

SPOT *light* Bxtes

OCTOBER 2025: EDITION

City in Focus

Learning in Action

Rise with Justo

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**Justo Realfintech Limited
Listed**





FROM VISION TO VICTORY

A message from Pushpamitra Das, Founder & CMD

Dear Justo Family,

On 1st October 2025, Justo RealFintech Ltd. took a defining step—our listing on the Bombay Stock Exchange. What began as a simple, stubborn belief—that mandate-driven real estate can be more transparent, more data-led, and more humane—has grown into a movement powered by your trust. The bell we rang at BSE was not just a ceremony; it was a commitment. A commitment to higher standards, deeper accountability, and creating lasting value for every stakeholder who believed in us.

My heartfelt gratitude to our investors, who placed their faith in our model; to our developer partners and clients, who allowed us to be their knowledge partner in growth; and to our employees, whose grit and discipline carried us through every long night and early morning. A big Thank you to our board, advisors, and associates—including our Merchant bankers and communications partners—for their steady guidance through the IPO journey.

As a publicly listed company, we now hold something precious: shareholder trust. We will honour it through robust governance, transparent disclosures, prudent risk management, and relentless execution. We will stay true to our mandate model, strengthen our systems, and let performance—not promises—speak for us.

The Fact that our listing coincided with Navratri and Dussehra makes this milestone even more auspicious meaningful.

In our culture, these days celebrate the triumph of perseverance and righteousness. For us, they mark the Triumph of Trust—the trust you placed in an idea that is now a living institution.

This is not the destination; it is the beginning of our next chapter. Let's carry forward the same clarity, courage, and camaraderie that brought us here. Together, we will build responsibly, serve diligently, and rise—one mandate, one customer, one community at a time.

With gratitude and resolve,



Pushpamitra Das

Founder & CMD

Justo RealFintech Ltd.



THE BELL RINGS AT BSE!



1st October 2025 marked a defining milestone as Justo RealFintech Ltd. made its debut on the Bombay Stock Exchange. The atmosphere at BSE was filled with pride and emotion as Founder & CMD, Pushpamitra Das, along with board members Chirag Mehta, Priyesh Chheda, Tejas Patil, Vishal Kokadwar, Parool Seth, and Milind Oak, rang the ceremonial bell — a moment that captured years of vision, perseverance, and collective belief coming full circle.

The ceremony was graced by Mr. Arup Patnaik, Former Mumbai Police Commissioner and Director General of Maharashtra Security Corporation, who joined as the Chief Guest for this landmark occasion.

Also present were Mr. Sunil Ramrakhiani, Chief Business Officer, BSE, along with representatives from VIVRO, Concept PR, and several other strategic partners, advisors, and associates who worked closely to turn this vision into reality. Adding a deeply emotional touch, families of all directors came together to witness and celebrate the milestone, reinforcing the sense of unity and shared pride that defines Justo's journey.

In a heartfelt gesture, founding members of Justo's core team — those who have been part of the organisation's journey for over four to five years — were specially commemorated for their loyalty, dedication, and belief in the company's dream.

The listing drew appreciation across investor and developer circles, symbolising not just a corporate success, but a paradigm shift for the mandate-driven real estate sector — **a true Triumph of Trust.**

The Arbour Story

FROM VISION TO VALUE CREATION

The story of Arbour and Justo — where partnerships drive performance.

A Shared Beginning

Every memorable journey begins with a shared vision.

When Arbour Investments partnered with Justo RealFintech Ltd., it wasn't just a financial alliance — it was a meeting of minds united by the belief that transparency, technology, and trust could redefine India's real-estate landscape.

In September 2024, Arbour invested \$7 million in Justo's vision to transform the mid-market developer segment. What followed was the convergence of Arbour's financial acumen and Justo's market intelligence, creating a model that merges capital with capability.

Building Momentum

Since that pivotal moment, the partnership has gone beyond capital infusion — driving strategy, structure, and scalability. From expanding markets to strengthening governance, the collaboration has redefined what partnership-driven growth can achieve.

That trust reached its pinnacle during Justo's IPO and listing on the Bombay Stock Exchange (BSE) — a milestone powered by collective conviction.

Arbour's continued support and evangelism gave the issue its market momentum, culminating in a 6.5× oversubscription — a victory shared equally by Arbour and Justo.

Mr Chirag Mehta and Mr Priyesh Chedda, both integral members of Justo's Board of Directors, continue to guide strategic and governance initiatives with insight and integrity.

The Road Ahead

Together with Arbour Investments, Justo is building an ecosystem where finance, technology, and trust converge — shaping the future of real estate in India through innovation and institutional excellence.



