

A hand in a dark suit jacket is pointing at a tablet screen. The screen displays a glowing blue digital cityscape with various skyscrapers and buildings. The background is dark with some bokeh light effects. A white diagonal shape is overlaid on the left side of the image.

JUSTO[®]
advice . create . nurture .

www.justo.co.in



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**WHO
ARE WE?**

WHO ARE WE?

JUSTO is your strategic knowledge partner in the real estate industry, providing innovative solutions that seamlessly manage every aspect of real estate development. By collaborating with leading developers through our comprehensive Design to Delivery Model, we ensure efficiency and excellence at every project stage.





Our Vision

To be a trusted brand that transforms people's lives



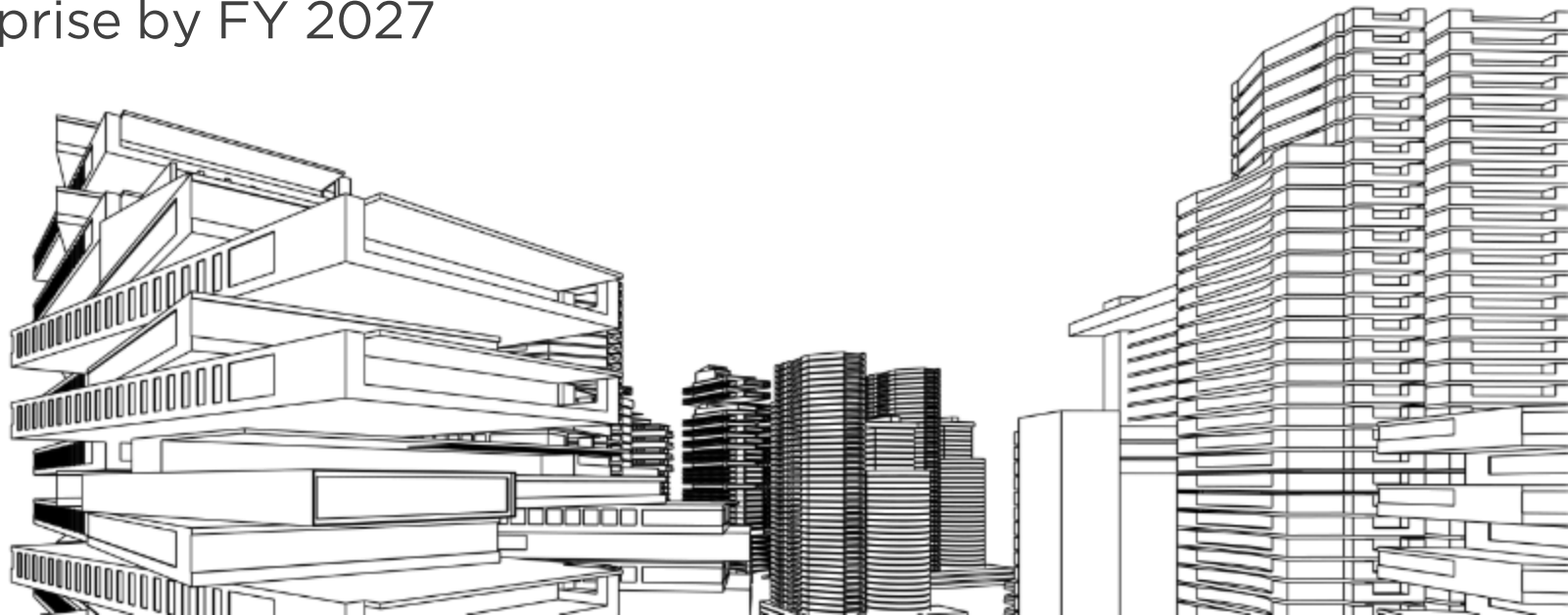
Our Mission

Reinventing the real estate experience by providing solutions that are innovative and tech driven

