

TRU BUZZ

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A quarter of celebrations, collaborations, and continued growth at TRU Realty.

TRU
REALTY

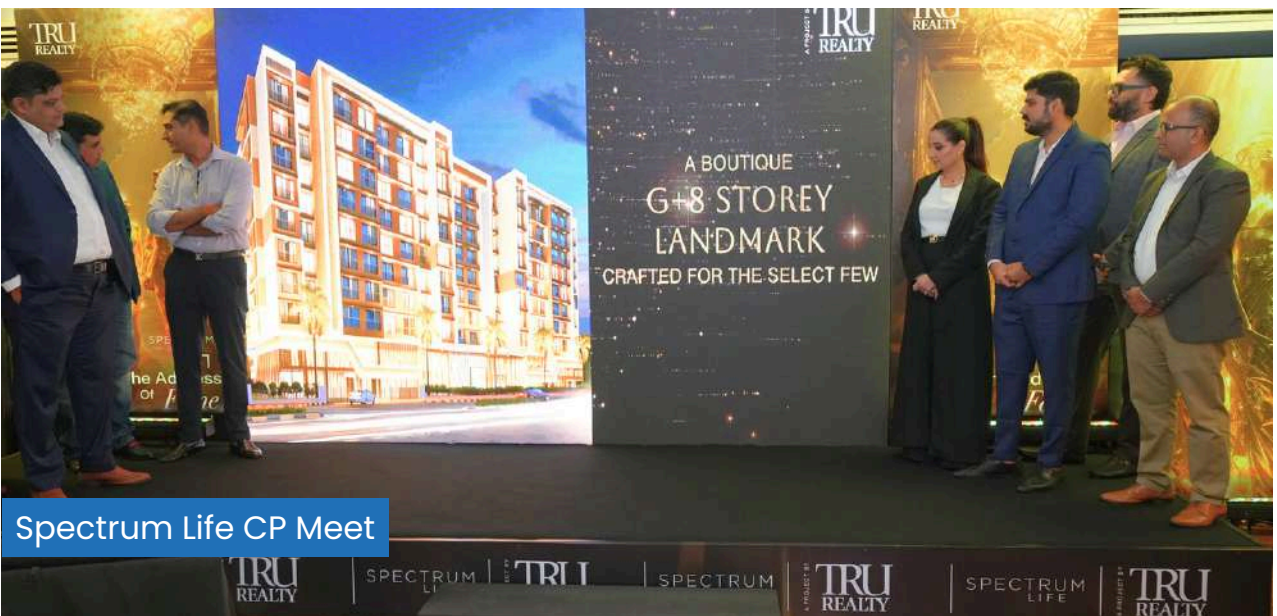
Wall Of Memories



Canvas painting workshop



Ganesh Chaturthi



Spectrum Life CP Meet



7th Annual Day



Spectrum Life CP Meet



TABLE OF CONTENTS

03

From the Desk of the Managing Director

04

Business Bulletin (Mumbai & Pune)

08

Marketing Updates

12

7th Annual Day

15

Rewards & Recognition on Annual Day

16

New TRUites

17

TRU Value Star

18

TRU Elite Learners Engineer's Day

19

Know Thy Colleague

21

New Office Inauguration & Ganesh Chaturthi Celebrations

22

Realty+ Excellence Awards 2025

From the Desk of the Managing Director

SUJAY KALELE

Managing Director, TRU Realty



As we wrap up another vibrant quarter at TRU Realty, we take a moment to reflect on the highlights that continue to shape our growth story. We recently achieved a major milestone with the launch of Spectrum Life in Santacruz, Mumbai — a project that encapsulates our vision of design excellence, technological innovation, and urban elegance. Developed in partnership with the Shrem Group, Spectrum Life brings together luxury and functionality in one of Mumbai's most sought-after locales. The overwhelming response from more than **200 channel partners** at the launch event was a proud affirmation of the trust our ecosystem continues to place in us.

