

TRU BUZZ

JANUARY EDITION | VOL. 6

New beginnings,
Endless possibilities.

2025



Wall Of Memories



Bhoomi Poojan @Spectrum Life



TRU Tuesday Session



Diwali Celebrations



Christmas 2k24



TRU @Saadhna

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Note from Managing Director's Desk

Dear Team,

A very Happy New Year to you and your families! As we step into a new year filled with promise, I want to thank you for your dedication and commitment, which has enabled the company with strength and confidence in the journey so far. This year, we aim for bigger milestones and look forward to continue positioning ourselves as a technology-first real estate company—redefining efficiency and innovation in our industry.

The real estate sector, especially in cities like Pune and Mumbai, is evolving rapidly, with customers expecting not only quality but also seamless experiences. As we embrace the promise of technology to enhance our processes and deliver exceptional results, I want to share a few guiding principles for the year ahead:

Take Initiative: In a competitive and dynamic sector like real estate, leadership at every level is essential. Whether it's leveraging technology to streamline processes, improving customer engagement, or optimizing project timelines, your proactive actions can create lasting value.

Collaborate and Support Each Other: Real estate development is a team effort that spans departments and expertise. By working cohesively, sharing ideas, and supporting one another, we can deliver projects that exceed expectations and set benchmarks in the market.

Be Fearless: Great ideas often come from asking the right questions and engaging in meaningful debates. Let's cultivate a culture of openness where innovation thrives, and diverse perspectives lead to bold, impactful decisions.

As we embrace the promise of this new year, let's focus on leveraging technology to drive efficiency, innovation, and customer satisfaction. Together, we can redefine excellence in real estate and create communities that stand as a testament to our vision.

Here's to an exciting and successful year ahead!

Warm regards,

Sujay Kalele

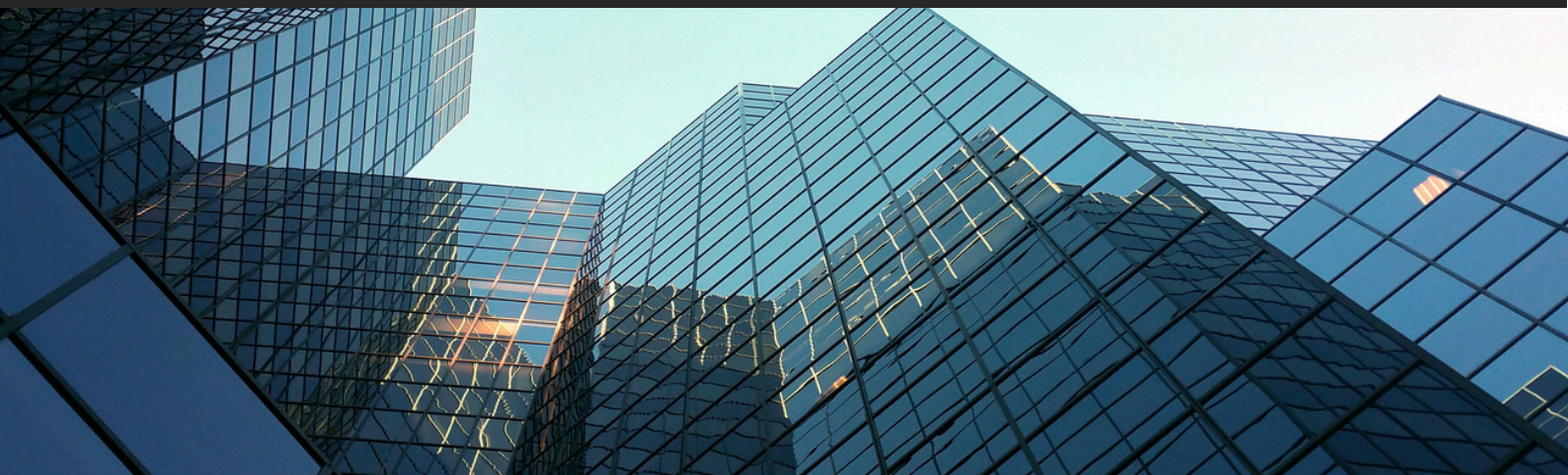
SUJAY KALELE

Founder & MD, TRU Realty



BUSINESS BULLETIN

We are delighted to share the progress of our operations this quarter, showcasing significant advancements across approvals, sales, marketing, project execution, and corporate initiatives. Below are the key highlights:



APPROVALS AND PERMITS

• Spectrum Life, Mumbai:

- **Land Survey:** The City Survey team has conducted the land survey for the Final PRC remarks, which are expected shortly.
- **Commencement Certificate (CC):** Secured and work has commenced on-site.
- **RERA Registration:** Application is at Desk 2, progressing as planned.

