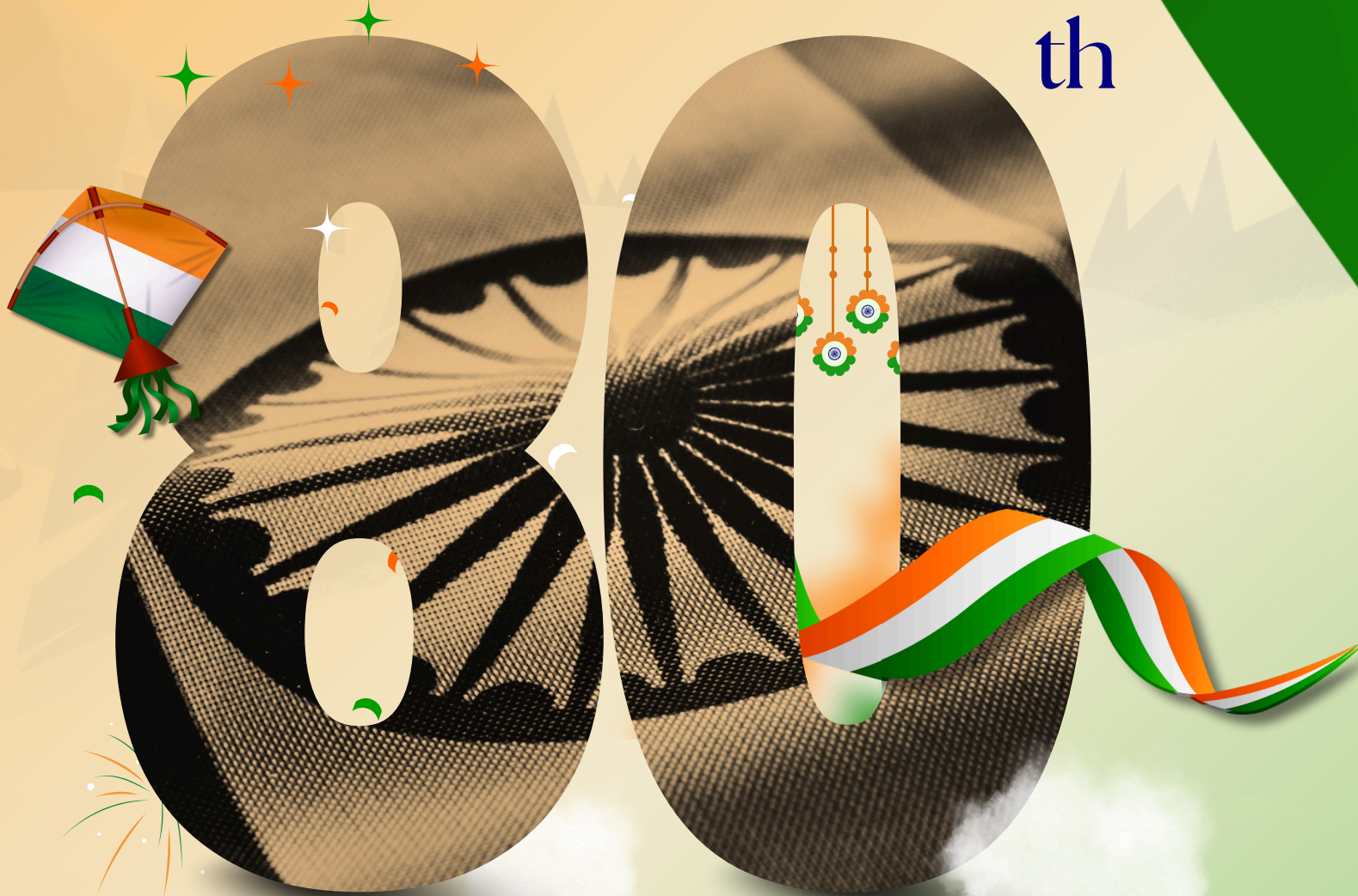


PULSE NEWS LETTER

SPECIAL EDITION



I N D E P E N D E N C E
D A Y

Celebrating 80 Years of Courage, Unity & Progress.