We were equally delighted to celebrate the successful closure of sales at Kekarav Sector 3, a development that reinforces our reputation for delivering projects rooted in transparency and customer confidence. Adding to the quarter's achievements, TRU Realty was honored with two distinguished recognitions at the **17th Realty+ Excellence Awards (West) 2025 — Fastest Growing Realty Brand of the Year and Residential Complex of the Year for TRU Meadows**. These accolades stand as a testament to the collective effort, innovation, and discipline that define our journey.

Our Annual Day Meet at Lonavala this quarter was another moment of inspiration and connection. Bringing together teams from Mumbai & Pune, the gathering was an opportunity to celebrate our shared vision and reflect on accountability as a cornerstone of our culture. Alongside these meaningful interactions, we also onboarded critical talent across business, projects, and technology functions, strengthening our foundation for the next phase of expansion.

As we continue our trajectory into the coming months, our focus remains consistent — to build value-driven communities through transparency and innovation, and to diligently pursue our long-term growth objectives with the same passion and purpose that define the TRU Realty family.

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:

- Achieved 2,800 Cum of excavation and commenced handover of Sector 4 plots.
- Achieved 76,000 safe man-working hours across both Kekarav and TRU Meadows sites

➤ TRU Meadows, Pune:

- Received the NA order for the project.
- We have also commenced Road Handover process for additional FSI and building approvals.

SALES AND MARKETING

Spectrum Life, Mumbai CP Meet:

We successfully hosted the Spectrum Life **Channel Partner Meet** on October 3rd, 2025, marking the grand debut of TRU Realty's landmark project in the heart of Mumbai, near Juhu Tara Road. The event, held at Otters Club, witnessed an impressive turnout of over **250 channel partners**, reinforcing TRU Realty's strong presence in the Mumbai market.

From refreshed digital communication and new brand positioning to impactful on-ground branding and engaging partner videos, multiple marketing touchpoints were seamlessly aligned to support the event. Complementing these efforts, automated Meta messages and a Navratri Instagram giveaway created strong festive buzz and pre-event visibility. In a strategic move, TRU Realty offered its channel partners a first-mover advantage ahead of the digital launch, resulting in **₹20 crores** in early sales. With digital campaigns and BTL activations set to roll out in the coming weeks, Spectrum Life is well-positioned to build on this strong momentum as **The Address of Fame**.



TRU Realty Builds Strong Momentum with Successful Launches and Robust Sales in the Current Quarter

Following a landmark previous quarter, TRU Realty continues its growth trajectory with stellar performance across newly launched projects in Pune and Mumbai. The company has achieved remarkable sales milestones, reinforcing its position as one of the most dynamic real estate developers in the region.

TRU Meadows, Pune: After a highly successful launch, TRU Meadows has received an overwhelming response from the market. The project clocked ₹25 crores in sales at launch, with a strong and growing sales pipeline driving continued traction. The success reflects the strength of the product positioning and the market's confidence in TRU Realty's delivery and brand promise.

Awestrum Life, Near Juhu Circle, Mumbai: Building on the success of Spectrum Life, TRU Realty is gearing up for a grand launch of Awestrum Life this quarter. A high-energy Channel Partner Meet is planned to introduce the project, which is expected to be one of the most talked-about residential launches in Mumbai's western suburbs.

With a total saleable inventory exceeding 1.5 million sq. ft., a strong channel partner ecosystem, and a clearly defined marketing roadmap, TRU Realty continues to move steadfastly toward its ₹300 crore annual revenue target. The current quarter's performance reaffirms the company's strategy of innovation-led, customer-focused, and partnership-driven growth.

Kekarav, Pune: Kekarav continues to achieve remarkable milestones with **Sector 3 now completely sold out**, reflecting the strong customer confidence in the project's vision and delivery. Building on this momentum, possession handovers for Sector 4 have commenced, marking a significant step forward in bringing the community to life.

