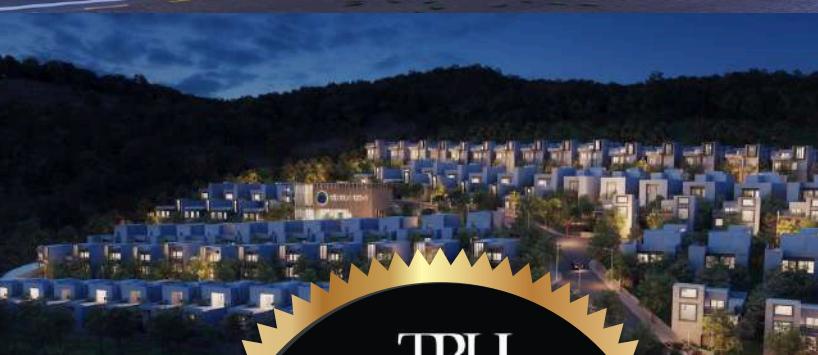
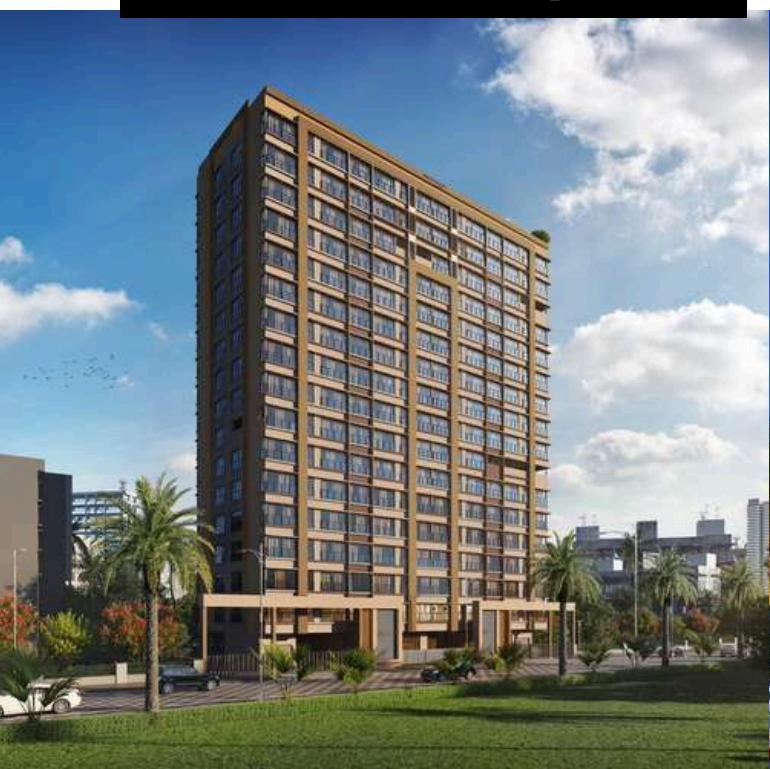


TRU BUZZ

2026

JAN 2026 EDITION | VOL. 10



TRU @Forbes Select 200



TABLE OF CONTENTS

LETTER FROM THE MD	1
MUMBAI BUSINESS UPDATES	2
PUNE BUSINESS UPDATES	3
MARKETING HIGHLIGHTS	4
TREOS UPDATES	5
NEW TRUITES	6
TRU VALUE STARS	7
KNOW THY COLLEAGUE	8
TOE - CHILDREN'S DAY CELEBRATIONS	9
DIWALI CELEBRATIONS	10

FROM THE DESK OF THE MANAGING DIRECTOR



Sujay Kalele

SUJAY KALELE

Managing Director, TRU Realty

As we close the final quarter of the calendar year, it is encouraging to see how consistently our momentum has held through 2025. What began as a year of ambition and strategic commitment has steadily translated into tangible progress across our business—both on the ground and within the organization.

Over the past few months, our teams have continued to deliver important milestones across launches, sales, project execution, and customer engagement. With multiple projects now running concurrently across Pune and Mumbai, the organization has entered a phase where scale is not just an aspiration, but an operational reality. This transition brings with it newer opportunities—and equally, newer responsibilities.