CONTENTS



PAGE 3

A MESSAGE FROM THE CMD -
CELEBRATING THREE YEARS OF
99REALTY — GROWING WITH
INDIA

PAGE 4

DIRECTOR'S EDITORIAL

PAGE 5

THREE YEARS OF BUILDING
TRUST, DREAMS, AND
COMMUNITIES

PAGE 6

CELEBRATING TOGETHER: OUR
PEOPLE, OUR JOURNEY

PAGE 7

THE DIGITAL SUCCESS STORY OF
99REALTY: CREATING VALUE
BEYOND REAL ESTATE

PAGE 8

TOGETHER, WE BUILD.
TOGETHER, WE GROW.
TOGETHER, WE RISE.

PAGE 9-11

FEATURED PROJECTS

- Lalita Tower
 - Omkar Residency
 - Steel City Pride
-

PAGE 12-13

BUSINESS ACTIVITIES

PAGE 14

WELCOME TO THE TEAM

PAGE 15

FROM OUR BLOGS

A MESSAGE FROM THE CMD - CELEBRATING THREE YEARS OF 99REALTY — GROWING WITH INDIA



On the proud occasion of India's 80th Independence Day, I extend my warmest wishes to every citizen of our great nation. Independence Day is a reminder of the courage, vision, and determination that have shaped India's journey. It represents the freedom to dream, the strength to overcome challenges, and the responsibility to build a better future for generations to come.

This year, the occasion holds an even greater significance for the 99 Group of Companies, as we proudly celebrate the completion of three successful years of 99Realty.

Three years may seem like a short period, but the journey behind these three years has been filled with ambition, hard work, challenges, learning, and remarkable progress. What began with a vision has steadily evolved into a growing real estate business driven by trust, customer relationships, strong partnerships, and a committed team.



I would especially like to congratulate and appreciate Mr. M.S. Alam (Shail), Director of 99Realty, for the leadership he has demonstrated during this journey. His commitment, vision, and ability to bring people together have been instrumental in strengthening the organization. Under his leadership, 99Realty has continued to explore new opportunities, strengthen its market presence, and build a strong foundation for the future.

As we celebrate what we have achieved, I want our team to look beyond this milestone. Three years is not the destination—it is the foundation for something much bigger.

Our vision now extends beyond our existing markets. We are preparing for an exciting new chapter with plans to take 99Realty to Dubai, establishing a dedicated office and building a strong local team. This expansion represents more than entering a new market; it represents our confidence in the capabilities of our people and our ambition to take the 99Realty brand to an international platform. The Dubai expansion will bring new challenges, but I firmly believe that challenges are what create stronger organizations and stronger leaders.

As we move forward, our focus must remain clear: stronger customer relationships, greater value, sustainable growth, innovation, and a culture where every individual has the opportunity to contribute and grow.

The real estate industry is evolving rapidly, and so must we. We must continue to adapt, embrace technology, understand changing customer expectations, strengthen our partnerships, and create experiences that set us apart. Our ambition should not simply be to grow bigger, but to become better, stronger, and more trusted with every passing year.

To every member of the 99Realty team, I want to say one thing: your contribution matters. Every call, every meeting, every site visit, every customer interaction, every campaign, every transaction, and every effort made behind the scenes has contributed to this journey.

As we celebrate three years, let us take pride in what we have built—but let us also challenge ourselves to build something even greater.

Congratulations to the entire 99Realty family on completing three remarkable years. I wish Mr. M.S. Alam (Shail) and every member of the 99Realty team continued success, growth, and an even brighter future.

Let us continue to dream bigger, work together, and turn those dreams into reality.

Happy 3rd Anniversary, 99Realty.

Happy 80th Independence Day to every Indian.

Jai Hind!

Shyam Pandey

CMD, 99 Group of Companies

THREE YEARS OF TRUST, GROWTH & EXCELLENCE: CELEBRATING 99REALTY'S JOURNEY ON INDIA'S 80TH INDEPENDENCE DAY



As we celebrate the 3rd anniversary of 99Realty on the historic occasion of India's 80th Independence Day, I am filled with a profound sense of gratitude, pride, and responsibility. This milestone is not merely a celebration of the years we have completed; it is a reflection of the trust we have earned, the relationships we have built, and the vision that continues to guide our journey.

