

EDITION 2.0

SPOT *light*

Top 5 Advantages

of the use of Big data
systems in Real Estate

HR Corner

Mastering The Art of
Communications for Career
Advancement

Success Stories

A glimpse into Justo+Blox's
active inventory pipeline of
nearly INR 15,000 crore

JUSTO | BLOX

WWW.JUSTO.CO.IN | WWW.BLOX.XYZ



FOUNDER'S DESK

Dear Friends,

The significance of the union budget announcement of INR 11.11 lakh crore allocation for infrastructure development holds great prominence for us as proven historically, all infrastructure developments have a direct impact on the growth of new real estate zones. This announcement creates new avenues for investments and development across all RE segments like residential, retail, commercial and warehousing. This development of rapid connectivity and accessibility is being witnessed across all metros, tier I & II cities of the country.

Every new development will eventually lead to the creation of economic zones, that in turn will create employment opportunities and the need for housing in those areas. This is an opportunity for us too, and I believe, we should grab this growth opportunity and convert it into our success story.

Justo has steadily been creating a strong delivery mark with the developers it has partnered with and our integrated delivery approach has been the reason for over 80% of repeat business.

In the last quarter of this financial year, we are growing our business strongly with new mandates across Pune, Mumbai, Thane, Kalyan, Navi Mumbai, Nashik and Aurangabad. In the new financial year, it gives me great pleasure to inform you that we will expand our business to new locations like Bengaluru, Hyderabad, the Rest of Maharashtra and Dubai. This growth would not have been possible without your support.

I would like to thank each member of our team '**JUSTO**' who has worked hard and dedicated his efforts towards business growth and towards delivering a flawless experience of association with the developers and channel partners.

I look forward to your continuous support.

Thank You
Pushpamitra Das



Aditya Jhaveri
Founder & CEO of Blox
Director of Justo RealFinTech

THE POWER OF BIG DATA IN REAL ESTATE

Big data is the continuous collation of large data sets from numerous sources at real time for analysing and predicting future trends. Nearly all business segments use Big Data systems, for e.g. Financial services companies use it to mitigate the risk of fraud, the GPS systems use it to predict high traffic locations and transportation companies use it to optimise delivery routes amongst other applications.

The integration of Big Data and Predictive Analysis into the real estate industry represents a paradigm shift in how professionals operate and strategize by harnessing the power of data.

The Top 5 advantages of the use of Big data systems in Real Estate are:

Market Insights

Real estate experts are now using advanced technological support to gain unparalleled market insights, anticipate future trends and curate strategies to meet market challenges. The application of statistical algorithms and machine learning models to historical data now allows real estate professionals to anticipate changes in market conditions like property prices and demand fluctuations and identify emerging opportunities like regional developments to make informed decisions and mitigate any potential risks.

Predictive Analysis

Real Estate professionals are leveraging technologies like Predictive Analyses to analyse and collate information through a wide array of data sources like property transactions, market trends, customer behaviour, social media and economic indicators to gain valuable insights, customise services & deliverables to exceed client expectations and foster long-term relationships.



The Top 5 advantages of the use of Big data systems in Real Estate are: (CONTD...)

Property Valuation

Big Data tools assist in evaluating numerous variables affecting property value, including market trends, neighbourhood dynamics and economic indicators. This precision not only aids in fair pricing but also supports negotiations and reduces the risk of overvaluation or undervaluation.

Risk Mitigation

Real estate investments usually involve high risks and the use of Big Data helps professionals to mitigate any potential risks by making informed decisions. Predictive models can assess investment risks by considering important factors like market volatility, economic indicators and regulatory changes. This risk mitigation approach enhances the overall success rate of real estate ventures.

Optimizing Resource Allocation

Efficiency in real estate operations is crucial for success. Big Data analytics helps to streamline processes by optimizing resource allocation, improve project timelines and enhance overall operational efficiency. Professionals can make data-driven decisions to optimize workflows and allocate resources effectively.





Dr. Shailesh Karnik
Head of Strategy, Finance &
Legal of Justo RealFinTech

ALL SET TO SOAR HIGH IN NEW MARKETS

My simple mantra for success is – you have to be at the right place at the right time. JUSTO's journey exemplifies this age-old saying.

In essence, JUSTO is a “COVID baby”. JUSTO was born just before COVID hit. However, we not only survived, but grew in leaps and bounds at the peak of the pandemic. And how did we manage that?

