

TRU BUZZ

APRIL 2025 EDITION | VOL. 7



**A QUARTER FULL OF
EMPOWERMENT AND
SPORTSMANSHIP**

Wall Of Memories



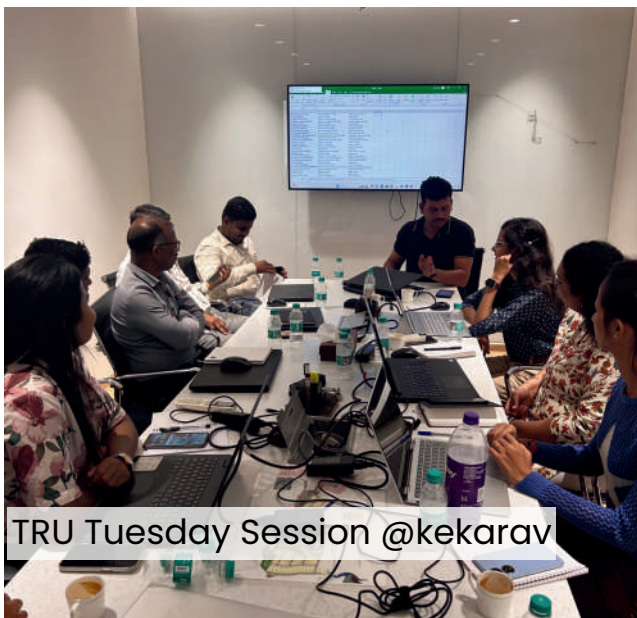
TRU Family Day



Women's Day Session



Advanced Excel Training Session/ TRU Tuesday



TRU Tuesday Session @kekarav



TRU Friendship League

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From the Desk of the Managing Director

As we step into a new financial year, it brings with it a fresh set of opportunities, challenges, and milestones. This is a time for us to reset, refocus, and recommit to our goals with renewed energy and purpose.

The real estate landscape continues to evolve, and we must evolve with it. At TRU Realty, Agility is one of our core values, and it's more relevant now than ever. To stay ahead in a dynamic market, we must continue to innovate, think differently, and act decisively. The time has come for us to expand our portfolio, and we must approach this with a 360-degree mindset—focusing on faster decision-making, building capabilities, investing in talent, and working towards outcome-driven goals.

This quarter also marks the beginning of a new chapter for many young professionals who have joined us as Trainees in Sales and Engineering. I extend a warm welcome to them as they begin their corporate journey with TRU. Their fresh perspective, skills, and enthusiasm will be valuable assets to our teams, and I'm confident they'll help drive our collective progress.

As we grow, it's important to remember that our success isn't just measured by numbers. It is rooted in our culture and values. Let's continue to foster an environment of trust, integrity, and collaboration—values that define who we are and how we work, every single day.

Wishing you all a successful and fulfilling quarter ahead.



SUJAY KALELE

Founder & MD, TRU Realty



BUSINESS BULLETIN

We're pleased to share the progress made this quarter across various functions, reflecting significant strides in approvals, sales, marketing, project execution, and corporate initiatives. Here are the key highlights:

APPROVALS AND PERMITS

• Spectrum Life, Mumbai:

- **Land Survey:** Land Survey: The City Survey team has conducted the land survey for the Final PRC remarks, which are expected shortly – We have received the final PRC with all the required changes. We have also availed the remark for Freehold i.e. the land is converted from Class 2 to Class 1.
- **Commencement Certificate (CC):** Secured and work has commenced on-site.
- **RERA Registration:** We have availed the RERA Certification.

