

# SPOT *light*

## B<sup>Y</sup>tes

EDITION:  
AUGUST 2025

- \* Powering Ahead in Nasik
- \* Together We Grow
- \* Climbing the Justo Ladder

# From the Desk of the CMD



## The View from Here

Some months give us momentum. Others give us meaning.

July gave us both.

We celebrated 58 promotions that recognised consistency and character, while Udaan emerged as more than a recognition platform — it became a mirror of the culture we're shaping: belief, ownership, and accountability.

Performance continues to be our key metric. We have not shied away from rightsizing the organisation, ensuring that every role, every team, and every effort is aligned to productivity and long-term value creation. This clarity has only strengthened our rhythm and resolve.

Our launches in Pune, Mumbai, and Nashik reaffirmed our market presence. And with the recent Supreme Court judgement unlocking approvals, many of the projects we had signed but could not commence are now poised to take off. This opens the door to a surge of launches in the coming months — a pipeline that will power the next phase of our growth.

What inspires me most is not just what we have achieved, but how we've stayed resilient and disciplined through every challenge. Because our story is not built in bursts. It's built in rhythm. In resilience. In conviction.

As we move into a defining quarter, let's carry that belief forward.

The best chapters are just ahead.

And we're closer than we think.

Warm regards,

**Pushpamitra Das**

**Founder & CMD**

***Justo RealFintech Ltd.***





## Powering Ahead in Nashik



### From Potential to Performance — Justo Makes Its Mark

Nashik has always held tremendous potential — a city rich in culture, connectivity, and growing residential demand. But its real estate market has remained largely fragmented, with scattered sales networks and an absence of structured distribution.

That is, until now.

Justo's mandate-led entry into Nashik — through the launch of **Dhatrak Avadh Utopia in Panchavati** — marks a decisive shift in how real estate is being sold in the region. Within weeks of activation, the team achieved **50+ bookings**, demonstrating not just speed, but strategic impact.

### The Project That Sparked It...

#### Dhatrak Avadh Utopia

Ganesh Nagar, Makhmalabad Road, Panchavati, Nashik

Developed by Dhatrak Group, a trusted name in Nashik's real estate landscape, Avadh Utopia is an under-construction residential project offering thoughtfully planned 2 & 3 BHK apartments.

#### Project Highlights:

- Spread across 3.04 acres with 287 units across 5 towers (G+18)
- RERA Registered | Possession in November 2025 | RERA No.: P51600026740
- Amenities include a gymnasium, clubhouse, and children's play area
- Close to public transport, schools, hospitals, and marketplaces
- Backed by HDFC home loan tie-ups and strong end-user interest

Avadh Utopia represents the aspirations of the new-age Nashik homebuyer — and Justo's structured GTM approach is enabling these aspirations with unmatched clarity and reach.

## Structure Brings Confidence

What makes this milestone even more significant is how Justo has unified and activated the local channel partner ecosystem — creating alignment, transparency, and velocity in a market that had long needed it.

Nashik has always held tremendous potential — what it needed was structure and strategic execution.

With this mandate, we've delivered both. The belief shown by our developers, the energy of our CP network, and the passion of our team — it all came together to deliver real results, fast.

**Nitin Pardeshi, Director  
Sales, Justo**



A special acknowledgment goes to our Nashik core team — Devendra, Piyush and Sayan — for driving this success with ownership, excellence, and belief.

Justo's journey in Nashik is a story of what happens when a strong product meets the right platform — and structure meets local strength.



# New Mandate Alert



**One developer. Two landmark projects.  
Now part of Justo's growing portfolio.**

## The Projects at a Glance

EH Towers, Tathawade • 111 units • 1.5 lakh sq. ft. saleable area

EH Sky Tower, Bavdhan • 104 units • 1.8 lakh sq. ft. saleable area

Strategically located in high-demand micro-markets, both projects bring scale, ambition, and the opportunity to drive focused sales impact through structured go-to-market execution.

## About the Developer: Engineers Horizon

Led by Mr. Sanjay Singh, Engineers Horizon has been a trailblazer in Pune since 2010—delivering luxury homes marked by uncompromising quality, award-winning innovation, and global standards of excellence.

Known for crafting complete family destinations and setting new benchmarks in West Pune, Engineers Horizon was recognised as the “Top Emerging Developer of West Pune” by Pune Times Mirror Real Estate Icons 2021.



