

NEWS
LETTER



THE
FESTIVE
PROPERTY SEASON

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THE FESTIVE SEASON AHEAD: NEW OPPORTUNITIES, NEW DREAMS

As we enter September, we also enter a very important period for the Indian real estate market—the beginning of the festive season.

For millions of families, the festive months represent a time of new beginnings. It is a period when people think about purchasing a home, making an investment, upgrading their lifestyle, or taking an important step toward building a more secure future.

At 99Realty, we see this upcoming festive season as an opportunity to be part of those journeys.

A property purchase is one of the most significant decisions a person or family makes. It is not simply about selecting a building or comparing prices. It is about choosing a location, planning finances, understanding the future potential of an investment, and ultimately making a decision with confidence.

This is where our responsibility becomes important.

Our role should not be limited to presenting properties or highlighting festive offers. We must help customers understand their options, ask the right questions and make informed decisions. Trust must remain at the centre of every customer relationship.

The festive season also brings renewed energy to the real estate ecosystem. Developers prepare new opportunities, customers become more active, and the market sees increased interaction between buyers, sellers and industry professionals. For 99Realty, this is a chance to strengthen our relationships with both customers and developer partners while continuing to create meaningful value.

At the same time, the way customers approach real estate is changing. Today, people research extensively online, compare projects, watch property videos, seek reviews and connect with advisors digitally before visiting a project physically.

I would also like to remind our team that the festive season is not simply about achieving targets. It is about creating experiences that customers remember for the right reasons.

Every enquiry, conversation, site visit and every follow-up matters. When we approach our work with sincerity, professionalism and a genuine desire to help, business outcomes naturally become stronger.

As we move toward the festive months, I encourage everyone at 99Realty to embrace this period with energy, discipline and optimism. Let us focus on understanding our customers better, strengthening our partnerships, improving our service and making every interaction more valuable.

Our journey over the past three years has given us a strong foundation. The next phase is about using that foundation to build something even more meaningful. As we have said before, growth must not only be measured by how much we expand, but by how much value and trust we create along the way.

The festive season brings new opportunities, but it also brings new responsibilities.

Let us make this season about more than transactions.

Let it be about new homes, informed decisions, stronger relationships and new beginnings.

Let us grow together. Let us serve better. And let us turn more dreams into reality.

Shyam Pandey

CMD, 99 Group of Companies



FROM THE MONSOON TRANSITION TO THE FESTIVE BUYING WINDOW

September occupies an interesting position in the real estate calendar. The monsoon begins to recede, business activity gradually gains momentum, and the industry starts preparing for one of the most important periods of the year—the festive season.

For the property market, this transition is significant.

The months around Navratri have traditionally been associated with home purchases and new beginnings in India. Developers use this period to introduce new projects, unveil offers and increase customer engagement, while buyers often see the festive period as a favourable time to take an important step toward homeownership. Current industry commentary continues to identify the festive period as a meaningful buying window, although today's buyers are increasingly willing to purchase based on their own financial and lifestyle needs rather than waiting for a particular festival.



What makes the current market particularly interesting is that demand continues, but customers are becoming more selective.

Recent market reporting points to continued residential demand and a healthy pipeline of new launches, while affordability and rising construction costs remain important considerations.

Buyers are looking beyond attractive brochures and festive offers. Location, connectivity, construction quality, developer credibility, amenities, usable space, pricing and future potential are all becoming part of the decision-making process.

The level of developer activity this month reinforces the importance of the period ahead. Major developers have been preparing launches for September, with analysts expecting the launch cycle to remain an important driver of activity.

In some markets, the scale is particularly notable. For example, Gurugram's luxury housing segment is heading into the festive period with a pipeline of nearly ₹1 lakh crore in planned launches, reflecting developer confidence in premium housing and expectations of renewed festive demand.

These developments do not mean that every property will perform equally. Instead, they highlight an increasingly competitive environment where product quality, location, differentiation and customer experience matter more than ever.

This changing environment also reminds me that success in real estate is ultimately driven by people. I was reminded of this during **Operation Rudra**, an initiative built around **Udbhav, Urja and Unnati**—emergence, energy and progress. The campaign brought a strong sense of focus, energy and collective purpose across our teams.