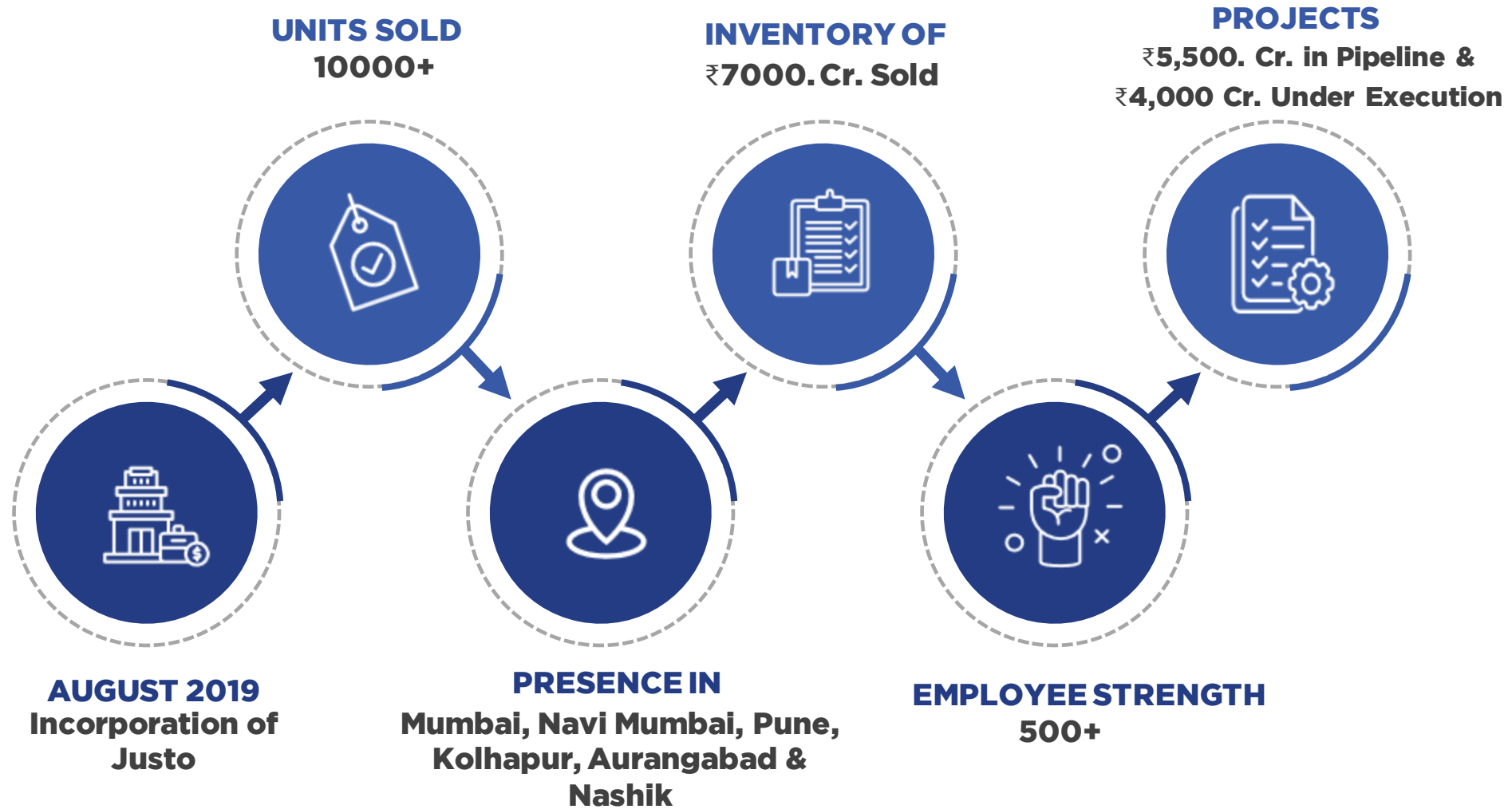


Ambition

To be a US\$ 1 billion enterprise by FY 2027



JUSTO MILESTONES

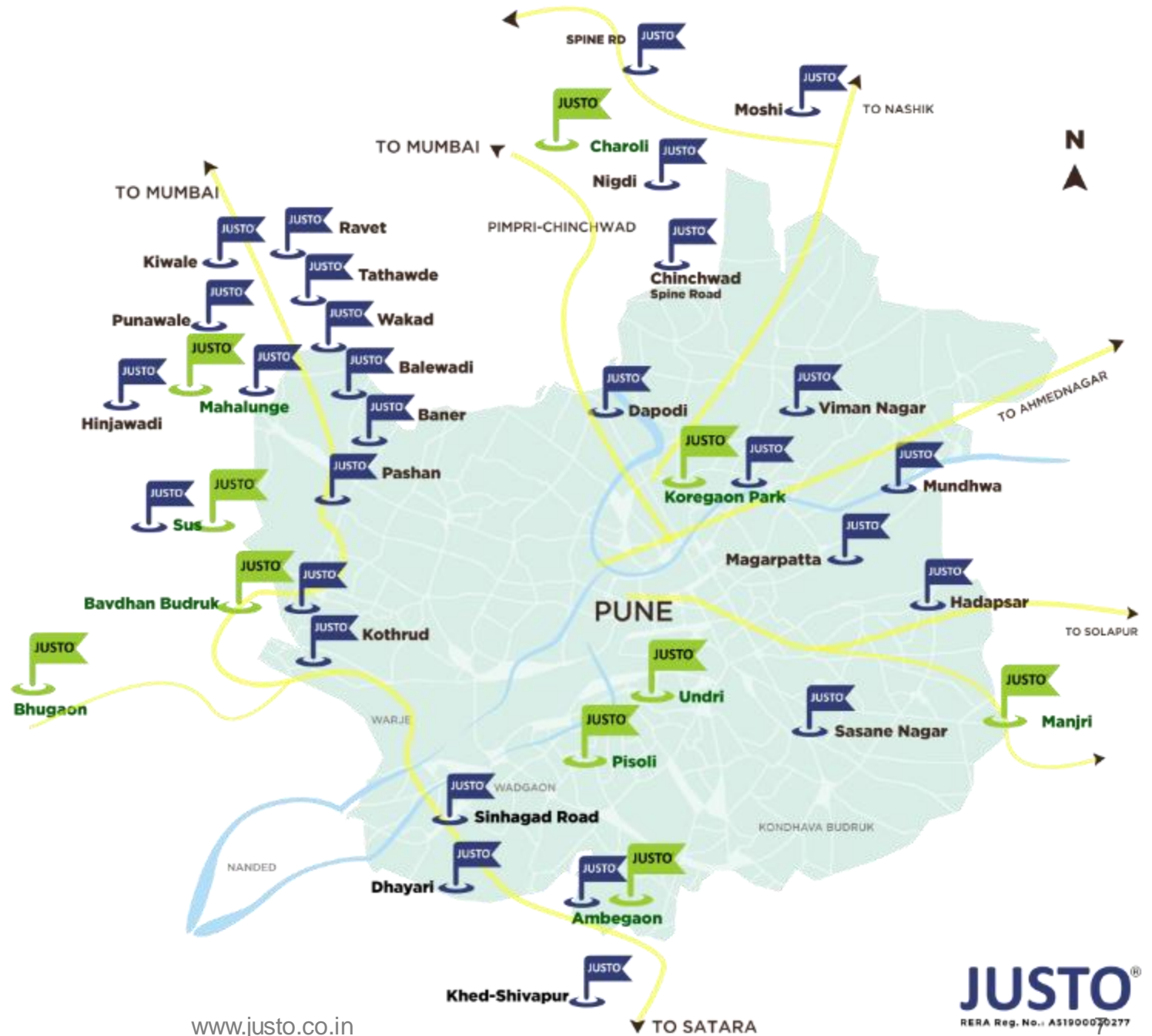


JUSTO FOOTPRINTS

JUSTO'S FOOTPRINT ACROSS
PUNE

- PRESENT IN 23 MICROMARKETS
- COMING UP IN 14 NEW MARKETS

Map not to scale



www.justo.co.in

JUSTO[®]
RERA Reg. No.: A51900070277

(Disclaimer: The numbers and locations are subject to change and may vary)



JUSTO'S FOOTPRINT ACROSS

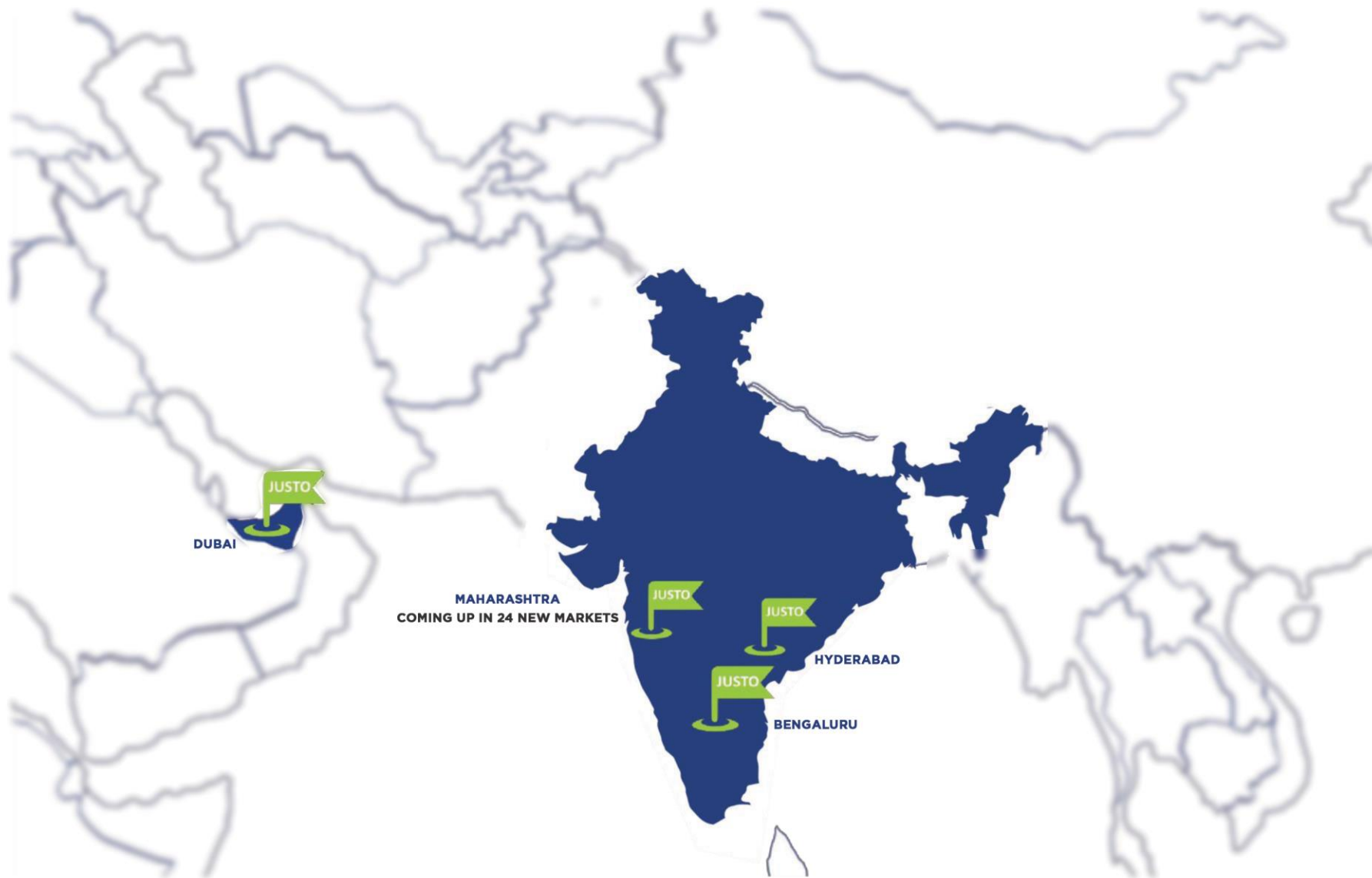
MUMBAI

- PRESENT IN 23 MICROMARKETS
- COMING UP IN 14 NEW MARKETS

(Disclaimer: The numbers and locations are subject to change and may vary)

JUSTO FOOTPRINTS

COMING SOON



A person wearing a blue button-down shirt is sitting at a desk, focused on drawing architectural plans. They are using a dark pen to sketch on a large sheet of paper. The desk is cluttered with various items, including a pencil holder with several pens and pencils, a stack of papers, and a small framed picture. The background is softly blurred, showing a typical office environment with a desk lamp and some plants. A large, semi-transparent blue triangle is overlaid on the left side of the image, containing the text "SERVICES WE PROVIDE" in white, bold, sans-serif font.

