

TRU Buzz

JULY 2025 EDITION | VOL. 8

Rising Higher: A Quarter of Dynamic Progress

Wall Of Memories



Booking @TRU Meadows



TRU Realty Foundation Day



TRU Realty Foundation Day



TRU Meadows Launch



TRU Meadows Launch



Mumbai JBP Meet

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TRU Realty Foundation Day



From the Desk of the Managing Director

The first quarter of this financial year has been both eventful and encouraging. We entered it with clarity of purpose, and I am pleased to share that we've taken significant steps forward across multiple fronts. One of the most important milestones this quarter was forging a strategic partnership with Anarock, a respected name in the real estate space. Their expertise in marketing and sales strategy is helping us launch and position our projects across Pune and Mumbai with greater precision and reach. This collaboration is already showing results—our launch of TRU Meadows in Pune was a great success, drawing over 300 visitors at the event. It was a moment of pride for all of us and a testament to the strong coordination between our teams and partners.

We have also focused on strengthening our internal capabilities. The Sales and Engineering teams welcomed experienced professionals from the industry, bringing in fresh perspectives and much-needed domain strength. These additions are aligned with our larger goal of becoming more agile, efficient, and execution-focused in all areas of the business.

Another key organizational milestone this quarter was the successful completion of our performance appraisal cycle for October 2024 to March 2025. This exercise not only recognized the efforts and contributions of our team members but also allowed us to identify areas for improvement. As we move ahead, I would like to reinforce the importance of accountability, process adherence, and a strong result orientation across all teams. These are not just operational expectations but cultural imperatives that will shape our future.

Together, we have built a strong foundation, and it's time to build further with speed and purpose. Let's continue to challenge ourselves, support one another, and move forward with clarity and conviction.

Wishing you all a great quarter ahead.



Sujay Kalele

SUJAY KALELE

Founder & MD, TRU Realty

BUSINESS UPDATE:

Mumbai and Pune Operations

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:**

- All approvals are in place and work is ongoing in full swing.
-

➤ **Awestrum Life, Mumbai:**

- 50% of the premium/FSI payment has been paid to MHADA against the offer letter of 3 FSI and have also applied for MHADA NOC.
 - **IOA Approval-** The Intimation of Approval (IOA) is under scrutiny by the Building Proposal department, with approval expected shortly.
 - **Next Steps-** Post-IOA approval, we will proceed with CC amendments.
 - Other work permits are also availed.
-

➤ **Kekarav, Pune:**

- We have availed the new layout sanction for Kekarav, this marks a significant step in further progress of the project.
 - Over 70+ villa sanctions have been granted for the gated villa community project.
 - **Design & Planning for four new upcoming phases-** senior citizen living, villa-mements, commercial spaces, and plots is freezed and we have initiated submissions for the approvals from government authorities for the same.
-

➤ **TRU Meadows, Pune:**

- **RERA** – We have successfully availed the registration for TRU Meadows.
- Received the NA order for the project.
- We have also commenced Road Handover process for additional FSI and building approvals.



SALES AND MARKETING

TRU REALTY GEARS UP FOR A LANDMARK YEAR WITH AMBITIOUS ₹300 CR REVENUE TARGET

With all necessary approvals and permits secured across its project portfolio, TRU Realty is poised for a dynamic and high-growth financial year ahead. The group is targeting a revenue of approximately ₹300 crores in the upcoming fiscal, driven by an aggressive launch and sales strategy.

Three highly anticipated project launches—Spectrum Life, Awestrum Life, and TRU Meadows—are on the cards, marking a significant milestone in the company's expansion strategy. Additionally, the much-awaited re-launch of Kekarav along with the rollout of its subsequent phases further amplifies the growth momentum.

Collectively, TRU Realty will offer over 1.5 million square feet of saleable inventory across its projects. In a strategic move to accelerate sales velocity and maximize outreach, the group has entered into a pan-project partnership with Anarock, one of India's leading real estate services firms, for end-to-end Sales & Marketing management.