• Awestrum Life, Mumbai:

- **IOA Approval:** The Intimation of Approval (IOA) is under scrutiny by the Building Proposal department, with approval expected next month.
- **Next Steps:** Post-IOA approval, we will proceed with CC amendments and secure the MHADA NOC based on the offer letter issued last quarter.

• Kekarav, Pune:

- Over 50 villas have been sanctioned for the gated villa community project.
- Four new phases are being planned, including senior living, villa apartments, commercial spaces, and plots.

• TRU Meadows, Pune:

- The Commencement Certificate (CC) has been received, following which RERA registration will commence.



SALES AND MARKETING

Kekarav, Pune:

- Achieved 1.25 lakh sq. ft. of residential sales this quarter.
 - The upcoming commercial spaces/shops at Kekarav have witnessed impressive demand with multiple EOIs received from existing customers.
-

TRU Meadows, Pune:

- Customer Experience Centre completed.
 - Conducted 150+ meetings with Channel Partners, with over 50 registrations finalized.
 - The project has received a positive market response, with several site visits already conducted.
 - Launch campaign preparations are in progress, pending RERA certification.
-

Spectrum Life, Mumbai:

- Signed multiple AOPs with Channel Partners to initiate exclusive sales activities.
- Over 50 Channel Partners registered, generating 650+ customer leads via TREOS.
- 10 site visits conducted, receiving excellent feedback.
- Campaign preparations are underway, awaiting RERA certification for launch.

EXECUTION MILESTONES



• Kekarav, Pune:

- Amenities in Sectors 1 and 2 are fully completed.
- Clubhouse construction progress: RCC – 85%, BBM – 50%, Internal Plaster – 40%.
- Construction on 35 villas has commenced; excavation in Sector 4 is ongoing.
- Roadwork: Completed for sections 3-4 to 3-8.
- Services: Roads 3-4 and 3-5 (junction) in progress; Spine Road (3-1, 3-2) ongoing.
- Biodiversity Park: Gabion wall construction is 90% complete.

• TRU Meadows, Pune:

- Sample flat and Customer Experience Centre are ready.
- Excavation for Tower D is in progress.

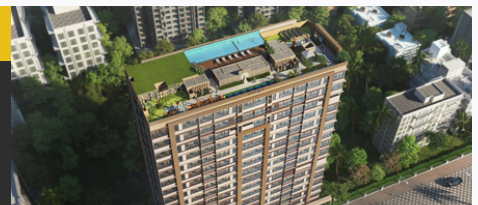


• Spectrum Life, Mumbai:

- A Bhoomi Poojan ceremony was done following the demolition, attended by Hon. Shri Ashish Shelar, President of the Mumbai BJP.
- Shore pile activities are 60% complete.
- Sales lounge designs have been finalized, and work is currently in progress.
- Site branding has been completed, with implementation set to commence shortly.

• Awestrum Life, Mumbai:

- Preparations for raft work are complete, with execution set to begin soon.



CONCLUSION

This quarter reflects our commitment to operational excellence, with noteworthy achievements in project approvals, sales performance, marketing initiatives, and execution milestones. We remain focused on delivering exceptional projects, fostering innovation, and creating value for all stakeholders.

MARKETING UPDATE

Diwali Giveaway Campaign

The Diwali Giveaway campaign, held from **October 27 to November 3, 2024**, invited participants to share festive home decor on Instagram, tagging @Kekarav and @TRUrealty, for a chance to win Amazon gift vouchers worth ₹3,000, ₹2,000, and ₹1,000. The campaign achieved a reach of 75,168, 98,858 views, **410+ new followers**, and high engagement with 200+ story tags and 100+ messages. With its high engagement and strategic boosts, the campaign successfully enhanced visibility, strengthened community connections, and set a promising foundation for future initiatives.

Infradawn Capital Branding Competition

Infradawn Capital hosted a PAN-India branding competition to develop its professional identity, including a logo, branding materials, and stationery. **With 57 registrations**, the competition progressed through portfolio submission, jury evaluation, and branding material review. Awards included a ₹25,000 amount for the winner and ₹10,000 for the runner-up. The initiative successfully finalized Infradawn Capital's logo and brand identity by the winner Saloni Koolwal, establishing a strong foundation for its market presence and showcasing its commitment to trust, reliability, and creativity in the real estate sector.

