

SPOT *light* Bytes

EDITION:
SEPTEMBER 2025



Leadership
Unplugged

The Justo
Mandate Meter

Life
at Justo



From Pushp's Desk

August Reflections

August has always been a month of festivals, celebrations, and fresh beginnings. This year, it brought with it not just festive cheer, but also a defining milestone for all of us at Justo — the approval of our DRHP.

This approval is more than a regulatory green light. It is a validation of our journey, of the discipline with which we have built Justo brick by brick, and of the trust our stakeholders place in us. As we move into the next phase of filing the RHP, the finish line is finally within sight. But the closer you get to the finish, the sharper your focus must be.

The coming weeks will demand not just continued commitment, but heightened ownership. Our sales engines must keep pace with our vision — because numbers are not just targets, they are the proof that our model works, that our story is credible, and that our future is sustainable.

This is not the time to slow down. It is the time to accelerate — with the same resilience that has brought us here. Every sale, every closure, every partnership we forge now is a step closer to ringing in a new chapter for Justo, not just as a company but as a market leader.

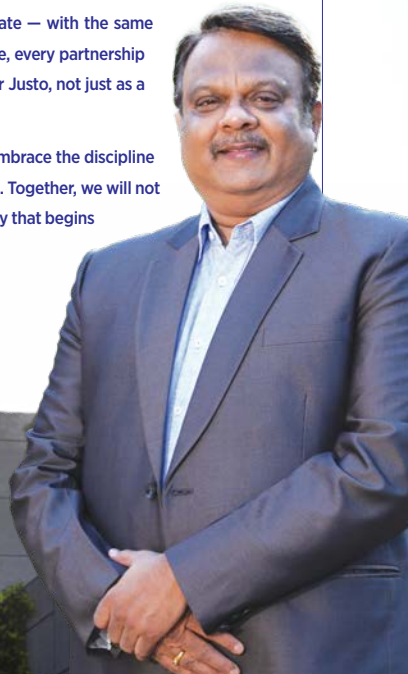
As we carry forward the festive spirit of August, let's also embrace the discipline of execution. The road ahead is short, but every step counts. Together, we will not just cross the finish line — we will set the tone for the journey that begins beyond it.

Warm regards,

Pushpamitra Das

Founder & CMD

Justo RealFintech Ltd.



Leadership Unplugged

Nitin Pardeshi

Director, Sales & Marketing, Justo



Q: What's one market trend in MMR/Pune/Nashik that developers should watch right now?

"One of the strongest trends we're seeing across MMR, Pune, and Nashik is the rise of the end-user driven market. Unlike the past cycles where investors dominated, today's homebuyers are younger, highly informed, and decisive. They are prioritising ready timelines, flexible unit sizes, and smart financing options over just price appreciation. For developers, this means two things:

- Speed of execution is non-negotiable — projects with clarity on delivery and approvals are moving faster.
- Customer experience is the new differentiator — transparency, digital journeys, and post-sales support directly impact sales velocity.

At Justo, we've seen that mandates aligned to these buyer expectations are consistently outperforming. Developers who adapt quickly to this shift will not just sell more, but also build stronger long-term brand equity."

Q: How do you personally balance targets with team morale during tough months?

"Tough months are part of the real estate cycle — I've seen enough of them over two decades to know they test both performance and patience. For me, balance comes from being transparent with the team while keeping the focus on controllables. We openly acknowledge the challenges, but we also break targets down into smaller, achievable wins.

At the same time, I make it a point to recognize the effort, not just the outcome. When people feel seen for their hard work, their energy levels stay intact even if the numbers are slow. Lastly, I remind everyone — including myself — that tough phases pass, but the way we show resilience during them builds the culture we want at Justo. That belief keeps morale strong while keeping eyes firmly on the target."

Q: What's one thing your team doesn't know about you?

"Truthfully, there isn't much my team doesn't know about me. I've always believed in being hands-on and transparent, and over time, my team has become like a second family to me. We spend so many hours together that they know nearly everything about me — even my dietary restrictions. I value the closeness we share, because it reflects the trust and bond we've built over the years."





Where Vision Meets Voice



On 12th August 2025, Justo RealFintech Ltd. held its 6th Annual General Meeting, this year hosted virtually.

Presided over by **Mr. Pushpamitra Das (Founder & CMD)**, with support from **Mr. Dinesh Dolar (Chief Financial Officer)**, the session went beyond numbers and presentations.

It was a room — and a screen — buzzing with ideas, questions, and conviction.



► More than an agenda, it became a conversation ◀



- about where we've been,
- what we've built,
- and the future we're shaping — together.



Shareholders actively engaged, offering valuable feedback and insights, reinforcing the collaborative spirit that powers our journey.

A heartfelt thank you to every team member who worked behind the scenes to ensure a seamless and successful AGM. Your dedication and hard work made it possible.



As we move ahead, we carry forward the same spirit — of clarity, collaboration, and commitment — that turned this AGM into a milestone moment.