With a simple formula – being at the right place at the right time. Our initial research indicated that Pune, KDMC, Navi Mumbai were markets ripe for entry in 2020-21. Growing middle-class population with double income earners and favourable demographics with a young migrant population of IT professionals with aspirations of owning houses, nascent mandate market with no entry barriers, inability of local developers to attract talent and favourable policies of the Central & State Governments (stamp duty reduction, low interest rates) made up for a delicious recipe for JUSTO to enter into the lucrative Pune market. And what a success story it has been.

Over time, JUSTO has developed a strong IT backbone which captures real-time data of all the walk-in customers across all its sites. This ever-growing database of over a million customers coupled with artificial intelligence algorithms developed by JUSTO provide great insights into buyer behaviour, targeted buyer categories, targeted buyer locations, which in turn helps the strategy, sales and marketing teams of JUSTO to develop custom-built solutions for developers.

Now that we are firmly entrenched in Pune and Mumbai, the time is ripe for spreading our wings. Bengaluru and Hyderabad are akin to Pune in terms of demographics (young migrant population of IT professionals settling down). Residential Primary Sales have shot up by 30% yoy and Property Rates have gone up by 15% yoy in 2023 in both the markets. Inventory overhang has come down significantly in both the markets despite double digit % increase in launches indicating favourable tail-winds. These factors augur well for market entry.

And JUSTO is favourably poised to exploit the opportunity due of the deep understanding of the psyche of home-buyers developed by us over the years.

HR CORNER

MASTERING THE ART OF COMMUNICATIONS FOR CAREER ADVANCEMENT

“Communication - the human connection - is the key to personal and career success”

- **Paul J. Meyer, founder of Success Motivation Institute**

Effective communication skills are the cornerstone for professional success.

If you are not a gifted speaker, you can always work towards honing your communication skills as they will play a pivotal role in your career advancements and personal growth.

As you advance in your career, presenting ideas and networking with industry peers will become a common event and a refined communication skill set will help you convey your thoughts effectively across your audience. It is one of the most strategic investments you will ever make and you will keep enjoying the dividends of your hard work in your professional as well as your personal life.

Learn to Re-learn:

Never stop learning and evolving with age, time and technology. Develop a habit of reading and dedicate time daily to form a routine to read widely on your industry, history, literature or fiction to improve linguistic versatility, and read loudly to understand your speech impediments, improve information processing skills, enhance vocabulary, grammar and comprehension.

Learn to Listen:

Communication is a two-way street and active listening will help you understand how leaders communicate. Make it a habit to listen to business linguistic versatility podcasts and speeches across online media.



HR CORNER (CONTD...)

Learn to Communicate:

Engage yourself in conversations to comprehend information and respond thoughtfully. This will help you to strengthen your interpersonal relationship with like-minded individuals who would value your support and perspective in the long term.

Learn to Accept:

Learn to accept constructive criticism on your communication style from your peers and supervisors. Constructive criticism will help you identify your communication weak spots and provide an opportunity to improve on the shortcomings.

Learn to Convey:

It is important to convey your thoughts and ideas clearly and concisely for communication involving any medium like emails, messages, reports or presentations. Clarity in communication enhances understanding and impact.

Developing communication skills is an ongoing process that requires dedication and effort. And as John Powell said "Communication works for those who work at it".



OUR SUCCESS STORIES

Till date, we have successfully managed & delivered over 80 projects across multiple locations with an inventory of over 8000 units valued at INR 8000 crore.

At present, Justo+Blox has an active inventory pipeline of nearly INR 15,000 crore.



PARANJAPE ASPIRE

Location - **Andheri (W)** | No. of units: **131**



PARANJAPE ATHENA

Location - **Bandra** | No. of units: **81**



KAPLESHWARA RESIDENCY

Location - **Dombivli (E)** | No. of units: **300+**



SARVESH ONE

Location - **Lower Parel** | No. of units: **45**

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17 EAST

Location - **Balewadi** | No. of units: **30**



204 PARADISE

Location - **Baner** | No. of units: **57**



ARC FINEZZA

Location - **Pimple Saudagar** | No. of units: **111**



RAHUL ASTON

Location - **Hinjewadi Phase 1** | No. of units: **108**

MEDIA CORNER

पुणे मध्ये जस्टो रियल एस्टेट कंपनीने विकासासाठी 7000 कोटींचा निवेश करण्याचा निर्णय घेतला आहे. या निवेशासाठी पुणे शहरात 7000 कोटी रुपयांच्या निवासी संकुलांचा विकास करण्याचा निर्णय घेतला आहे. या निवेशासाठी पुणे शहरात 7000 कोटी रुपयांच्या निवासी संकुलांचा विकास करण्याचा निर्णय घेतला आहे.