**SERVICES
WE PROVIDE**

SERVICES WE PROVIDE



STRATEGY & POSITIONING

Customized business strategies to drive exponential growth in real estate development.



MARKETING

End-to-end marketing solutions across traditional and digital platforms for exceptional buyer satisfaction.



SALES

Delivering smarter sales solutions with deep market insights and cutting-edge technology.



DIGITAL MARKETING

Strategic digital solutions to boost visibility and drive impactful conversions.



CREATIVE SERVICES

Innovative design and marketing solutions to transform brands and deliver results.



CAPITAL MARKET

Comprehensive solutions to optimize property performance and enhance occupant satisfaction.



HOME LOANS

Simplified homeownership with expert financing advice and personalized support.



FACILITY MANAGEMENT




Comprehensive solutions to optimize property performance and enhance occupant satisfaction.



OTHER SERVICES

Product design, interiors, financial solutions, and construction partnerships to meet diverse needs.

THE COMPETITIVE ADVANTAGE

EXPERTISE				
Market Research / Intelligence	✓	✓	✓	✓
Project Planning	✓	✓	✓	✓
Location Advisory	✓	✗	✓	✓
Marketing Strategy	✓	✓	✓	✓
Media Planning & Creation	✓	✓	✓	✓
CRM	✓	✗	✓	✓
Sales Strategy	✓	✓	✓	✓
Sales Execution	✓	✓	✓	✓
Pricing Strategy	✓	✓	✓	✓
Channel Partner Sourcing	✓	✓	✓	✓
Investment/ Finance Advisory	✓	✓	✗	✓
Fundraising	✓	✗	✗	✓
Facility Management	✓	✗	✗	✓
Interior Design	✓	✗	✗	✓
Home Loan	✓	✗	✓	✓

SEGMENTS WE OPERATE IN



RESIDENTIAL



COMMERCIAL



CO LIVING & BRAND TIE-UPS



STRATA SALE



OUR TEAM

BOARD OF DIRECTORS



VISHAL KOKADWAR | DIRECTOR

20 years in Corporate Finance, Audit and Mergers and a qualified Chartered Accountant. Key roles at Deloitte, KPMG and Poddar Housing. Currently driving growth and innovation across industries like Solar Energy, Outdoor Media, and Real Estate.



CHIRAG MEHTA | DIRECTOR

Co-founder of Arbour Investments with 500+ clients and INR 360 crore in assets. CFA, MBA (Finance) MRICS, and real estate expert. Trusted leader in finance and strategy, with \$1B in transactions across diverse assets. Leadership roles at Nisus Finance and Sanctum Wealth Management.



PRIYESH CHHEDA | DIRECTOR

Co-founder of Arbour Investments, has 17+ years in real estate finance, specializing in structured deals and portfolio growth. Qualified PGDBM Retail, B. Tech (Engineering Computers). Leadership roles at Nisus Finance and Sanctum Wealth Management where he developed an acute understanding of market dynamics and investment opportunities.

FOUNDER & DIRECTOR

- Over 30 years of experience in senior leadership roles across diverse industries, has transformed numerous ideas into successful companies
- In the Real Estate Sector, he has led large-scale fundraising, project fund allocation, and execution for top developers

Key Achievements:

- **Leadership:** Held key roles at Wadia Group, Rustomjee, Wadhawan Retail, Piramal Group and Essar Group
- **Visionary:** Driving the growth and success of JUSTO with visionary leadership and dedication
- **Retail Sector:** Launched the Retail F&G business in India; led growth and brand acquisitions for Wadhawan Retail



Industries:

Real Estate, Steel, Retail, Pharma
Strategy, Investment Banking, Corporate Finance & Legal

PUSHPAMITRA DAS

FOUNDER & DIRECTOR
JUSTO REALFINTECH

KEY LEADERS



Nitin Pardeshi

Director: Sales & Marketing
Pune & Navi Mumbai



Dr Shailesh Karnik

Head: Strategy, Legal,
Finance & Shared Service



Satya S Mahapatra

Head: Marketing



Praveen Apte

Director: Commercial Sales
Pune & Mumbai



Rishikesh Ranga

Head: Sales
Western Mumbai &
SOBO



Vipul Ovhal

Head: Capital Markets
& Advisory Services



Swapnil Patil

Head: Business Development
Mumbai



Robert Lobo

Business Advisory



MARKET AND FUNCTIONAL LEADERS



Dattaprasad Shetye

Head:
Human Resources



Milind Patange

Head:
Business Development
Pune



Samrat Sarkar

Head:
Marketing
Pune



Avishkar Jopulkar

Cluster Head:
Navi Mumbai



Ranjan Sengupta

Head:
L & D



Dinesh Dolar

Head:
Finance & Accounts
Mumbai



Sanjeev Thadani

Head: Marketing
SOBO & MMR



Ajay Kumar Singh

Cluster Head:
Pune East



Sandeep Kulkarni

Cluster Head:
Pune West & Co Living



Sandeep Kamat

Head: CRM &
Chief Assurance Officer
Mumbai



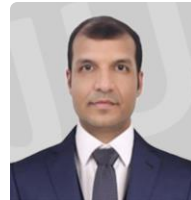
Meghesh Kulkarni

Head:
Finance
Pune



Animesh Dutta

Head:
Finance & Accounts
Mumbai



Sayan Chakraborty

Cluster Head:
Rest of Maharashtra



Vijay Bhagat

Cluster Head:
Central Mumbai



Tapas Sarkar

Cluster Head:
Thane



Sonali Das

Head:
Corporate Communications & PR
Mumbai

Supported by a dedicated team
of **500+ Professionals**



PROUDLY CERTIFIED AS A GREAT PLACE TO WORK!

What Makes JUSTO a Great Place to Work?

- **People-First Culture:** We prioritize our employees' well-being, growth, and success.
- **Collaborative Environment:** Encouraging teamwork, innovation, and open communication.
- **Diversity & Inclusion:** Embracing diverse backgrounds, ideas, and perspectives.
- **Professional Growth:** Offering continuous learning, mentorship, and career development opportunities.
- **Work-Life Balance:** Supporting flexible work arrangements and employee wellness programs.



