

DIWALI SPECIAL EDITION

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SPOT *light*

OCT - NOV 2024



Celebrating Growth

Mumbai's Real Estate Market
Dazzles This Festive Season

ARBOUR
INVESTMENTS



Justo Celebrates

Welcoming Arbour Investments
as our Star Strategic partner

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FOUNDER'S MESSAGE:

As we mark Justo's 5th anniversary, I feel an overwhelming sense of gratitude, pride, and excitement for the future. What began as an ambitious vision that has blossomed into a thriving reality, thanks to the unwavering dedication, creativity, and passion of every individual who has been part of our journey.

As we look to the future, I'm excited about the opportunities that lie ahead. Our journey has only just begun for **"Justo unfolds a new chapter in its growth story"**. We welcome aboard Arbour Investments as our strategic partners. Arbour manages a diverse portfolio in real estate and leverages advanced technology to optimize value creation for its investors.

Arbour Investments' has made a collective investment of \$7M, which includes \$5 million in equity and the rest in debt. This new investment by Arbour Group will help propel Justo's growth and value. This win-win partnership for both Justo & Arbour Investments will help unlock multiple synergies between the two companies. Capital market veterans Mr Sanjay Gaitonde and Mr. Mahavir Mehta helped in closing this deal.

With this new investment of Arbour In Justo, Mr Rahul Pande has completely exited the Justo. Board. We welcome Arbour Investment's founders, Mr Chirag Mehta and Mr Priyesh Chedda on the Board of Directors instead.

At Justo, we've always been driven by a vision to reshape the real estate landscape by offering innovative solutions and unparalleled value to developers and homebuyers. Our journey has been one of consistent growth and evolution, and today, we're excited and this milestone marks the beginning of a new chapter. Here's to five years of shared success and to many more ahead. Thank you for being part of our story.

BYTE BOX

"As we step into this exciting new chapter of growth at Justo, it's important to reflect on the incredible journey we've had so far. I would like to take a moment to express my deepest gratitude to Mr. Rahul Pande for his impact on our journey. It cannot be overstated. While we move forward, we do so with the utmost respect and appreciation for everything he has contributed. We wish him nothing but success."



Pushpamitra Das.
FOUNDER



September 04, 2024

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CELEBRATING 5 YEARS OF EXCELLENCE: A MILESTONE REACHED

As we commemorate our **5th anniversary on 1st October**, we're filled with immense gratitude and excitement. Over the past five years, we've strived to redefine the real estate industry with innovative strategies and unwavering dedication.

Their stories are our pride! We've achieved significant milestones, built strong relationships, and delivered exceptional results. This journey wouldn't have been possible without the unwavering support of our incredible team, valued clients, and loyal partners. During the anniversary event, our team shared inspiring experiences and insights from their journey with Justo, highlighting their participation in Justo Got Talent. We also took the opportunity to recognise and reward outstanding contributions, celebrating the dedication and talent that drive our success.

As we look ahead, we're committed to pushing boundaries, embracing new challenges, and setting new standards of excellence. We're excited to embark on this next chapter and continue to deliver unparalleled real estate solutions. Thank you for being a part of our journey. Here's to many more years of success and prosperity.



OUR HEROES IMPRESSED US AGAIN.

**NEW ACHIEVEMENTS, NEW MANDATES,
AND NEW BREAKTHROUGHS.**



A glimpse of the celebrations honoring the achievements of our Pune Team at the quarterly Reward and Recognition event.



Pune: Justo Territory Expands!

All roads in Pune lead to Justo - more homes, more dreams fulfilled! This year, our footprint expands to reach every corner of the city, turning Pune into true Justo territory. With more connections, we're opening doors to fresh opportunities, making homeownership simpler and more accessible for all. Whether it's the heart of the city or the serene outskirts, we're here to transform property experiences and fulfil aspirations. Pune, welcome to Justo!



Mumbai: Building Stronger Every Day!

Mumbai's real estate landscape is evolving, and so is Justo's presence in this vibrant city. Our journey in Mumbai is about trust, innovation, and creating value at every step. In 2024, we're empowering more developers, agents, and home seekers to realise their dreams with unmatched ease. As we grow in Mumbai, we remain committed to a future where each milestone brings new levels of satisfaction and convenience. Let's continue building dreams, Mumbai - the Justo way!