At the very beginning of this journey, I would like to acknowledge the trust, guidance, and unwavering support of our CMD, Mr. Shyam Pandey Sir. His vision and confidence in the potential of 99Realty have been instrumental in shaping our direction and giving us the opportunity to build an organization with ambition and purpose. The journey we celebrate today would not have been possible without the leadership and encouragement we have received from him.



Over the past three years, the Indian real estate sector has continued to evolve, shaped by rapid urbanization, expanding infrastructure, digital adoption, and changing customer expectations. At 99Realty, we have embraced this transformation with purpose and determination. Our commitment has remained clear—to bridge the gap between developers and homebuyers, simplify property decisions, and create meaningful value for our customers.

The growth of 99Realty has been built through teamwork, resilience, and collective commitment. Every project we have represented, every customer we have served, and every partnership we have developed has strengthened our foundation. Above all, these experiences have reinforced one fundamental belief: trust is the most valuable asset in real estate.

I would like to express my sincere appreciation to our customers for placing their confidence in us, and to our developer partners, stakeholders, and associates for being an important part of our journey.

Most importantly, I want to recognize the entire 99Realty team. Every achievement we celebrate today is a reflection of their dedication, hard work, and willingness to take on challenges. From sales and marketing to operations and customer support, every individual has contributed to our growth. Our success is, and will always be, a collective achievement.

As India moves towards a future driven by innovation, infrastructure, and economic opportunity, 99Realty is committed to growing alongside the nation. Our vision goes beyond facilitating property transactions. We aspire to create enduring relationships, deliver genuine value, and contribute meaningfully to the communities we serve. On this Independence Day, we celebrate not only the freedom of our nation but also the freedom to dream bigger, pursue opportunity, build a future, and create a legacy. It is a privilege for us to be a part of the journeys of people who turn these aspirations into reality.

As we enter our fourth year, we do so with renewed energy, greater ambition, and a stronger sense of purpose. The last three years have given us valuable lessons and a strong foundation. The next chapter will demand even greater commitment, innovation, and teamwork—and I am confident that, with the continued guidance of our leadership and the dedication of our people, we will rise to the opportunity.

Three years have built our foundation. The years ahead will define how far we can take it.

Thank you to our leadership, our team, our customers, our partners, and everyone who has been an integral part of the 99Realty journey.

Happy 80th Independence Day and Happy 3rd Anniversary to the entire 99Realty family.

M.S. Alam (Shail)
Director, 99Realty

THREE YEARS OF BUILDING TRUST, DREAMS, AND COMMUNITIES



On 15th August 2023, when 99Realty began its journey, we had a simple vision—to make real estate more transparent, accessible, and customer-centric. We believed that buying a home, investing in property, or finding the right real estate opportunity should not be complicated. More importantly, it should be built on trust.

Today, as we celebrate our third anniversary, we look back with gratitude, pride, and a renewed sense of purpose. The past three years have been far more than a business journey. They have been a journey of relationships, aspirations, and countless stories. Every inquiry, every site visit, every key handed over, and every investment decision guided has contributed to what 99Realty has become today.

When we started, we knew the real estate industry was evolving rapidly. Customers were becoming more informed, digital platforms were reshaping property discovery, and expectations around transparency and service were higher than ever. Instead of viewing these changes as challenges, we embraced them as opportunities.

Over the years, we have worked relentlessly to bridge the gap between property seekers and trusted opportunities. From helping first-time homebuyers find their dream homes to assisting investors in making informed decisions, our focus has always remained the same—putting the customer first.

What makes this milestone truly meaningful is not the number of projects we have represented or the transactions we have facilitated. It is the trust that thousands of customers, developers, partners, and well-wishers have placed in us. Trust is not built overnight. It is earned through consistency, honesty, and delivering on promises. We are humbled that so many people have chosen 99Realty as a part of their real estate journey.

This anniversary is also a celebration of the people behind the brand.

To our customers, thank you for believing in us. Your confidence motivates us to raise our standards every day.

To our developer partners, thank you for collaborating with us and sharing our vision of creating value-driven real estate opportunities.

