



Kekarav Site

TRU Buzz

APRIL 2024 EDITION VOL. 4

Wall of Memories

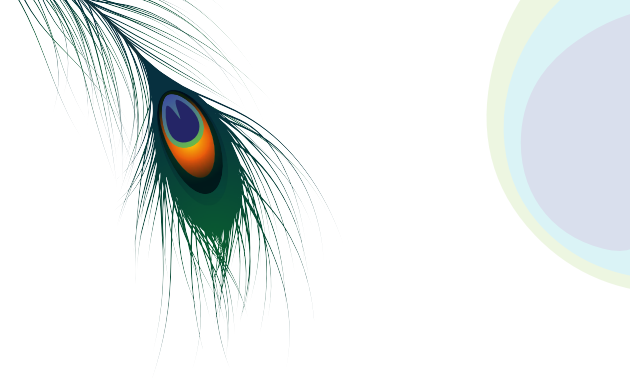


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Message From MD & CEO



Dear Team,

As we bid farewell to the final quarter of the year 2023-24, it's with great pleasure and gratitude that I reflect on the multitude of achievements and vibrant activities that have characterized our journey together. From celebrating milestones to fostering a culture of inclusivity and well-being, each endeavor has left an indelible mark on our organization.

The TRU Friendship League 2k24 was more than just a sports day celebration; it was a testament to the bonds of camaraderie and teamwork that defines us. Through friendly competition and spirited participation, we not only showcased our athletic prowess but also strengthened our unity as a team.

The Long Service Awards served as an eloquent reminder of the dedication and loyalty of our longstanding members, whose unwavering commitment has been the cornerstone of our success. Their contributions have shaped the very essence of our company, and for that, we are eternally grateful.

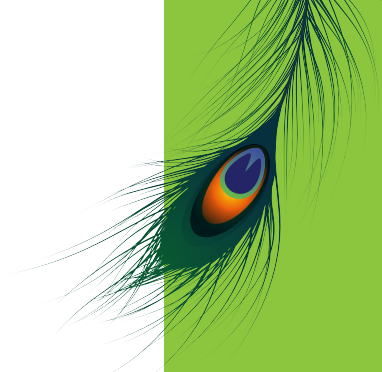
Our Kekarav's grand marketing exercise, in collaboration with the esteemed Pandit Hariprasad Chaurasia ji, was a demonstration to our commitment to innovation and growth. Together, we reached new heights in engaging with our audience and driving brand visibility, setting the stage for even greater achievements in the future.

The Channel Partners Meet and Customer Fair were instrumental in forging stronger relationships and fostering collaboration with our valued partners and customers. Through meaningful interactions and shared experiences, we reaffirmed our commitment to mutual success and growth.

Furthermore, our Employee Health Wellness Program, including the Eye Checkup Camp, underscored our unwavering dedication to the holistic well-being of our team. By prioritizing the health and wellness of our employees, we ensure that our greatest asset remains vibrant and thriving.

The Women's Day celebration served as an impactful reminder of the invaluable contributions of women in our organization and society at large, reaffirming our commitment to gender equality and empowerment.

In every aspect of our business, from our daily operations to our special events, we continue to exemplify Excellence, Collaboration, and Transparency. Together, we've not only achieved success but also nurtured a culture of belonging and purpose that sets us apart.



As we look ahead to the new horizons, let us carry forward the spirit of unity, innovation, and compassion that defines us, marching ahead with determination and optimism. Our journey is far from over, and together, there's no limit to what we can achieve.

Thank you TRUites for your unwavering dedication and commitment to our shared vision of success.