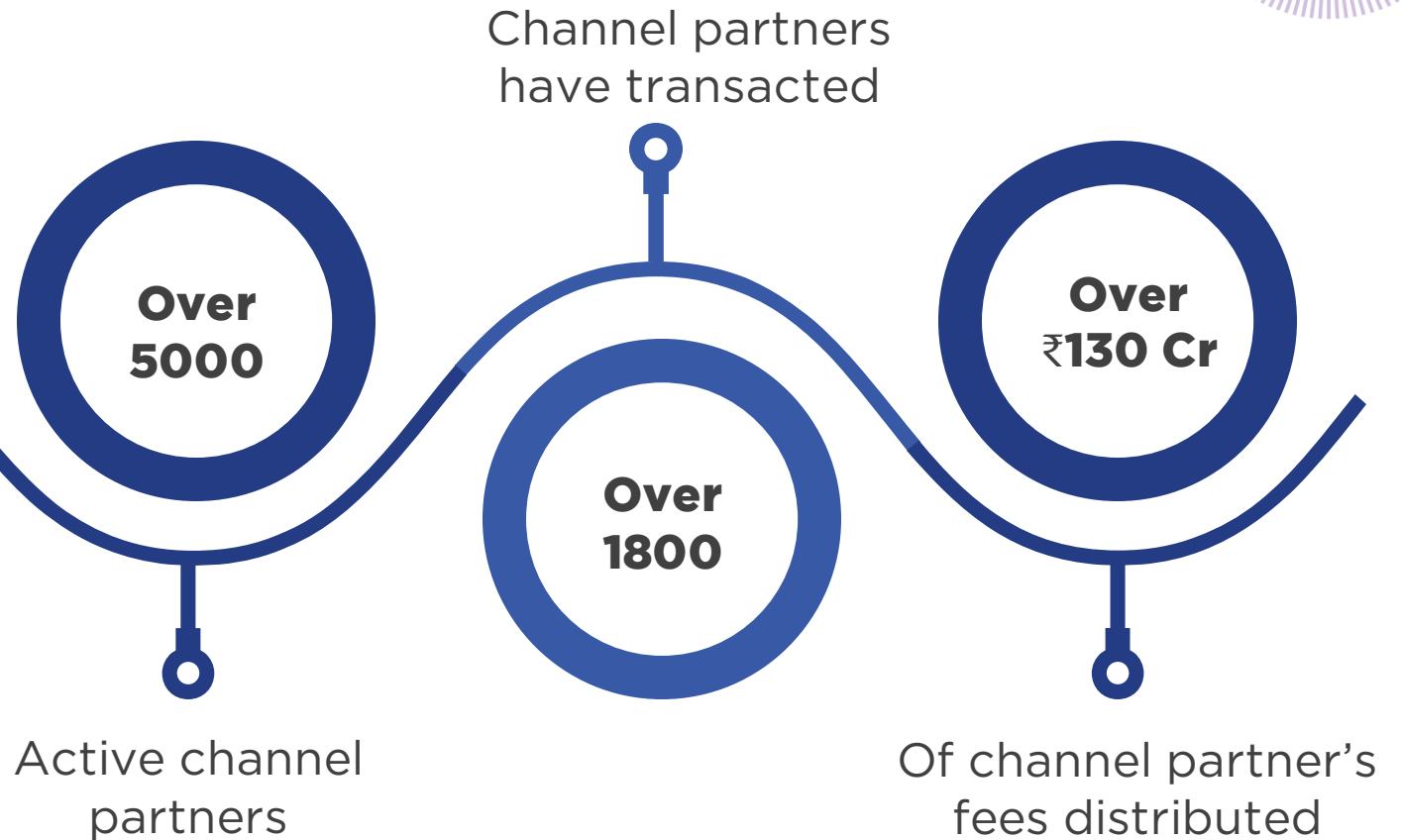
DIFFERENTIATOR



PARTNERS IN SUCCESS



MILESTONES

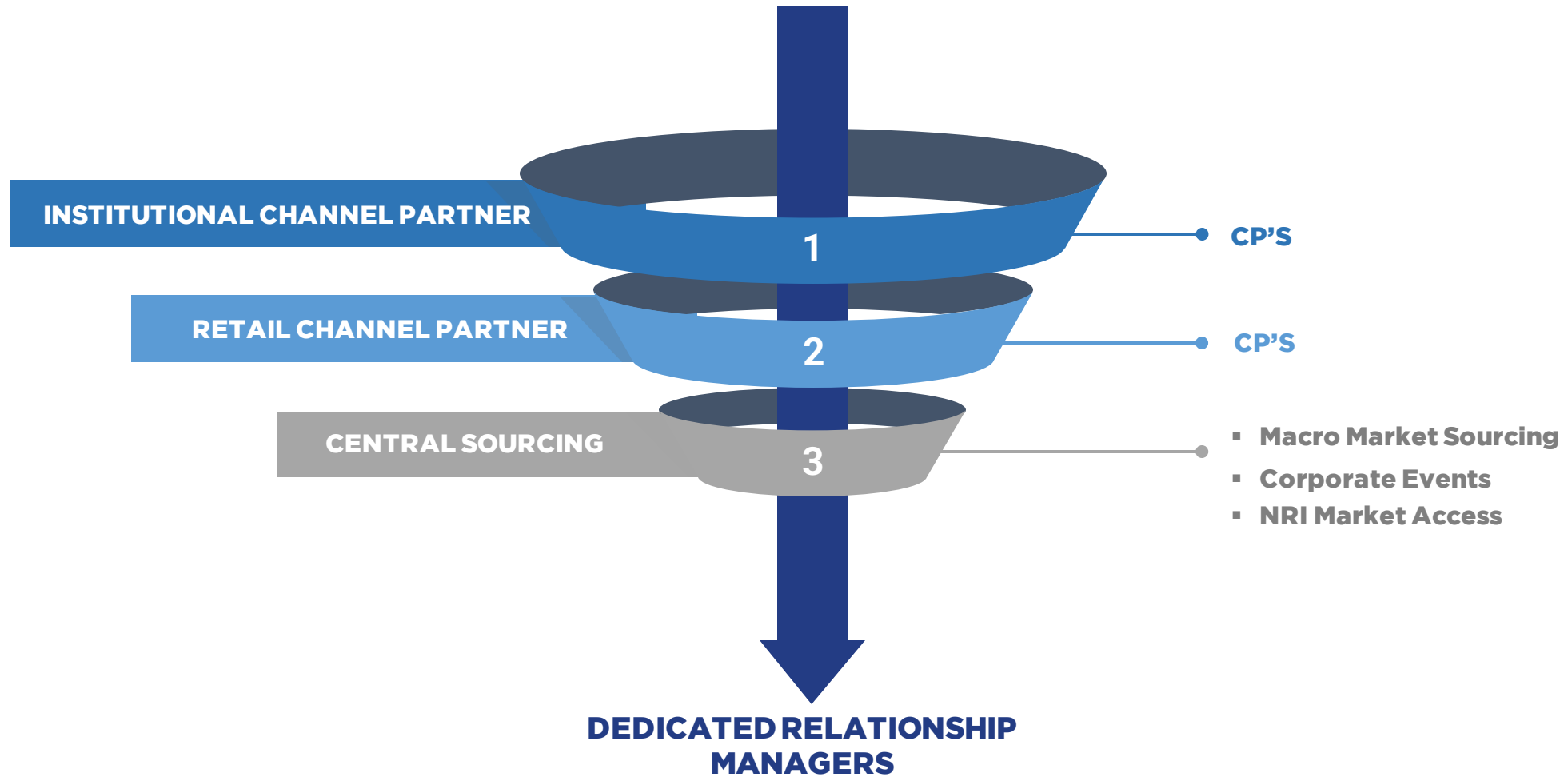




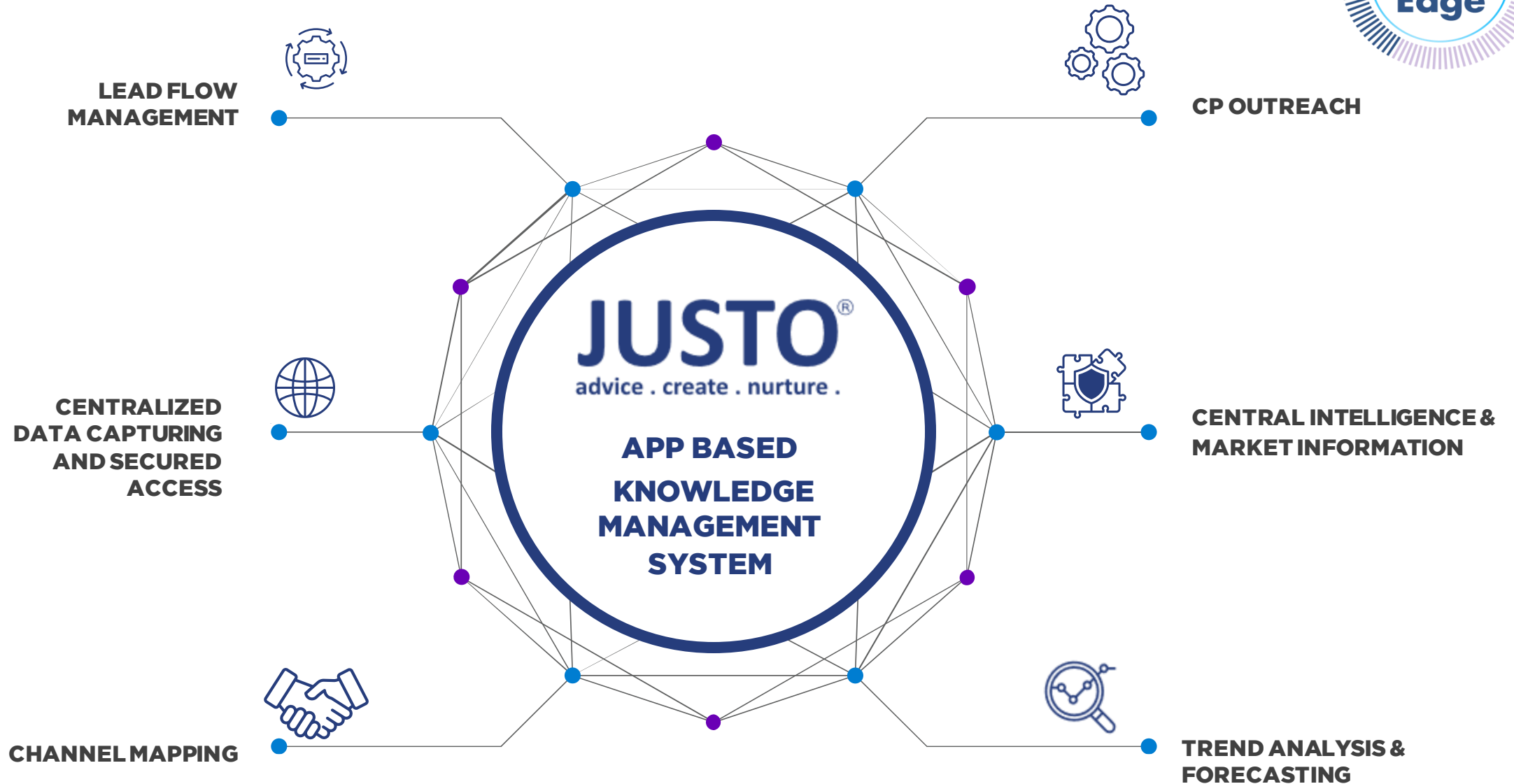
DEVELOPER



SOURCING



TECHNOLOGY



TECHNOLOGY

CURRENT APPLICATIONS



A workflow management application for sales organizations that enables brokers to track ongoing projects and provides a dashboard for channel partners to monitor target progress.

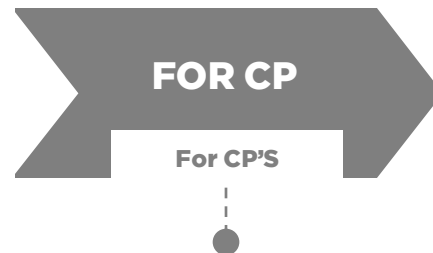


It is a Business Process Management software (ERP) that streamlines project management, including onboarding, project activation, invoicing, lead tracking, and collections.



A SaaS-based HR application subscribed by Justo, designed to store and organize candidate and staff information, manage benefits administration, and ensure timely, accurate payroll processing.

APPLICATIONS TO BE LAUNCHED IN FUTURE



This is an under-development software application which will help the Channel Partners to track leads & performance



This is also an under-development software application which is going to be an MIS dashboard and it will be released in mobile app format

An aerial photograph of a city skyline, featuring several prominent skyscrapers and a dense cluster of smaller buildings. The image is overlaid with a semi-transparent blue triangle on the left side, which contains the text 'CORPORATE REAL ESTATE SERVICES' in white, bold, sans-serif capital letters. The sky is filled with soft, white clouds.

CORPORATE REAL ESTATE SERVICES

COMMERCIAL MANDATES

COMMERCIAL OFFICE SPACE SALES



- Office Space Sales
- Commercial Retail Spaces
- Co-Living Monetization
- Landlord Representation

LEASING & DIRECT TRANSACTIONS



- Alternate Real Estate
- Leasing Assignments
- Direct Strata Transactions
- Healthcare
- Hospitality
- Education

GLOBAL OUTREACH, LAND & INVESTMENT SALES