With a robust pipeline, strategic alliances, and clear market intent, the upcoming financial year promises to be a defining chapter in TRU Realty's growth journey.

TRU Meadows, Pune:



- The project launch began with a grand Press Meet, unveiling the project to leading media houses, followed by an impactful Channel Partner Meet hosted by our Founder at Corinthians Club, Pune. With over 350 channel partners in attendance, the full-house event received an enthusiastic response — a clear reflection of strong market interest.
- Generated around 10 crores of revenue in 1st month of launch itself, with a solid sales pipeline to end the quarter on a high note.
- 150+ customer walk-ins already in 1st 15 days
- 250+ channel partners registered with TRU to work for the project.

Spectrum Life & Awestrum Life, Mumbai:

- Conducted a joint business plan (JBP) meet. Around 84 channel partners including ICP's marked their presence.
- Signed multiple AOP's with Channel Partners to initiate exclusive sales activities.
- Over 50 Channel Partners registered, generating 60,000+ customer leads via TREOS.
- The 1st digital campaign along with BTL is live for Spectrum Life



Kekarav, Pune:

- Generated around 20 crores of revenue in this quarter.
- Opened commercial spaces/shops at Kekarav, with 60% sold within 15 days— primarily to existing customers.

EXECUTION MILESTONES

KEKARAV, PUNE:

- Amenities in Sectors 1 and 2 are fully completed.
- Clubhouse construction progress: RCC – 95%, Block work – 90%, Internal Plaster – 60%.
- 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, Spine Road, 3-2
- Services: All services completed except 90 mtr stretch near BDP (3-2).
- Biodiversity Park: Gabion wall construction is 93% complete.

TRU MEADOWS, PUNE:

- Sample flat and Sales & Marketing Experience Centre are fully operational.
- Excavation for D building is completed & Excavation for C building is underway.
- Tender for appointment of Civil contractor is floated in TREOS, and will be closed soon.

SPECTRUM LIFE, MUMBAI:

- Phase 1 & Phase 2 excavation & struts is completed.
- The site is handed over to civil contractor.
- PCC for Phase 1 is completed & phase 2 is underway.
- Sales & Marketing experience centre is ready. Along with Brand wall.

AWESTRUM LIFE, MUMBAI:

- PCC for 60% plot is completed.
- Raft/footing is completed.
- Columns & retaining wall casting till 4 mtrs from bottom is completed. Rest is underway.

Strategic Tendering Yields

20% Cost Savings & Optimized Cashflow for TRU Projects

In a significant move demonstrating TRU Realty's commitment to efficiency and financial prudence, the RCC/Civil tendering for its flagship projects – Awestrum Life and Spectrum Life – was conducted through its proprietary digital procurement platform, TREOS.

Following a competitive and transparent bidding process, Dream India Constructions was awarded the contract for Awestrum Life, while Sun Vision Construction secured the contract for Spectrum Life. This strategic tendering exercise not only ensured the selection of reputed execution partners but also resulted in cost savings exceeding 20% compared to initial market estimates.

An additional advantage negotiated through this process was a five-month interest-free construction cash flow window, significantly easing project-level financial planning and reinforcing TRU's asset-light, tech-first approach to real estate development.

CONCLUSION

Q2 has set a strong foundation for TRU Realty's ambitious growth trajectory across Mumbai and Pune. With critical approvals secured, robust sales momentum, significant progress in execution, and strategic initiatives like TREOS-led tendering delivering tangible value, we are well-positioned to accelerate further in the coming quarters. As we continue to build with purpose and precision, TRU Realty remains committed to innovation, transparency, and delivering excellence across every facet of real estate development.

MARKETING UPDATES

TRU MEADOWS — FROM CONCEPT TO CAMPAIGN

Q2 witnessed the grand launch of TRU Meadows on May 29, 2025 — a Dubai-inspired residential project offering luxurious 2 & 3 BHK homes in Kondhwa, Pune. This rollout was a culmination of meticulous planning and seamless collaboration among internal and external teams.