Growth at scale demands clarity of ownership, discipline in execution, and unwavering accountability. It also demands sharper collaboration between functions—Sales, Projects, Engineering, Legal, Finance, Technology, and Customer Experience—working in rhythm to achieve shared outcomes. As we expand our presence and deepen our commitments, these cultural fundamentals will define how effectively and sustainably we grow.

At the same time, I want to reinforce that capabilities alone will not determine our success—our collective mindset will. The market continues to reward companies that operate with transparency, predictability, and customer orientation. That is precisely the benchmark we must hold ourselves to as we build distinctive, value-driven real estate communities across our cities.

The year ahead promises an exciting pipeline of launches, delivery milestones, strategic collaborations, and stronger ecosystem engagement. Let us enter it with confidence and with a renewed focus on the fundamentals: accountability, process excellence, and purposeful collaboration. If each of us contributes with clarity, ownership, and commitment, the organization will continue to reach newer milestones—faster and stronger.



Thank you for your continued dedication and hard work. Wishing you and your families a successful and fulfilling year ahead.



MUMBAI BUSINESS UPDATES

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.

EXECUTION MILESTONES

Awestrum Life, Mumbai:

- Construction of retaining walls, lift cores, staircases, and the underground tank area has been successfully completed.
- The project has reached the plinth/ground-bottom stage, with only slab casting pending. Slab casting for approximately 65% of the building is expected to be completed within the next 15 days.
- Full achievement of the plinth/ground level across the project is targeted by March 2026.

Spectrum Life, Mumbai: The quarter witnessed excellent progress in construction activities, with several key milestones successfully achieved on site.

- Raft and foundation works have been completed. Retaining walls have progressed up to the 1st basement slab level, along with completion of columns, lift walls, staircases, and other associated structural elements.
- The project is on track to achieve plinth/ground level by the first week of March 2026.
- The Sales & Marketing Experience Centre is fully operational and has been well received by all stakeholders, appreciated for the immersive experience it offers.
- Civil works are progressing steadily, with a continued focus on timely delivery and strict adherence to quality standards

SALES AND MARKETING

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 Mumbai. The company has achieved remarkable sales milestones, reinforcing its position as one of the most dynamic real estate developers in the region.

Awestrum Life, Mumbai:

Awestrum Life has recorded strong pre-sales revenue of approximately ₹10 crores, supported by nearly 100 walk-ins even before the official launch.

Building on this encouraging momentum, the project is poised for a grand launch in the upcoming quarter, with construction activities progressing at full pace.

Spectrum Life, Mumbai:

Following a successful launch at the end of the previous quarter, the project maintained strong momentum throughout the current quarter. It achieved sales of approximately ₹40 crores, despite no aggressive ATL or BTL spends.

Channel distributors played a key role in driving these results, while digital campaigns delivered exceptional impact and received strong market appreciation. With traction firmly established, sales are expected to accelerate further in the coming quarters.

NEW DEVELOPMENTS

- TRU Realty has signed a new residential project in the western suburbs' micro-market, with a targeted topline of approximately ₹200 crores.
- The Group has submitted multiple tenders for projects in the Mumbai suburban region, reflecting its continued market expansion and growing footprint.
- Additionally, two new projects are currently in the pipeline, with a combined topline potential of approximately ₹400 crores.

These updates reflect TRU Realty's commitment to timely execution, quality construction, and enhanced customer engagement, keeping all projects on track for their respective milestones.

PUNE BUSINESS UPDATES



KEKARAV

Following a strong launch, Kekarav continued its positive momentum during the quarter. The project recorded 7 units sold with a total saleable area of 21,347 sq. ft., achieving collections of ₹22.13 Cr. Bungalow construction has commenced for select customers, reflecting steady progress and buyer confidence.