Warm regards,

Sujay Kalele

Sujay Kalele

MD & CEO
TRU Realty



Business Bulletin

KEKARAV

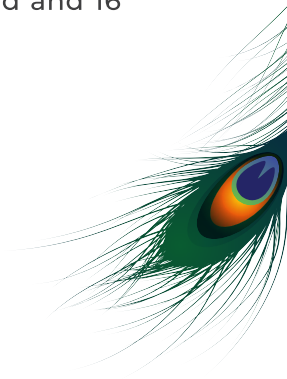
- Sector 1 amenities, including a Public Square, Pet Park, Multipurpose Court area, and jogging/cycling track along the spine road, have been completed.
- Renovation of Sales Office for better customer experience.
- Bougainvillea plantation of approx. 1000 plants along side of main spine road creating a bio fence.
- Possession has been given for Sector 1 & Sector 2, with nearly 40 sanctions received and 16 villa constructions initiated by the client.

KONDHWA PROJECT

- Bhoomi Poojan ceremony carried out on 25th February 2024.
- Excavation started for D Building.
- NOC's for Drainage, Water, Garden, Fire and Aviation (MOD) received (In Hand).
- Sales Office & Sample flat civil work completed and further interior work started which is likely to be completed by June 2024.

SALES AND MARKETING

- Kekarav Carnival was organized at our Site for the existing customers.
- The Channel Partners Meet was held at the Kekarav site on February 27th, 2024, to honour outstanding business generation and discuss the launch of a new campaign.
- The video shoot featuring the renowned flutist Pandit Shri Hariprasad Chaurasiya ji has been completed for Kekarav's new campaign.
- The management has decided to prioritize strengthening channel partner relationships in both the Indian and NRI markets, along with implementing marketing campaigns for Kekarav specifically targeted at the NRI market for the next quarter.





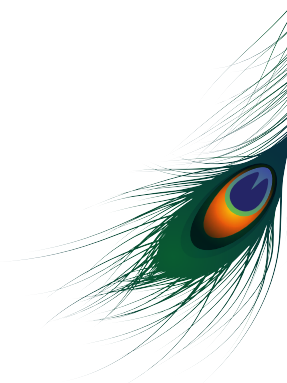
APPROVALS AND PERMITS

- The Kondhwa Project is currently in its final planning stage, awaiting approvals from the relevant authorities, including the project layout plan, and RERA. We have already obtained some of the major NOCs for project sanction and RERA compliance.
- EC (Environment Clearance Certificate) & IOD approval received in the month of January 2024.
- The Kekarav Project is undergoing a master layout revision to include New Sector 2A and sanction a Commercial Block, expected to be completed by the end of June 2024.
- Currently, the Urse Project is undergoing a revision of the (EC) for the entire Project Master Layout, with the goal of incorporating additional land in Phase A and Phase C.
- Aviation NOC (MOD) received for Kharadi Project.

EXECUTION/ENGINEERING

- Challenging work of Main MSEB Electrical Cable laying is accomplished by Kekarav Team.
- Project planning and estimation for the Kondhwa Project have been actively worked upon.
- The planning and estimation for the extended area of Phase A & Phase C, as well as the North part of the Urse Project, are currently in progress.
- Project Planning and estimation for Kharadi Project is in Progress.
- The team has dedicated efforts to enhance execution modules and improve the functionality of the portal, leading to significant advancements.

LOOKING AHEAD

- Re Branding & New Marketing campaign for Kekarav is in process.
 - Aim to launch the Kondhwa Project by first Quarter of 2024 provided necessary approvals and NOCs are received.
 - After receiving the sanctioned revised master layout plan and management approval Khadakwasla Project will be launched.
 - EC & Other clearances for Urse project to be obtained for extension of Phase A & Phase C along with North area for the Urse Project.
- 

New Family Members @TRU



Tejas Putta
Lead - Business Development
TREOS

With over 8.5 years of experience in SaaS, ERP, and IT sales. He is also an avid motorcycle rider, enjoys diving into novels, and likes to learn new things.



Vishal Potghan
Project Engineer

Bringing 9 years of experience in Civil Engineering, he combines his professional expertise with a passion for Cricket and various other sports. Additionally, he takes pleasure in cooking delicious dishes.



Gaurav Kshrisagar
Project Engineer

With 6+ years of legal expertise, specializing in non-litigation. Her positive approach aligns with TRU Realty's values. Beyond work, her love for travel reflects an adventurous spirit and strong interpersonal skills.