• Awestrum Life, Mumbai:

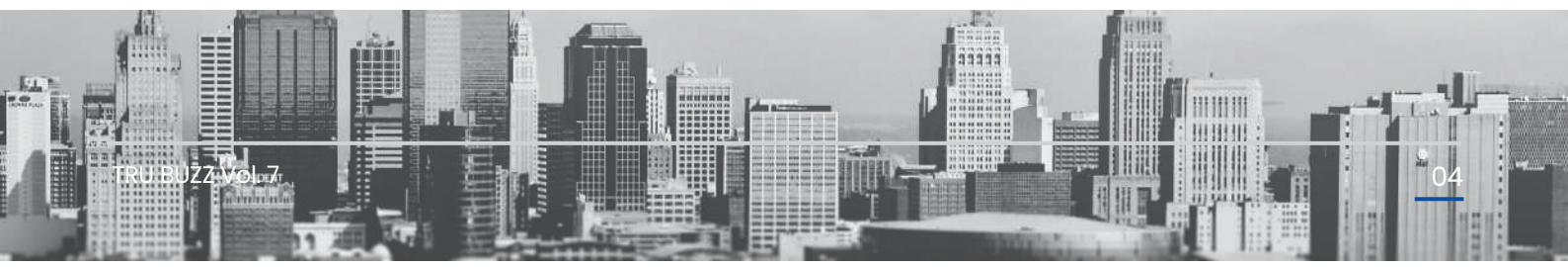
- **IOA Approval:** The Intimation of Approval (IOA) is under scrutiny by the Building Proposal department, with approval expected next month.
- **Next Steps:** Post-IOA approval, we will proceed with CC amendments and secure the MHADA NOC based on the offer letter issued last quarter.

• Kekarav, Pune:

- We have availed the new layout sanction for Kekarav, this marks a significant step in further progress of the project.
- Over 50 villa sanctions have been granted for the gated villa community project.
- Planning for four new phases: senior citizen living, villa-ment, commercial spaces, and plots – we will be soon applying for the approvals from government authorities for the same.

• TRU Meadows, Pune:

- We have availed the Commencement Certificate (CC) for the project.
- RERA – We have applied for RERA Certification.
- We have also commenced Road Handover project for additional FSI and building approvals.





SALES AND MARKETING

Kekarav, Pune:

- Achieved 1.25 lakh sq. ft. of residential sales this quarter.
- Opened commercial spaces/shops at Kekarav, with 60% sold within 15 days—primarily to existing customers.

TRU Meadows, Pune:

- Sales and Marketing Experience Centre completed.
- Identified close to 300 CRO's who will potentially help us in marketing the projects in that micro market.
- Launch campaign preparations are in progress, expecting RERA certification shortly.

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.
- The 1st digital campaign is live for Spectrum Life.

EXECUTION MILESTONES

• Kekarav, Pune:

- Clubhouse construction progress: RCC – 90%, Block work – 70%, Internal Plaster – 50%.
- Construction on 40+ villas has commenced; excavation in Sector 4 is ongoing. Phase 1 possession of the plots is planned in sector 4.
- Roadwork: Completed for sections 3-4 to 3-8.
- Services: All services completed except 90 mtr stretch near BDP (3-2).
- Road – All roads completed except 3-2 – 90 mtr portion & 3-3.
- Biodiversity Park: Gabion wall construction is 90% complete.

• TRU Meadows, Pune:

- Sample flat and Sales & Marketing Experience Centre are ready.
- Excavation is commenced.

• Spectrum Life, Mumbai:

- Shore pile activity is completed.
- Phase 1 & 2 excavation till 4 metres is completed.
- Struts – Phase 1 is completed; Phase 2 is underway.
- Sales & Marketing experience centre is ready. Along with Brand wall.
- Site branding finalized; implementation to begin shortly.

• Awestrum Life, Mumbai:

- The site is handed over to the Civil Contractor. And PCC work has commenced.

BUSINESS OUTLOOK & STRATEGY FOR NEXT 3 QUARTERS ON SALES FRONT –

- Targeting to launch 3 projects – 2 in Mumbai & 1 in Pune with a Revenue Generation Target of approx. 300 crores in next 8-12 months.
- Push project campaign for Kekarav, targeting approx. 100 crores in next 6 months.
- We might on-board a strategic partner to ramp up the sales & achieve the targeted revenue.