Execution Update:

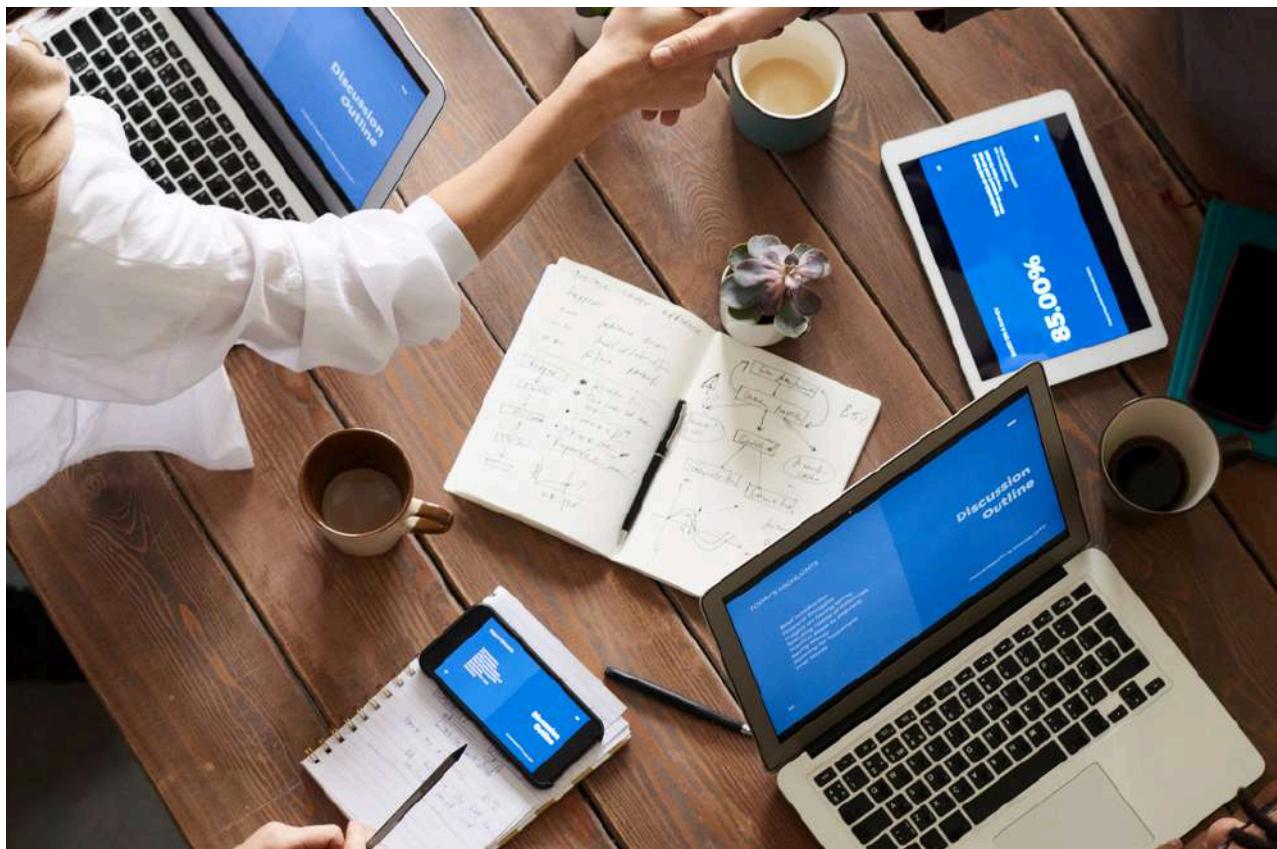
Construction at Kekarav is progressing well across sectors, with the Sector 1 clubhouse RCC completed, block work 95% finished, and internal finishing work initiated. Villa construction has commenced for over 40 villas across Sectors 1, 2, and 3, while Sector 3 road PQC and services are largely complete, with Road 3-8 partially pending. Development of the Bio-Diversity Park is advancing steadily, and Sector 4 has commenced road excavation, retaining wall work, and service installations, all progressing as planned.

TRU MEADOWS

TRU Meadows recorded 9 units sold during the period, with a total saleable area of 10,159 sq. ft., and achieved collections of ₹1.61 Cr. A Channel Partner Meet was successfully conducted on 3rd December, attended by 62 channel partners, including a site visit tour.