पुणे में जस्टो करेगा 7000 करोड़ का निवेश

पुणे. इस वित्तीय वर्ष के दौरान रियल एस्टेट सर्विसेज कंपनी जस्टो रियल फिनटेक पुणे में 7000 करोड़ से अधिक के रेजिडेंशियल मेंडेट का निवेश करेगी. जस्टो की मुंबई, ठाणे, नवी मुंबई-कल्याण-डोम्बिवली बेल्ट, नाशिक और औरंगाबाद में सशक्त मौजूदगी है. पुणे में अपने संचालन के पिछले 3 सालों के दौरान जस्टो ने प्रमुख डेवलपर्स जैसे कक्कड़ ग्रुप, कोहिनूर तेजराज, नायक नवारे, पृथ्वी ग्रुप, वैलवर्थ रिएल्टी, सारथी, परमार डेवलपर्स और राहुल कन्स्ट्रक्शन एवं अन्य प्रतिष्ठित ब्राण्ड के लिए 4000 करोड़ रुपए से अधिक के 50 से अधिक मेंडेट प्रोजेक्ट्स का प्रबंधन किया है. वर्तमान में पुणे में जस्टो 18 से अधिक प्रोजेक्ट्स का प्रबंधन कर रही है और डेवलपर्स को मार्केटिंग, बिजनेस स्ट्रैटेजी, सेल्स, कस्टमर मैनेजमेंट, कानूनी एवं विनियामक अनुपालन, निर्माण, टेक्नोलॉजी और यहां तक कि डेवलपर्स के लिए



Justo to manage residential mandate of over ₹7,000 crore

Justo to manage residential mandate of over INR 7000 crore in Pune

Pune : Justo Realtech, the leading real estate services company, will manage a residential mandate of over INR 7000 crore in this Financial Year in Pune alone. In the last 3 years of its operations in Pune, Justo has managed over



50 mandate projects valued at over INR 4000 crore for leading developers like Kakkad Group, Kohinoor, Tejraj, NaikNavare, Prithvi Group, Welworth Realty, Saarthi, Parmar Developers and Rahul Constructions amongst other reputed brands.

Pushpamitra Das, Founder & Director, Justo Realtech said that our all-inclusive approach of

जस्टो रिअलफिनटेक हाताळणार ७००० कोटींचे करार

मुंबई : जस्टो रिअलफिनटेक कंपनी या आर्थिक वर्षात ७००० कोटी रुपयांच्या निवासी संकुलांचा विक्री करार हाताळणार आहे. कंपनीने पुण्यात मागील तीन वर्षांच्या कार्यकाळात तब्बल ४००० कोटी रुपयांचे ५० हून अधिक विक्रीपर्यंतच्या विकासकांच्या सर्व पातळ्यांवरील, सर्व प्रकारच्या गरजा पूर्ण करण्यासाठी आम्ही सर्वसमावेशक दृष्टिकोन अंगिकारला आहे. त्यासोबतच भांडवलाची गुंतवणूक, कायदे आणि नियमांची पूर्तता आणि ब्रँडसोबतची भागीदारी

जस्टोचे पुण्यातील रिटेल क्षेत्रात मोठे पाऊल

पुणे : जस्टो रिअलफिनटेक या आघाडीच्या रिअल इस्टेट सर्विसेस कंपनीनुसार कंपनी या आर्थिक वर्षात पुणे शहरात ७००० कोटी रुपयांच्या निवासी संकुलांचा विक्री करार हाताळणार आहे. कंपनीने पुण्यात मागील तीन वर्षांच्या कार्यकाळात

मार्केटिंग, बिजनेस स्ट्रैटेजी, विक्री, ग्राहक व्यवस्थापन, कायदे आणि नियमांची पूर्तता, बांधकाम, तंत्रज्ञान आणि गरज भासल्यास विकासकांना निधी उभा करण्यातही साह्य केले जाते.