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 UPDATES

E-Book Campaign: Driving Brand Awareness

To strengthen TRU Realty's thought leadership, we launched an e-book titled "Buying Your First Home? Don't Forget This Checklist." Promoted through a targeted digital campaign, it educated first-time buyers and positioned us as a trusted resource.

- 13,000+ impressions | INR 2,600 budget
- Increased engagement and 10+ new Instagram followers

KEY INITIATIVES

Infradawn Capital Website Launch

- The official website for Infradawn Capital went live on March 3rd. The marketing team worked in close collaboration with the development agency to ensure a seamless launch. The platform now serves as a central hub for communicating the brand's investment philosophy and offerings.

Spectrum Life – Website & Campaign Integration

- Developed comprehensive content for Spectrum Life's website.
- Coordinated with the design and tech teams to successfully launch the site.
- Implemented TREOS integration for real-time lead capture and campaign tracking.
- Rolled out Meta and Google ad campaigns in the first week of March, ensuring timely visibility and traffic generation.

Social Media Growth & Thought Leadership

- Launched and actively managed social media handles for Spectrum Life, Cordiso, and Infradawn.
- Created insightful blogs for Infradawn Capital, furthering its position as a thought leader among investors and stakeholders.

PERFORMANCE SNAPSHOT

- 18,800+ impressions across TRU Realty, Spectrum Life, KEKARAV, Cordiso, and Infradawn
- 10,550+ reach | 1,006+ engagements | 1,388 link clicks
- TRU Realty LinkedIn: 565 clicks
- Infradawn: 88 clicks

These efforts continue to grow our digital presence and fuel lead generation across TRU Realty projects.

INFRADAWN CAPITAL

- **Scheme 1:** Officially launched and currently in active discussions with potential investors to secure commitments.
- **Scheme 2:** Received a set of queries from SEBI. Responses have been duly filed, and the scheme is now awaiting further action and approval from SEBI.
- **AIF Website:** The Alternative Investment Fund's official website is now live and operational, providing key information to stakeholders and potential investors.
- **Team Expansion:** Infradawn is actively looking to strengthen its core team by hiring a Finance Analyst and a Relationship Manager to support the fund's growth and investor relations.
- **Industry Highlight:** As per a recent report by Anarock, there is a notable surge in investor interest in alternative real estate investment avenues, reflecting the growing relevance and potential of platforms like Infradawn.



TREOS Updates

- **HRMS** – Appraisal Process Functionality: Implementation of the appraisal workflow is underway to streamline performance evaluations and enable structured feedback mechanisms within the HRMS.
- **Marketing Module** – Auto-Scheduling Enhancements: Enhancements have been initiated to enable automated scheduling and content push within the marketing module, improving campaign efficiency and reducing manual interventions.
- **Execution** – Billing Enhancements: Updates are in progress to refine the billing process within the execution module, ensuring greater accuracy, transparency, and operational ease.
- **Mobile App** – Authenticated Meeting Enhancements: Security and user experience improvements have been made to the mobile app, specifically around authenticated meetings, enhancing access control and meeting validation.
- **Reporting** – Phase 1 Updates: Phase 1 of reporting enhancements is being rolled out, offering better data visibility, insights, and customizable dashboards for improved decision-making.

TRU Value Star Winners

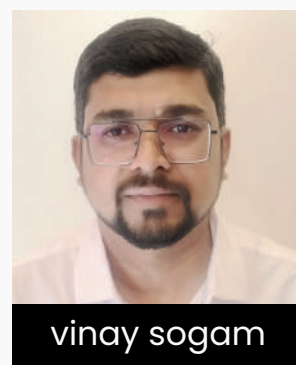
Congratulations to this quarter's TRU Value Star winners! These individuals have truly exemplified what it means to live our values, delivering exceptional results and inspiring those around them with their unwavering dedication.