Akshay Konda
Pre-Sales Associate

Bringing 4 years of experience in sales, he is hardworking and committed to his role. He enjoys watching movies and travelling in his free time



Harshal Doijad
Estimation & Billing Associate

Bringing over 4.5 years of experience in the field, His expertise extends to the process of water supply, making him a valuable addition to our team.

Employee Wellness and Eye Checkup Camp

At TRU, our people are the cornerstone of our success, and nurturing their health and well-being is paramount to us. Thus, we proudly launched an initiative dedicated to promoting eye health and ensuring the vitality of our employees and their loved ones.

In collaboration with the esteemed Infigo Eye-care, we organized a remarkable event—a complimentary eye checkup camp in the vibrant city of Kekarav, Pune. This initiative offered an exceptional opportunity for all our employees and their families to undergo thorough eye examinations administered by skilled specialists.

Recognizing the indispensable role regular eye checkups play in maintaining optimal eye health and preventing potential issues, we were thrilled to witness maximum employees seize this invaluable opportunity.

At TRU, our commitment to our employees' well-being knows no bounds. We firmly believe that initiatives like these not only underscore our dedication to fostering a culture of care but also contribute to cultivating a healthier and more vibrant work environment.



Customer Carnival @Kekarav



At TRU, we embrace a proactive ethos, aligning every action with our cherished values. Recently, we orchestrated a splendid customer fair in Kekarav, a gesture of honour extended to our esteemed clients even before they received possession of their respective units.

Crafted with meticulous attention, this event was designed to cultivate connections among our valued patrons. It served as a bridge for them to acquaint themselves with their future neighbours, echoing the profound essence of Indian culture—a tapestry woven with the threads of community and camaraderie.



The atmosphere brimmed with joy as attendees immersed themselves in various collaborative activities, a testament to our unwavering commitment to nurturing vibrant communities.



This fair was more than just a gathering; it was a canvas upon which friendships were forged, ideas were exchanged, and bonds were strengthened.





In this intimate setting, our customers not only socialized but also shared invaluable insights spanning diverse realms, from entrepreneurial ventures to cultural pursuits. This personalized exchange epitomizes our unwavering dedication to exceeding customer expectations and fostering enduring loyalty.

As the echoes of laughter and meaningful conversations lingered, it became evident that our event had resonated deeply with our cherished customers. Their deep sense of contentment and appreciation serves as a testament to the success of our endeavour. We eagerly anticipate the opportunity to continue delighting and serving our esteemed clientele at TRU.



Channel Partners Meet

At TRU, we hold a deep appreciation for the invaluable contributions of all our stakeholders, particularly our esteemed channel partners, who are integral to our continued success. With this sentiment in mind, we orchestrated a magnificent event—an exclusive channel partners meet at the picturesque locale of Kekarav.



This gathering served as a platform to foster meaningful connections and cultivate relationships among Pune's renowned channel partners. Against the backdrop of an enchanting evening, our guests were treated to the captivating melodies of a live band, infusing the atmosphere with an electric energy and setting the stage for an unforgettable experience.



Amidst the jubilant ambiance, we seized the opportunity to honour the remarkable achievements of our channel partners. Their tireless efforts and unwavering dedication were recognized through a series of prestigious awards and heartfelt accolades, reaffirming our gratitude for their indispensable role in our journey.

The exclusive channel partner meet culminated in resounding success, leaving an indelible impression of camaraderie and collaboration. As we reflect on this remarkable evening, we are filled with anticipation for the boundless opportunities that lie ahead, fortified by the enduring partnerships that define us at TRU.



Women's Day Celebration

On International Women's Day, TRU Realty and its broader community came together to honor the exceptional achievements of women. Their unwavering dedication and unparalleled skills have been instrumental in propelling our company forward. This celebration served as a poignant reminder of our steadfast commitment to promoting gender equality and fostering an inclusive workplace culture, recognizing the pivotal role women continue to play in shaping our organization's identity.