HIGHLIGHTS:

- Branding built around “Dubai-Inspired Living” across all platforms
- Landing page, hoardings, and sales office branding executed
- Launch event with complete venue branding and CP kits
- Digital ads launched on Meta, Google & Taboola
- TREOS CRM, Pabbly, and WhatsApp flows integrated
- Featured in leading publications like Lokmat Times and ANI News

This 360° rollout ensured high visibility, seamless lead capture, and a strong market presence.

TRU REALTY — COMMUNITY ENGAGEMENT

TRU Realty successfully ran the **“Your Home, Your Yoga Studio”** campaign on Instagram for International Yoga Day (19th–23rd June), driving strong emotional engagement and follower growth.

The campaign's success highlighted the power of emotional storytelling, user creativity, and timely cultural relevance — all delivered within a micro-budget.

39,000

Views

620+

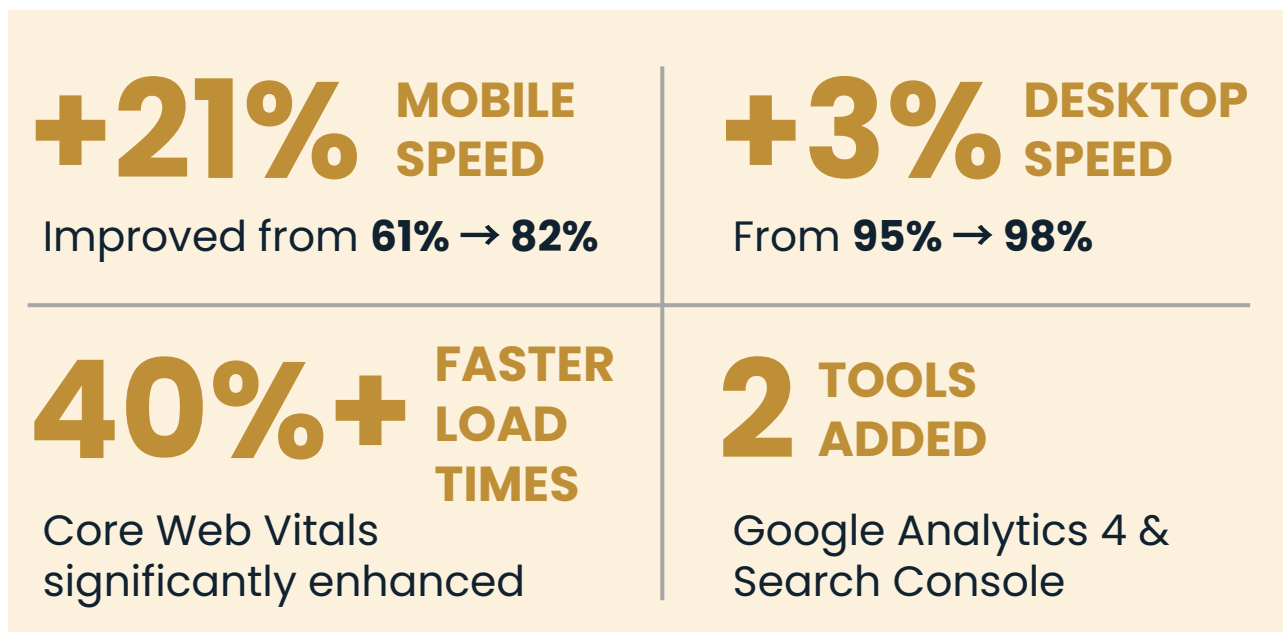
Followers Gained

2,7k+

Post Interactions

WEBSITE ENHANCEMENTS — TRUREALTY.IN

Key upgrades implemented to boost performance, discoverability, and user experience:



- **Technical SEO Updates:** Initiated addition of meta titles, descriptions, schema, and keywords.
- **Content Enhancements:** Added Blogs, the TRU Buzz newsletter, and introduced a Resources section in the main site navigation.