RISHIKESH RANGA
SVP - HEAD SOURCING & EXPANSION

Real estate as an asset class has witnessed stability, growth and excellent returns while maintaining resilience amid new demand.

Due to stable growth in recent years and the variety of segments contributing to it, the real estate sector is perceived to be one of the main drivers for India’s economic development in the upcoming years. As the Indian population is comparatively young and urbanization is continuing, the demand for housing is strong. Additionally, the office segment benefits from a strong IT sector, while the construction industry is one of the leading industries in India for attracting foreign direct investments. Besides its importance for the Indian market in general, the real estate sector comes second in generating employment after agriculture.

The Mumbai real estate market has been one of India’s most vibrant and dynamic, with numerous factors driving its growth over the years. With the ongoing economic recovery and rising demand for residential and commercial properties, trends in Mumbai real estate are expected to continue their growth trajectory in 2024.

Mumbai is India’s most expensive and largest property market, and it marked the beginning of the festive season with impressive growth in property registrations during the nine-day Navratri festival. The surge in registrations reflect the continued buyer interest and highlight the growing confidence in the real estate sector.

From October 3 to 11, the city recorded 5,199 property registrations, representing a 13.2% year-on-year growth compared to Navratri 2023, according to data from the Inspector General of Registration (IGR) and Controller of Stamps, Maharashtra. The festive period also proved lucrative for the state exchequer as Rs 502 crore in revenue was collected in just 8 working days, compared to approximately Rs 430 crore during the same period last year.

The real estate sector shows promise, with a projected 9.2% CAGR from 2023 to 2028. 2024 is expected to drive growth with urbanization, rental market expansion, and property price appreciation.

Private market investor Blackstone, which has significantly invested in the Indian real estate sector (worth Rs. 3.8 lakh crore (US\$ 50 billion), is seeking to invest an additional Rs. 1.7 lakh crore (US\$ 22 billion) by 2030. Foreign investors pump around US\$ 3.1 billion yearly into Indian real estate, with a 37% YoY increase in the first half of 2024.

Driven by increasing transparency and returns, there's a surge in private investment in the sector. The Government has allowed FDI of up to 100% for townships and settlements development projects.

In Budget 2024-25, PM Awas Yojana Urban 2.0 will address housing needs for 1 crore urban poor and middle-class families with a Rs. 10 lakh crore.

Having said that, there is tremendous scope for organized mandate players like JUSTO in India who help solve problems of the Cat B & Cat C developers with a plug & play model of sales teams without carrying any burden of long-term fixed costs, and such a model helps them generate consistent cashflow across different projects and ensures liquidity through the implementation of proper sales strategy, salesforce deployment & go-to-market.

Many Cat B & Cat C developers also struggle to get construction funding to complete projects in time. This is primarily due to the lack of confidence of financial institutions in the developers not being able to liquidate the units timely to repay borrowings, which can be addressed by JUSTO through an appropriate inventory liquidation strategy. Also, it is not just about sales but also about collections of money from customers, as the better the collections shall be, the lesser the borrowing of the developer to complete the project. JUSTO also has a home loan team to ensure retail customers who need support on home loans are provided with loans to buy the flat within the shortest time frame possible. Thus, JUSTO offers all of these in an integrated & systematic manner & supports the developer with all the enablers required at multiple stages of the project.

In the end, what JUSTO gives back is the valuable time of the developer, which the developer can utilize on the core functions such as land acquisition, design, construction, liaising & approvals. The rest of the burden of getting construction funding for the project, sales, marketing, CRM & home loans can be completely taken over by JUSTO for the developer.



Amrish Kakkad & Anand Kakkad, Director, of Kakkad Group adds “Justo has redefined our entire process of project promotion and selling. As our partners, Justo has managed every aspect of the project transactions and customer relations, bringing in a seamless and transparent process that has helped to strengthen the trust between the buyer and us. We have also opted to partner with them for our ongoing La Vida project at Balewadi”.