On the financial front, APF approvals were completed for Bajaj Finance and Axis Bank, while an SBI disbursement of ₹12 lakh was received prior to SBI APF. Additionally, 8 agreements were executed for Tower D, and a CRO site meeting was conducted with 19 doctors from Satara and Sangli, further strengthening outreach and engagement.

MARKETING HIGHLIGHTS



BRAND & WEBSITE PERFORMANCE

Q4 marked strong digital growth for **TRU Realty**, with 4.2K active users, 4.1K new users, and nearly 70% growth in audience reach. Website engagement remained robust with 34K interactions, supported by heightened activity in late November and early December. The Forbes DGEMS 200 recognition significantly enhanced brand credibility, with the Forbes page emerging as the leading traffic driver.

Kekarav stood out as a top performer, recording 45K active users and 191K on-site interactions. Sustained month-on-month growth was driven by SEO-led traffic, refreshed landing pages, and optimised campaigns, with December witnessing peak engagement, indicating improved traffic quality and stronger lead readiness.

Spectrum Life recorded 11K active and new users, indicating a significant rise in first-time visitors. A sharp traffic surge in November was driven by digital campaigns and Forbes visibility, followed by stable performance through December. Engagement-led initiatives such as the Secret Santa Giveaway, along with video creatives and SEO content, helped strengthen brand recall and social traction.

Premium deliverables of **Awestrum Life** including 4K drone interactive views, digital tours, and virtual apartment walkthroughs were completed and approved, positioning Awestrum Life for a strong luxury-focused digital launch in the upcoming quarter.

SEO & Technical Foundation Strengthened

A strong SEO foundation was laid during the quarter with technical audits completed for Spectrum Life and Kekarav. Key initiatives included:

- Implementation of technical fixes, schema markups, and on-page optimisation
- Creation of 8 high-intent SEO content pages
- Successful indexation via Google Search Console

Multiple priority keywords moved from non-ranking to Page 3–5 positions within a month, and SEO pages began generating initial organic clicks, validating content relevance and search intent alignment

BRAND RECOGNITION HIGHLIGHTS

Q4 marked a strong milestone for TRU Realty, with recognition in Forbes India (DGEMS Select 200)—reinforcing TRU's position as a fast-scaling, future-ready real estate brand.

Brand presence expanded across leading platforms including The Times of India, Business Standard, Fortune India, Moneycontrol, CNBC, Business Today, Times Property, PTI, Realty+, Pune Times Mirror, and multiple regional publications.

CONTENT & SOCIAL MEDIA IMPACT

Across platforms, content efforts delivered consistent visibility:

- 101 posts published across Meta (Facebook & Instagram)
- Strong engagement for TRU Realty and key Mumbai + Pune projects through a balanced mix of organic and paid campaigns
- Video-first, engagement-led formats improved reach, profile visits, and follower growth across channels



TRU REALTY

PROUD TO BE RECOGNISED IN

Forbes
SELECT 200

COMPANIES

ONE VISION, ONE TEAM
A PROUD MILESTONE IN JUST 7 YEARS



TREOS UPDATES

As part of our continuous efforts to strengthen internal systems and improve user experience, several key enhancements have been implemented in the HRMS during the October–December 2025 quarter.

Key HRMS Updates

1. DASHBOARD ENHANCEMENT

The dashboard now features a 'Recent Activity' section, enabling users to view a summary of their latest requests at a glance. Each request is clickable, allowing direct navigation to the respective request page for quicker follow-ups.

2. APPRAISAL & PROMOTION – HR ACCESS

From the Appraisal Dashboard, HR can now directly generate and email appraisal and promotion letters to employees, streamlining communication and reducing manual intervention.

3. REPORTS INTERFACE UPGRADE

The Reports module has been enhanced with an improved layout and better usability, making data review and analysis more intuitive and efficient.

4. EXIT & FULL AND FINAL (FNF) PROCESS

An Asset Recovery option has been introduced, enabling HR to initiate and track recovery actions for assets assigned to employees during the exit process.