PROJECT & CORPORATE HIGHLIGHTS

- In addition to TRU Meadows and core brand campaigns, significant progress was made across Kekarav, Spectrum Life, and Awestrums Life.
- A unified creative direction was established for all three projects, supported by new agency partnerships for communication, digital campaigns, and content creation.
- Kekarav finalized its Phase 1 creative theme, gained 1,081+ new Instagram followers, resolved domain and SSL issues, and migrated all marketing assets to OneDrive.
- Spectrum Life and Awestrums Life completed brand repositioning, Google Business verification, landing pages, and TREOS CRM integration. Sales-supporting documents were developed, with more in progress.
- Drone shoots and virtual walkthroughs are also underway to prepare all projects for upcoming digital rollouts.



INFRADAWN CAPITAL

During the quarter, Infradawn achieved a significant milestone by securing approval from the Securities and Exchange Board of India (SEBI) to launch its second investment scheme. The new offering, Infradawn Scheme 2, is a debt-focused fund with a total corpus of INR 300 crores. This scheme has been thoughtfully designed to cater to investors seeking stable, predictable returns with lower risk exposure, further strengthening Infradawn's commitment to delivering diversified investment opportunities.

In parallel, the company's investor engagement initiatives have gathered strong momentum. The proactive outreach and relationship-building efforts have successfully attracted substantial interest from high-net-worth individuals (HNIs) and ultra-high-net-worth individuals (UHNIs). Several of these investors have expressed a keen willingness to allocate significant capital commitments to the new fund. This growing enthusiasm underscores the market's confidence in Infradawn's expertise, track record, and its ability to create value through well-structured investment strategies.

Overall, these developments mark an important step forward in Infradawn's growth journey, reinforcing its position as a trusted and innovative player in the investment management landscape.

THE NEW FRONTIER OF REAL ESTATE INVESTING

The Indian real estate investment landscape is undergoing a quiet but significant transformation, thanks to the growing relevance of SM-REITs (Small and Medium Real Estate Investment Trusts) and fractional ownership models. Traditionally, high-quality real estate assets were accessible only to large institutional investors or high-net-worth individuals. However, recent regulatory changes and evolving market dynamics have enabled retail investors to gain a slice of this premium market — with ticket sizes as low as ₹10 lakh.

These innovations are not just about financial inclusion; they represent a structural shift in how capital flows into real estate. Developers, often strapped for liquidity or seeking asset-light models, can now use these platforms for partial exits, while investors benefit from transparent ownership, regular income, and diversified exposure to real estate.

The article also highlights how SEBI's proposed regulatory framework aims to ensure greater accountability, compliance, and governance, while addressing risks like shared decision-making, taxation complexities, and liquidity challenges. It stresses the importance of building investor confidence through institutional-grade diligence, tech-enabled platforms, and clear communication.

As demand grows for rental housing, co-working spaces, and warehousing, such alternate investment vehicles are expected to play a critical role in bridging the funding gap in India's real estate sector. The road ahead, while still evolving, signals a new era of investor empowerment and real estate accessibility.



Source: InfraDawn Capital

TREOS Updates



Sales/Presales/CRM/Marketing Modules Enhancement

- Enhanced visual representation of each lead's journey, segmented by project.
- Seamless integration with Meta forms using Pabbly, enabling real-time lead capture directly into the system without manual intervention.
- UI Enhancement for Cold Calling Bulk Upload
- Agency Enquiry/Lead Routing to Sales Team (Anarock Related)
- Employee Hierarchy-wise Reporting
- Enhanced Browser-based System Notifications with Sound



HRMS Enhancement

- **Performance Management (Appraisal):** Streamlined appraisal journey for seamless evaluations and faster decisions.
- **Master Screens:** New master screens added for Role, Department, and Document for easier management.
- **Assets Module:** Bulk assign asset and bulk add inventory options introduced to simplify asset allocation.
- **Leave Cancellation:** Easily cancel approved future leaves with just a click.
- **Reports:** Powerful new reports provide clear insights into system-triggered mails, performance appraisals, and accounting-related activities.
- **Notifications & Mails:** Smart alerts and action-driven emails for all workflows to keep everyone informed and on track.