Working with Justo has always been a very rewarding and pleasurable experience. You pick anyone from the Justo team in Pune they are always ready to help you and are also really aggressive to help you get business in that project. A quote by my colleague sums up our working equation with Justo

" Sir Justo main business ho raha hai na toh dusre projects kyun kare hum"

SACHIN

VANJARANI

GENERAL MANAGER,
REGNUM GROUP



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**PRAVEEN
APTE**

Director, (Pune)



**RAJESH
ROY**

Assistant Vice President
(Navi Mumbai)



**PIYUSH DEVIDAS
ASHTEKAR**

General Manager
(Pune)



**ABHASH RANJAN
JHA**

Deputy General Manager
(Navi Mumbai)



**VIVEK VITTHALRAO
YERANDE**

Assistant General
Manager (Pune)



**NISHANT
SHARMA**

Assistant General
Manager (Pune)



**INDRANIL
SARKAR**

Assistant General
Manager (Pune)



**SHUBHAM
PATIL**

Assistant General
Manager (Pune)



**MRUGESH PRABODH
TRIVEDI**

Assistant General
Manager (Pune)



**SUSHIL BABAJI
MANDGE**

Assistant General
Manager (Pune)



**BABITA
RABBEWAR**

Assistant General
Manager (Pune)



**GANESH
YADAV**

Assistant General
Manager (Mumbai)



**PRITI
SHARMA**

Assistant General
Manager (Mumbai)



**RAJESH
JHA**

Senior Manager
(Navi Mumbai)



**PRADIPTA
NAYAK**

Senior Manager
(Mumbai Western)



**VISHAL SHIVRAM
JADHAV**

Senior Manager
(Pune)



**ASHISH
KATGAYE**

Senior Manager
(Pune)



**VRUNDAVAN
WAGH**

Senior Manager
(Pune)



**ARPAN
SHARMA**

Manager
(Navi Mumbai)



**KETKI
MANDLEKAR**

Assistant Manager
(Thane)

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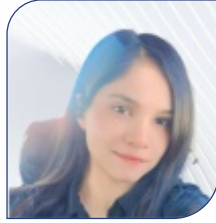
**ROHIT
KANOJIA**

Manager
(Mumbai Western)



**CHANDNI
PARCHE**

Manager
(Mumbai Western)



**SHWETA
SHINDE**

Manager
(Navi Mumbai)



**AKSHAY
TALE**

Manager
(Navi Mumbai)



**NAMAN
SINGH**

Manager
(Navi Mumbai)



**SAMINA MAHEBUB
MULLA**

Manager
(Pune)



**MANISH PREM
AUJI**

Manager
(Pune)



**GAURAV
JOGE**

Manager
(Pune)



**JAYESH
GHADGE**

Manager
(Pune)



**VIJAY
VAIDYA**

Manager
(Pune)



**KRISHNA
DESHMUKH**

Manager
(Pune)



**PRASHANT
FAKATKAR**

Manager
(Pune)



**BALVIR SINGH
YADAV**

Manager
(Pune)



**DASHARATH
PATTHE**

Manager
(Pune)



**SHUBHAM
RAWALKAR**

Manager
(Pune)



**ANIKET
CHAKRAL**

Manager
(Pune)



**SHIVAM
GUPTA**

Manager
(Pune)



**AJINKYA
GULUMKAR**

Manager
(Pune)



**SHREYASH
BANGALE**

Manager
(Pune)



**SMITA
KUDALE**

Manager
(Pune)

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**RAVI
RANJAN**

Manager
(Pune)



**RAJESHWAR
PATIL**

Manager
(Pune)



**AMANDEEP
BHATIA**

Manager
(Pune)



**ASHISH
KALOKHE**

Manager
(Pune)



**ONKAR
SURVE**

Manager
(Pune)



**SHUBHAM
KESERVANI**

Manager
(Pune)



**ANIKET
KALASKAR**

Manager
(Pune)



**SHUBHAM
CHAUDHARY**

Manager
(Pune)



**DEVESH
PITHAWE**

Manager
(Pune)



**SAKSHI
VIJAY NATUSKAR**

Manager
(Mumbai)



**RAVIKUMAR
DATTA**

Manager
(Mumbai)