Justo is proud to partner with Royal Realtors Group of Companies for Royal Bliss — a premium residential project in the heart of Malad West, Mumbai.

With 125 units of spacious 2, 3 & 4 BHK homes, Royal Bliss blends elegant design with modern amenities to offer a refined urban lifestyle. Strategically located, it offers excellent connectivity to key business hubs, social infrastructure, and coastal leisure spots.

This partnership marks another milestone in our mandate-led growth journey, expanding Justo's footprint in Mumbai's western suburbs.

# Together We Grow Learn with Justo

**At Justo, learning isn't just an option — it's part of how we grow together.**

In today's fast-moving real estate ecosystem, continuous learning fuels confidence, sharpens capability, and drives collective excellence. Our recent L&D initiatives are a testament to this belief — delivering tangible upskilling where it matters most.

## Highlights from the Field

### Next Level Sales Learning

Conducted at Pune RO

A hands-on training session that combined technical rigour with real-world application.

- Started with a knowledge check on RERA regulations
- Deep-dived into land measurement, stamp duty, registration, TDS, and GST
- Strengthened ability to handle regulatory aspects of deals with greater precision

## Takeaways:

- Refined prospecting & closing techniques
- Enhanced product-market alignment
- Stronger communication & negotiation skills
- Boosted professional confidence



## Beyond the Deal

### Exclusive training for the Sourcing Team | Mumbai HO

A strategic session designed to go beyond just transactions — focusing on channel strategy execution.

Modules Covered:

- Channel partner identification & onboarding
- Sales performance monitoring
- Competitive landscape analysis
- Best practices for market penetration

This program encouraged the team to step back, reassess, and refine their sourcing approach — with focus on sustainable relationships and smart expansion.

## What's Next: Our L&D Vision

My goal is to design, implement, and optimize learning strategies that empower our people to build critical skills, elevate performance, and grow meaningfully within the organization.

— Manju Abraham, L&D, Justo



At Justo, every learning session is an investment in tomorrow's excellence....  
Here's to building skills, boosting confidence, and becoming better — together.

# Climbing the Justo Ladder: July Promotions

From grit to growth, from belief to elevation — July was a month of milestones.

Across functions, levels, and cities, 56 team members earned their wings through performance, perseverance, and purpose.

## 21 DEPUTY MANAGERS

They didn't just meet expectations — they raised the bar.

From CRM to Sales, Marketing to Home Loans, these professionals stepped up as leaders of action and impact.

## 4 ASSISTANT MANAGERS

Young, bold, and ready for more.

New-age professionals who've grown through curiosity, collaboration, and consistent delivery.

### Senior Leadership Moves



#### VISHAL THIGALE

ELEVATED TO **GENERAL MANAGER – SALES**



#### RANJAN SENGUPTA

ELEVATED TO **AVP – HUMAN RESOURCES**



#### MILIND PATANGE

ELEVATED TO **VP – BUSINESS DEVELOPMENT**

Each story is a reminder:

Promotions at Justo aren't about hierarchy.

They're about hunger.

Because when one rises — we all do.

The second month of Udaan continued to build on the momentum we created in its debut — once again shining the spotlight on those who set the bar higher with their performance, dedication, and ownership.

From sourcing and closing exceptional deals to delivering seamless internal support, our Mavericks, Strikers, and Titans proved that success is as much about mindset as it is about numbers.

**Titans** | exceeded expectations by delivering record-breaking results and leading by example.



**Strikers** | converted prospects into high-value wins, exemplifying precision and perseverance in every interaction.



**Mavericks** | impressed with their ability to go beyond targets, adapt quickly, and turn challenges into opportunities.



Each recognition this month is more than just a badge of honour — it's a celebration of the spirit that drives Justo forward.

Here's to more wins, more milestones, and more moments of applause for our people.

## Titan of the Month – Empire Square



2, 3 & 4 - BHK ROYAL RESIDENCES  
AT CHINCHWAD

Empire Square has claimed the Titan title this month, delivering a truly exceptional performance that reflects unmatched dedication, teamwork, and execution.

This achievement stands as a shining example of what can be accomplished when passion fuels performance. The Empire Square team has raised the bar, inspiring all of us to aim higher and deliver beyond expectations.

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Justo's journey!

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## Head Office

8th Floor, EL-Tara Building, Orchard Avenue, Hiranandani Garden, Powai,  
Mumbai - 400076 | +91 98670 50544

## Regional Office

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