EXECUTION MILESTONES

KEKARAV, PUNE:

- Sector 4 infrastructure work has begun, while the Sector 1 clubhouse construction is progressing rapidly.
 - Commercial mall construction is set to begin shortly.
 - Sr. Citizen and Townhouse designs are currently under approval and will commence soon.
 - Several customers have begun bungalow construction.
-

TRU MEADOWS, PUNE:

- Sample flat and Sales & Marketing Experience Centre are fully operational.
 - The civil contract for RCC and civil works has been awarded, and the contractor has mobilized resources on-site.
 - Footing work for D Wing has commenced, while excavation for C wing continues as planned, ensuring smooth progress toward superstructure activities.
-

SPECTRUM LIFE, MUMBAI:

- Raft and footing work is currently underway, with construction progressing in full swing to hit the plinth stage on schedule.
 - The Sales & Marketing Experience Centre is now fully ready, with all final modifications and brand elements completed, offering an enhanced experience for customers and channel partners.
 - Site readiness and coordination with civil contractors continue to ensure timely delivery and quality adherence.
-

AWESTRUM LIFE, MUMBAI:

- Basement 1 slab has been completed for 60% of the plot/building, marking significant progress in structural development.
 - The retaining wall has reached ground level, positioning the project to hit plinth level shortly.
 - Work has commenced on the remaining 40% of the plot, ensuring simultaneous development across the entire site.
-



MARKETING UPDATES

The marketing team continued to drive impactful initiatives across projects and platforms, strengthening visibility, engagement, and performance.

TRU Realty – Corporate Updates

We continued to strengthen TRU Realty's digital presence this quarter with a focused approach toward project-level SEO and engaging social media initiatives. The Instagram page grew by 200+ followers, while project handles saw strong traction through boosted videos and targeted campaigns. The podcast video on LinkedIn achieved 15.5K+ impressions, reinforcing brand visibility and audience engagement.

Vaarivana Sector H

We have initiated a digital campaign, with strong performance outcomes anticipated in the coming weeks, supported by a focused and data-driven marketing approach.

Senior Living Project

The team conducted benchmarking visits to leading Senior Living communities to refine TRU's product strategy. The landing page with referral and survey forms is under development, with campaign rollouts planned via TREOS bulk emails and WhatsApp for VDNB and existing customers.

Awestrum Life

Digital assets are being expanded to enhance reach and customer experience. Drone and other video assets are in development to support sales, with refreshed messages and optimized landing pages improving overall engagement.

Spectrum Life Navratri Giveaway

The successful Spectrum Life Channel Partner Meet was followed by a vibrant Navratri Instagram Giveaway, launched to keep the festive spirit alive and engage a wider audience. The activity invited followers to share their festive enthusiasm through simple interactive steps, offering exciting prizes to winners. The campaign further amplified Spectrum Life's social media reach and deepened brand connection during the festive season.

100+ New
Followers

60+ Comments
& Participants

CANVAS PAINTING WORKSHOP IN KEKARAV

A fun-filled Canvas Painting Workshop for Kekarav customer kids was organized on September 28th, which received overwhelming participation and positive feedback. Post-event thank-you campaigns were shared via TREOS with photos and videos. The session was packed with laughter, creativity, and vibrant expressions – turning blank canvases into beautiful works of art and lasting memories.



MEDIA & PR HIGHLIGHTS

- Panel Discussion on Realty Plus Awards got featured on **Youtube**
- Story on GST quote filed in Fortune India
- Pune Times Mirror podcast went live
- 2 Industry stories covered in Business Standard
- TRU Realty launches ₹200 Cr premium project 'Spectrum Life' in Santacruz West got featured in **Construction Week, Geo Square, News Drum, The Week, PTI, ET, Homes Building, Projects Today, Construction World, TOI**
- Why climate resilience is the strongest investment India's real estate can make Featured in Insights.
- Mumbai projects got featured in following regional media – DivyaBhaskar, Pudhari, Hamara Mahanagar, DabangDuniya, Hindmata, Rashtriya Swabhimani, New Bharat, VaishaliExpress, Manus Khabar, Kesari, Gavakari.

FEATURED IN

**Construction
Week**



THE WEEK



APN NEWS

**CW CONSTRUCTION
WORLD.in**

ANI
South Asia's Leading Multimedia News Agency

The CEO Magazine®

LOKMAT TIMES

ThePrint

ASLI Conference in Mumbai

The TRU Realty team participated in the ASLI Conference in Mumbai, a premier platform focused on **Senior Living** and Lifestyle communities. The conference brought together industry leaders, developers, and experts to discuss emerging trends, innovations, and opportunities in the evolving senior living sector.