To our employees and team members, thank you for your dedication, resilience, and passion. Every achievement of 99Realty is a reflection of your hard work and commitment. Whether in sales, marketing, operations, customer support, or leadership, each individual has played a vital role in shaping our growth story.

As we celebrate this milestone, we are equally excited about what lies ahead.

The future of real estate is being driven by technology, data, customer experience, and sustainable development. At 99Realty, we are committed to staying ahead of these changes while remaining true to our core values. We will continue to strengthen our digital presence, expand our reach, enhance customer engagement, and bring the best real estate opportunities to our clients.

Three years may seem like a short period in the life of a company, but for us, it represents countless lessons, achievements, challenges overcome, and milestones reached. It represents the foundation upon which we will build the next chapter of our story.

As we mark this special occasion on India's Independence Day, the date on which our journey began, we are reminded of the freedom that every individual seeks—the freedom to own a home, create a future, build wealth, and achieve their dreams. Being a part of that journey continues to be our greatest privilege.

The story of 99Realty is still being written, and the most exciting chapters are yet to come.

Thank you for being a part of our journey.

Happy 3rd Anniversary, 99Realty.

Here's to the trust we've earned, the relationships we've built, and the future we're creating together.

CELEBRATING TOGETHER: OUR PEOPLE, OUR JOURNEY



M.S Alam (Shail)
Director, 99Realty

"As India celebrates 80 years of independence and 99Realty completes three successful years, we celebrate the people who have made this journey possible. Our progress is a reflection of the dedication of our team and the trust we place in the vision and leadership of our organization. Together, we have overcome challenges, achieved milestones, and built a stronger 99Realty. With the same unity, trust, and leadership, we look forward to an even brighter future."



Gopa Das
Sales Manager

"Proud to celebrate 80 years of India's independence and 3 incredible years of 99Realty. Grateful to be part of this journey of trust and growth."



Shubhro Kanti Sakar
Digital Marketing Manager

"Three years, countless challenges, and many achievements—all made possible through teamwork and dedication. Proud to be a part of the 99Realty family."



MD Sajid Azizi
Branch Head

"Three years of 99Realty have been a journey of learning, teamwork, and growth. Proud to be part of this journey and excited for the milestones ahead."



Masoom Ansari
Sales Co-Ordinator

"As India celebrates 80 years of freedom, 99Realty celebrates three years of progress. Proud to grow with an organization that continues to dream bigger."



Md Dilnawaz Sheikh
Assistant Sales Manager

"80 years of freedom and 3 years of 99Realty inspire us to keep moving forward. Here's to bigger dreams and a brighter future."



Shivam Kumar
Assistant Sales Manager

"15th August is a special milestone for us—India's Independence Day and 99Realty's anniversary. Proud to be part of this memorable journey."



Tuhina Roy
Sales Executive

"Three years of 99Realty have been about building trust, relationships, and success. Happy to be a part of this incredible journey."



Rahul Tiwari
Assistant Sales Manager

"Every customer's trust has shaped our three-year journey. We remain committed to creating better experiences and greater value every day."



Shruti Kour
Telecallaer

"Three years of learning, growing, and creating opportunities. Grateful to be part of 99Realty and excited for the journey ahead."



Rishabh Raj Bhardwaj
Sales Executive

"Freedom gives us the courage to dream, and 99Realty gives us the opportunity to turn those dreams into reality. Proud to celebrate both milestones today."