Mobile App Enhancements

- **Stakeholder Meeting:** Channel Partner: Field add-on based on Stakeholder Type: Channel Partner (Anarock Requirement).
- **Stakeholder Meeting:** OTP Removal: Option to end Stakeholder Meeting without OTP.
- **Observation Tag:** Mark tag as mandatory in Observation section – Anorack Requirement.
- **Lead Assignment Notification:** Notification triggered when a salesperson is assigned to a lead.
- **TREOS App:** Deployment completed with tenant-based access features and integrated Micro App support.

New TRUites

A warm welcome to all the new members of the TRU Realty family! Your unique talents and energy are sure to make a meaningful impact. We're thrilled to have you with us and look forward to achieving great milestones together. Here's to growth, collaboration, and shared success!

APRIL



Abhishek Kamble



Pratham Tirpude



Rahul Chothave



Vaishnavi Baharkar

MAY



Chithrapalam Nadar



Heena Bano



Hemanshu Radadiya



Jayati Chandra



Lakshita Upadhay



Parth Gohil



Prasad Ghadi



Vishal Gawali



Harshali Parab



Kiran Girap



Prashant Shinde



Prasad Karpe



Prathamesh Patil



Somnath Honkere



Varun Khemaria

When bright minds come together under a shared purpose, extraordinary things happen — and at TRU Realty, the journey is just as exciting as the destination.

TRU Value Star

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.