Interior Design Workshop

On November 16, 2024, the marketing team organized an exclusive Interior Design Workshop for Kekarav's valued customers, conducted by renowned interior designer Namita Shewale. The one-hour session, provided expert insights and creative tips for enhancing home interiors. With over **70 registrations** through targeted email and message campaigns, the workshop saw active participation from **40+ customers** who engaged with the designer and gained valuable design ideas. Emphasizing practical and innovative approaches, the session created a memorable and enriching experience. This successful initiative strengthened customer relationships and highlighted Kekarav's commitment to delivering value-added experiences for its clients.

INFRADAWN CAPITAL

Infradawn Capital AIF (“Fund”) is organized as contributory determinate trust, settled in India under the provisions of the Indian Trusts Act, 1882.

Investment Objective: The Fund is set up with the objective and purpose to create a portfolio that can provide a long-term superior risk adjusted absolute returns by investing in entities engaged in the real estate sector that are permitted as a Category II AIF.

The Fund will focus on various real estate sector segments, primarily residential projects, involving apartments, bungalows, villas, and plotting layouts etc. Additionally, the fund may invest in entities:

- (i) developing commercial/ retail/ institutional projects; and/or
- (ii) purchasing land.

Leverage and benefit will be sought from the Investment Manager’s, Sponsor’s and their teams’ collective experience, networks, their ability to identify and manage risk with the view to achieve favorable returns through investments in suitable instruments in accordance with Applicable Laws and the Scheme Documents.

The Fund will focus on making investments in growing real estate hubs across Pan India, primarily focusing on Mumbai Metropolitan Region (MMR) and Pune Metropolitan Region (PMR).



The following are the Sponsors of the AIF:

1. Mr. Sujay Kalele
2. Mr. Vinit Kumar Sarawgi
3. Mr. Aditya Yamsanwar
4. Mr. Sandeep Bohra
5. Mr. Satyen Vora

The following are the Key Managerial Personnel (KMP) of the AIF:

1. Mr. Vinit Kumar Sarawgi – Fund Manager
2. Mr. Sandip Borkar – CTO
3. Mr. Piyush Sinha – Head – Compliance

CURRENT STATUS:

- We have received the SEBI Certificate of Registration as Alternative Investment Fund.
- Our Scheme 1 'Infradawn Capital Scheme 1' has been approved by SEBI.
- We have filed the application with SEBI for the approval of Scheme 2 'Infradawn Capital Scheme 2'.

TARGET CORPUS:

Scheme 1 – 100 crores + 100 crores (Greenshoe option)
Scheme 2 – 150 crores + 150 crores (Greenshoe option)

TERM OF THE FUND

8 years from the date of first closing.

TRU Value Star Winners

We are delighted to celebrate the TRU Value Star winners for this quarter—exceptional individuals who have gone above and beyond, embodying our core values and making a remarkable impact through their dedication and excellence.

OCTOBER 2024



NOVEMBER 2024



DECEMBER 2024



TREOS Updates

Following key enhancement were implemented to TREOS Platform:

- **Marketing Module:** Social media posts can now be seamlessly integrated.
- **Enquiry Activity Mapping:** Streamline follow-ups to turn every enquiry into an opportunity.
- **Web Application Development:** Kick-off for the Infra Dawn project is underway.
- **TREOS:** Development of the Micro App Marketplace has begun.
- **Execution:** Bill tracking and auditing processes are now in place.
- **HRMS:** Employees must update weekly KPI achievements (%) by Friday.
- **HRMS (Learning & Development):** Employees can now submit details of completed learning or courses.
- **HRMS (Role Codes):** The system now auto-generates employee role codes based on role, level, KRAs, and KPIs.

New TRUites

We are excited to welcome the newest additions to the TRU Realty family! Meet the talented individuals who have recently joined our team, bringing fresh ideas, diverse skills, and boundless enthusiasm.

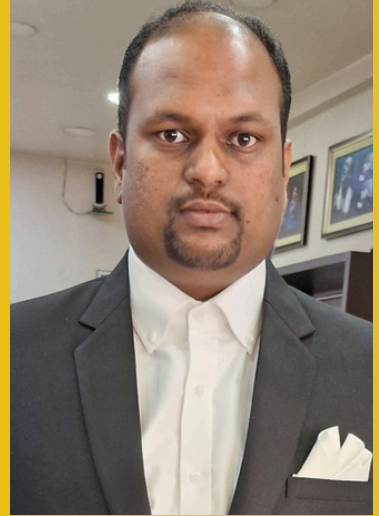
Let's extend a warm welcome as they begin their journey with us!