Rounak Prasad Soni
Sales Executive

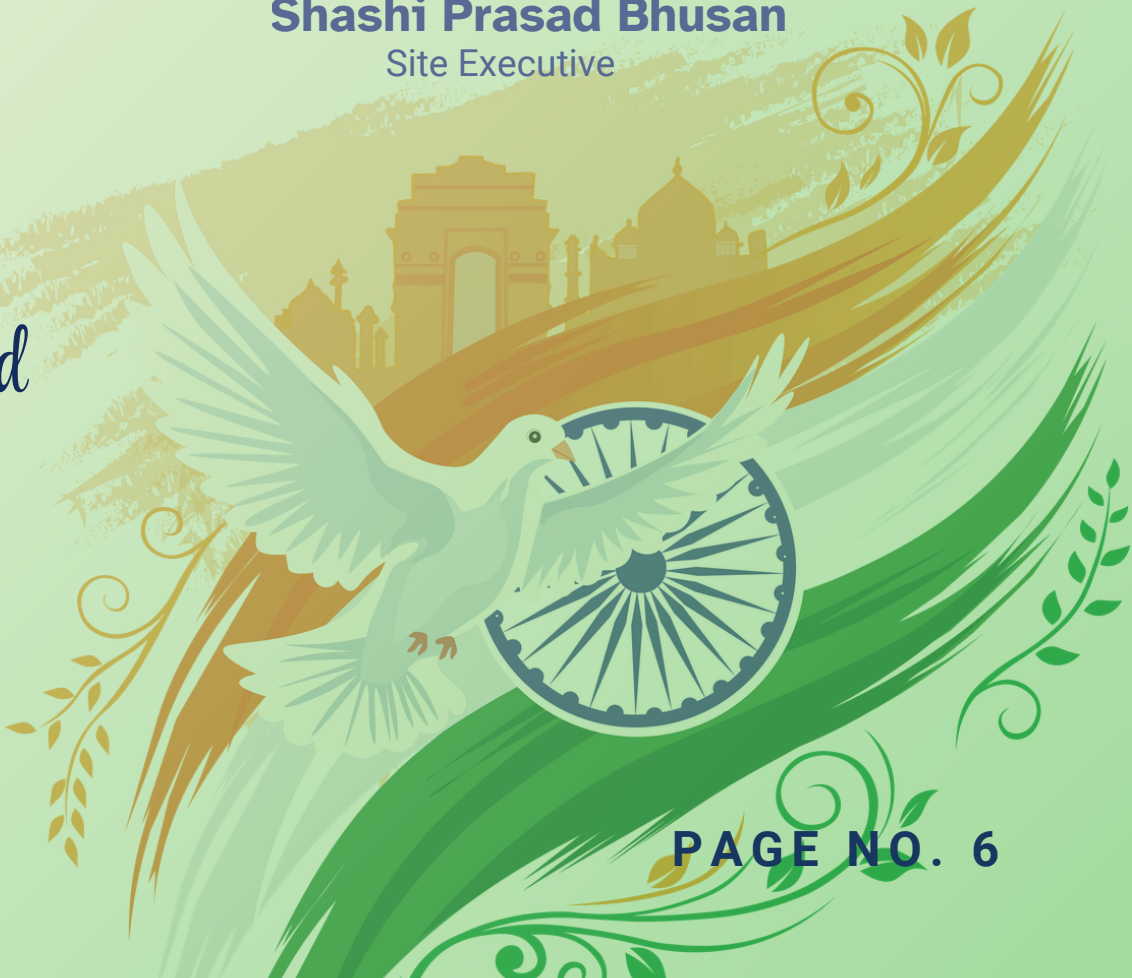
"India inspires us to progress, and 99Realty inspires us to excel. Celebrating three years of growth, learning, and new possibilities."



Shashi Prasad Bhusan
Site Executive

"Being part of 99Realty's journey has given me countless opportunities to learn, connect, and grow. Here's to bigger dreams, stronger teamwork, and new achievements."

Wishing you and your family a proud
and prosperous Independence Day.
- Team 99Realty



THE DIGITAL SUCCESS STORY OF 99REALTY: CREATING VALUE BEYOND REAL ESTATE



The journey of 99Realty over the last three years has been a story of innovation, growth, and customer-centric transformation. Since the launch of our digital platform, 99Realty.in, in 2023, our vision has been clear—to leverage technology, marketing, and expert consultation to simplify the real estate journey for homebuyers, investors, and developers alike.

As a digital-first real estate service provider, 99Realty invested heavily in creating a seamless online experience through its website, social media channels, CRM systems, and digital marketing initiatives. Today, our digital ecosystem enables customers to discover verified properties, explore projects, connect with experts, and make informed decisions from anywhere.

Our digital marketing efforts have helped us reach millions of potential buyers and investors through both paid and organic campaigns. Through engaging content, project showcases, market insights, and video marketing, 99Realty has built a strong online community. Our YouTube channel has grown to nearly 7,000 subscribers and over 4 million+ views, generating valuable inquiries and leads every day.

