

# TRANSFORMING REAL ESTATE DEVELOPMENT- THE TRUway!

Realty is re-imagining Real Estate development by integrating Information Technology and design thinking to bring in cost competitiveness, enhance efficiencies and affiliate customers in the development process.

### Significant Transformations by the Company

TRU Realty strives to be a developer of choice for new-age customers and stakeholders of Real Estate by implementing the best practices from other industries/sectors, incorporating PropTech to automate the development process flow. Our model furnishes economies of scale and passes on the benefits to the customers through transparent and reliable project management.

TRU Realty's core lies in its robust big data analytics, backend decision making through concepts of machine learning, IOT (internet of things), AI (artificial Intelligence), etc. TRU Portal amalgamates interactions between internal and external stakeholders, resources, processes, timelines, budgets, etc and with its swift reporting, TRU Portal enables automated and real time information flow, monitoring, control, decision making and hassle free project



**SUJAY KALELE**  
Founder, TRU Realty



WE KEEP OUR CUSTOMERS AT THE CENTRE OF EVERYTHING WE DO. ONE OF THE MOST IMPORTANT VALUES AT TRU REALTY IS EMPATHY WHICH ENABLES EACH EMPLOYEE TO SEE THINGS WHILE KEEPING HIMSELF / HERSELF IN CUSTOMER'S SHOES

management. This ensures maximum efficiency and minimizes time and cost overruns that in turn, leads to fulfilment of customer expectations of excellent quality and timely delivery of projects.

With our stakeholder centric approach, we provide a hassle-free experience to all our stakeholders. Whether it's enabling customers to choose components of landscape in a project, or to choose their neighbours, or virtual project coordination meetings – to cut short the time to market or to use IOT for quality assurance, or to transparent indenting process or instant commission release at the click of a button; we have all - here - at TRU Realty.

### Changing Times: Staying Ahead of the curve

TRU team, with decades of combined experience from different sectors, realized that some of the chronic issues of the industry can best be solved by embedding design thinking and latest technology combined with best practices from other sectors. Since last two years, the TRU team has been identifying and understanding these chronic issues and at the same time, has been finding solutions by studying some successful companies - global and domestic – that are solving these issues, especially in Indian context. We conducted design thinking workshops for our stakeholders, which helped us uncover various innovative ideas, keeping in mind the desirability, business viability and feasibility. Over a period of time, TRU Realty has implemented quite a few unique features as mentioned below.

**Job card** tracks day to day itemized tasks and mandates completion of tasks in the given timelines which, in turn, gets accumulated project wise at the time

NOVEL INITIATIVES

TRU Realty has a bouquet of innovative tech-enabled products such as, but not limited to, TRU Pay (to address monetary trust issues), TRU Source (faceless bidding platform for vendor selection), Collaboration tool (enabling timely decisions), and TRU Multiply (to build customer networks).

and cost level and enables real time monitoring and control on complete execution.

**UMS** is our utilization assessment tool to facilitate optimum utilization of time and efforts of our employees. With a people centric, performance driven and process-oriented culture at TRU, we use technology to calibrate, monitor and enhance productivity of our employees. Continuous, automated feedback on efforts and results enables consistent progress on utilization and productivity scale. Afterall, technology and people must work in tandem and have synchronized efforts as well as results.

There are many cost heads in the RE business which can be variable and not fixed in nature. **DPM** (Decentralized presales module) is a unique feature which automates lead management at **variable cost &** at the same time provides earning opportunities to Housewives, Students, Freelancers etc. This module allows up to scale up quickly to meet

lead management needs.

During procurement of materials and services, fair price discovery doesn't happen because of inefficient and intended competition creation. It was needed that vendors should have a faceless bidding platform and get a fair opportunity to bid for materials and services. **TRU Source** is our embedded tool for material procurements, which provides a completely transparent and equal opportunity platform to our vendors.

**TRU Pay** is channel partner-centric technology for registered channel partners of TRU Realty. TRU Pay safeguards the Channel Partners commission and empowers them to claim their service charges as per the SLAs delivery. They don't need to follow up with us to get their commission. The CPs are empowered to withdraw their money with a simple click on their dashboards.

With a strong IT infrastructure of automation which is a result of integration of all job functions, budgets, costs, construction speed, etc, we have dis-allowed inefficiencies to creep in. Our analytical and research-oriented data mining helps us to alleviate surprises. Automated exception reporting, real time construction reconciliation with inventory, time and other resources, integrated and independent quality management, etc, are some examples of how we manage the projects at TRU.

### Company Future Plans

Our Model is highly scalable and sustainable. We already have 7-8 projects of different categories across Pune & Mumbai which will get operational in few months from now. Our long-term plans are not restricted to Maharashtra alone, but we shall be exploring business opportunities across other markets.