JAN 2025



FEB 2025



MARCH 2025

New TRUites

A big welcome to the fresh faces joining the TRU Realty family! We're excited to have you onboard and can't wait to see the amazing contributions you'll bring.

Here's to new beginnings and shared success!

JANUARY



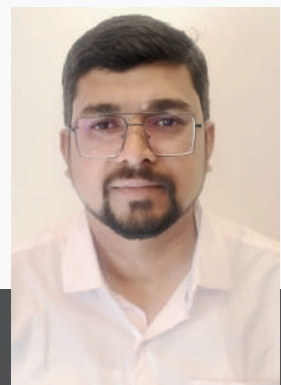
Abhijeet Karne



Sarika Godbarlawar



Varsha Pawar



Vinay Sogam

FEBRUARY



Raj Donhe



Tanisha Valecha



Omkar Kharat

MARCH



Boni Bose



Vivek Yerande



Omkar Maske



Tushar Dakhale



Shreyash Kanade



Asmita Pansare



Pratham Borse



Bimlendu Pandey



Rohan Dhere

IT NEW JOINEES



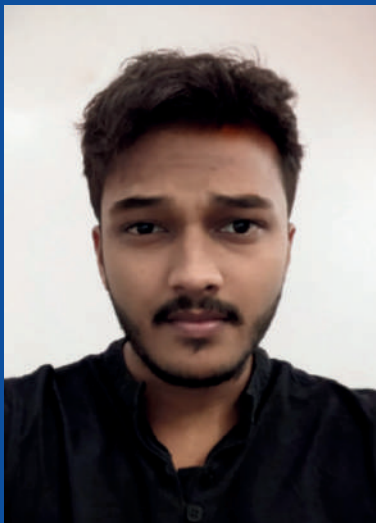
Atharva Jadhav



Nikhil Shinde



Utkarsh Gadhave



Rohit Fulari

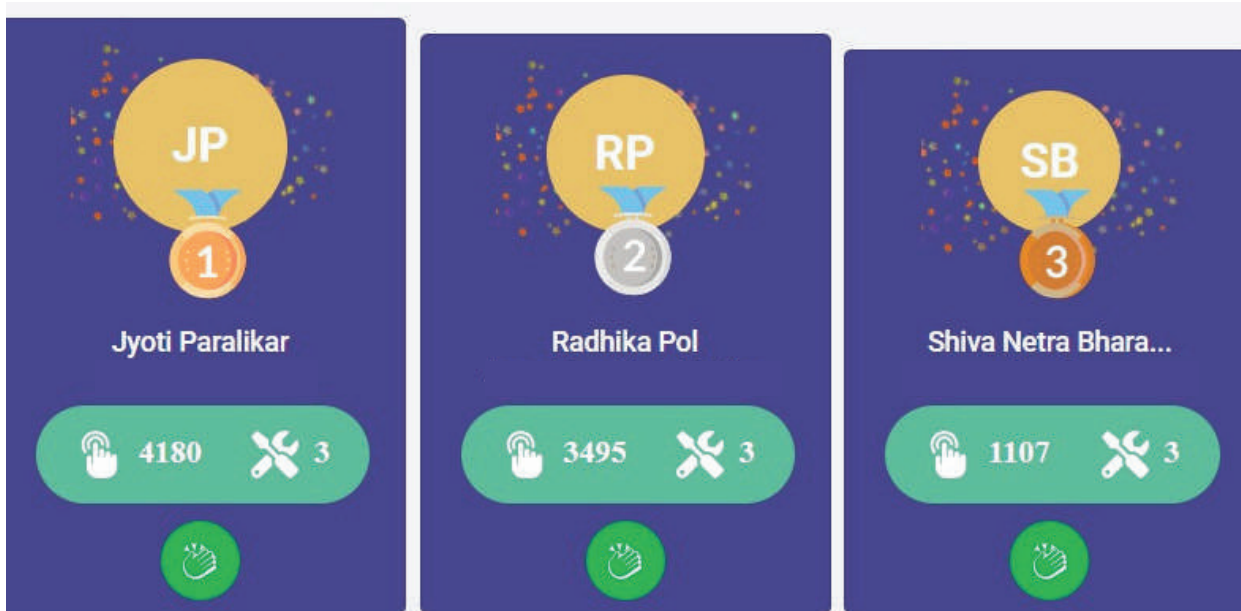


Vibhor Tapase



Elite Learning

Learning never stops, and our Elite Learners of the Quarter are a shining example of that. Their commitment to upskilling and development speaks volumes about their drive and passion for excellence. Kudos to these growth champions!



TRU Torchbearers

Shining a light on the TRU Torchbearers of the Quarter—those who have fearlessly led from the front, championed collaboration, and made a meaningful difference. Thank you for carrying the TRU flame forward with such pride and purpose.



Rahul Gunjal



Sahil Yadav



Know Thy Colleague

Rahul Gunjal

01 What's a fun fact about you that most of your colleagues don't know?

A fun fact about me that most people don't know is that I absolutely love drawing. Whether it's sketching, doodling, or creating detailed artwork, it's something I find really relaxing and fulfilling

03 What's your go-to comfort food or favorite dish to cook?

My go-to comfort food is Kadhi Chawal. It's a warm and flavorful dish that always feels like home, and I love making it when I need a little extra comfort

05 How do you like to unwind after a busy workday?

After a busy workday, I love unwinding by watching travel documentaries. It lets me explore new destinations and cultures without leaving my couch, which helps me relax and recharge.

02 If you had to describe yourself in three words, what would they be?

If I had to describe myself in three words, I'd say I'm invincible, empathetic, and hyper-active. I believe in my strength to overcome challenges.