Alongside our digital growth, we successfully onboarded leading developers and projects across Jharkhand, West Bengal, Uttar Pradesh, and other emerging markets. Today, 99Realty showcases dozens of residential and commercial projects while maintaining a strict property verification process that ensures trust and transparency for customers.

However, technology alone does not build relationships. Our highly trained sales professionals have consistently delivered results, giving right customer experience by engaging directly with customers, conducting property consultations, organizing site visits, participating in exhibitions, and promoting projects through extensive offline marketing initiatives. Supported by a dedicated sales and CRM framework, our teams have successfully met business targets while strengthening the 99Realty brand across multiple cities.

Today, with multiple branch locations, a growing developer network, a strong digital presence, and thousands of customer interactions, 99Realty stands as a trusted partner for both developers and homebuyers. As we celebrate our third anniversary, our success story is not just about numbers—it is about the trust we have earned, the value we have created, and the communities we continue to serve.

The journey has been remarkable, but the best is yet to come.

Shubhro Kanti Sakar
Digital Marketing Manager



Together, We Build. Together, We Grow. Together, We Rise.

Warm Independence Day Wishes from 99 Group of Companies

As India celebrates its 80th Independence Day, the spirit of freedom, progress, and possibility reminds us of the responsibility we share in building a stronger tomorrow. At 99 Group of Companies, our journey has always been driven by a simple belief: growth becomes meaningful when it creates value for people and contributes to the progress of society. From real estate and technology to décor, media, retail, automation, and other ventures, each of our businesses represents a different expression of the same vision—to innovate, create opportunities, and improve everyday lives.

This Independence Day is especially meaningful as we celebrate the growth of our businesses, the dedication of our teams, the trust of our customers, and the support of our partners. Every milestone we have achieved has been built together—with commitment, resilience, and an unwavering belief in a better future.

As we continue to grow with India, we remain committed to contributing to a New India through responsible business, innovation, employment, and value creation.

May the spirit of freedom inspire us to dream bigger, build better, and move forward together.

Wishing you and your family a proud, prosperous, and joyful Independence Day.

जय हिन्द 🇮🇳

99 Group of Companies



99G Group of Companies

Shaping Dreams Into Reality



99 News



99 Builders



AA by 99 Group



99 Skill Development



The Furniture Studio



99 Realty



99 Decor



99 Resorts & Funzone



99 Foundation



99 Sunfotech



99 Industries



99 Stores



99 Space



Udayan Bharat



Bagaan



99 Loan



99G Sports

A Diverse Ecosystem. One Shared Vision.



LALITA TOWER

Elevate Your Lifestyle, Elevate Your Living



**GENERATOR
POWER BACKUP**
24x7 Power
for Common Areas



**24x7
WATER SUPPLY**
Uninterrupted
Water Supply



**RAINWATER
HARVESTING**
For a Sustainable
Tomorrow



**SECURE
GATED CAMPUS**
Your Safety,
Our Priority



AUTOMATIC LIFT



**COVERED
CAR PARKING**
Safe & Convenient

PRIME LOCATION | LUXURY LIVING | CONSTRUCTION IN FULL SWING

LOCATION:

ARGORA KATHAL MORE
ROAD, HARIYALI
RESTAURANT, RANCHI

**2 & 3 BHK
APARTMENTS**

PRICE:

₹ 53.25*
LACS ONWARDS



7280000199



www.99realty.in



support@99realty.in

PREMIUM LIVING IN THE HEART OF DURGAPUR



Omkar Residency YOUR DREAM HOME in DURGAPUR AWAITS YOU!

Premium Living.
Perfect Location.

Built for your family.



B+G+11
PREMIUM
RESIDENTIAL
PROJECT

CHOOSE YOUR PERFECT SPACE

2.5 BHK
SPACIOUS & SMART

3 BHK
COMFORT & STYLE

4 BHK
SPACE FOR EVERY DREAM

SIZES STARTING FROM 1293 SQ.FT. TO 2088 SQ.FT.



24x7
WATER
SUPPLY



24x7
CCTV
SURVEILLANCE



24x7
POWER
BACKUP



AUTOMATED
LIFTS



PERFECT
PARKING
SPACE

EVERYTHING YOU NEED,
just minutes away!