- Dubai Opportunities & Global Outreach
- Structured Investment Modules
- Pre-leased Assets
- Land Transactions (Purchase / Sale JV / JD / DM models)
- Institutional & Strata Business

LEAD BY:

- With over 25 years of experience in commercial real estate, Praveen has established himself as a seasoned leader, adept at handling diverse portfolios across Commercial Advisory & Transactions.
- As the Director - Commercial at JUSTO, he spearheads the expansion and growth of the company's commercial business, leveraging his extensive expertise and strong industry relationships.

Key Achievements:

- **Leadership:** Held senior roles at Savills India, CB Richard Ellis (CBRE) South Asia Pvt. Ltd., and the Magarpatta Group. As MD - Pune at Savills India, and Senior Associate Director at CBRE, he was instrumental in setting up and driving profitable operations in the Pune region over a decade.
- **Client Relationships:** Built deep-rooted connections with occupier clients, developers, and institutional investors, fostering trust and long-term partnerships.
- **Landlord Experience:** Gained invaluable experience on the landlord side of the business during his tenure with the Magarpatta Group, complementing his expertise on the sell side.



PRAVEEN APTE

DIRECTOR - COMMERCIAL
JUSTO REALFINTECH LTD

Delivered **10+ Mn Sq. Ft.**

**JUSTO
REST OF
MAHARASHTRA**



JUSTO - REST OF MAHARASHTRA

Justo's Expanding Footprint in Rest of Maharashtra: A Mark of Market Leadership

Justo continues to solidify its presence in the ROM region with a strong operational foundation in key cities such as Sambhaji Nagar (Aurangabad), Nashik, Kolhapur and Nagpur

Active Sites in Nashik

Anmol Nayantara Group - Anmol
Nayantara Presidency

Dhatrak Group -
Avadh Utopia & Priyanka Blossom

Network Growth

800+

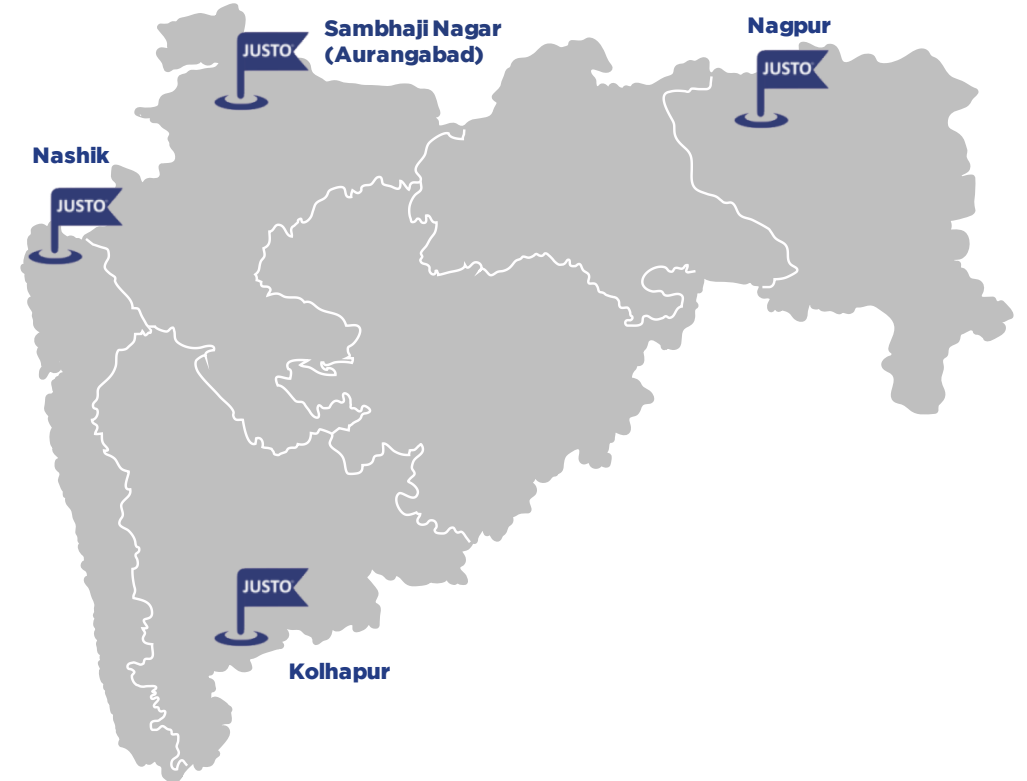
Active Channel Partners
and counting...