04 If you could master any new skill instantly, what would it be?

If I could master any new skill instantly, it would be singing. It's something I've always wanted to be really good at.

06 What's your favorite travel destination, or where's one place you dream of visiting?

My favorite travel destination is Uttarakhand, with its stunning landscapes and peaceful vibes. One place I dream of visiting is Iceland, with its breathtaking natural beauty, glaciers, and unique landscapes.

07 If you could switch careers for a day, what would you choose and why?

If I could switch careers for a day, I would choose to be a pilot. I've always had a passion for travel and the idea of exploring new places from the sky is fascinating. Plus, it would be an incredible experience to see the world from that unique perspective

09 Who has been the biggest influence in your life, and what have you learned from them?

The biggest influence in my life has been Virat Kohli. From him, I've learned the importance of physical fitness and how it contributes not only to performance but also to mental strength and discipline. His dedication is truly inspiring.

11 If you could go back in time and give your younger self one piece of advice, what would it be?

If I could go back in time and give my younger self one piece of advice, it would be to be more patient and calmer.

08 What's the best piece of advice you've ever received, and who gave it to you?

The best piece of advice I've ever received is to help others whenever you can. My father shared this with me, and it has stuck with me throughout my life. It's a reminder that kindness and generosity go a long way.

10 How do you start your mornings? Any rituals or habits that keep you energized?

I start my mornings with a run. It helps me get energized and sets a positive tone for the day.

A habit that keeps me energized throughout the day is tackling the most important task first. It gives me a sense of accomplishment and keeps me motivated for the rest of the day.

TRU FRIENDSHIP LEAGUE & TRU FAMILY DAY

This quarter, TRU Realty came alive with the energy of two vibrant events—the TRU Friendship League (TFL) and TRU Family Day. These weren't just occasions for sports and celebration; they were powerful reminders of the strength we draw from each other as one TRU family.