SCHOOL



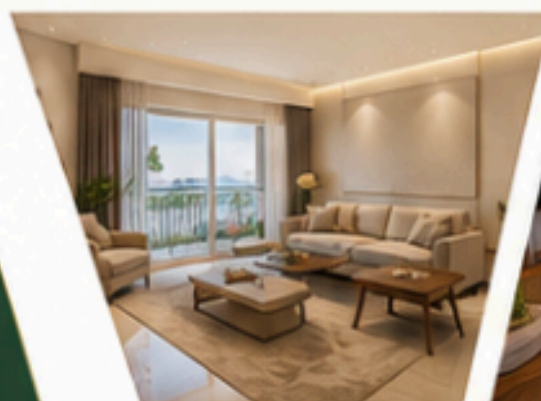
HOSPITAL



RAILWAY
STATION



CITY
CENTER



RERA - WBRERA/P/PAS/2026/004079



9031031461

ELEVATED LIVING AT JAMSHEDPUR'S MOST PRESTIGIOUS ADDRESS



STEEL CITY PRIDE

Pride of Jamshedpur



SPACIOUS HOMES

2 & 3 BHK Apartments

*Live the Premium Lifestyle
Where Comfort Meets Convenience*

SCAN TO KNOW MORE



 TYPE	 SUPER BUILT-UP AREA
 2 BHK	1116 sq.ft.
 3 BHK	1235 sq.ft.
 3 BHK	1479 sq.ft.
 3 BHK	1500 sq.ft.
 3 BHK	1523 sq.ft.
 3 BHK	1556 sq.ft.

LOCATION ADVANTAGE

Live Close. Stay Connected.

 Daily Market	200 m
 Ganga Memorial Hospital	500 m
 Schools	500 m
 Bus Stand	3.0 km
 Dimna Lake	4.0 km
 Eyelex Multiplex	2.8 km



DESIGNED FOR A BETTER TOMORROW

 G+8 PREMIUM TOWER	 RETAIL SHOPS AT GROUND FLOOR	 AMPLE PARKING	 TERRACE SEATING AREA	 2 MODERN LIFTS	 24x7 SECURITY & CCTV	 GENERATOR BACKUP	 24x7 WATER SUPPLY	 VASTU COMPLIANT HOMES
---	--	---	--	--	--	--	---	---

JHARERA/PROJECT/126/2025

 CALL NOW 7280000199

G+8
Premium
Tower



BUSINESSES ACTIVITIES



BUSINESSES ACTIVITIES



- Built Trust Through Personalized Property Consultations
- Empowered Customers with Transparent Information and Knowledge

Welcome TO THE TEAM!



**STEPHEN CHARLES
SANJEEV LAZARUS**

Sales Manager



RAHUL TIWARI

**Assistant
Sales Manager**

Premium Residential Plotting Project for Muslim Community



DOCTOR'S COLONY

**KAPALI,
JAMSHEDPUR**



**1200 | 1500 | 1800
SQ.FT. PLOTS**



**PLANNED
LAYOUT**



**CHILDREN'S
PLAY AREA**



**20 & 25 Ft.
WIDE ROADS**



**PEACEFUL
FAMILY ENVIRONMENT**



**GREEN & CLEAN
SURROUNDINGS**



7280000199

FROM OUR BLOGS





Creating Value Beyond Real Estate

Empty Towers, Rising Demand: Understanding India's Ghost Flats



Ghost Flats Explained: Why Thousands of Homes Remain Vacant in India

India's cities are expanding rapidly. New residential towers are reshaping skylines, infrastructure corridors are opening up, and demand for quality housing remains strong. Yet behind this growth lies an unusual contradiction: thousands of completed apartments remain unoccupied even as many...

99Realty / Jul 28

[READ MORE](#)



Creating Value Beyond Real Estate

Indian Real Estate Outlook 2026: Stability, Growth, and Opportunity



India's Real Estate Momentum Continues: Why This Is an Excellent Time to Invest

The Indian real estate sector is entering the festive season on a strong and optimistic note. With the Reserve Bank of India (RBI) maintaining policy stability, a resilient economy, and improving investor confidence, both homebuyers and investors have several reasons to consider real estate as one of...