Abhijeet Karne



Chandrashekhar Pawar



Sangraj Dete



Suraj Sawant



Vaishnavi Magar



Vinay Sogam

01 What is your most exciting childhood memory?

I was born and raised in a small town, where I grew up in my grandmother's house. A tough and determined woman, my grandmother played a pivotal role in shaping my childhood. Her influence instilled in me a strong sense of discipline and resilience. As an introverted child, I devoted myself fully to academics, finding comfort and purpose in my studies. One of the most exciting and proudest moments of my life came when I stood first in my 10th-grade exams among all the girls in the town. That achievement became even more meaningful when I was awarded the inaugural scholarship established in my grandmother's name—a moment that felt like a beautiful culmination of her legacy and my hard work.

02 What are your hobbies or your secret talent? And how do you make time for activities you're passionate about?

During my childhood, I indulged in a lot of crafting work, which I truly enjoyed. However, I couldn't pursue it further as my focus shifted entirely to academics. On the other hand, I've always had a passion for dancing—it's something I genuinely enjoy. While my busy routine doesn't allow much time for it, I make it a point to dance during festivals and family functions, which brings me immense joy.

03 Please share a few interesting instances from your college years or early career years.

Engineering was never my first choice, as I had always dreamt of becoming a doctor during my childhood. However, as fate would have it, I pursued engineering, and it gradually became more interesting to me. The turning point was when I stood first in my very first semester, which boosted my confidence and deepened my passion for the field.

Know Thy Leader



Geetanjali Chappar

04 What motivated you to pursue a career in real estate, and how has your journey been so far?

In those days, it was rare to see a woman directly interacting with laborers on-site. However, my inherent determination and drive pushed me to pursue a career that came with new challenges every single day. My journey has been a mix of good and bad experiences, as is often the case when you choose to go against the tide. Each challenge has shaped me and strengthened my resolve to keep moving forward.

05 What is that one thing that makes you passionate about your work?

My passion is driven by relentless learning mindset. I truly believe that everyone has something valuable to teach. I embrace challenges and take on tasks I've never tackled before, knowing that each experience helps me grow and evolve into the best version of myself.

06 What's one thing about you that your colleagues might be surprised to learn?

One thing my colleagues might be surprised to learn is that despite my professional demeanor, I have a deep passion for both crafting and dance. As a child, I spent a lot of time exploring my creativity through crafting. Even though my career has kept me busy, I still find time to dance during festivals and family events. It's my way of unwinding and reconnecting with my roots.

07 How do you stay informed about industry trends and advancements?

With the vast amount of knowledge available on the internet and my direct interactions with industry experts, combined with my on-field experience, I naturally stay updated. This blend of technology, expertise, and hands-on work keeps me well-informed and constantly learning.

08 What book, movie, or piece of art has left a lasting impact on you, and why?

One book that left a lasting impression on me is the Marathi classic "Shyamchi Aai" by Sane Guruji. It beautifully conveys the values that every child should imbibe, woven through the touching story of a mother's love and guidance. Now, as a mother myself, I strive to instill the same values in my children, nurturing them with love, discipline, and the right principles.

09 What's the most valuable lesson you've learned from working in real estate over the years?

The most valuable lesson I've learned from working in real estate is the importance of adaptability. The market is constantly evolving, and being flexible while keeping sight of long-term goals has been crucial in navigating challenges and seizing opportunities. Equally important is building strong relationships and maintaining trust with stakeholders, which are fundamental to sustained success.

10 How do you balance the demands of handling multiple projects while maintaining a work-life balance?

Working in a corporate environment is never an ideal situation—it comes with its own challenges, and work can sometimes take a toll. To counter this, I make it a point to prioritize my family time. Sometimes I take vacations with my family to unwind and recharge. I strictly dedicate my weekends to spending quality time with them, which helps me feel rejuvenated and ready to take on the week ahead.

11 Who is one leader you closely follow who influenced your leadership style or personal philosophy?

One leader who has greatly influenced my leadership style and personal philosophy is my grandmother. She was a strong, disciplined, and determined woman who led by example, instilling values of hard work, integrity, and resilience. Growing up under her guidance shaped my own approach to leadership—being firm when needed, while always valuing kindness and discipline.