The TFL brought out the competitive spirit in the best way possible—with thrilling matches, team coordination, and enthusiastic cheering that echoed our core values of teamwork, perseverance, and passion. The friendly competition helped strengthen workplace camaraderie while promoting fitness and fun.



Following the high-octane matches, **TRU Family Day** offered a warm and joyous atmosphere where families joined in to celebrate our collective journey. The day was filled with laughter, engaging activities, and heartfelt moments that reminded us of the importance of balance between personal and professional lives.

Together, these events created a space for connection, celebration, and appreciation—fostering a culture where people feel seen, supported, and inspired. Here's to many more memories, victories, and celebrations that continue to bring us closer and drive us forward.

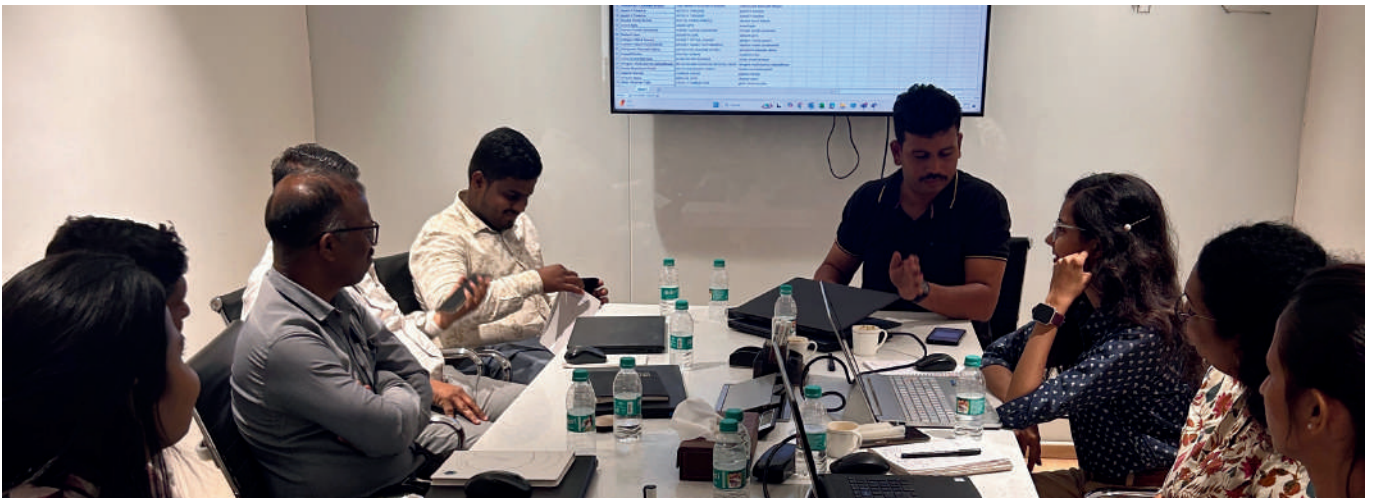


Events @TRU Realty

Advanced Excel training

At TRU Realty, we've always believed in continuous learning and upskilling. Our recent Advanced Excel Learning Session focused on deepening our understanding of data analysis, automation, and efficiency.

From mastering pivot tables to optimising formulas, the team explored powerful ways to boost productivity and make smarter, faster data-driven decisions. A big thank you to our expert and all the participants for making the session so insightful and interactive!



Women's Day workshop

This Women's Day, TRU Realty we hosted a meaningful workshop on Physical and Mental Well-being, with a special focus on Cervical Cancer Awareness. Led by Wrushali Gore, a Counselling Psychologist, the session sparked engaging discussions and provided valuable insights, fostering awareness and learning across the team.





This quarter was all about empowerment, sportsmanship, team building, and collective growth. The highlight was the TRU Friendship League, which brought the team together through a series of fun, competitive, and high-energy matches.

From thrilling moments on the field to strong bonds formed off it, the league was a celebration of our spirit as one TRU family—driven, united, and growing stronger together.

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