99Realty / Aug 7

[READ MORE](#)



Creating Value Beyond Real Estate

Supreme Court Ends Confusion Over Property Sales: Non-Payment Cannot Invalidate Registered Sale Deed



Game-Changing Real Estate Judgment: Sellers Cannot Cancel Registered Sale Deed Over Unpaid Dues

In a significant judgment that is set to influence real estate transactions across India, the Supreme Court has ruled that a registered sale deed cannot be declared invalid merely because the buyer failed to pay the entire sale consideration at the time of execution.

99Realty / Aug 10

[READ MORE](#)



Creating Value Beyond Real Estate

Choose the Right Partner Today, Enjoy Your Dream Home Tomorrow



How to Choose the Right Builder or Developer Before You Book Your Dream Home in 2026

Imagine finding the perfect apartment. The location is excellent, the amenities look impressive, and the sample flat feels like something straight out of a lifestyle magazine. Excited by the prospect of owning your dream home, you pay the booking amount and begin planning your future.

99Realty / Jul 6

[READ MORE](#)



Creating Value Beyond Real Estate

India's Shift From Cold Cubicles to Thriving Office Ecosystems



Beyond Cubicles: The Remarkable Rise of Experience-Led Offices in India

Walk into a premium office development in Mumbai, Bengaluru, or Delhi NCR today and you'll notice something different. The cubicle farms are gone. In their place: landscaped courtyards catching afternoon light, café counters humming with conversation, wellness lounges tucked between...

99Realty / May 31

[READ MORE](#)



Creating Value Beyond Real Estate

The Hidden Fire Risk Inside India's Most Popular Housing Societies



The Shocking Truth About High-Rise Fire Safety Buyers Must Know

You've done the math. Toured the flat. Imagined your family on that balcony on the 14th floor. But there's one question most Indian homebuyers never think to ask — and it could be the most important question of all: Does this building have a working fire safety system? If you think that's a dramatic...

99Realty / May 30

[READ MORE](#)



Creating Value Beyond Real Estate

RERA-Registered Agents Up 19%: What Changed in India's Real Estate?



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

A seismic shift is happening in India's real estate sector, and the numbers tell a compelling story. According to the latest eXp Realty India report, the number of RERA-registered real estate agents in India surged by 19% in 2025—a growth rate that signals far more than just increasing agent...

99Realty / May 21

[READ MORE](#)



Creating Value Beyond Real Estate

India's Real Estate Market in 2026 Is Entering a "Cautious Recalibration" Phase?



The New Reality of India's Real Estate Market in 2026

India's real estate market, once characterized by explosive growth and unbridled optimism, is entering a fascinating new chapter. We're not witnessing a crash—but rather a 'cautious recalibration'. It's the sound of the market catching its breath, reassessing valuations, and...

99Realty / May 14

[READ MORE](#)



Creating Value Beyond Real Estate

How India's Smart Investors Are Redefining Property Investment



Why India's Next Real Estate Wealth Boom Will Be Strategic

For decades, real estate investing in India followed a simple playbook: Buy early. Hold tight. Wait for miracles. A property was viewed as a generational asset—something you purchased with your entire life savings and passed down to your children. The logic was straightforward: as cities expanded...

99Realty / May 10

[READ MORE](#)

PULSE



NEWSLETTER

SPECIAL EDITION



EDITOR & LAYOUT DESIGN

M S ALAM (SHAIL)

SHUBHRO KANTI SARKAR

PUBLISHED BY

99TPA ADVISORY INDIA PVT LTD

 WWW.99REALTY.IN
 7280000199
AUGUST 2026
ISSUE NO 27



The newsletter will be published by 15th day of every month through our website, social media accounts and internal mailing groups. You are encouraged to share your branch's good practices, success stories, your personal writeups, etc. by 5th day of the publication month at pulse@99realty.in.

Your feedback and contribution is valuable to us and would help in maintaining the freshness of this newsletter. Utmost care have been taken while editing this issue, however in case of any mistake do inform us with the details. All the logos and graphics used are owned by their respective owners.