Positioning

Only mandate with offices and
teams in these cities

Capability

Mumbai and Pune projects
receive cross-sourcing from
ROM CPs



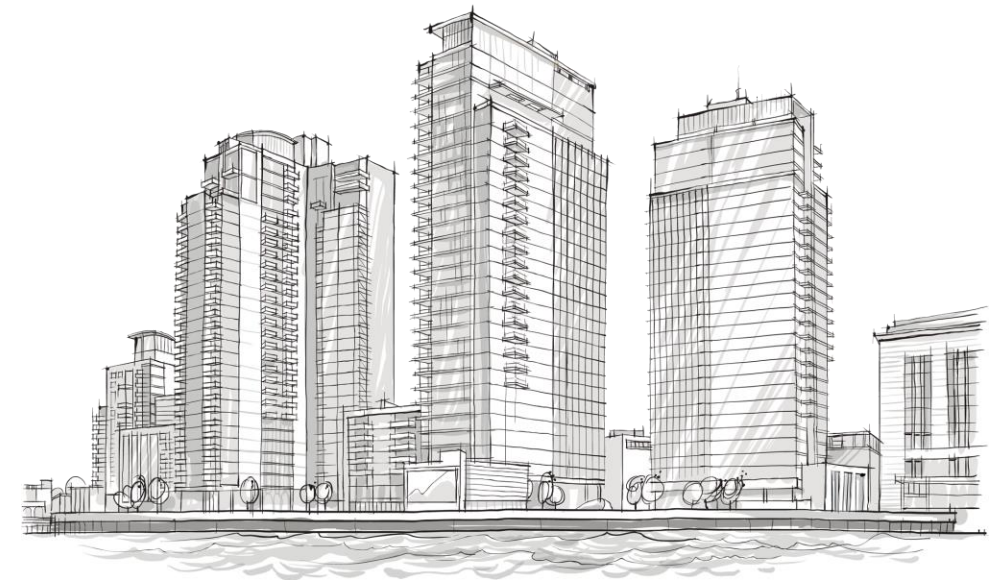
Justo's robust presence across ROM marks an exciting chapter in our growth journey, empowering both local and national collaborations.

A close-up photograph of a hand moving a wooden chess piece on a chessboard. The chessboard is made of light and dark wood squares. The chess pieces are made of dark wood. A blue diagonal overlay covers the left side of the image. The text 'JUSTO 2.0' is written in white on the blue overlay.

JUSTO 2.0

OUR STRATEGIC PARTNER : ARBOUR INVESTMENTS

- Founded in 2021, Arbour Investments has rapidly emerged as India's leading real estate-focused Investment management company, specializing in both residential and commercial real estate sectors.
- Their journey is rooted in the expertise of their founding members with over 50 years of combined experience, reflects a deep understanding of market dynamics, asset evaluation and value generation.
- At the core of their success is a client-centric investment philosophy, which emphasizes Transparency, Integrity, and Long-term Partnerships.
- By combining their proprietary Asset and Evaluation Management System (AEMS) with cutting-edge technology and data analytics, they ensure every investment aligns with their goal of sustainable value creation for their clients.