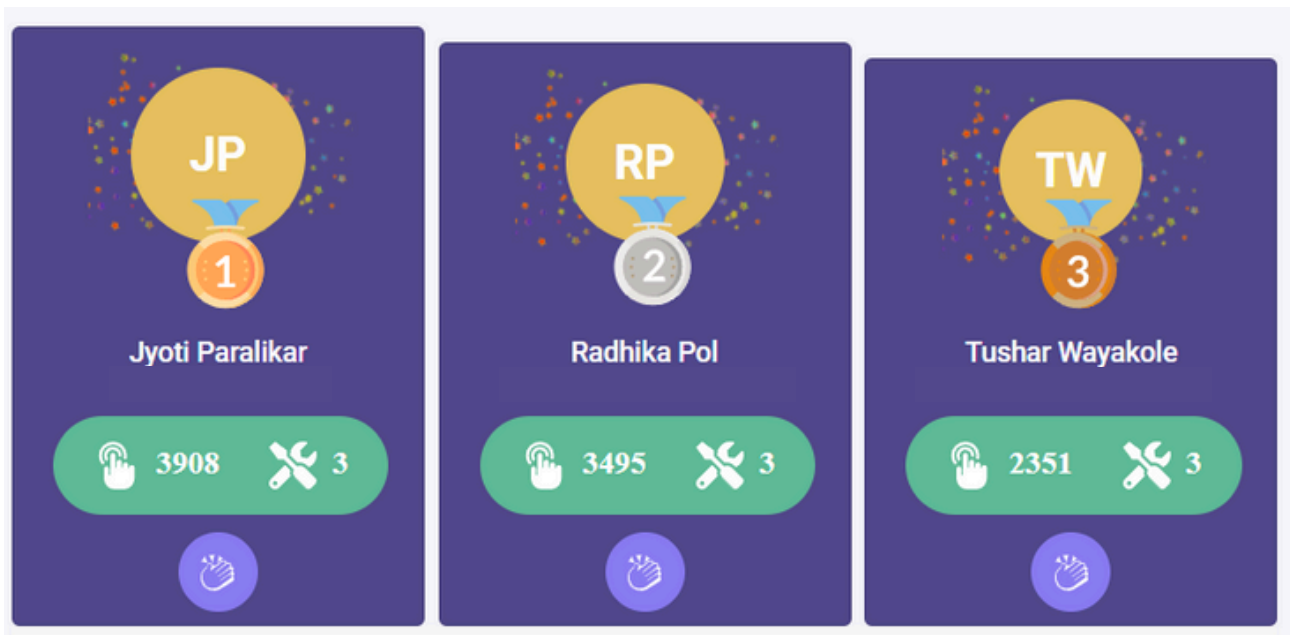
12 What does a typical morning look like for you? Do you have any specific routines that set the tone for your day?

As a mother, my mornings revolve around my kids. My top priority is preparing them for school and college while instilling discipline and encouraging healthy eating habits in their daily lives.

I don't follow a specific routine, as each day brings a new challenge. I've learned to adapt and mold myself to whatever comes my way. However, I do carry a to-do list and keep track of tasks that need to be completed on any given day.

