

TRU BUZZ

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TRANSPARENCY, RELIABILITY & FOCUS ON YOU

Celebrating Six Years of Success and Growth

Wall Of Memories



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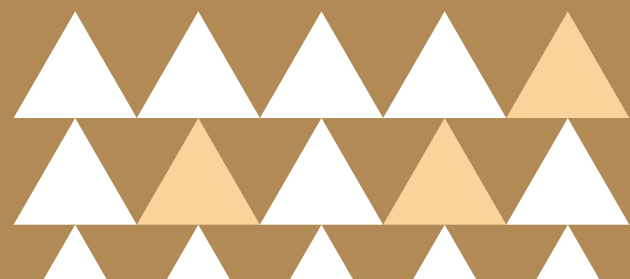
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A Note to TRUites on this Annual Day

Sujay Kalele

SUJAY KALELE

MD & CEO, TRU Realty



As we reflect on the past year and look ahead to the future, I wanted to share some key observations. These insights are meant to help us all improve the way we work and interact, ultimately driving greater success across our organization.

Interpersonal Interactions:

One of the most important aspects of any successful team is communication. In our conversations and meetings, I urge everyone to **listen first, think second, and react third**. Unfortunately, I've noticed the opposite happening more often than not. By actively listening, pausing to think, and then responding, we can engage in more productive and meaningful discussions.

When faced with challenges, it's crucial to follow a structured approach:

1. **First, seek solutions within your team** – challenge each other and collaborate.
2. **Second, ask for peer support** – our colleagues are here to help.
3. **Lastly, reference industry best practices** for guidance and insights.

At times, I've seen individuals fighting battles alone. But by leveraging the strength of our team, we can overcome obstacles more efficiently and effectively.

Excellence in Day-to-Day Work:

Our success depends on the way we approach our daily responsibilities. I encourage everyone to focus on the following:

- **Pay attention to the details** – the little things matter.
- **Be customer-centric** – the client's experience should always be a top priority.
- **Prepare thoroughly for every meeting** – being ready is half the battle.
- **Stay disciplined** – consistency breeds success.
- **Don't be afraid of challenges** – fearlessness leads to growth.
- Always be aligned with our **core values** and stay a step ahead of the organization's needs.

Manager-Reportee Dynamics:

To foster a strong team dynamic, I see distinct roles for both managers and reportees.

- **Managers** must provide consistent guidance and transparency in all communications, offer solutions, and create challenges that encourage growth. Being process-oriented is key to setting up the team for success.
- **Reportees** should take ownership of their learning, communicate their training needs, and provide feedback when things aren't working as they should.

By focusing on collaboration, communication, and continuous improvement, we can build a stronger, more efficient organization. These observations serve as a guide for us all as we continue to push the boundaries of what's possible and achieve even greater success together.

Let's take these insights forward and make the coming year even more remarkable.

BUSINESS BULLETIN

We are pleased to share a detailed update on the progress of our operations this quarter. Across various areas—construction, process optimization, cultural development, employee engagement, and process improvement—we have made significant strides. Below are the key highlights:

APPROVALS AND PERMITS

• Spectrum Life, Mumbai:

We successfully resolved a crucial PRC approval that had been pending for almost 9 months due to intricate state-level policies in the Land & Revenue department. The final remarks are awaited, and the process is now with the City Survey office, expected to be completed in the next 45 days.

Commencement Certificate (CC) Compliance: We have secured 60% of the required approvals and are now moving forward with RERA certification.



• Awestrum Life, Mumbai:

The IOA (Intimation of Approval) is currently under scrutiny by the Building Proposal department, with an expected approval next month. Following that, we will proceed with CC amendments and obtaining the MHADA NOC based on the offer letter issued last quarter.



• Kekarav, Pune:

Over 50 villa sanctions have been granted for our gated villa community project.

Master Layout Updates: We are in the process of updating the master layout, including a commercial building and Sector 2A for the Kekarav project.



- **TRU Meadows, Pune:**

The Commencement Certificate (CC) is expected within 15 days, after which we will proceed with RERA registration.



SALES AND MARKETING

Kekarav, Pune:

- Our flagship gated villa community project is performing exceptionally well, with less than 85 units remaining.
- Multiple Ganesh Chaturthi offers were rolled out, including an 11-gram gold coin on booking and referral benefits of ₹1 Lakh and 11 grams of gold for successful customer referrals.
- For the upcoming festive season, we are introducing even more exciting offers, including Stamp Duty and Registration fee waivers, alongside an attractive 30:70 payment scheme. We anticipate these offers will give a solid boost to sales.