Being **honoured with the “BADSHAH” badge** during the campaign was a proud and memorable moment for me. However, I see this recognition not as an individual achievement, but as a reflection of the dedication, teamwork and commitment of the entire 99Realty family. It reinforced my belief that when people work with a shared purpose, individual efforts come together to create something much greater.

With more projects, more information and more choices available to buyers, the challenge is no longer finding a property—it is identifying the right property.

This is where real estate advisory businesses have an important role to play.

At 99Realty, we believe our responsibility is to simplify that process. Through property consultation, project information, digital discovery, site visits and ongoing customer support, our objective is to help people make decisions with greater clarity and confidence.

M.S. Alam (Shail)

Director, 99Realty

A MILESTONE OF PERFORMANCE, LEADERSHIP AND RECOGNITION : OPERATION RUDRA

There are moments in an organization's journey that go beyond targets and transactions. Moments that become history of the organization. Moments that people remember. For 99Realty, **Operation Rudra** became one such moment.

Built around the spirit of **Udbhav, Urja and Unnati** — emergence, energy and progress, the initiative brought a powerful sense of purpose to the teams across the organization. It was a call to move with greater focus, greater determination and an uncompromising belief in what could be achieved together. And 99Realty answered that call.

What followed was more than strong performance. It was a demonstration of team spirit, leadership and collective ambition.

The campaign created an environment where every conversation mattered, every effort carried purpose and every member of the team became part of something bigger than an individual goal.

A Moment of Recognition

Amid the energy and success of Operation Rudra came a moment of particular significance for 99Realty.

The Director of 99Realty **Mr. M.S Alam (Shail)** was honoured with the **“BADSHAH” badge** —a recognition that carries special significance within the organization.

It was the first time in the history of 99Realty that the Director received this distinction.

More than a badge, it became a symbol. A symbol of leadership that inspires. Of confidence that spreads through a team. Of the ability to stand at the front, set the pace and bring people together around a common purpose.

For 99Realty, this was not simply a personal recognition. It became a moment of collective pride.

Beyond the Campaign

What made Operation Rudra memorable was not only the intensity of the campaign, but the mindset it encouraged.

- Focus. Knowing where we are going.
- Energy. Continuing to move when the pressure rises.
- Breakthrough. Refusing to remain within familiar limits.
- Growth. Turning effort into progress.

These ideas resonated strongly with the spirit of 99Realty.

The real estate business is built on conversations, relationships, persistence and people. Success rarely happens in a single moment. It is built through countless interactions, follow-ups, site visits, negotiations and decisions.

Operation Rudra brought that reality into sharper focus.

It reminded the team that when people move with a shared purpose, ordinary efforts can create extraordinary momentum.

A MOMENT THAT BECOMES A MEMORY

Operation Rudra may have been a campaign, but the story it created will remain part of the 99Realty journey.

The campaign brought together ambition, leadership, teamwork and determination in a way that created a memorable chapter for the organization.

Because a company does not win through one person. It wins when its people move together.

The recognition of one became the pride of many, the achievement belongs to the entire 99Realty family.

UDBHAV • URJA • UNNATI

One vision. One team. One spirit of progress.

99G

AB SAMAY HAI
RUKNE KA NAHI,
RUDR ROOP MEIN
JAGNE KA!

OPERATION

रुद्र

ऑपरेशन नहीं, यह है संकल्प की ज्वाला

UDBHAV, URJA, UNNATI

उद्भव, ऊर्जा, उन्नति

ऑपरेशन रुद्र – हमारी आंतरिक शक्ति, हमारी टीम की ऊर्जा और
हमारे लक्ष्य की उन्नति का संगम है!

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स्पष्ट दिशा



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रोकटोक नहीं



BREAKTHROUGH
नई ऊँचाइयाँ
बाधाएँ छिन-भिन्न



GROWTH
बेहतर परिणाम
सतत उन्नति

हम हैं वो जो ठान लें,
तो तूफान भी रास्ता दे!
चलो, रुद्र बनकर
इतिहास रचें!



THE JAMSHEDPUR MARKET THROUGH THE EYES OF 99REALTY

Jamshedpur's real estate landscape is evolving rapidly. New growth corridors are emerging, customer expectations are changing, and opportunities are expanding beyond the city's traditional residential markets.

Over the past 19 months, being part of this transformation through 99Realty has been both a rewarding experience and a valuable learning journey.

Our progress in Jamshedpur has been shaped by one central objective—to connect customers with the right opportunities while building stronger and more meaningful relationships with developers and partners.