OUR STRATEGIC PARTNER : ARBOUR ALTERNATE INVESTMENTS



Well Focused And Experienced Team



Extensive Relationship



Robust Underwriting Process

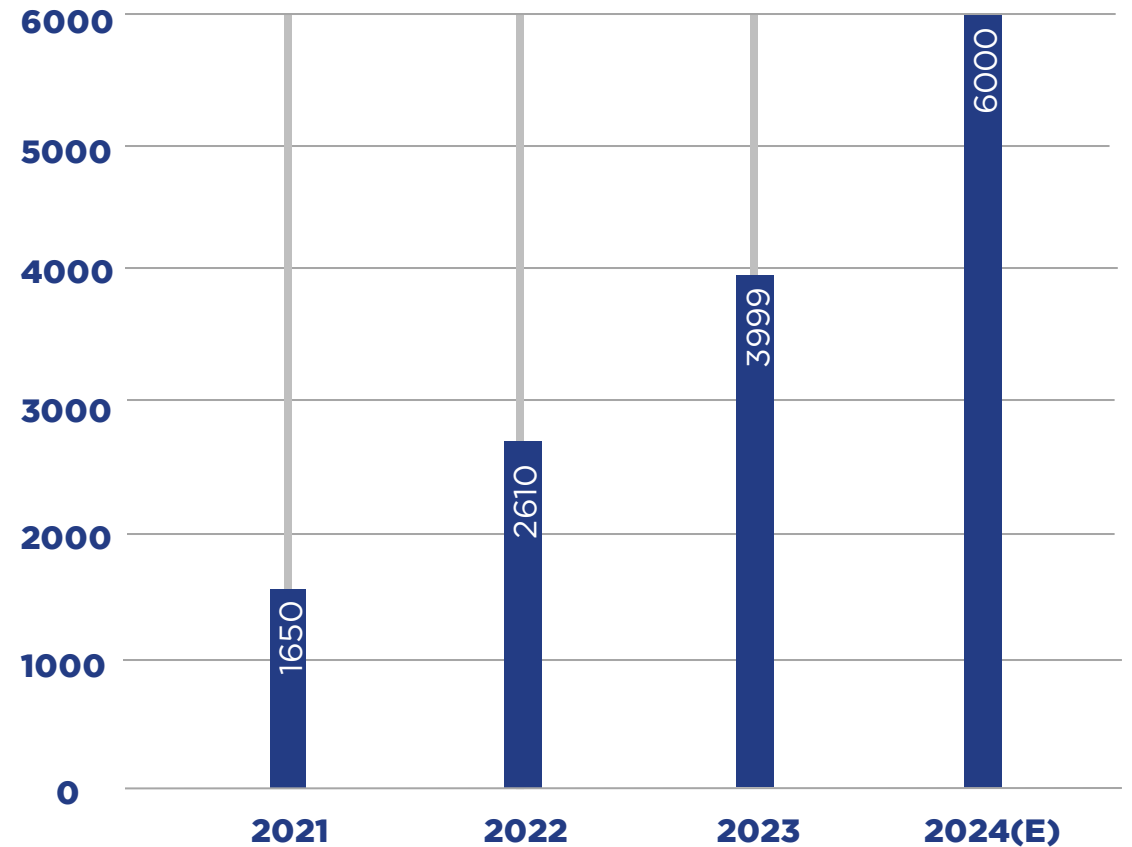


Strong Asset Management Team

EXPERTISE

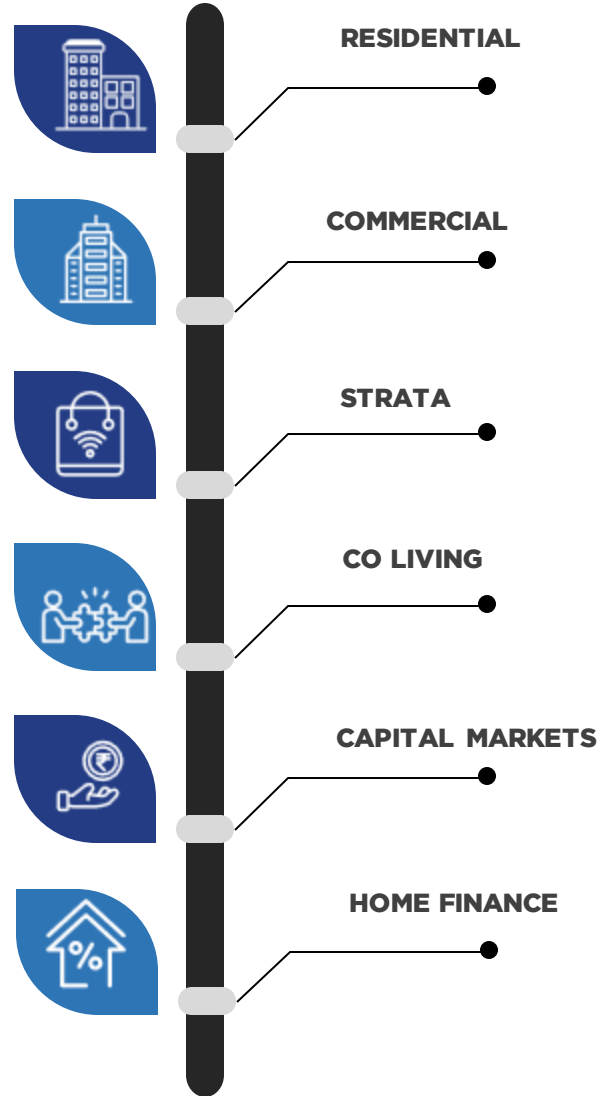
- Cumulative 50+ years of real estate experience of the team.
- Expertise across all investment.
- Structures (Equity, Structured Equity, Mezzanine Debt, Senior Debt).
- Experience across all asset classes, including residential, commercial and retail.
- Focus on mid-income affordable housing.
- Very strong focus on diligence backed by robust asset management.

AUM GROWTH (RS MN.)

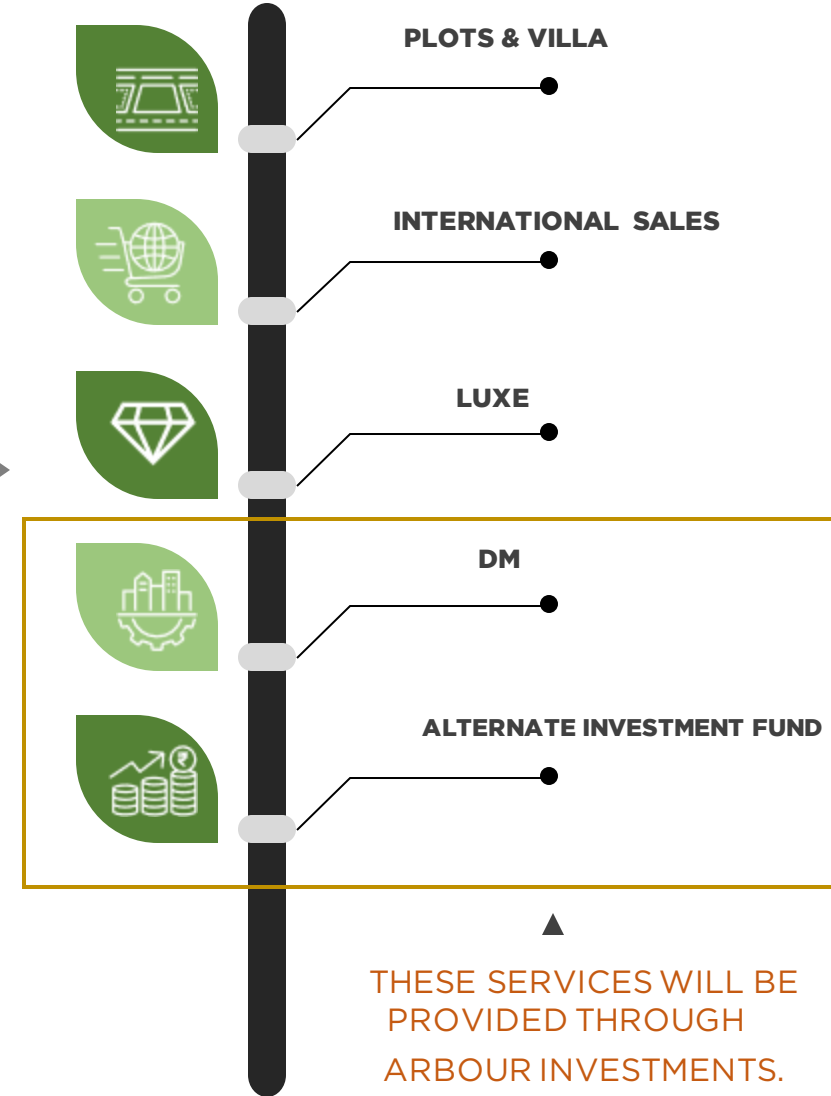


CURRENT BUSINESS VALUE DRIVERS

TODAY



TOMORROW



AWARDS & ASSOCIATIONS



AWARDS & ACCOLADES



**Property Consultant of
The Year Residential
(National) - 2024**



**Property Consultant
of The Year - 2024**



**Iconic Innovative Market
Brand in Real Estate - 2021**



**Innovative technology in
Real Estate Distribution
2019 - CNBC TV 18**



**Most Innovative
Communication & Distribution
Platform 2021' - CNN News**



**Award for Professional
Excellence in Real
Estate 2021**
















**Professional Excellence in
Real Estate 2021**



Best Employer 2024-2025




















BRAND ASSOCIATION - MUMBAI

 SAKET GROUP	 PROPERTIES	 TODAY GLOBAL DEVELOPERS <small>TODAY'S PROMISE, TOMORROW'S REALITY</small>	 MEHTA GROUP <small>we build status</small>	 HB REALTY
 CONCRETE BUILDERS <small>33 YEARS OF TRUST & LEGACY</small>	 JE&VEE	 RADHEY GROUP	 Goodwill DEVELOPERS <small>The name speaks for itself</small>	 KANAKIA
 PURANIKS <small>Ideas that stay with you</small>	 AEHL <small>BUILDING HOMES WITH UNENDING HAPPINESS</small>	 SIDDHARTH GROUP <small>LEGACIES BEGIN HERE</small>	 SAI SATYAM <small>MORE TO LIFE</small>	 AKSHAR <small>INSPIRE LIFE</small>
 NISARG GROUP	 SATYAM DEVELOPERS <small>Constructing Dreams</small> <small>R. Gulati Group</small>	 Happy Home GROUP <small>1994-2004-2014-2019</small>	 NEELKANTH	 MORAJ
 THARWANI <small>CONSTRUCTIONS PVT. LTD.</small> <small>Dr. Ganesh Lalji Ganwani</small>	 PARTH	 CONTINENTAL FUTURA <small>KALYAN</small>	 STG <small>SHREE TIRUPATI GROUP</small> <small>THE ADDRESS OF TRUST</small>	 MANGESHI CONSTRUCTION










ONGOING PROJECTS - MUMBAI

 <p>Athena Aspire</p>	 <p>Crest</p>	 <p>Boston Harbor</p>	 <p>Grandis Shivlaya</p>	 <p>Lashkaria</p>
 <p>Legacy</p>	 <p>AVA Maple</p>	 <p>Queens Necklace Regents Park</p>	 <p>Veer Vishwa Veer Heights Veer Enclave Veer Yashodeep</p>	 <p>Next Level Oasis Imperia</p>
 <p>Rainbow County</p>	 <p>La Residency La Street</p>	 <p>Rainbow Life</p>	 <p>Amulya 20</p>	 <p>Shivani Rudram</p>

