TRU Meadows, Pune:

- The sales and marketing experience centre is nearing completion, and our team is preparing for the project launch.
- We have held launch presentations on branding, positioning, and marketing strategies. Market experts have provided valuable insights on pre-launch strategies, market performance expectations, and effective channels to engage.
- Our sales team is gathering market feedback on the product and pricing from channel partners and wealth managers, while also beginning pre-launch discussions to line up business opportunities.

Spectrum Life, Pune:

- Published our first teaser hoarding on-site, announcing the upcoming project launch.
- External communications with stakeholders have been initiated, and project briefings are underway.
- We have already pre-sold 10% of the sales area to existing members.

EXECUTION MILESTONES

Kekarav, Pune

- All amenities in Sectors 1 and Sector 2 are completed, with clubhouse construction in progress.
- Construction on 25 villas has commenced, and excavation work in Sector 4 is underway.
- Services for roads 3-4, 3-7, and 3-8 have been completed. Challenging work of Main MSEB Electrical Cable laying is accomplished by Kekarav Team.

TRU Meadows, Pune

- The sample flat and the Sales & Marketing experience center are under construction.
- Excavation for Tower D is in progress.

Spectrum Life, Mumbai

- Demolition of the existing structure is ongoing, and we will begin construction activities once the CC is obtained.

Awestrum Life, Mumbai

- Preparations for raft work are in progress, ready to begin shortly.

CORPORATE INITIATIVES

ORGANIZATION STRUCTURE:

We have implemented a hierarchical restructuring to meet upcoming business needs, particularly with multiple project launches planned in the next few months. This restructuring is designed to improve clarity and accountability across teams.

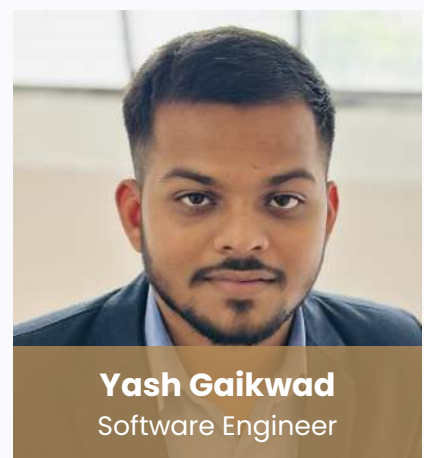
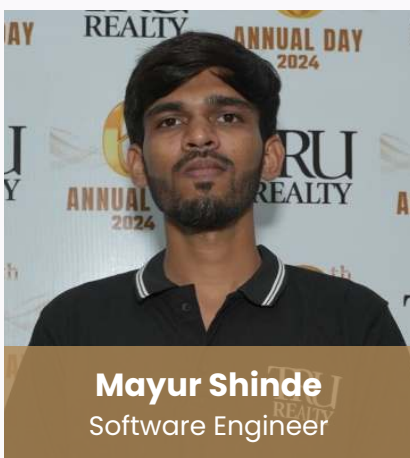
TARGET-ORIENTED APPROACH:

In anticipation of multiple project launches, we have shifted to a target-oriented approach for both our business and construction teams to drive efficiency and ensure timely execution.

New TRUites

We are thrilled to introduce the newest members of the TRU Realty family! Get to know the talented individuals who have recently joined us, bringing fresh perspectives, skills, and enthusiasm to our team.

Let's give them a warm welcome as they embark on their journey with us!



Know Thy Leader

01 What is your most exciting childhood memory?

My childhood was filled with excitement, primarily due to my passion for sports. I played cricket, badminton, table tennis, football, and volleyball at the state level, which brought constant thrill and challenge. But one of the most exciting memories has to be when our team won a crucial volleyball match against tough competition in their home ground which was a state final. That sense of victory and teamwork still fuels my drive for success today.

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

My hobbies revolve around staying active and adventurous. I maintain a morning routine where I play badminton and cycle. Starting my day this way helps me stay positive and energetic for the rest of the day. I always make time for activities that recharge me mentally and physically. Generally, on weekends I am always in nature for a walk or trek.