APRIL



Shubham Jagtap

MAY



Nisha Dawada



Abhijeet Karne

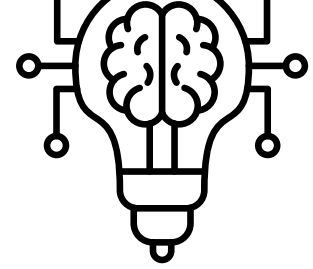


Shubham Tayade

JUNE

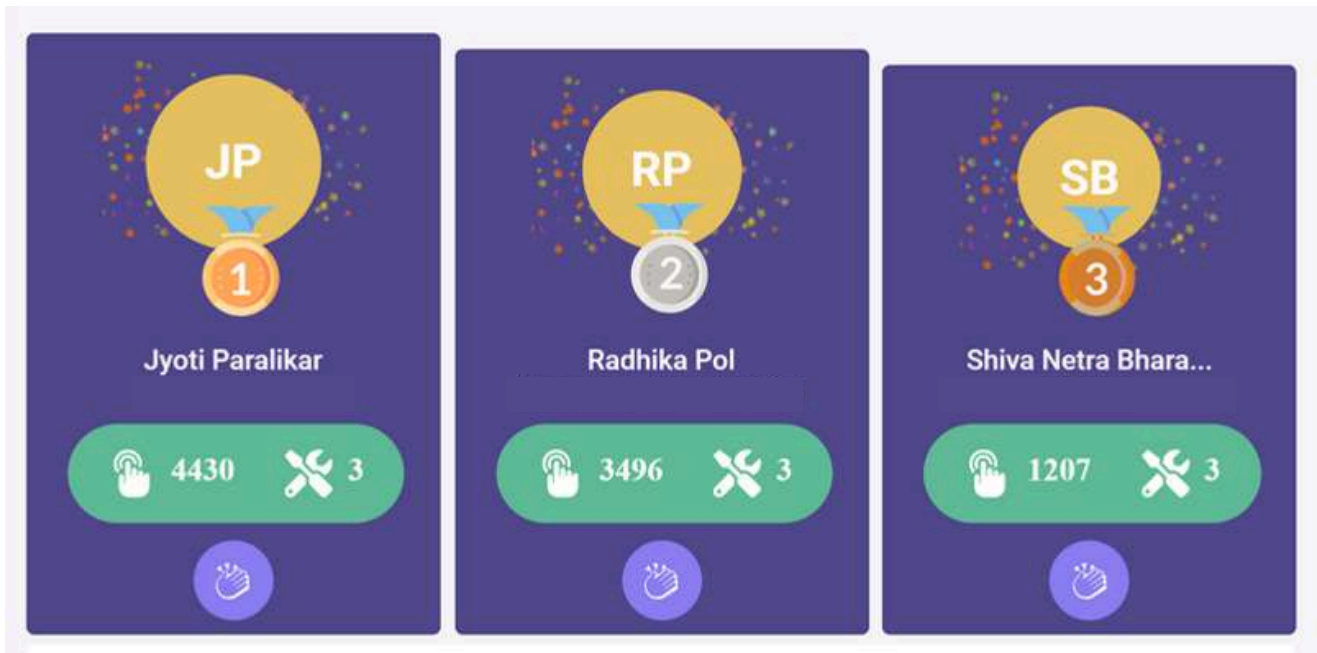


Omkar Maske



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 Torchbearer Awards

Here's to our TRU Torchbearers of the Quarter — those who ignited change, strengthened bonds, and advanced our mission with unwavering spirit. Thank you for illuminating the path ahead with passion and purpose.



Vishant Nair
GOLD CATEGORY



Hemanshu Radadiya
SILVER CATEGORY



Sahil Yadav
SILVER CATEGORY



Know Thy Colleague

Hitesh Shekar

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

I have never been much interested in cricket or keeping up with the news. Instead, I genuinely enjoy watching cartoon channels with my child it not only brings us closer but also takes me back to the golden days of my own childhood.

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

My father once told me, "Never underestimate your own power."

"तूच आहेस तुझ्या जीवनाचा शिल्पकार" (you are the architect of your own life). Whatever you do, do it with a good heart and give it your 100%." These words have stayed with me and continue to shape the way I approach both work and life.

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

If I could switch careers for a day, I would love to join the **Indian Army**. It has always been a childhood dream of mine to wear the uniform & serve my nation with pride. I have always been deeply passionate about my country, & the thought of dedicating myself, even for a day, to protect & serve it fills me with a sense of Honor & Purpose.

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

I usually start my mornings with my daily rituals, which include performing Puja and chanting Path/Stotra. I then take blessings from my parents, which fills me with positivity and sets a peaceful tone for the day. This calm and mindful start helps me gather my thoughts and prepares me to take on the day with clarity and energy.

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

I genuinely love to travel, so it's hard to pick just one favorite destination. But what truly draws me in are spiritual places there's a sense of peace and inner calm I experience there that's beyond words. It's my heartfelt wish to explore all the spiritual destinations across India someday; they give me a deep sense of **"ManaShanti"** (Inner Peace).

On a professional & personal aspiration front, Japan is on my dream travel list. I'm fascinated by its rich culture, unmatched discipline, and of course, the stunning cherry blossom season. It would be an experience of a lifetime to explore that balance of tradition and modernity.

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

Don't rush through life "trust your journey & enjoy the small moments along the way".

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

I am definitely a foodie & enjoy almost every dish as long as it's vegetarian! But if I had to pick one comfort food that holds a special place in my heart, it would be a simple, homemade "Khichadi". There's something about its warmth & simplicity that instantly soothes me. While I am not someone who cooks often, I do make a decent cup of tea whenever my mom asks & occasionally, I whip up Maggi on special demand from my little one. It's these small, heartfelt moments in the kitchen that bring joy beyond just food.

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

I believe that every experience and every element of life no matter how small has something to teach us. Even an ant can inspire us with its consistency and perseverance. Life itself is a continuous learning journey if we stay observant and open.

However, when it comes to influence, the one figure who has had the most profound impact on my life is Swami Vivekananda. His teachings have shaped my mindset, values, and approach to both personal and professional life. What inspires me most about him is his unwavering belief in self-confidence, discipline, and service to humanity.