Our team actively engaged in insightful sessions, exchanged ideas with key stakeholders, and explored potential collaborations that align with our vision of creating thoughtful, future-ready communities. The event served as a valuable opportunity to strengthen TRU Realty's presence in the senior living space and gain deeper insights to shape our upcoming initiatives in this segment.



7TH ANNUAL DAY CELEBRATIONS

The 7th Annual Day Celebration of TRU Realty was a vibrant evening filled with energy, appreciation, and togetherness. The event brought teams from across locations under one roof to celebrate collective achievements, recognize outstanding contributions, and reflect on the remarkable journey so far.



The evening featured engaging performances, recognition awards, and inspiring moments that highlighted TRU Realty's culture of collaboration, innovation, and excellence. It was not just a celebration of milestones, but also of the people and values that continue to drive the brand forward.



The 7th Annual Day truly captured the spirit of TRU — united, passionate, and ready for the exciting road ahead.



TRUBO Launch

We successfully launched TRUBO, TRU Realty's AI-powered chatbot, during the Annual Day celebration — a key milestone in our digital transformation journey. Designed to streamline customer interactions, TRUBO enables instant responses, project information sharing, and lead assistance across digital platforms, enhancing engagement and service efficiency.



Driving Results Through **ACCOUNTABILITY**

As part of TRU Realty's commitment to fostering ownership and a growth-driven mindset, an Accountability Workshop was conducted during our Annual Day. The session encouraged participants to reflect on personal and collective responsibility, emphasizing how proactive behaviour and clear communication can drive stronger outcomes. Through interactive activities and real-life scenarios, employees gained a deeper understanding of what it means to "own" their roles and results.

Feedback from participants highlighted that the session was engaging, practical, and helped boost self-awareness, confidence, and teamwork — making accountability not just a concept, but a daily practice at TRU.

“

Accountability

is **commitment** to work, **following through** and actively finding solutions to drive **meaningful results**.



REWARDS & RECOGNITION

LONG TENURE AWARD



Mansi Agrawal

3 YEARS

RISING STAR AWARD



Pratham Borse

Torchbearers Silver Category

Recognizing individuals who have gone above and beyond in their roles, demonstrating excellence, accountability, and an unwavering commitment to TRU Realty's values. The Torchbearers embody dedication, consistency, and teamwork — lighting the way for others through their performance and passion. Their contributions continue to strengthen our culture of excellence and inspire those around them to strive for more.

Congratulations to each of you for inspiring excellence through your work!

- Santosh Sangula
- Radhika Pol
- Saurabh Jadhav
- Anjali Godse

New TRUites

Welcome to the TRU Realty family! We're excited to have you join us on this journey of innovation and growth.

JULY



Falguni Mankar



Gayatri Mangore



Harleen Pasricha

AUGUST



Sanjay Adhalage



Santosh Dhakne



Shruti Sawant



Sunny Deshmukh

SEPTEMBER



Ayesha Shaikh



Dikshita Singh



Ganesh Gupta



Nitesh Motiani



Piyush Bhawsar



Prashant Kadam



Shantesh Wakale



Unmay Veerkar

TRU Value Star

Celebrating our TRU Torchbearers of the Quarter — individuals who have led with integrity, inspired their teams, and embodied the spirit of collaboration and excellence. Your dedication and drive continue to illuminate the path forward for all of us at TRU Realty.