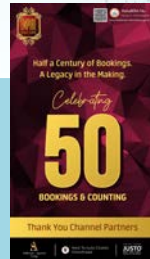


The Justo MandateMeter

THIS MONTH'S TOP 3 MANDATES:

EMPIRE SQUARE

- A luxury residential project in Chinchwad, Pune offering 2, 3, and 4 BHK homes with spacious layouts and premium amenities like clubhouse, swimming pool, gym, kids play area, and more. It's known for excellent connectivity near the Old Mumbai-Pune Highway and a thriving community environment.
- Developer: Sukhwani Agarwal Group, established in 1977, known for quality construction and timely delivery, with a strong market reputation in Pune.



MERLIN VENTANA

- A premium residential development by Merlin Group in Baner, Pune, featuring elegant 3 and 4 BHK flats designed for modern luxury living. It's strategically located with easy access to Mumbai-Pune Highway, IT parks, schools, and hospitals. Amenities include clubhouse, swimming pool, gym, and landscaped parks.
- Developer: Merlin Projects Ltd., recognized for delivering quality housing projects focused on comfort and convenience.



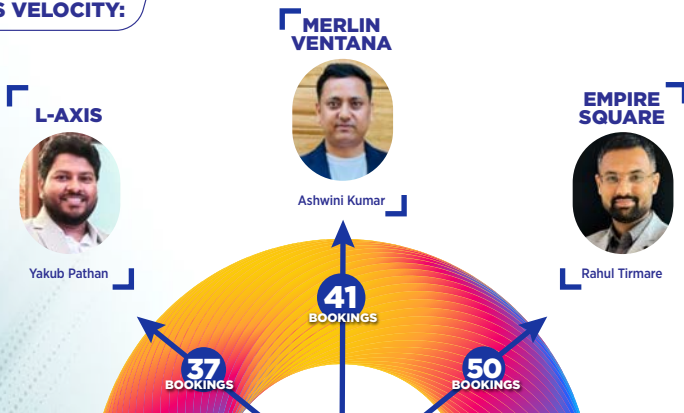
L AXIS

- A thoughtfully planned residential community by Pharande Promoters & Builders in Moshi, Pimpri-Chinchwad offering spacious 2, 3, and 4 BHK homes with sustainable features, 40% open spaces, and multiple security tiers. The project has over 30 years of developer legacy and emphasizes quality and timely delivery.
- Developer: Pharande Promoters & Builders, a trusted name offering commercial and residential projects with strong industry compliance and customer focus.



2, 2.5 & 3 BHK
Premium Apartments

SALES VELOCITY:



**Top 3
Fastest-Moving
Mandates**

1. Empire Square - Surging ahead with strong sales velocity
2. Merlin Ventana - Close on the heels, powered by steady unit absorption
3. L Axis - Gaining momentum with consistent traction



But numbers tell only half the story. This initiative was powered by the passion and ownership of our Justo Investars. From meticulous coordination to on-ground execution, every detail was managed with accountability and empathy.

- ➡ Priyanka Hole for seamless site coordination
- ➡ Jyoti B for steering operations with precision
- ➡ Pawan Sharma & Tejashree M for ensuring nothing was left to chance
- ➡ Amol, Devendra & Subhendu for their energy and teamwork
- ➡ Kshitija, Kalyani & Sonam for ever-alert support
- ➡ Ankita for bringing structure to the madness
- ➡ Prajay for bridging workers and doctors
- ➡ Apeksha, Minakshi & Vandana for managing registrations with efficiency
- ➡ Meghana for her sharp eye at the distribution counter
- ➡ Heerr for capturing moments behind the lens
- ➡ Rohit Patil for being the dependable problem-solver
- ➡ Ranjan Sengupta for his guiding voice
- ➡ Manju Abraham for mentoring the team throughout

New Leaders, New Energy



DEEPAK SINGH

General Manager - Marketing

Deepak Singh joins as **General Manager – Marketing, Mumbai Region**. With over a decade of experience in real estate marketing and an Executive MBA from **Welingkar Institute of Management**, Deepak brings expertise in project launches, brand strategy, and sales-driven marketing to strengthen Justo's presence across Mumbai.

Welcome to Justo, Deepak!



ARJUN CHALANA

Cluster Head- Mumbai Western

Arjun Chalana is back to Justo, joining as **Cluster Head – Mumbai Western**. With over a decade of experience across leading real estate brands and a Master's from **Durham Business School, UK**, Arjun brings sharp market insights and proven leadership. His return strengthens our mandate-driven growth in Mumbai's western markets.

Welcome back to Justo, Arjun!



LifeAtJusto



► Independence Day Celebrations ◀

This Independence Day, our office came alive with tricolour spirit as the team celebrated together with pride and joy. From festive décor, and cultural performances to shared laughter, it was a day that reminded us of the values of unity and freedom.



Build a culture of appreciation



Fuel performance through healthy competition



Recognise agility, consistency, and ownership

► Recognizing and rewarding excellence — celebrating our best performers and overachievers with this month's Udaan badges ◀

Through Udaan, we honour the individuals who go beyond expectations and set new benchmarks of performance. These badges are not just tokens of appreciation but a reflection of the ownership, passion, and dedication that define Justo's culture.



► Potluck Lunch at Justo ◀

Good food, great company, and a table full of flavours! Our team came together for a potluck lunch, where everyone brought a dish to share. It was more than just a meal — it was a celebration of togetherness, laughter, and the spirit of Justo beyond work.

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— www.justo.co.in —

Keep up with
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