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

During my college years, I had a tight-knit group of friends, and we were rarely at home. We would work on & participate in business/management events, set up food stalls for international festivals, and engage in late-night discussions about life and the future. Those experiences prepared us for life. One memorable instance was how we pulled off a successful food stall at a festival without much experience, which gave us a real sense of achievement.



Sagar Oza

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

Real estate wasn't a planned career path for me. Coming from a family in the food business, I initially aimed to be in manufacturing. However, life had different plans, and I found myself in real estate. Looking back, I have no regrets. This sector has given me countless opportunities to learn and manage businesses end to end. My journey has been outstanding as I've been able to challenge myself and grow in ways I never imagined.

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

My passion stems from my learning mindset. I believe there's always something new to learn from every person, be they junior or senior. I enjoy pushing myself to take on tasks I've never done before because it helps me grow and be the best I can be.

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

My colleagues might be surprised to learn about my adventurous streak. Not many know that I've skydived from 15,000 ft or that I played multiple sports at the state level. These experiences keep me grounded and bring an edge to how I approach challenges at work.

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

Staying updated is critical, so I immerse myself in industry knowledge by reading sector-specific articles, listening to podcasts, and regularly meeting with industry experts. I also engage in discussions with people from different backgrounds to gain new perspectives, ensuring I stay ahead in an ever-evolving market.

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

Gaur Gopal Das' book *Life's Amazing Secrets* has had a significant impact on me. It helped me think differently, especially in controlling emotions and staying calm under pressure. The lessons I learned from the book have shaped how I handle challenges both in life and at work.

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 is never to leave anything for later. Timely decision-making and execution are critical in real estate. You must seize opportunities and close matters ASAP, ensuring projects run smoothly and on time.

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

I don't see work as work, which keeps me enthusiastic even during long hours. While the job can sometimes get hectic, I thrive on the challenge of managing multiple projects. My routine and mindset play a big role in balancing everything. However, I do acknowledge that family time can sometimes take a hit, but I make sure I spend time with my family after going home and I travel on vacation at regular intervals with family hence this balances out the balance.

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

MS Dhoni has always been a source of inspiration for me. His calm demeanour, even in high-pressure situations, and his ability to make swift, smart decisions resonate with my leadership approach. Dhoni's leadership style, marked by composure and clarity, is something I aspire to in my work.

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

My day starts at 5 a.m., and by 5:15 a.m., I'm out playing badminton & cycling until 7:15 a.m. After cooling down, I read the newspaper and have breakfast by 8:30 a.m. This routine energizes me and sets a positive tone for the day ahead, ensuring I'm in the right mindset when I reach the office.



6th Annual Day Celebrations

TRU Realty recently celebrated its **6th Annual Day**, marking another year of growth and success. The event was a joyous occasion featuring inspiring speeches, fun activities, and memorable performances, highlighting the dedication and passion of our amazing team. Here's to many more successful years ahead!

Arrival & Fun at the Beach



Yoga Session & Team Building Activities



Long Service Awards

We proudly celebrate our Long Service Award recipients—employees who have dedicated 3+ years to TRU Realty. The ceremony highlights their unwavering commitment, loyalty, and invaluable contributions to our success. It is a moment of gratitude and appreciation, recognizing these individuals for their lasting impact on the TRU journey.



Jyoti Parlikar



Rahul Gunjal



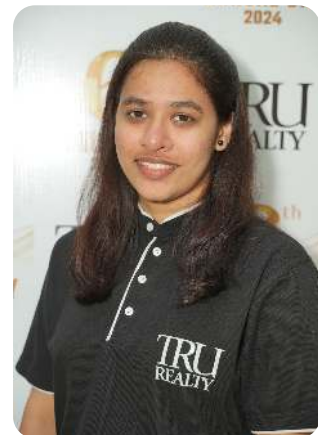
Akmal Raza



Sanket Awachat



Sadruddin Dalwai



Likhita Samant



Rati Munda



Haripriya Sipi



Shivnetra Kale

TRU Torchbearers

The **TRU Torchbearer Awards** spotlight the exceptional talent and leadership within our team, divided into two categories: **Gold and Silver**. This special ceremony honors individuals who consistently go above and beyond, demonstrating excellence, commitment, and a passion for our shared goals. It's an opportunity to recognize and celebrate the inspiring efforts of those who illuminate the path forward for all of us at TRU Realty.

Torchbearers Gold Award:

- Hitesh Shelar
- Geetanjali Chappar
- Vishanth Venugoplan Nair
- Sanket Awachat

Torchbearers Silver Award:

- Nisha Dawada
- Haripriya Sipi



TRU Value Star

At TRU, we are committed to cultivating a culture of excellence that extends throughout our entire organization. To align our team members with our core principles and promote continuous growth, we re-introduced the TRU Value Star initiative. This initiative is designed to reinforce our 12 core values: proactiveness, agility, ownership, integrity, passion, customer delight, consistency, accountability, empathy, partnership approach, collaboration, and being relationship-driven.

Here are the TRU Value Star winners for the last quarter:



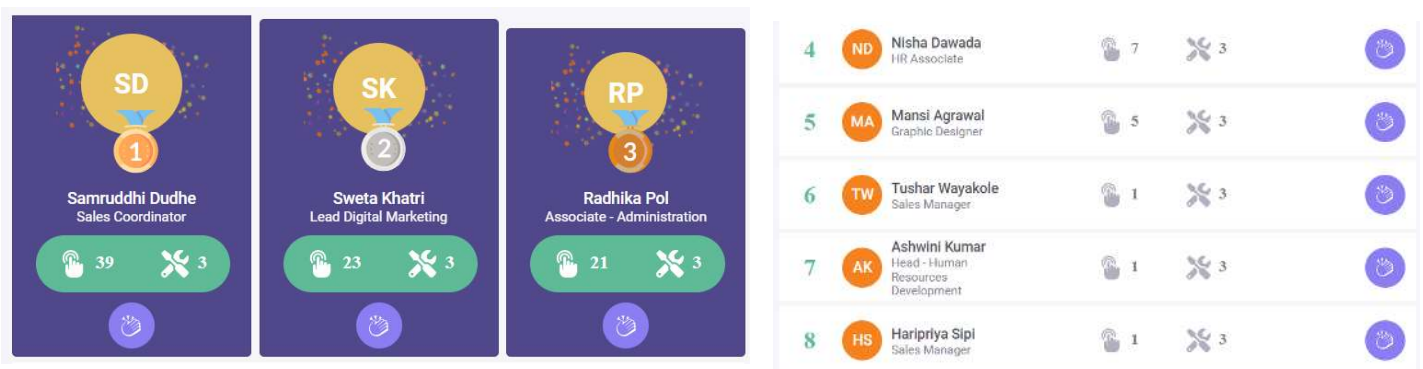
TREOS Updates

Following key enhancement were implemented to TREOS Platform:

- Site DPR and Biometric Apps have been integrated to streamline operations and ensure better tracking and reporting.
- We are now managing multiple marketing agencies efficiently through a coordinated system.
- On-screen user training videos have been developed to provide step-by-step guidance for our platforms.
- E-Mail functionality has been enhanced to allow bulk approval, simplifying workflow processes.
- Automated systems have been implemented for generating offer and appointment letters, ensuring timely and accurate documentation.
- The amended work order process now includes a split function to handle revisions more effectively.
- A Cube Test Report feature has been introduced for improved quality control and analysis.
- Direct quotations can now be sent via a link through TREOS, enhancing the efficiency of the quotation process.
- A post-site visit nurturing system has been developed, leveraging tag inputs for more personalized follow-up.
- A new marketing dashboard has been launched to offer deeper insights into marketing performance.
- Source tracking capabilities have been enhanced, allowing us to trace performance down to the exact image or video used in campaigns.
- The Design and development (DND) functionality has been revamped, and UI enhancements have been made for a more user-friendly experience.
- Standard Operating Procedures (SOPs) have been integrated with the daily HRMS report to ensure compliance and streamline HR processes.

Elite Learning

At TRU Realty, we are committed to promoting Learning and Development (L&D) as an essential aspect of our organizational culture. With the re-introduction of the TRU Elite Learning Portal, we are taking significant steps to ensure that every TRUite has access to resources that foster professional growth. We believe that by prioritizing L&D, we are not only enhancing individual capabilities but also strengthening our collective performance as a team. We urge all employees to take advantage of the opportunities available through the Elite Learning Portal and embrace their development journey.



Mindfulness

As part of TRU Realty's 6th Annual Day celebrations, Mr. Sapan Shrimal (Director, Mindfulness Index) led an engaging workshop titled "The Art of Peak Performance with the Science of Mindfulness." This unique session offered participants an in-depth exploration of the mind and the principles of mindfulness.

Through interactive exercises and practical activities, attendees gained valuable techniques to enhance their mindfulness, enabling them to achieve heightened focus and peak performance. The workshop delivered new insights and practical strategies for personal and professional development, fostering growth and effectiveness.



Ganesh Chaturthi Celebrations

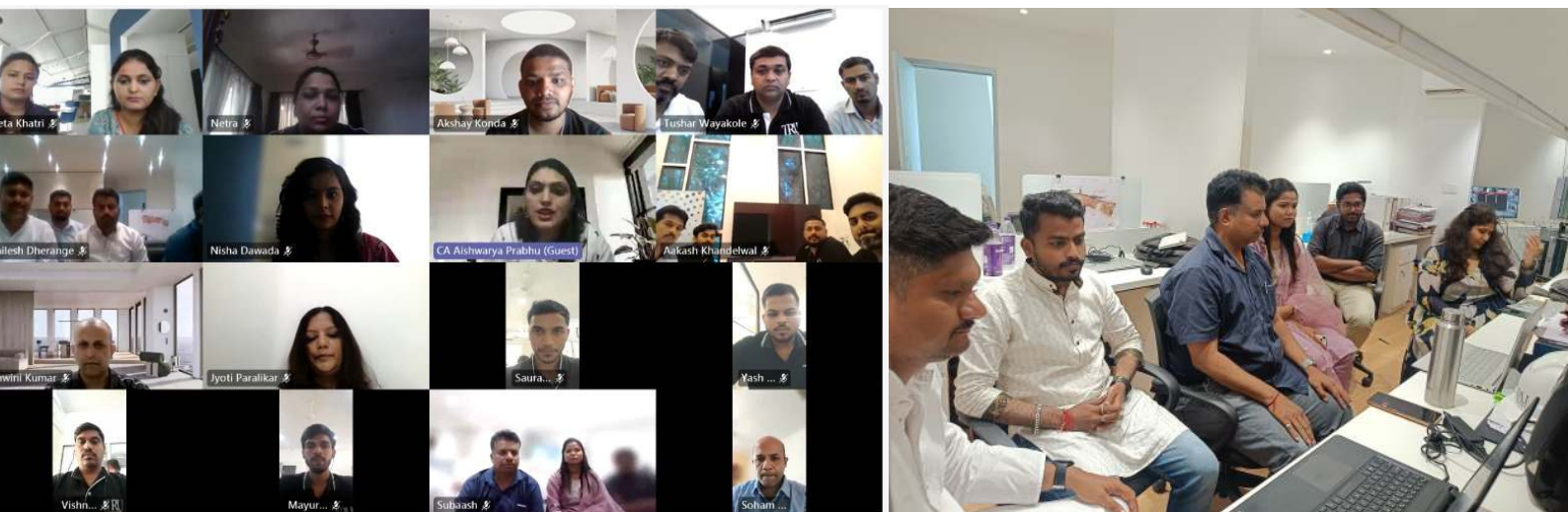
This year, At TRU Realty we celebrated Ganesh Chaturthi with great enthusiasm. The entire TRU family came together to welcome Lord Ganesha with traditional rituals, vibrant decorations, and auspicious aarti, followed by prasad distribution.

The celebration fostered unity and positivity, reflecting our cultural values and strengthening the bond among all TRUites. May Lord Ganesha bless us with wisdom and prosperity in all our endeavors!



POSH Training

At TRU Realty, respect is at the core of our culture. We recently conducted an online POSH (Prevention of Sexual Harassment) training, expertly led by CA Aishwarya Prabhu and Soham Dadarkar, underscores our unwavering commitment to fostering a safe and supportive work environment for every TRUite. This training not only informed participants about their rights and responsibilities but also emphasized the importance of creating an atmosphere where everyone feels valued and protected. By equipping our team with the necessary tools and knowledge, we are taking proactive steps to ensure that respect and dignity remain integral to our workplace culture.



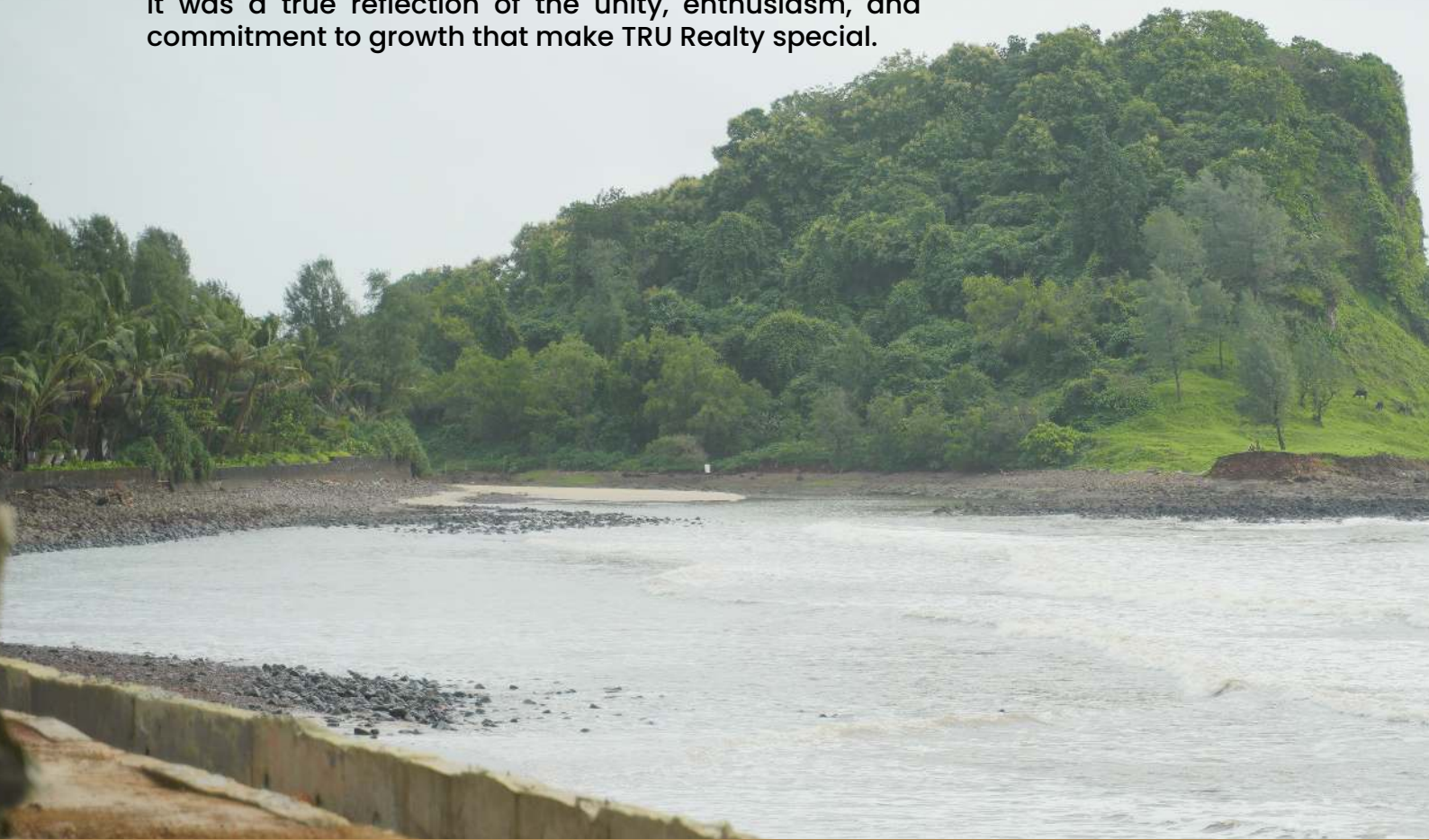
TRU Tuesdays

We hosted a TRU Tuesday session at Kekarav for our sales team, facilitated by Mr. Ashwini Kumar. The session provided an excellent opportunity for team members to enhance their skills, share insights, and align on strategies to achieve our sales targets. It featured interactive workshops, role-playing activities, and real-life case studies designed to deepen understanding and build expertise in effective sales techniques.



TRU REALTY

The 6th Annual Day was a delightful blend of fun, learning, mindfulness, and bonding experiences. With engaging activities, insightful sessions, mindfulness practices, and captivating performances, the event provided a perfect platform for colleagues to connect, enhance their well-being, grow professionally, and build stronger relationships while creating lasting memories. It was a true reflection of the unity, enthusiasm, and commitment to growth that make TRU Realty special.



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