Pratham Borse

JULY



Vaishnavi Bahakar

JULY



Sahil Yadav

AUGUST

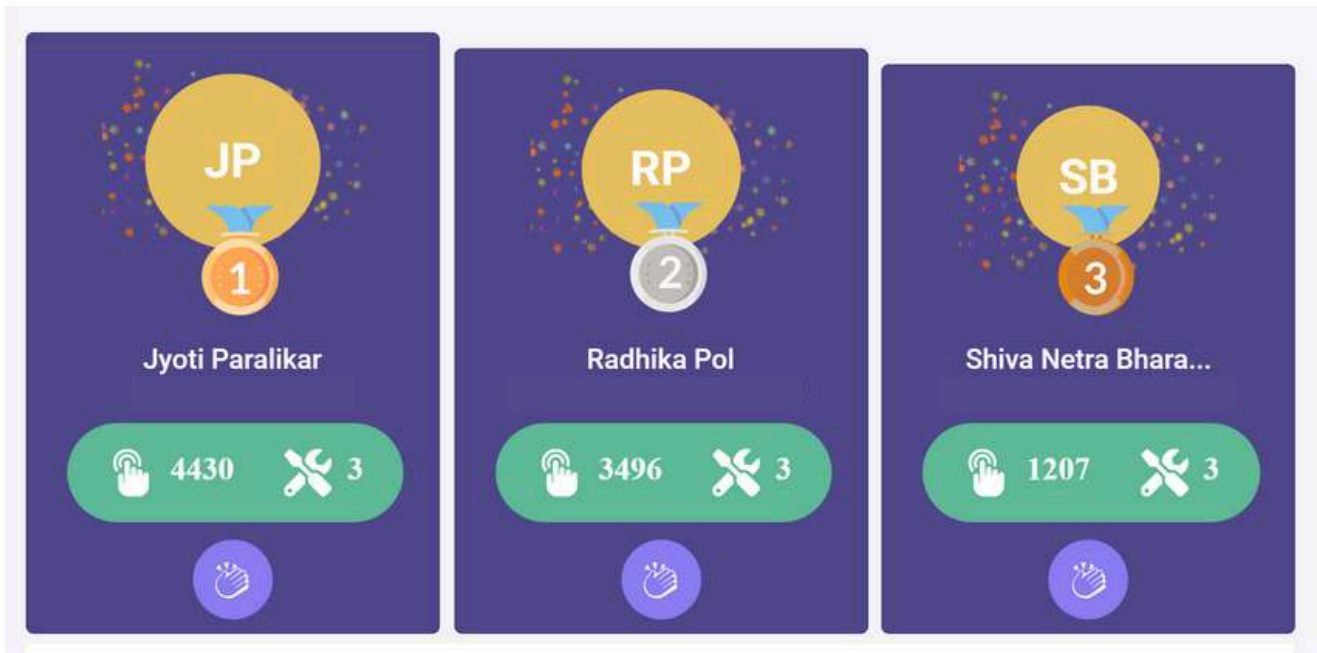


Tanisha Valecha

SEPTEMBER

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!



Engineer's Day Celebrations

The Engineer's Day Celebration at TRU Realty was a heartfelt tribute to the brilliant minds who turn vision into reality. The day honored the dedication, innovation, and precision that our engineers bring to every project — shaping spaces that inspire and endure.





Know Thy Colleague

Rohan Dhere

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

Most of my colleagues don't know that I'm a volleyball player and have represented Pune and Maharashtra at the national level under-17 category.

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

The best advice I've received was from one of my senior mentors:
"If you want to build a strong team and move forward positively, always look for the good in people around you and use their strengths for collective growth."

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

If I could switch my career, I'd love to be the owner of a supermarket — managing products, people, and customers under one roof sounds exciting.

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

I love preparing fruit salad and vegetable sandwiches.

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

My day begins with a cup of tea, followed by a bath and morning prayers. Reading Surya Mantras during sunrise gives me immense energy and positivity.

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

I would love to visit the Seven Sisters Waterfalls in Meghalaya, North-East India, once again in my lifetime.

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

My advice to young self: never hesitate to take bold, wise decisions in your career — success knocks only once, and missing the moment can mean losing it forever.

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

I like to spend time with my family, engaging in discussions about the latest day-to-day topics.

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

The biggest influences in my life are Chhatrapati Shivaji Maharaj and Veer Vinayak Damodar Savarkar. From them, I've learned consistency, courage, and leadership.

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

I'd like to enhance my skills in understanding Artificial Intelligence applications in project management.

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

Professionally, I'm proud to be a civil engineer who successfully completed residential tower projects in Dubai — representing India on foreign soil.

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

Calm, patient, and detail-oriented.

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

I celebrate by shaking hands with my team and acknowledging our shared success.