During this period, our branch has successfully onboarded more than 15 projects and developed strong relationships with reputed developers and builders across the city. Each new association has expanded the range of opportunities available to homebuyers and investors while strengthening our presence in one of Jharkhand's most important real estate markets.

One of the most interesting developments we have witnessed is the **growing momentum in Chhota Govindpur**, which is emerging as an important real estate destination in and around Jamshedpur.

Alongside Chhota Govindpur, areas such as Mango, Dimna Road, Haldi Pokhar, Kapali, Potka, Dobo and other developing locations on the city's outskirts are attracting increasing attention. These emerging corridors reflect the expanding footprint of Jamshedpur's real estate market and the growing appetite for opportunities beyond established locations.

At the same time, our focus remains on maintaining a strong presence across the city's major registered residential and investment zones.

For us, understanding these changing micro-markets is important because customers are not all looking for the same thing. While some seek established locations and immediate connectivity, others are exploring emerging areas with longer-term potential.

Our role is to understand these differences and help customers navigate them with greater clarity.

Our Jamshedpur operations therefore follow a balanced approach that combines digital and offline marketing. Strategic digital campaigns help create awareness and connect projects with potential customers, while project promotions, customer interactions, site visits and market outreach bring those opportunities closer to the people who are actively looking to buy or invest.

This combination also enables our developer partners to strengthen project visibility and engage with the market more effectively.

Most importantly, our aim is not simply to generate interest. It is to help customers access relevant information and make property decisions with greater confidence and transparency.

Today, we are proud to serve a growing community of more than 4,000 customers.

Behind that number are families searching for homes, investors evaluating opportunities and individuals taking important steps toward their financial future.

For us, this is more than a milestone. It is a reflection of the trust that customers have placed in 99Realty.

For the Jamshedpur branch, growth is not simply about reaching more people or representing more projects. It is about becoming a more trusted bridge between customers, developers and the evolving real estate opportunities of the city. As our different branches continue to grow, achieve new milestones and create value in their respective markets, each success adds to the collective strength of the organization.

I feel proud to be a part of 99Realty and of a team where every branch, every employee and every achievement contributes to one shared journey of growth.

Sajid Azizi

Branch Head – Jamshedpur

99Realty

NUMBERS, SHIFTS AND SIGNALS FROM INDIAN REAL ESTATE

As India enters the fourth quarter of 2026, the real estate market is moving into an important phase. Demand remains resilient, developers are preparing new launches, and buyers are becoming increasingly selective about location, quality, credibility and long-term value.

According to CBRE's latest mid-year outlook, India's residential market is moving toward a more sustainable growth phase, with high-end housing continuing to anchor demand while developers maintain a calibrated approach to new supply.

A Stronger Festive Quarter

September marks the beginning of an important buying window as developers prepare for the upcoming festive season. Major developers have projects lined up for launch this month, while sales of existing inventory have remained resilient.

For buyers, this means more choice—but also the need to compare carefully. A festive offer may attract attention, but the real value of a property lies in its location, construction quality, connectivity, developer credibility and future potential.

Quality Over Quantity

One of the clearest trends in the market is the growing preference for better-quality housing. Buyers are increasingly looking beyond basic specifications and considering larger homes, better amenities, professionally managed communities and overall lifestyle value.

The message for developers is equally clear: today's customer is more informed and expects more than an attractive price.

Investment Confidence Remains Strong

India attracted US\$8.5 billion in real-estate equity inflows during H1 2026, the strongest first half on record and 32% higher than H1 2025. Domestic investors accounted for around 92% of Q2 investment inflows.

These numbers reflect continued confidence in India's long-term real estate opportunity and the country's broader urban and infrastructure growth story.

Technology Is Reshaping the Property Journey

From digital property discovery and CRM-led sales to GIS-linked documentation, drone surveys and emerging models such as real-estate tokenisation, technology is becoming an increasingly important part of real estate.

At 99Realty, this shift is also visible in our digital ecosystem, where technology, data and content are increasingly helping customers discover and understand property opportunities.

But technology does not replace human guidance. As information becomes easier to access, informed advice becomes even more valuable.

What Should Buyers Watch?

The festive season may bring more launches, more offers and more choices. But the smartest purchase will not necessarily be the one with the biggest discount.