तसेच जस्टो रिअलफिनटेक ही

जस्टो रिअलफिनटेकचे संस्थापक व संचालक पुष्पमित्र दास म्हणाले की, प्रकल्पाचे नियोजन करण्यापासून ते विक्रीपर्यंतच्या विकासकांच्या सर्व पातळ्यांवरील, सर्व प्रकारच्या गरजा पूर्ण करण्यासाठी आम्ही सर्वसमावेशक दृष्टिकोन अंगिकारला आहे.

Justo Realfintech aims to grow portfolio nearly 3x in 2 years

By Kailash Babar, ET Bureau • Last Updated: Feb 03, 2024, 02:30:00 PM IST

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Synopsis

Justo Realfintech plans to expand its sales portfolio to 8.5 million sq ft over the next two years, focusing on new markets like Hyderabad, Bengaluru, Andhra Pradesh, Karnataka, and Tamil Nadu. The expansion will also include key eastern Indian cities and international forays, starting with the Dubai property market. The company's current portfolio spans over 3 million sq ft and has sold over 8,500 apartments with 4.5 million sq ft of residential space across 80 projects.



Representative image.

Real estate services company **Justo Realfintech** is looking to grow its sales portfolio nearly three times to 8.5 million sq ft over the next two years led by foray into new markets including **Hyderabad, Bengaluru**, tier II cities of Andhra Pradesh, Karnataka, and Tamil Nadu.

Along with this, the expansion plan

will also include a few key cities of eastern India and international foray starting with the **Dubai property market**.

"Our expansion into new metro markets and tier II locations is based on internal evaluation of untapped growth potentials in these locations. As a standard process, we collaborate with developers and take responsibility for accentuating their growth by helping them in functions of sales & marketing strategy execution, CRM and regulatory matters and in handling the customer journey," said Pushpamitra Das, Founder & Director, Justo Realfintech.

Currently, the company's portfolio is spread over 3 million sq ft with presence in property markets of Mumbai, Pune, rest of **Maharashtra and Orissa**. The gross market value (GMV) of its current portfolio is Rs 3,500 crore and the company is looking to grow this to Rs 12,000 crore.

Started in 2019, Justo has sold over 8,500 apartments with 4.5 million sq ft of residential space across 80 projects. The value of this sold inventory is over Rs 8,000 crore.

The company has inventory of Rs 3,000 crore under execution and pipeline of Rs 12,000 crore. It is aiming to grow annual revenue to over Rs 180 crore in 2025-26 from current Rs 80 crore, Das said.

Out of total Rs 12,000 crore, the company expects GMV of its portfolio from existing markets to be around Rs 7,000 crore in the next two years and new markets of Dubai and Karnataka including Bengaluru to add GMV of Rs 4,000 crore.

Justo currently sells around 350-400 apartments per month and expects to grow the business to sell 1,000 units per month in the next two years.

The company was recently acquired by artificial intelligence-powered proptech company Blox. Das expects the partnership to help in combining resources, add new project mandates, technology implementation and channel partner management, among other synergetic factors.

"The demand for residential properties is currently soaring in the top seven markets with Mumbai and Pune alone contributing to nearly 50% of the demand. Mumbai is currently in the lead, boasting the highest number of redevelopment projects, while the Thane-Kalyan-Ambarnath belt and Pune markets are experiencing a surge in demand," Das said.

According to him, the robust economy and swift infrastructure development like Atal Setu (MTHL) and the proposed coastal road of Mumbai will significantly contribute to the widening gap between real estate demand and the supply of new locations. Given the present scenario, he anticipates a sustained and robust growth momentum in the upcoming financial year.

DID YOU KNOW?

Mumbai's First Tallest Tower

Mumbai first residential tower is 'Usha Kiran' on Carmichael Road and it was constructed during 1962-63.

If you were born in the late 1960's, you could have owned a 3,000-square-foot flat in this 25 storeyed building for Rs 2 lakh.



Mumbai's Tallest Tower

Did you know that Mumbai's tallest tower is a residential building?

World One is Mumbai's tallest residential tower. Developed on 7.1-hectares of land in Lower Parel by the Lodha Group, World One has 76 floors and stands tall at 919 ft. At present, it is the second tallest building in India.



Mumbai's Tallest tower in 2024

Palais Royale, an under construction residential skyscraper, will become the tallest residential structure in 2024, standing at 1050 ft.

This project is expected to be completed by December 2024 and will have 88 floors.