His words, **"उठा, जागे व्हा आणि लक्ष्य प्राप्त होईपर्यंत थांबू नका."** ("Arise, awake, and do not stop till the goal is reached") have become a guiding principle for me.

From Swami Vivekananda, I've learned:

- The power of self-belief—that each of us holds immense potential within.
- The importance of character and integrity, even when faced with challenges.
- To live with purpose and work not just for success, but for meaningful impact.
- And most importantly, to serve others with compassion and lead by example.

His influence constantly reminds me to strive for inner growth while contributing positively to society.

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

For me, unwinding after a busy workday means spending meaningful time with my family. Whether it's enjoying a playful evening with my child, listening to their innocent stories, or simply sharing laughter with my loved ones, it's in these simple, everyday moments that I find true peace. These interactions help me disconnect from the hustle of the day and recharge emotionally. They bring warmth, a deep sense of belonging, and remind me of my purpose. No matter how hectic life gets, my family is my anchor—they ground me and constantly remind me why I do what I do.

10 What's one personal or professional achievement you're really proud of?

One of my proudest personal achievements is earning the trust of my clients and nurturing strong, positive relationships with both clients and colleagues. Building genuine connections has been the foundation of my journey.

Professionally, I take pride in consistently closing high-value deals while ensuring complete client satisfaction. Through transparent communication, deep market understanding, and a commitment to service excellence, I've cultivated a strong network of repeat clients and referrals—testament to the trust and value I bring to every interaction.

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

"Responsible, Grounded, and Solution Oriented." I believe in taking complete ownership of my work and staying committed, no matter the challenge. I genuinely care for the people around me and find strength in being emotionally resilient and dependable—what I like to call being emotional at heart.

12 What's your favorite way to celebrate small wins at work?

I love celebrating small wins with a quick treat for the team & taking a moment to genuinely appreciate everyone's efforts. It boosts morale, strengthens team spirit, & reminds us that every step forward is worth acknowledging.

JBP MEETING

The JBP Meet for our Mumbai projects — Awestrum Life & Spectrum Life — was a vibrant and impactful gathering that truly embodied our belief that real estate is built on people, partnerships, and a shared vision. The day was filled with energy, meaningful discussions, and a strong sense of alignment.

Together, we strengthened our collective commitment to shaping exceptional spaces and creating lasting value. We look forward to many more milestones with our growing community of trusted partners.

74 Unique
Channel Partners



23 High-Focus
Channel Partners



TRU MEADOWS LAUNCH & CP MEET

From a high-impact press conference to a vibrant channel partner meet, the TRU Meadows launch event was a grand success, blending industry insights with a memorable evening of celebration.

144 Channel Partners
Joined the Launch



20 Press Articles
Released



TRU Foundation Day

TRU Realty proudly celebrated its 7th Foundation Day, marking seven remarkable years of innovation, growth, and commitment to excellence.


The day began with a sense of excitement and pride as team members gathered to reflect on the inspiring journey so far. From the early days of laying the foundation to becoming a trusted name in the real estate industry, every milestone was built on the dedication, passion, and hard work of our incredible team.

As part of the celebration, a special lunch was organized where everyone came together to share stories, express gratitude, and enjoy moments of laughter and connection. The atmosphere was filled with positivity and warmth, reminding us that our greatest strength lies in our people.

Beyond just a meal, it was a heartfelt reminder of how far we have come — and how much more we can achieve together.

The day concluded with renewed energy and a shared commitment to continue pushing boundaries and creating value for our customers and stakeholders.



A photograph of a modern building with a swimming pool and a garden. The building has large windows with a decorative pattern. The pool is in the foreground, and the garden is in the middle ground. The sky is blue and clear.

This quarter was marked by exciting project updates, successful new launches, engaging CP meets, and significant strides in strengthening our brand name. Welcoming new joiners added fresh perspectives and energy, while our collective efforts led to remarkable growth and achievements.

Here's to building on this momentum and moving forward together with the same passion and commitment!

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