BRAND ASSOCIATION - PUNE

 NAIKNAVARE DEVELOPERS <small>NOT JUST BETTER BUILDING, BUT BETTER LIVING FOR ALL.</small>	 Manav Group <small>Rest Assured</small>	 SIDDHI GROUP	 RUCHA GROUP	 PRITHVI EDIFICE <small>Craving for new...</small>	 PARTH
 ABHINAV GROUP <small>WE KINDER YOUR DREAMS</small>	 WELWORTH REALTY	 SAARRTHI™ <small>Exceeding excellence Real Estate Redevelopment</small>	 PRIVIA® <small>Building Landmarks</small>	 NEW FRONT GROUP <small>Aesthetic spaces</small>	 PROFILE GROUP
 tejraj® <small>You've arrived.</small>	 PROJECT BY TATVAM™	 KAKKAD GROUP <small>TRANSFORMING LIVES</small>	 KOHINOOR <small>A KRISHNARUNAM GROUP ENTERPRISE</small>	 arc <small>Finezza Developers LLP</small>	 RAHUL CONSTRUCTION CO. <small>Building Dreams Since 1977</small>
 LIVIENCE <small>LIVE. EXPERIENCE</small>	 PRITHVI PRESIDIO	 PLATINUM PROPERTIES <small>The intelligent way to place</small>	 SANKLA BUILDCOON <small>A SUBHASH SANKLA VENTURE</small>	 PARANJAPE® <small>The Spirit Of New India</small>	 Rainbow <small>Rainbow Housing</small>
 PARMAR CONSTRUCTION COMPANY <small>JUGRAJ PARMAR ENTERPRISE</small>	 PHARANDE SPACES	 SOLITAIRE	 Saniket <small>CONSTRUCTING HAPPINESS</small>	 SAI SPACECON INDIA PLTD. <small>SHAPING THE CITY Formerly known as Sai Erectors</small>	 A PROJECT BY KONBIL LANDMARKS LLP <small>spreading joy</small>
 NEWTON HOMES <small>HADAPSAR, NEAR AMANORA</small>	 ELLORA® <small>SHAPING TOMORROW</small>	 BALAJI GROUP SHREE BALAJI GROUP	 WYCE EXCLU City <small>BAVDHAN, PUNE</small>	 AMIT ENTERPRISES HOUSING LTD. <small>SINCE 1983</small>	 ARUN DEVELOPERS

SUCCESS IN PUNE

<p>KAKKAD LA VIDA LIVE THE MOMENT</p>	<p> STATURE RAISE YOUR LIFE SINHAGAD ROAD, DHAYARI</p>	<p>BLUE SCAPES</p>	<p> AVON VISTA PRESHAM RIVER FRONT LIVING</p>	<p>WELWORTH Purnam COMPLETE LIFE HINJAWADI PHASE - 2 Phase 1</p>	<p> Bella Casa — YOUR PRIDE & JOY — AMBEGAON Phase 1</p>
<p> tej elevia 2 & 3 BHK LUXURY CONDOS BANER</p>	<p>— SAARATHI CODENAME 1873 </p>	<p>PRITHVI PROXIMUS LIVE CONNECTED Magarpatta, Near Suzlon</p>	<p> Aahana</p>	<p> SOLITAIRE HOMES PASHAN</p>	<p> KOHINOOR EMERALD Premium 2 BHK Homes in Sus</p>
<p>PRITHVI PRESIDIO</p>	<p> EMINENCE</p>	<p>PARANJAPE Gloria Grand 2 & 3 BHK UPSCALE APARTMENTS</p>	<p>CODENAME AR 2 & 2.5 BHK HOMES AT KOREGAON PARK ANNEX</p>	<p>CODE NAME PERFECTO LIMITED 2, 3 & 4 BHK HOMES BANER PASHAN LINK ROAD</p>	<p>BLUE SCAPES PLUS 2 & 3 BHK BLUE LIFESTYLE HOMES AT SINHAGAD ROAD</p>
<p> Marvella More than just home</p>	<p>SAVVY 2.0 PUNE'S 1st TECHNO SAVVY HOMES HINJAWADI PHASE 1</p>	<p>SHIMMER & SHINE II SINHAGAD'S BEST KEPT SECRET</p>	<p>RAHUL ARCUS BANER</p>	<p>RAHUL DOWNTOWN TATHAWADE</p>	<p> amara</p>
<p>BLUEPEARL 204 PARADISE</p>	<p>PROFILE EMPYREAN "Unparalleled Views in Every Direction."</p>	<p>PARANJAPE  happiness hub केलकम झिल्ली!</p>	<p> LIVIENCE LIVE. EXPERIENCE</p>	<p>La MODA 2 & 3 BHK BOUTIQUE LUXURY BALEWADI</p>	<p>AVALON CITY</p>
<p> PARTH EURUS PASHAN</p>	<p> PRIVIA PRESTIGE RESIDENCY 2 & 3 BHK SIGNATURE HOMES</p>	<p> eagle's nest VADGAON MAHAL</p>	<p>CODENAME: SUS स्वागत</p>	<p>The  @address 2 & 3 BHK HOMES @ MOSHI</p>	<p> V-UPTOWN Vibes VALUED LIVING</p>
<p> ADYA ALCOVÉ WAKAD</p>	<p> NEWTON HOMES HADAPSAR, NEAR AMANORA</p>	<p>MY HOME AKURDI</p>	<p>RAHUL ASTON THE GEM OF HINJAWADI</p>	<p> SUNRISE TOWER 2 & 3 BHK RESIDENTIAL APARTMENTS & SHOPS</p>	<p>RAHUL DOWNTOWN TATHAWADE</p>

ONGOING PROJECTS IN PUNE & NASHIK

 <p>SAARRTHI SKYBIZZ AT MAHALUNGE</p>	 <p>arc FINEZZA</p>	 <p><i>B</i> Bella Casa — YOUR PRIDE & JOY — AMBEGAON</p>	 <p>kairoso 2.0 SPACIOUS 2 BHK HOMES PUNAWALE</p>	 <p>WYCE EXCLU City BAVDHAN, PUNE</p>	 <p>NAKSHATRA I-LAND</p>
 <p>ANMOL NAYANTARA Building Happy Communities</p>	 <p>pebbles GREENFIELD'S 2 & 3 BHK HOMES WAKAD</p>	 <p>pune ville THE GLOBAL FUTURE OF PUNE</p>	 <p>WELWORTH Purnam — COMPLETE LIFE — HINJAWADI PHASE - 2</p>	 <p>ARUN DEVELOPERS</p>	 <p>Dhatrak Group</p>
 <p>KEYSTONE BY RUCHA GROUP</p>	 <p>7 SEVEN SQUARE CO-LIVING OASIS</p>	 <p>THE RISING 2 & 3 BHK SPACIOUS HOMES</p>	 <p>Studio 06 PREMIUM STUDIO APARTMENTS</p>	 <p>AMIT ENTERPRISES HOUSING LTD. SINCE 1983</p>	 <p>tej euvia 2 & 3 BHK LUXURY CONDOS BANER</p>
 <p>THE HIGHGATES SPACIOUS 2 & 3 BHK HOMES CENTRAL HADAPSAR</p>	 <p>TRUSPACE PREMIERA KOREGAON PARK</p>	 <p>M-SOUL STRINGS — By Malpani Group —</p>	 <p>EMPIRE</p>	 <p>W WEST WORLD PRIVATE HOMES PUNAWALE</p>	 <p>48 Central park 1 & 2 BHK HOMES, SASANE NAGAR, HADAPSAR</p>



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- Bangalore Highway, Baner,
Pune - 411045 | +91 98231 66443

REST OF MAHARASHTRA

AN-07, 1st Floor, Prozone Trade Centre, Prozone Mall Campus, Chikhalthana, Aurangabad - 431001

Office no 03, Below Chandukaka Saraf, Miraj Arcade, E - Ward, Kolhapur - 416001

Office No. 510, Nashik Business Park, Opposite Shatabdi Hospital, Next to Saheba Hotel, Mumbai Naka, Nashik- 422001.