It will be the property that offers the right balance of price, location, quality, credibility and long-term suitability.

The market is growing, but the customer is becoming smarter. The next phase of Indian real estate will be driven by quality, transparency, technology and trust.



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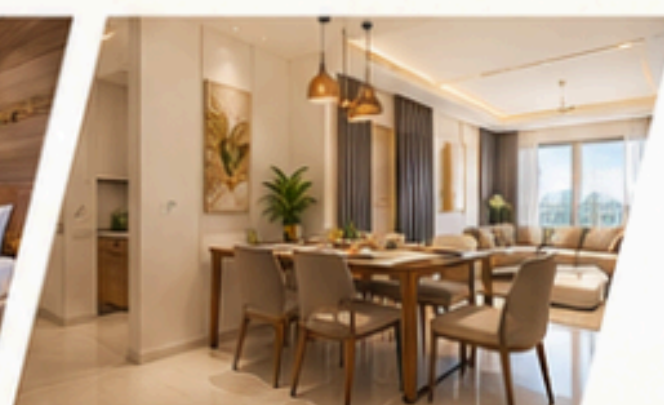
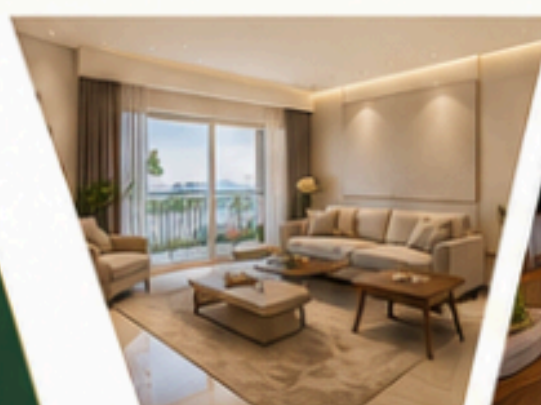
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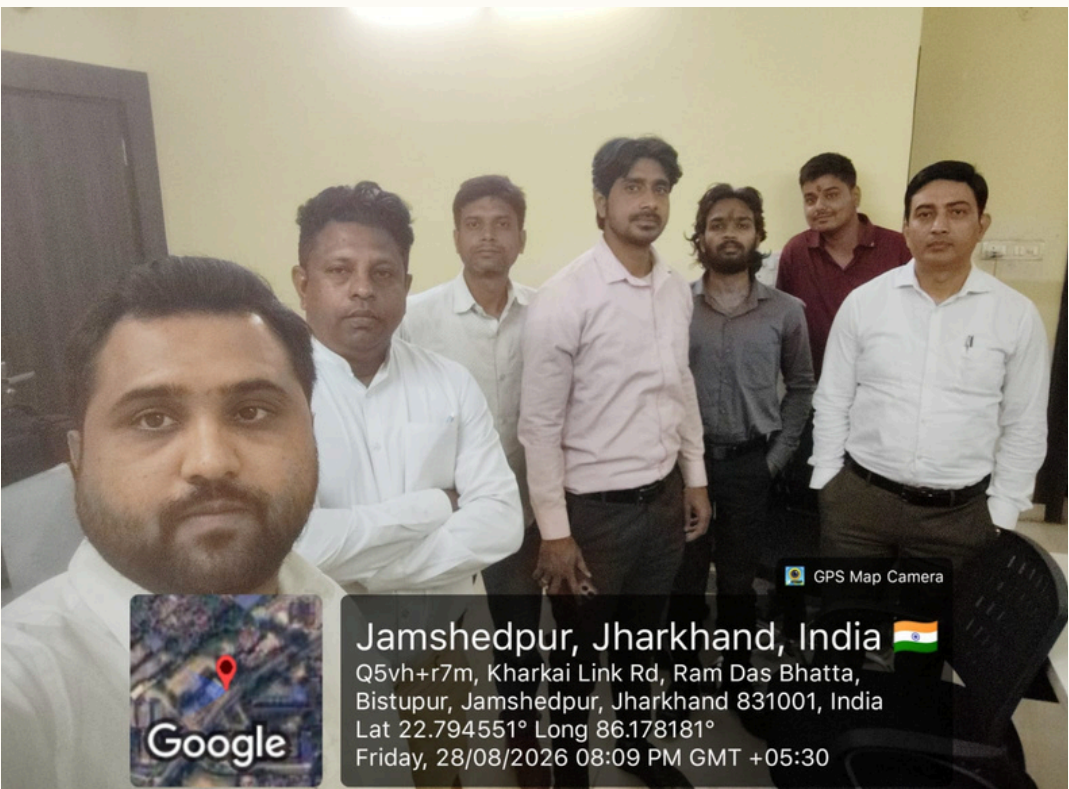
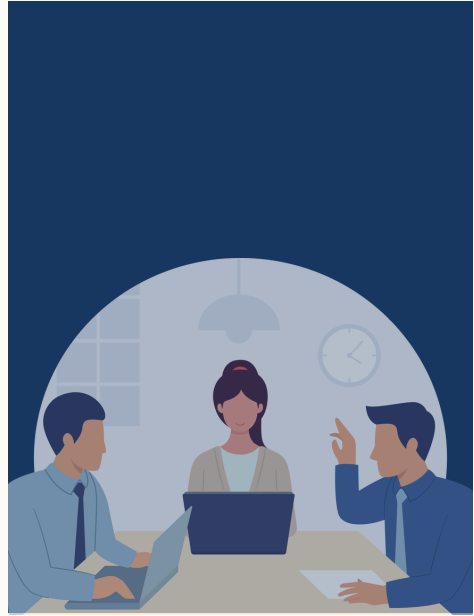
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BUSINESS ACTIVITIES