5. MANPOWER REQUISITION FORM (MRF)

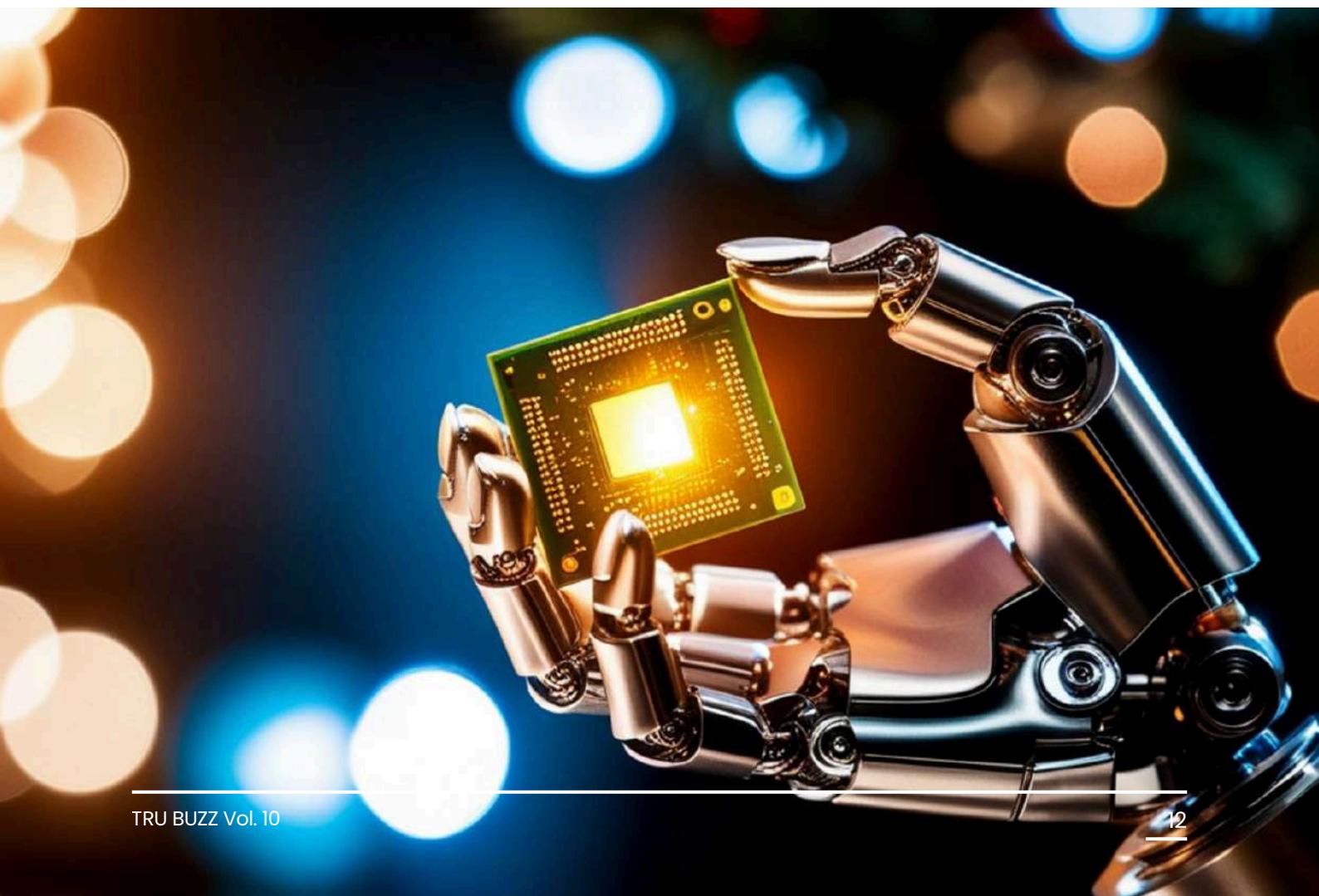
A new MRF process flow has been implemented, including an auto-cancellation feature that triggers after 28 days if no action is taken, ensuring better control and timely closures.