"Partnerships built on trust create milestones that redefine industries."

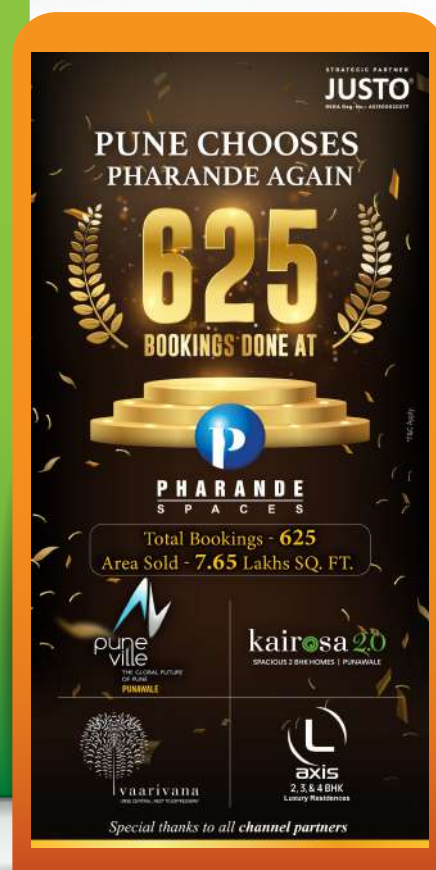
JUSTO Momentum

A Golden Streak of Success for Team Justo

50 Bookings at L-Axis Team Justo celebrates another remarkable achievement with 50 successful bookings at L-Axis, the luxurious 2, 3 & 4 BHK residences by Pharande Spaces. This milestone reflects the team's relentless effort, strategic approach, and commitment to delivering results in Pune's premium real estate segment.

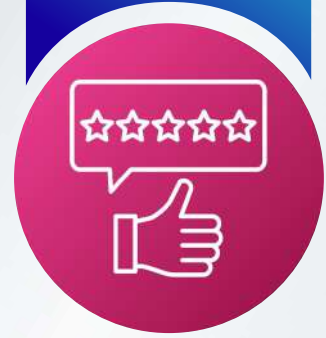
150 Bookings at Merlin Ventana Continuing the winning momentum, Merlin Ventana, Baner recorded 150 bookings, marking a major milestone for Team Justo. A heartfelt thank you to all our channel partners for their constant support and contribution towards this achievement. Together, we continue to redefine success across every project.

625 Bookings at Pharande Spaces Taking pride to new heights, Pharande Spaces achieved an outstanding 625 bookings, spanning an impressive 7.65 lakh sq. ft. across its landmark projects — Punéville, Kairosa 2.0, Vaarivana, and L-Axis. This success stands as a testament to Pune's continued trust and preference for Pharande and Justo as strategic partners in excellence.



HR BUZZ:

The pulse of people,
culture, and capability.



AIKA – Listening, the Justo Way

Unveiled during the auspicious Ganpati Festival

As we welcomed Ganpati Bappa, the harbinger of wisdom, prosperity, and new beginnings, we also embraced a new chapter in our journey of connection and culture at Justo Realfintech Ltd.

Introducing AIKA — our new Employee Feedback Campaign.

The name AIKA means “Listen” in Marathi, and just as Lord Ganesha listens patiently to every devotee, AIKA symbolizes our commitment to listen to every employee — with openness, empathy, and intent.

The Thought Behind AIKA

The festival of Ganpati is more than celebration — it’s a reminder of renewal, wisdom, and the power of removing obstacles. Inspired by this spirit, AIKA was conceptualized as a platform to remove communication barriers, encourage honest dialogue, and build a workplace where every idea, concern, and voice is valued.

Through AIKA, we reaffirm that listening is the first step to learning and growing together. By hearing our people, we evolve as an organization that is not just successful, but also inclusive and human at its core.

The Purpose of AIKA

AIKA isn’t just a feedback initiative — it’s our listening movement. It’s about:

- Creating safe, open channels for employees to express thoughts and ideas.
- Building a culture of trust and transparency, where feedback leads to real action.
- Strengthening our collective wisdom — because when we listen, we grow.

AIKA marks our pledge to listen more, understand deeper, and act better — together, as one Justo family.

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Certified
JAN 2023 - JAN 2024
INDIA

Be Passionate About Your Beliefs

If a thought makes you happy
PURSUE IT.

If a dream fuels your aspirations
FULFILL IT.

If an idea fills you with enthusiasm
SHARE IT.

Every Thought Makes A Difference

When something keeps bothering you
VOICE IT.

When you have a way to make things better
ACTION IT.

When you have an Opinion
SHARE IT.