**VIVEK
PANDEY**

Manager
(Mumbai)



**RAGHVENDRA
PANDEY**

Manager
(Mumbai)



**TABASSUM ABDUL
ALEEN SIDDIQUE**

Manager
(Navi Mumbai)



**SONAL
KHANDEKA**

Manager
(Navi Mumbai)



**YASMIN
CHOWDHURY**

Manager
(Navi Mumbai)



**SACHIN
VAISHNAV**

Manager
(Navi Mumbai)



**SHOBANGI
SURYAVAMSHI**

Assistant Manager
(Pune)



**VAISHNAVI
KAPALE**

Assistant Manager
(Pune)



**LINA
DEORE**

Assistant Manager
(Pune)

SALES



**SHUBHAM
PATIL**

Assistant Manager
(Pune)



**RANJEET
KALE**

Assistant Manager
(Pune)



**AKSHAYSINGH
RAJAWAT**

Assistant Manager
(Pune)



**KOMAL
CHANDANSHIVE**

Assistant Manager
(Navi Mumbai)



**KALYANI
BHIMEWAR**

Assistant Manager
(Pune)



**KAMINI
KATE**

Assistant Manager
(Pune)



**DARSHANA
BAND**

Assistant Manager
(Pune)



**ARPIT
SINGH**

Assistant Manager
(Navi Mumbai)



**SIMRAN
DAKHORE**

Assistant Manager
(Mumbai)



**VAIBHAV
PATIL**

Assistant Manager
(Pune)



**AKSHAY
WAGH**

Assistant Manager
(Mumbai)

CAPITAL MARKET & ADVISORY SERVICES



**VIPUL
OVHAL**

Head
(Mumbai)



**VISHESH
SHARMA**

Manager
(Mumbai)

MARKETING



**MANISH
UDUTHA**

Manager
(Navi Mumbai)



**MANASWI
BHANUSHALI**

Senior Executive
(Mumbai)



**ADITI
SHINDE**

Assistant Manager
(Pune)



**MANOJ
CHAVAN**

Junior Executive
(Mumbai)



**OMKAR
JANVEKAR**

Executive
(Pune)



**ADARSH
KENDRE**

Management Trainee
(Pune)



**UMANG
JOSHI**

Management Trainee
(Pune)

CORPORATE COMMUNICATION



**SONALI
DAS**

General Manager
(Mumbai)

HOME LOAN



**DARSHAN
SURYAWANSHI**

Assistant Manager
(Navi Mumbai)



**PURVA
LIPARE**

Assistant Manager
(Pune)



**POOJA
DEVKAR**

Assistant Manager
(Pune)

CRM



**ABHIJEET
GAIKWAD**

Manager
(Pune)



**SABIYA
MULANI**

Manager
(Pune)



**DEEPTI
PILLAY**

Manager
(Pune)



**DISHANT
KELASKAR**

Senior Executive
(Mumbai)

MIS



**CHANDRASHEKHAR
GOUDMADHLEY**

Manager
(Thane)



**HIMANSHU
MANDAL**

Manager
(Navi Mumbai)



**CAITAN
ALPHANSO**

Deputy General Manager
(Mumbai)



**ROHIT
PATIL**

Assistant Manager
(Pune)



**MUGDHA
AMBAWALE**

Executive
(Pune)

BUSINESS DEVELOPMENT



**NIKHIL
KULKARNI**

Manager
(Pune)



**MONISH
CHAUDHARI**

Senior Manager
(Pune)



**SONALI
BIRAJDAR**

Assistant Manager
(Pune)

PRE SALES



**NIKHIL
CHAVAN**

Senior Manager
(Mumbai)



**ANKITA
JADHAV**

Senior Executive
(Pune)



**MONALI
CHAVAN**

Senior Executive
(Pune)



**ANJALI
SHARMA**

Assistant Manager
(Navi Mumbai)

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Head Office

8th Floor, EL-Tara Building, Orchard Avenue, Hiranandani Garden, Powai,
Mumbai - 400076 | +91 90048 51029

Regional Office

110 and 111, Nyati Emporium, Pune- Bangalore Highway, Baner,
Pune - 411045 | +91 75586 80903