As part of our Women's Day observance, we hosted a thought-provoking training session led by Ashwini Dasgupta. The session proved to be both enlightening and impactful, offering valuable insights and inspiration. We express our sincere gratitude to all the remarkable women who have served as beacons of leadership and resilience, contributing to the collective strength of our team. Their indomitable spirit serves as a testament to the boundless potential of women in our organization and beyond.

Online Workshop



Kekarav Marketing Campaign

Delight in the captivating ambiance of KEKARAV's Marketing Shoot, where we recently hosted the esteemed Flute maestro, Padma Vibhushan Pandit Hariprasad Chaurasiya ji. His transcendent melodies enthralled the audience, reaffirming his esteemed status as a maestro of Indian classical music. We extend our sincere appreciation to Pandit Hariprasad Chaurasiya ji for honoring us with his presence.



In addition to this unforgettable musical experience, we are thrilled to share that we recently conducted a successful marketing shoot campaign. The event showcased our dedication to innovation and creativity, highlighting our commitment to excellence in all endeavors. We express gratitude to all our members for their valuable contributions to the success of both the marketing shoot and the evening with Pandit Hariprasad Chaurasiya ji.



Knowledge Sharing Session

During our knowledge-sharing session focused on Ramadan, employees came together to discuss the importance of this sacred period and to enhance their comprehension of its customs and rituals. The session offered valuable insights into the cultural and religious dimensions of Ramadan, promoting a stronger sense of appreciation and inclusivity among attendees.



Republic Day Celebration

We celebrated Republic Day at the office with great enthusiasm, commencing the day with the national anthem. The spirit of patriotism was palpable as we honored the significance of Republic Day and reflected on the importance of upholding our democratic principles. Overall, it was a memorable and meaningful celebration that strengthened our bond as colleagues and reminded us of the importance of unity and diversity in our workplace.



TRU Friendship League 2k24

The TRU Friendship League 2k24 held at Pacific Sports Arena in Pune on March 12th and 13th, 2k24, was not just a sporting event but a celebration of teamwork, camaraderie, and sportsmanship. It showcased the true essence of friendship and collaboration among the employees and their families.



Throughout the two days, participants engaged in various sports including Cricket, Badminton, Table Tennis, Carrom, Sack Race, and Tug of War. The competitive matches not only demonstrated their skills but also highlighted the importance of teamwork and cooperation.





The event was meticulously organized with marvelous arrangements and superb execution, thanks to the great teamwork involved. The success of the league was evident from the positive feedback received from both employees and their family members, who expressed their delight and happiness.

As the saying goes, ***"It's not the team with the best players that win, it's the players with the best team that win."*** This sentiment truly encapsulates the spirit of the TRU Friendship League 2k24, where unity, collaboration, and friendship prevailed above all.







Long Service Award

Long service awards are a crucial part of our employee recognition efforts, allowing us to show appreciation to our dedicated team members. The ceremony was a heartfelt tribute to their loyalty and dedication, celebrating their milestone achievements and contributions.

Congratulations to all the 15 honored employees for their remarkable accomplishments, and thank you for your continued commitment to excellence.



5 Years Long Service Award



Chandrashekhhar Jigalur



Sagar Oza



Tushar Wayakole



Hitesh Shelar



Geetanjali Chappar



Irfan Maniyar

3 Years Long Service Award



Rahul Gunjal



Sadrudin Dalwai



Jyoti Paralikar



Shivanetra Bharani Kale



Haripriya Sipi



Rati Munda



Akmal Raza



Prashant Belvalkar



Savita More



We've had an incredibly dynamic quarter filled with exciting events, celebrations, and remarkable achievements.

From innovative campaigns to impactful initiatives, our team has been diligently driving progress and delivering results. We take pride in the energy and enthusiasm that permeated every aspect of our work, and we're eager to build on this momentum as we continue to strive for excellence in all that we do.

Phone:

022-46037163

Website:

www.trurealty.in

Address:

7th floor B 707, Kohinoor Square
N C. Kelkar Rd, opp Shiv Sena Bhavan,
Dadar, W, Maharashtra 400028

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