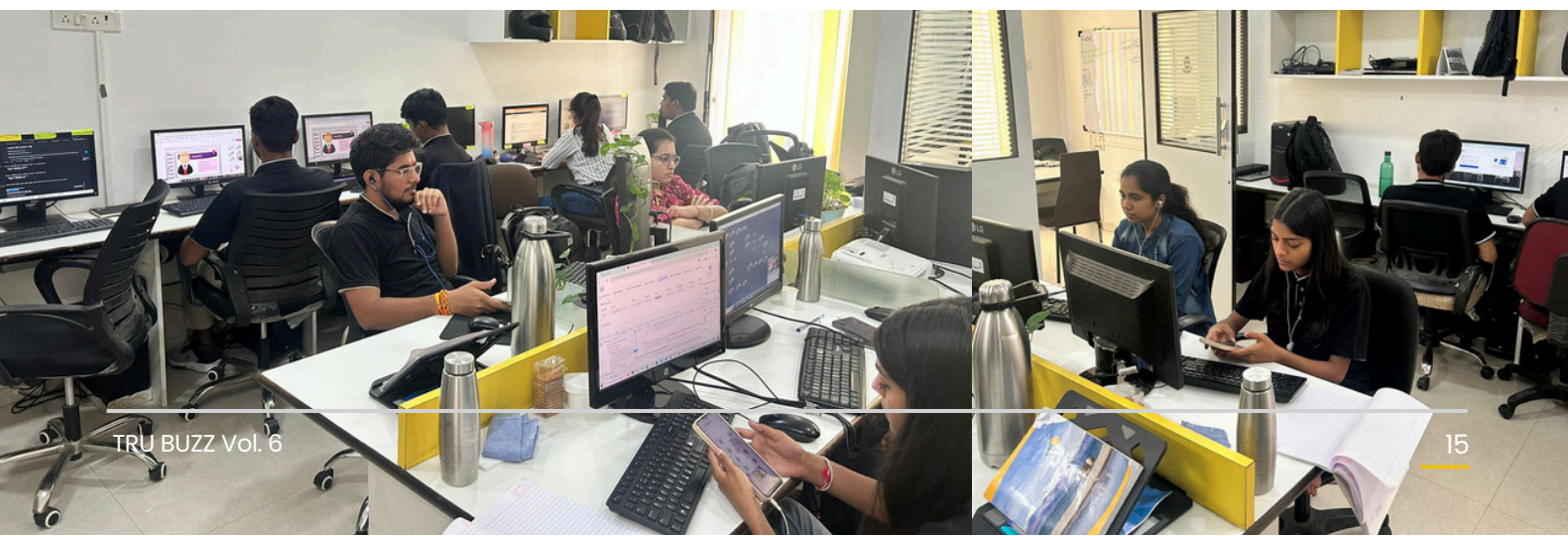
Elite Learning

We are proud to recognize the Elite Learners of the Quarter, individuals who have demonstrated exceptional dedication to personal and professional growth. Their commitment to learning and continuous improvement sets a benchmark for excellence within our team.



CYC

At TRU Realty, our values define who we are and how we grow together as a team. Recently, we organized an engaging CYC (Check Your Compatibility) activity where employees participated in a thought-provoking test based on our core values. The results were phenomenal, reflecting our team's deep commitment to these guiding principles.



PROMOTIONS

ANNUAL PERFORMANCE APPRAISALS

In line with our recently concluded performance appraisals, we are pleased to announce a few well-deserved promotions.

1. **Hitesh Shelar** : AVP – Client Success
2. **Geetanjali Chappar** : VP – Engineering
3. **Jyoti Paralikar** : Sr. Lead – Presales
4. **Shivanetra Bharani Kale** : Sr. Associate – Presales
5. **Rati Munda** : Sr. Associate – Project Sales
6. **Prashant Belvalkar** : Principal Lead – Project Engineering
7. **Mansi Agrawal** : Sr. Associate – Marketing
8. **Shailesh Dherange** : Sr. Execution Engineer
9. **Vishanth Nair** : AVP – Project Engineering



Occasions @TRU Realty

Diwali Celebrations

The Diwali celebrations were a vibrant affair, filled with joy and camaraderie. Festive hampers were distributed, engaging games brought everyone together, and the festive spirit was at its peak, making it a memorable occasion for all.



Proud Sponsors of "Sadhna", Cultural Event Supporting Young Female Artists!

TRU Realty was a proud sponsor of "Sadhna," an inspiring event organized by the Aiyar Foundation. This remarkable initiative celebrates and promotes young female artists in the classical genre, showcasing their talent and dedication.



Secret Santa

The holiday spirit came alive in another TRU Tuesdays session with our Secret Santa celebrations. The office was filled with excitement and joy as team members exchanged thoughtful gifts and shared festive moments. This celebration was full of smiles and warmth throughout the workplace as we wrapped up the year on a cheerful note.



TRU Tuesdays

In one of our recent TRU Tuesdays sessions, Mr. Parth Mandge presented an inspiring book summary of Ikigai. The session delved into the Japanese philosophy of discovering one's purpose and living a balanced, fulfilling life. Team members were encouraged to reflect on their passions, skills, and values, leaving everyone with actionable insights to enhance both their personal and professional journeys.





As we step into 2025, TRU Realty is filled with excitement and optimism for new beginnings. The past year has been an incredible journey of growth, innovation, and teamwork, and we are ready to raise the bar even higher. With well-deserved promotions across the organization, a stronger and more dynamic team, and exciting new projects on the horizon, we are all set to make this year truly memorable.

From breaking ground on new ventures to nurturing long-standing relationships, TRU Realty remains committed to delivering excellence, trust, and innovation in all that we do. Here's to a year of creating opportunities, achieving milestones, and continuing to build dreams together.

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