Believe in yourself.
Believe in your ideas
#AIKA

Make your Feedback count
Reach out to make a difference.
aika@justo.co.in

NAPS & NATS Take Flight

As part of Justo's commitment to nurturing young talent and building industry-ready professionals, the National Apprenticeship Promotion Scheme (NAPS) program was officially launched in September 2025.

Under this initiative, 10 interns were inducted and attended a 3-day intensive training designed to familiarise them with Justo's mandate-driven model, sales processes, and customer engagement framework. The sessions covered both classroom learning and on-ground exposure, culminating in site training on 19th & 20th September 2025.

While the experience provided valuable insights into the dynamics of real estate sales, only 3 interns—Kiran W, Shalini B, and Yash T—chose to take the next step and join our live projects.



Yash T –
Deployed
at Puneville



Kiran W –
Deployed at
24 Wall Street



Shalini B –
Deployed at
24 Wall Street

The remaining interns opted out citing extensive travel, target pressure, and limited long-term interest in real estate as key challenges.

Despite this, the initiative marks an important milestone in Justo's journey towards structured skill development under both NAPS and NATS frameworks — enabling a bridge between academic learning and industry application.

“Every professional journey begins with exploration — and every program like NAPS helps us discover those who are ready to rise.”

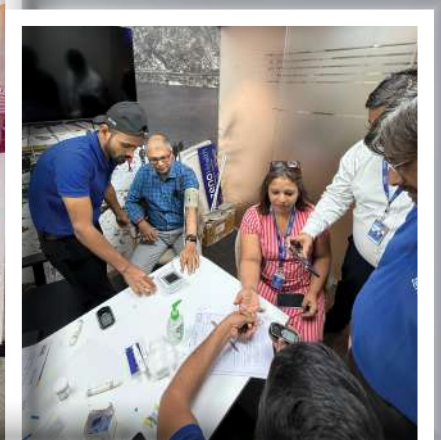
— HR & L&D Team, Justo





JUSTO CARES: Health First, Always

Justo is dedicated to supporting the well-being of every team member. Recently, we hosted a health check-up camp complemented by an informative session where doctors explained the difference between normal chest pain and cardiac arrest. The session included a live demonstration on how to perform CPR and save someone from choking. We were also briefed on maintaining heart health. Afterward, all teammates underwent screenings for blood pressure, diabetes levels, BMI, and received a general health check-up to ensure holistic wellness.



Life At Justo

The Colours and Flavours of Onam at Justo

The spirit of Onam filled the Justo office with colour, culture, and cheer as the team came together to celebrate the festival in true traditional style. Colleagues dressed in elegant white and gold South Indian attire, bringing an authentic festive touch to the workplace. The celebration was marked by a beautiful Onam-themed rangoli, symbolising prosperity and togetherness, and a delicious traditional Onam Sadhya feast that everyone enjoyed



Celebrating Navratri at Justo

At Justo, we proudly embrace our rich cultural traditions. This Navratri, our team came together to celebrate by following the vibrant colors of each day and participating in lively Garba dance sessions. These celebrations not only brought joy but also reinforced the spirit of unity and camaraderie within our workplace.



Joining Across the Spectrum

We're thrilled to welcome two new members to the Justo family — a dynamic junior professional and an enthusiastic intern. Each brings fresh perspectives and unique strengths, reinforcing our culture of growth, collaboration, and innovation.



Heerr Bhatia

Senior Executive - Corporate Communications

Joining Justo as an intern has been an incredible start to my career, allowing me to contribute to high-impact projects — from IPO communications to corporate decks, brochures, campaigns, monthly Internal Newsletters, CSR activities, events, and internal storytelling. The culture here, where creativity meets strategy and learning is part of every day, has made this journey both empowering and inspiring. Stepping into my first full-time role feels like a natural continuation of that growth, and I'm deeply grateful to Sonali Ma'am for her unwavering guidance, mentorship, and constant support in shaping my journey, and to Satya Sir for inspiring me to push my boundaries.



Yuvraj Sakhuja

Intern - Business Development

currently pursuing his BBA at NMIMS Anil Surendra Modi School of Commerce, stands out for his leadership, initiative, and diverse achievements. He has served as Financial Manager and Promoter for event companies, led college festivals, and managed national and international clubs, including business development committees with global reach. Yuvraj's academic projects reveal a strong interest in research, strategy, and practical problem-solving—from aviation route mapping to brand simulation. As a decorated winner in debate, business contests, and quizzes, Yuvraj brings exceptional communication, collaborative, and entrepreneurial skills. Outside academics, he enjoys startups, travel, gymming, and stock trading—reflecting a curiosity and drive that inspire his peers.

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Keep up with
Justo's journey!

Follow us



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