Phase 1 – Core Enhancements

To further strengthen operational workflows, the following core enhancements have been rolled out:

1. Recent Activity Tracking
2. Lead Scoring Framework
3. Call Rating Slider
4. Number Masking Capability
5. Order Punching Without GST
6. Execution & Operations Enhancements
7. Enabled recent activity tracking based on Project and Sub-Project
8. Mobile Team updates to improve on-ground coordination
9. Introduced AI-based follow-up scheduling
10. Updated stakeholder meeting flow with revised form fields
11. Launched a new dashboard UI for HRMS and Execution modules
12. Added enhanced recent activity tracking across modules



New TRUites

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

OCTOBER



Aridip Jana



Ashish Choudhary



Sameer Shaikh



Purnima Pandey

NOVEMBER



Archana Shukla



Priti Gohil

DECEMBER



Mrunal Bankar



Prachi Rathod



Krutika Ghule



Amit Jadhav

TRU Value Stars

Celebrating our TRU Value Stars 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.



Hemanshu Radadiya

OCTOBER



Shubham Jagtap

NOVEMBER



Gaurav Kshrisagar

DECEMBER

Know Thy Colleague

Shweta Khatri



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

I love gardening and have a small terrace garden at home—watching my plants bloom is my favorite form of therapy

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

"Stay consistent and keep learning—results will follow." This advice came from my Manager, Ashwini.

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

A travel content creator. I love storytelling, visuals, and discovering new places—this career blends all three beautifully.

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

Gajar ka halwa—it's my absolute favorite to cook and the perfect comfort food, especially during winters.

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

A calm start—checking my plants, planning my day, and having my morning tea helps me feel focused and positive.

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

Sri Lanka holds a special place in my heart. I'd love to explore Europe someday, especially Italy and Switzerland.

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

Advanced AI and automation skills—to build smarter, more impactful marketing systems.

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

Spending quality time with my 3-year-old—playing, talking, and just being present. It's the best way to relax and instantly lifts my mood.

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

My parents. They've taught me resilience, humility, and the importance of staying grounded no matter how fast life moves.

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

I'd tell my younger self to trust herself more and worry less.

I spent a lot of time second-guessing my decisions and waiting for reassurance from others. Looking back, every experience—right or wrong—helped me grow. I'd remind myself that it's okay to make mistakes, learn along the way, and move forward with confidence. Everything eventually falls into place.

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

Leading content, SEO, and digital initiatives across multiple projects and industries, and successfully building strong digital foundations from scratch.

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

Curious, Resilient, Focused.

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

Acknowledging the effort, sharing the success with the team, and treating myself to a good coffee.

Believe in yourself a little more every day.