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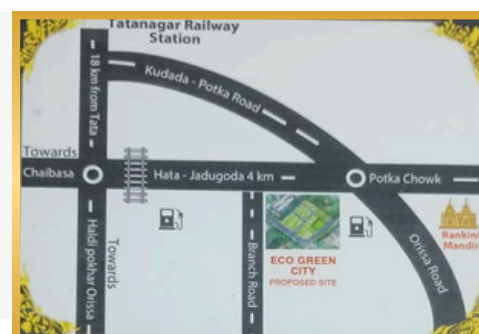
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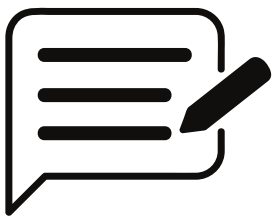


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FROM OUR BLOGS





Beyond Clean Corridors: 5 Ways to Create a Better Housing Societ



From Cleanliness to Community: 5 Ways Indian Societies Can Live Better Together

A clean apartment complex is easy to admire. Maintaining one—and keeping hundreds of residents on the same page—is the real challenge. Here are five practical ways Indian housing societies can improve cleanliness, maintenance and community harmony.

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Homeownership Within Reach: How PMAY-U 2.0 Can Help Young Buyers



PMAY-U 2.0 Opens a New Door to Affordable Housing for Young Adults and Working Professionals

For a generation entering the workforce, buying a home in an Indian city can often feel like a distant milestone. Rising property prices, expensive home loans and high urban rents have made the first step onto the property ladder increasingly difficult.

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Retirement, Reinvented: Is 60 the Right Time to Buy Your Dream Home?



Is 60 the New 30 for Your Dream Home?

For decades, buying a home in India has been associated with a familiar milestone: get a job, get married, raise a family, buy a bigger house. But what happens when the children have grown up, the career has ended and the calendar suddenly looks much less crowded? For many Indians turning 6...

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Building Near Airports May Get Easier: What the New Height-Clearance Reform Means for Real Estate



Building Near an Airport May Get Easier: Why India's New Height-Clearance Push Matters for Real Estate

For years, building near an airport has meant navigating a regulatory maze where a single question could reshape an entire project: How high can you build? For developers, architects and housing societies, the answer has often arrived too late in the planning process.

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India's Office Market Faces a Quality Space Crunch Through 2028



40% of India Office Occupiers Worry About Finding Quality Space Through 2028

India's commercial real estate market is entering a new phase where the question is no longer simply about how much office space companies need, but whether the right quality of space will be available in the right location.

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Quality Over Quantity: The New Direction of Indian Real Estate



Why Quality Is Becoming the New Growth Driver for Indian Real Estate

India's real estate sector is entering a more mature phase, where quality, sustainability and long-term value are becoming as important as growth and scale.

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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...

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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...

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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.

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PULSE



NEWSLETTER

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PUBLISHED BY

99TPA ADVISORY INDIA PVT LTD

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SEPTEMBER 2026

ISSUE NO 28



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.

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