**We rise by taking
ownership — of our
actions, our words,
and our impact.**

NEW WORKSTATION AT URBANWRK

We've moved into our new workstation at UrbanWrk, marking another step forward in creating a more collaborative and inspiring work environment. The modern setup is designed to foster creativity, teamwork, and productivity — reflecting TRU Realty's dynamic culture



GANESH CHATURTHI CELEBRATIONS

The festive spirit of Ganesh Chaturthi came alive at Kekarav, filling the site with devotion, color, and joy. The beautifully decorated space and heartfelt aarti created an atmosphere of positivity and togetherness as everyone came together to welcome Lord Ganesha. The celebration concluded with a special prasad distribution before the visarjan, adding a touch of warmth and shared gratitude to the occasion.

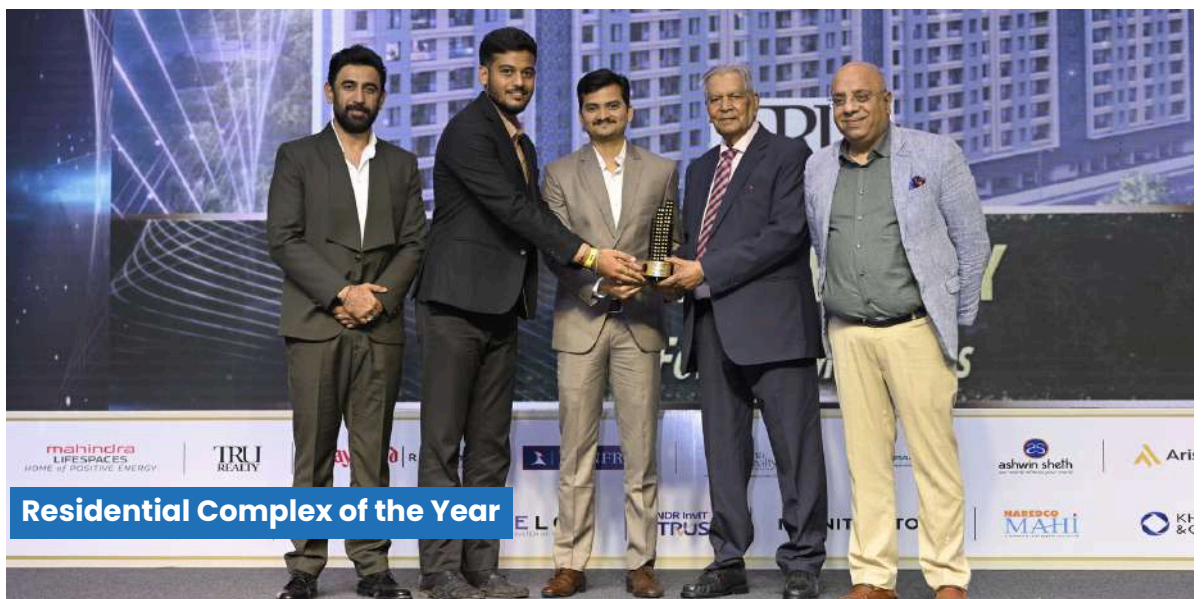


Realty+ Awards

Being named the **Fastest Growing Realty Brand of the Year** at the Realty+ Conclave and Excellence Awards is a meaningful milestone in our journey. It reflects our continued focus on creating value through innovation, transparency, and a customer-first approach. We remain committed to setting new benchmarks in the real estate industry.



We're delighted to share that TRU Meadows has been honored as the **Residential Complex of the Year** at the Realty+ Conclave and Excellence Awards. This recognition highlights our commitment to creating thoughtfully designed living spaces that embody quality, comfort, and trust — reflecting TRU Realty's vision of building communities that inspire and endure.



TRU REALTY

This quarter began on a high note with the grand celebration of TRU Realty's **Annual Day**, a memorable evening that brought together our teams to celebrate achievements, camaraderie, and the collective spirit that defines TRU. The event reflected our culture of unity, recognition, and shared success — setting an inspiring tone for the months ahead.

Adding to the momentum, the Spectrum Life Channel Partner Meet in Mumbai marked another key milestone, bringing together partners and stakeholders to experience the “**Address of Fame.**” The meet showcased our brand's growing presence in the Mumbai market and strengthened relationships across the network.

TRU
REALTY

7TH ANNUAL DAY

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