TOE - CHILDREN'S DAY CELEBRATIONS



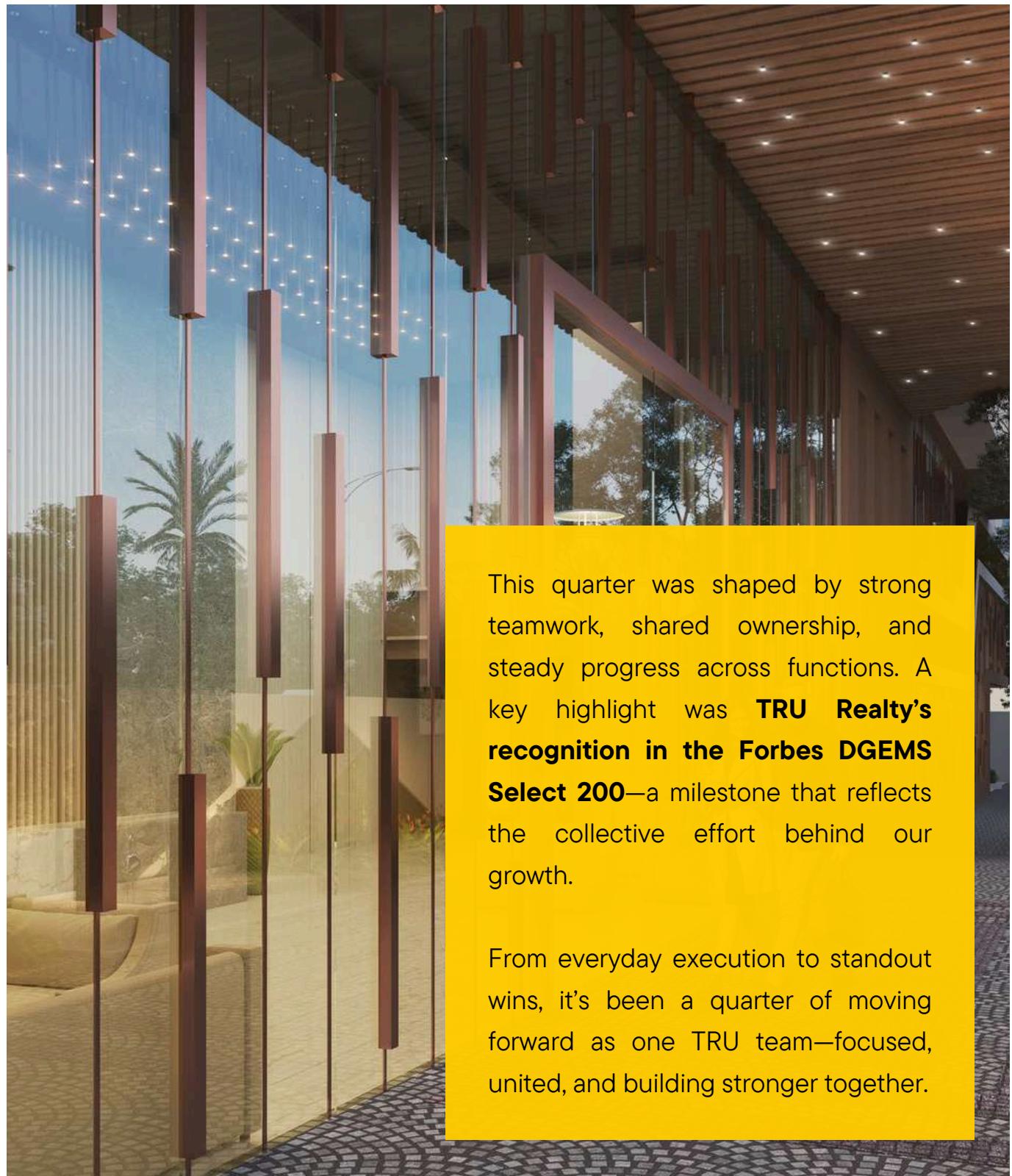
As part of TOE (The Oxytocin Effect) initiative, a group of volunteers from TRU Realty visited the Door Step School Foundation on the occasion of Children's Day. The team spent some time with the students through painting, colouring, and sharing small gifts, creating moments of happiness and connection.

What started as a simple activity became a powerful reminder of the values we stand for — empathy, responsibility, and genuine human connection. The children's energy, optimism, and smiles left a lasting impression on everyone who participated.

DIWALI CELEBRATIONS



The TRU Realty team came together at the Kekarav office to celebrate Diwali in a warm and festive spirit. The celebration was marked by a delightful spread of traditional faral, bringing everyone together to enjoy the flavours of the festival. Adding to the joy, a few fun games and activities created moments of laughter and team bonding. The event reflected the positive workplace culture at TRU Realty, where celebrations go beyond festivities and help strengthen connections across teams.



This quarter was shaped by strong teamwork, shared ownership, and steady progress across functions. A key highlight was **TRU Realty's recognition in the Forbes DGEMS Select 200**—a milestone that reflects the collective effort behind our growth.

From everyday execution to standout wins, it's been a quarter of moving forward as one TRU team—focused, united, and building stronger together.

Phone:
02246037163

Website:
www.trurealty.in

Address:
7th floor B 707, Kohinoor Square N C.
Kelkar Rd, opp Shiv Sena Bhavan,
Dadar, W, Maharashtra 400028

Follow us on: