

A hand in a dark suit jacket points towards a digital cityscape of glowing blue wireframe buildings projected onto a tablet screen. The background is dark with some bokeh light effects.

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



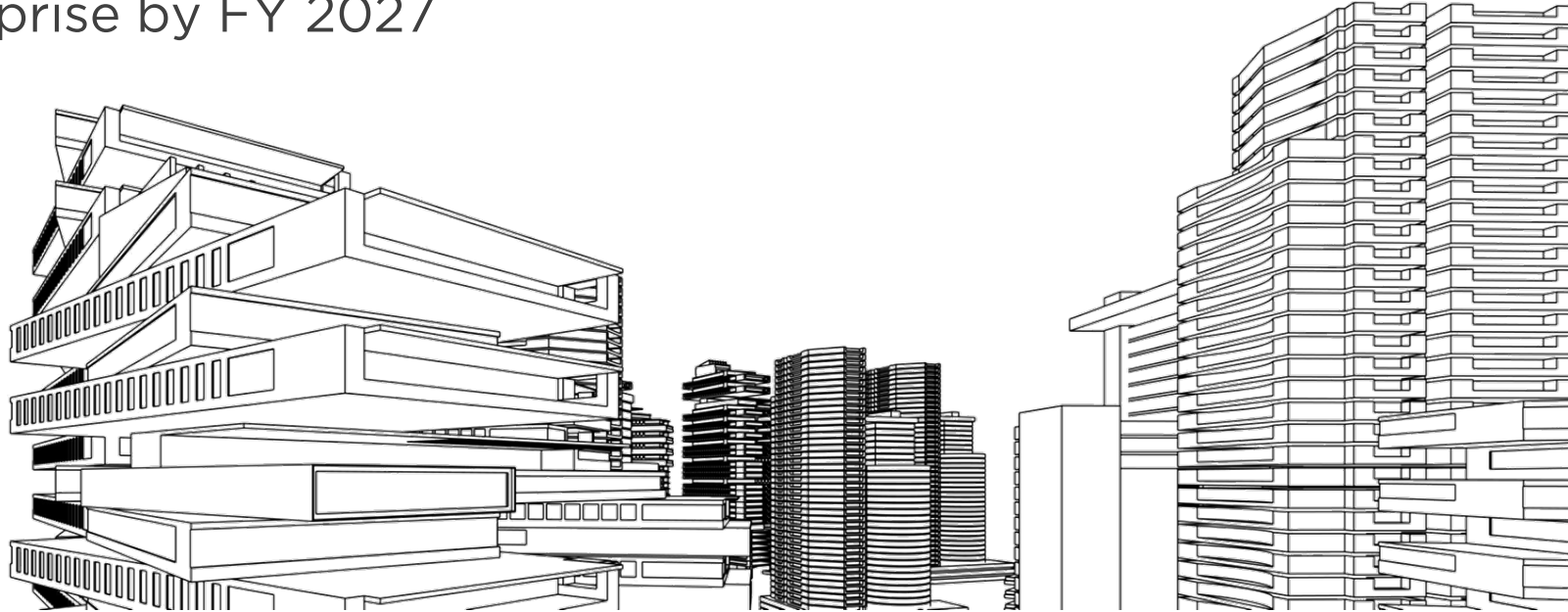
Our Mission

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

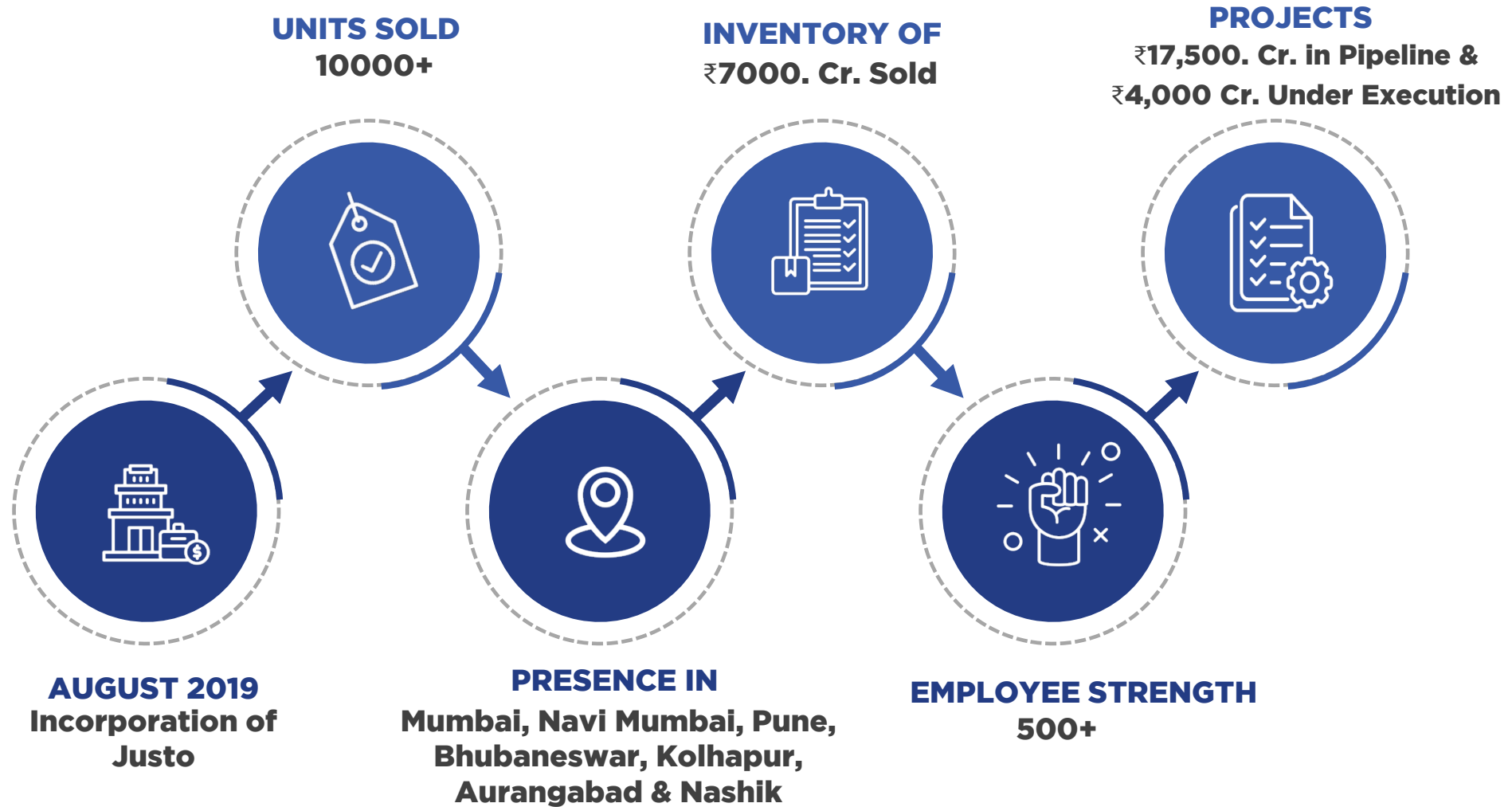


Ambition

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



JUSTO MILESTONES

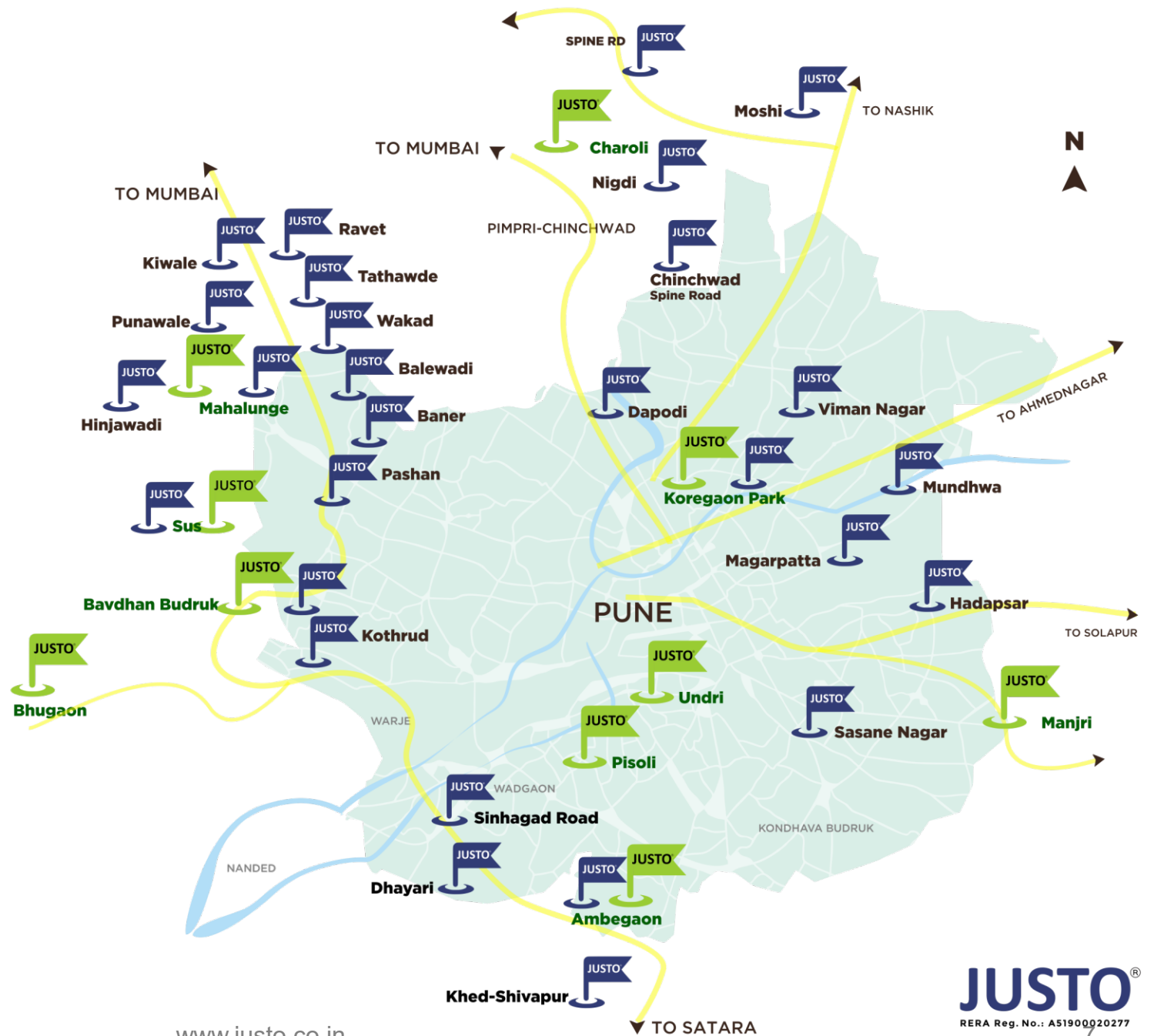


JUSTO FOOTPRINTS

JUSTO'S FOOTPRINT ACROSS
PUNE
 OCT - 2024

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

Map not to scale



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 RERA Reg. No.: A51900020277



JUSTO'S FOOTPRINT ACROSS

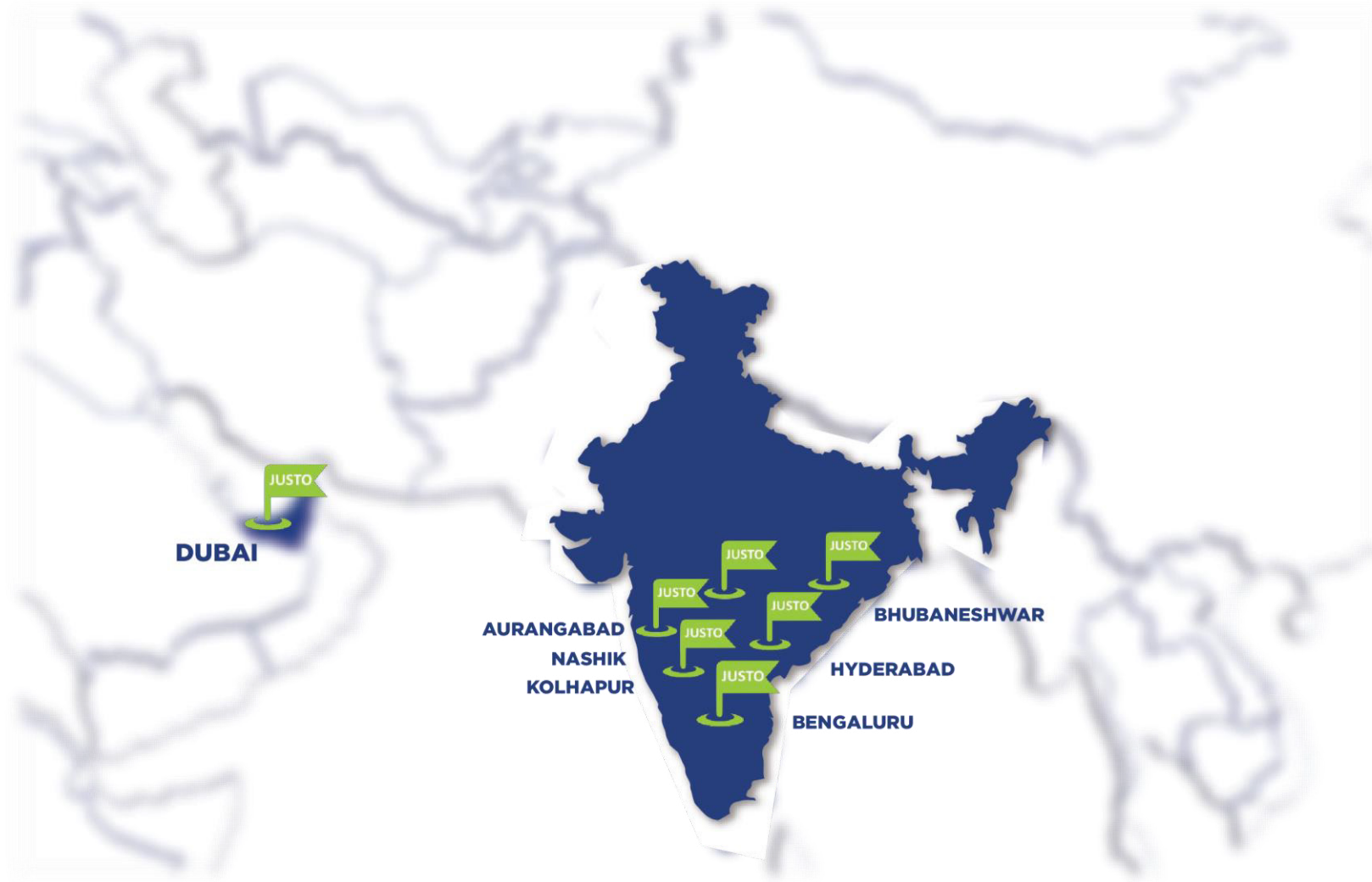
MUMBAI

OCT - 2024

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

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 black pen to sketch on a large sheet of paper that features a detailed architectural drawing of a building complex. The desk is cluttered with various items, including a pen holder with several pens, 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 greenery. 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



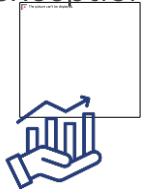
STRATEGY & POSITIONING

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.



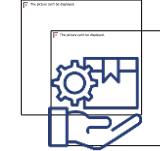
CAPITAL MARKET

Comprehensive solutions to optimize property performance and enhance occupant satisfaction.



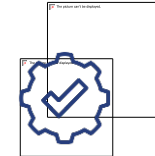
HOME FINANCE

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 Piramal Group, Essar Group, Wadhawan Retail, Wadia Group and Rustomjee.
- **Fundraising:** Raised over \$2 billion for various projects.
- **Retail Sector:** Launched the Retail F&G business in India; led growth and brand acquisitions for Wadhawan Retail.

Industries:

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



PUSHPAMITRA DAS

FOUNDER & DIRECTOR
JUSTO REALFINTECH

KEY LEADERS



Nitin Pardeshi

Director - Sales & Marketing Pune & Thane



Dr Shailesh Karnik

Head- Strategy, Legal, Finance & Shared Service



Satya S Mahapatra

Head - Strategy Marketing



Praveen Apte

Director - Commercial Sales Pune & Mumbai



Vipul Ovhal

Head - Capital Markets & Advisory Services



Rishikesh Ranga

Head- Business Development



Robert Lobo

Business Advisory



MARKET AND FUNCTIONAL LEADERS



Dattaprasad Shetye

Head HR



Milind Patange

Head Business
Development, Pune



Samrat Sarkar

Head Marketing, Pune



Keshav Pandey

Business Process
Management



Avishkar Jopulkar

Cluster Head - MMR



Ranjan Sengupta

Head - L & D



Dinesh Dolar

GM - Finance &
Accounts



Sanjeev Thadani

Marketing Head -
SOBO & MMR



Ajay Kumar Singh

Cluster Head - Pune



Sandeep Kulkarni

GM- Commercial Sales



Sandeep Kamat

Head CRM &
Chief Assurance Officer



Avinash Tribhuvan

DGM -Commercial
Sales



Meghesh Kulkarni

DGM - Finance Pune



Romit Bose

Marketing Head -
Navi Mumbai



Animesh Kumar Dutta

Deputy General Manager
Finance & Accounts

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



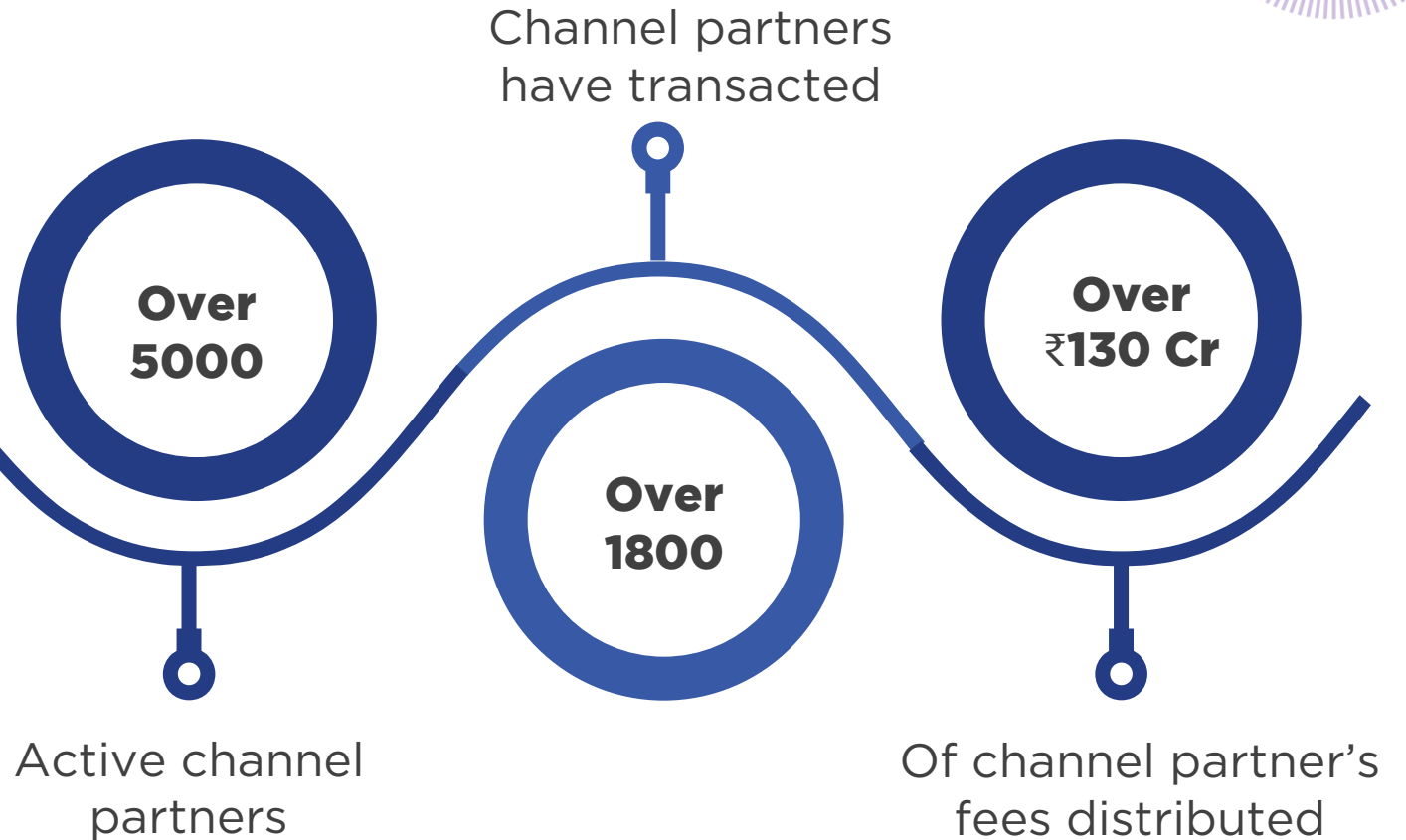
DIFFERENTIATOR



PARTNERS IN SUCCESS



MILESTONES





DEVELOPER

JUSTO[®]
 advice . create . nurture .
 Integration at any product life cycle phase
360° Approach

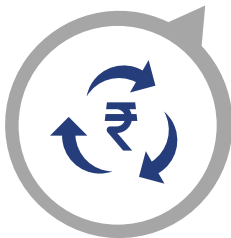
MICRO MARKET RESEARCH
 & Forecasting



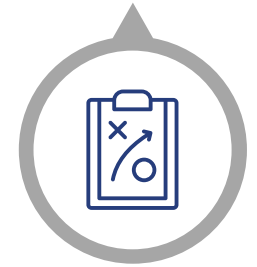
CUSTOMER ONBOARDING
 Home Loans, CRM & Loyalty Programs



**DEFINING CASHFLOW & OFFER
 FUND RAISING SUPPORT**
 Uninterrupted Project Development & Timely Delivery

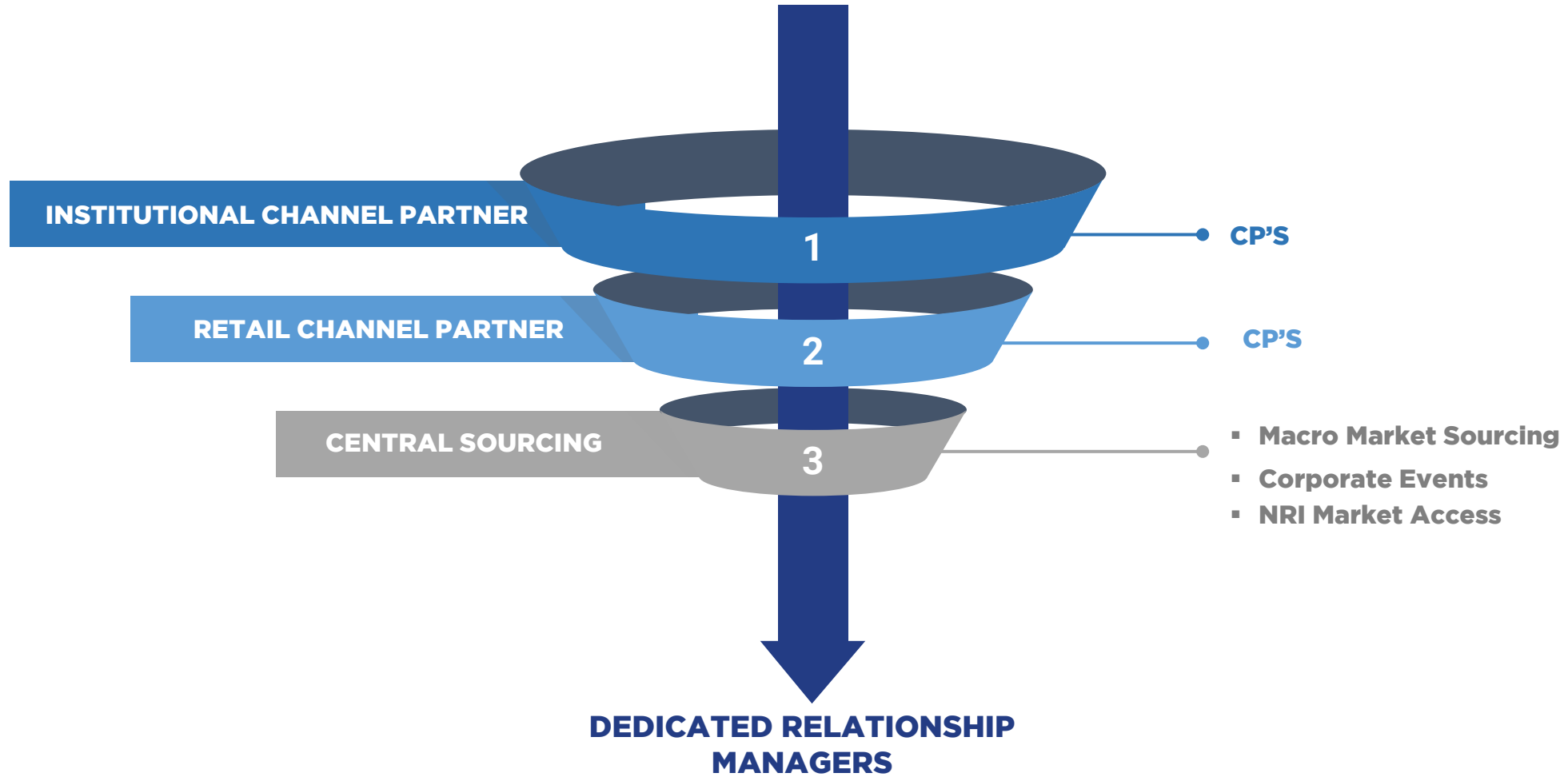


SALES FORCE DEPLOYMENT
 Customer Experience & Customer Journey

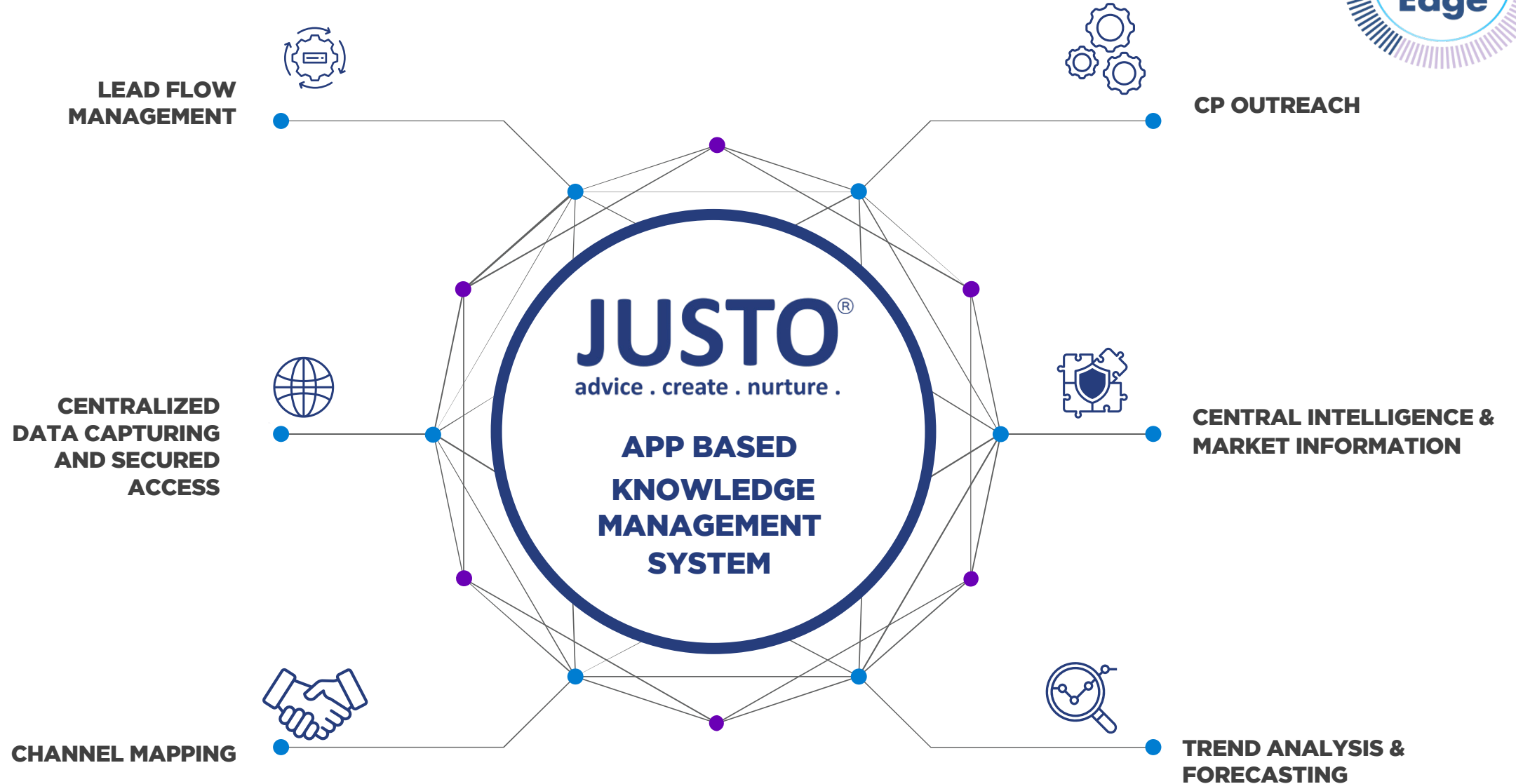


SALES & MARKETING STRATEGY PROJECT
POSITIONING
 Typography, Amenities, Payment Plan Recommendations

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.

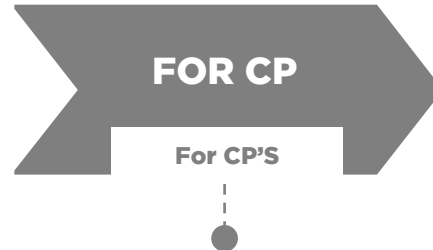


It is a Business Process Management software (ERF) that streamlines project management, including onboarding, project activation, invoicing, lead tracking, and collections.



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



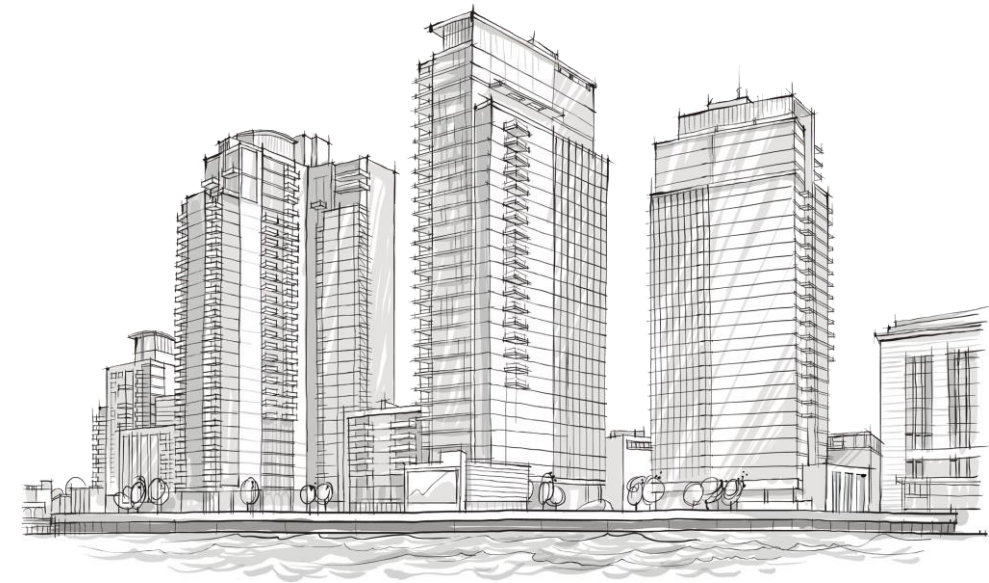
This is also an under-development software application which is going to be an MIS dashboard and it will be released in mobile app format

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 piece being moved is a dark wood pawn with a white top. Other chess pieces are visible in the background, some in focus and some blurred. A dark blue diagonal overlay covers the left side of the image, containing the text 'JUSTO 2.0' in white.

JUSTO 2.0

OUR STRATEGIC PARTNER : ARBOUR ALTERNATE INVESTMENTS

- Founded in 2021, Arbour Investments has rapidly emerged as India's leading real estate-focused Investment management fund, 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 our success is our client-centric investment philosophy, where we emphasis Transparency, integrity, and long-term partnerships.
- By combining our 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

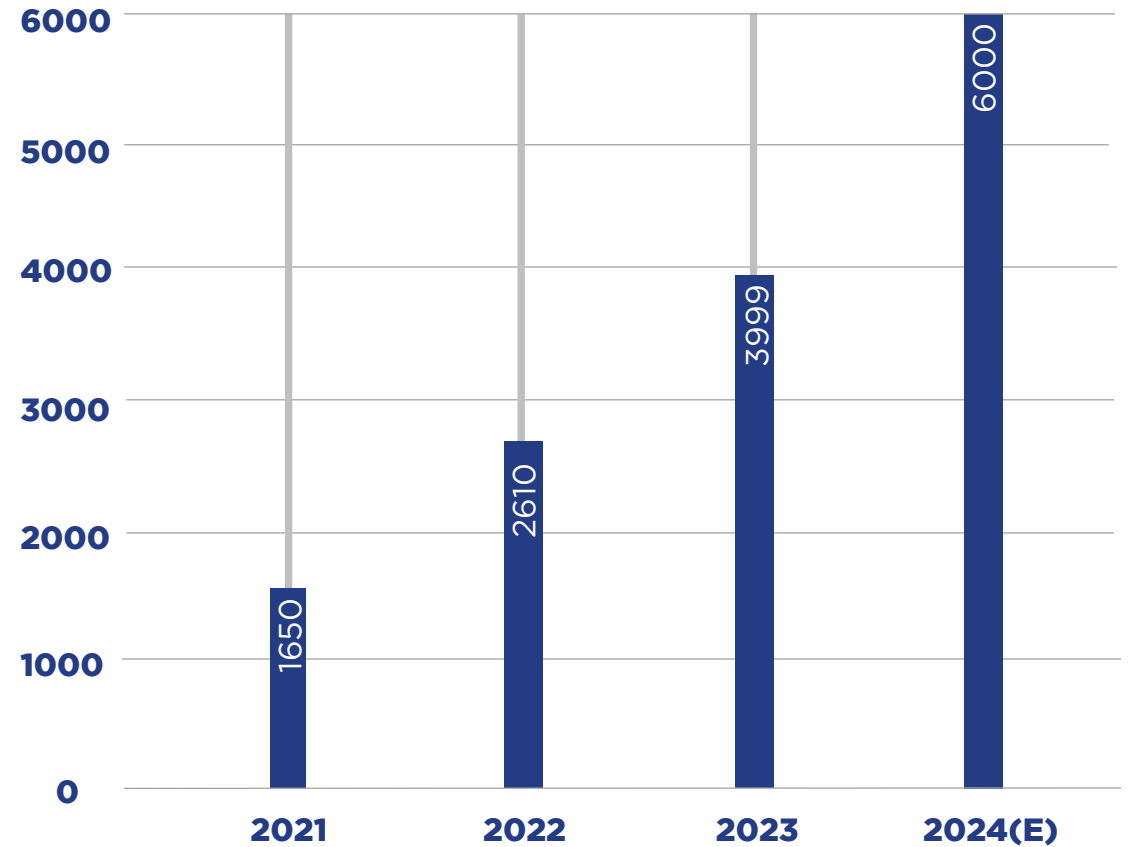


Strong Asset Management Team

EXPERTISE

- Cumulative 40+ 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.)

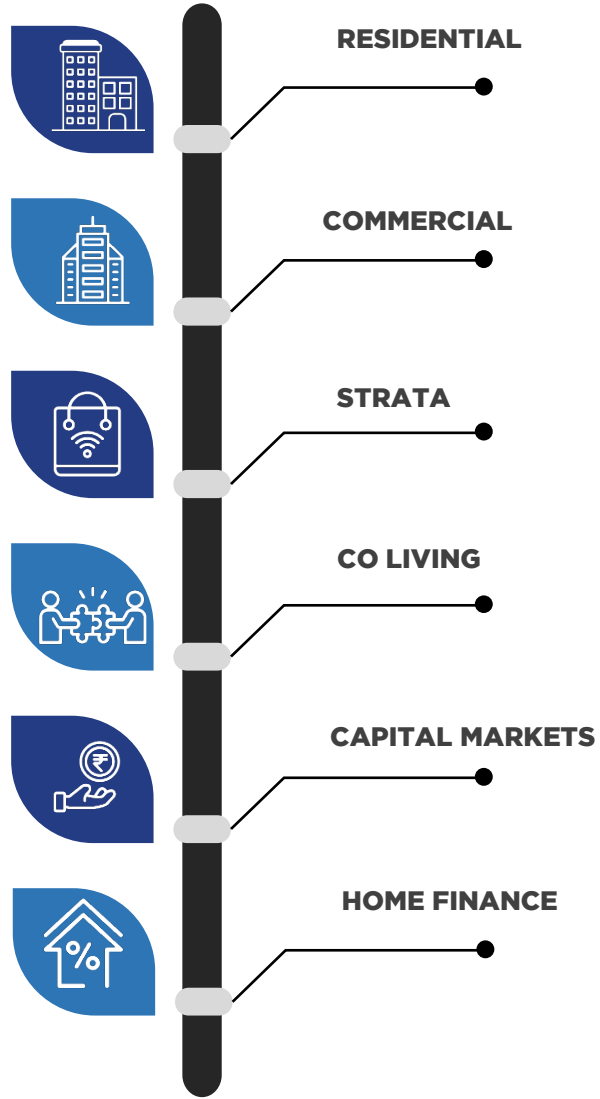


CURRENT BUSINESS VALUE DRIVERS

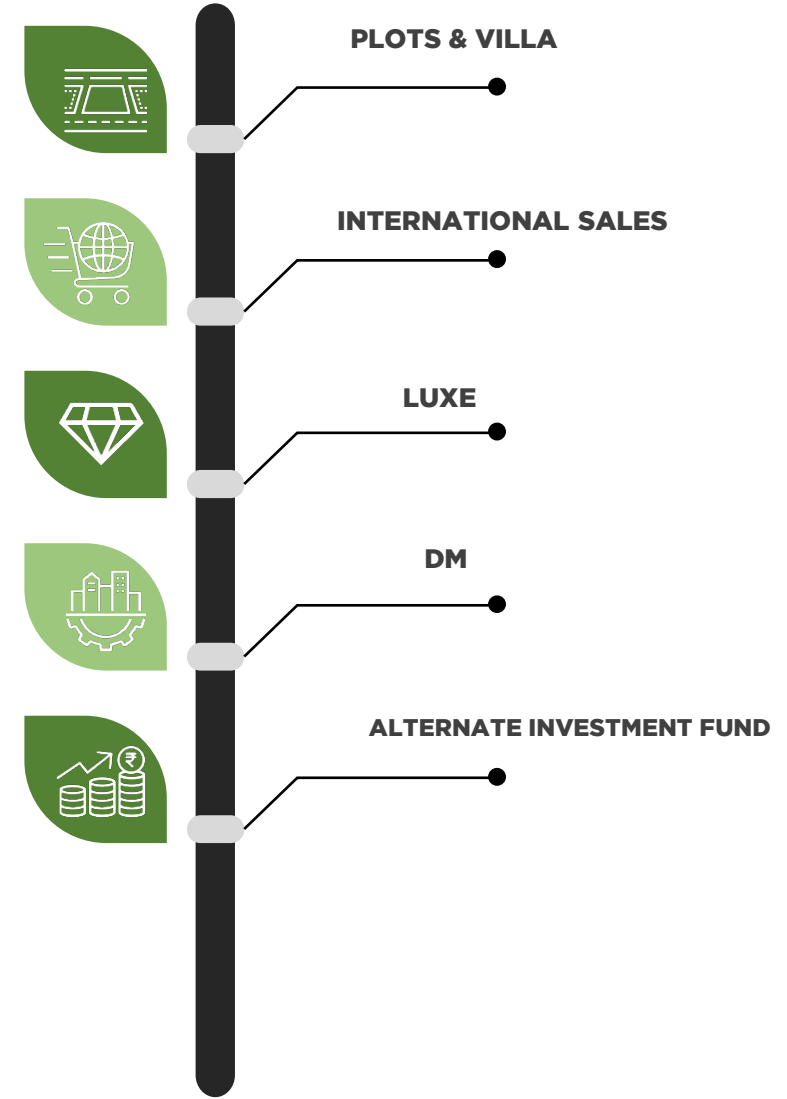


CURRENT BUSINESS VALUE DRIVERS

TODAY ▶



TOMORROW ▶










AWARDS & ACCOLADES







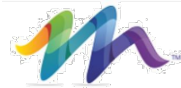


 <p>Property Consultant of The Year Residential (National) - 2024</p>	 <p>Property Consultant of The Year - 2024</p>	 <p>Iconic Innovative Market Brand in Real Estate - 2021</p>	 <p>Innovative technology in Real Estate Distribution 2019 - CNBC TV 18</p>
 <p>Most Innovative Communication & Distribution Platform 2021' - CNN News</p>	 <p>Award for Professional Excellence in Real Estate 2021</p>	 <p>Professional Excellence in Real Estate 2021</p>	 <p>Best Employer 2024-2025</p>

BRAND ASSOCIATION - MUMBAI

 <p>SAKET GROUP</p>	 <p><i>Godrej</i> PROPERTIES</p>	 <p>TODAY GLOBAL DEVELOPERS TODAY'S PROMISE, TOMORROW'S REALITY</p>	 <p>V B GROUP WE CREATE MEMORIES</p>	 <p><i>HB REALTY</i></p>
 <p>CONCRETE BUILDERS 33 YEARS OF TRUST & LEGACY</p>	 <p>JE&VEE</p>	 <p>PARANJAPE The Spirit Of New India</p>	 <p>Goodwill® DEVELOPERS <i>The name speaks for itself</i></p>	 <p>KANAKIA</p>
 <p>PURANIKS™ Ideas that stay with you</p>	 <p>AEHL BUILDING HOMES WITH UNENDING HAPPINESS</p>	 <p>SIDDHARTH GROUP Legacies begin here</p>	 <p>SAI SATYAM MORE TO LIFE</p>	 <p>AKSHAR® INSPIRE LIFE</p>
 <p>NISARG GROUP</p>	 <p>SATYAM® DEVELOPERS Constructing Dreams R. Gulati Group</p>	 <p>Happy Home GROUP TECHNOLOGICAL REALTY</p>	 <p>NEELKANTH</p>	 <p>MORAJ</p>
 <p>THARWANI CONSTRUCTIONS PVT. LLD. Our Commitment Continues</p>	 <p>PARTH</p>	 <p>CONTINENTAL FUTURA KALYAN</p>	 <p>STG SHREE TIRUPATI GROUP THE ADDRESS OF TRUST</p>	 <p>VERDENT VENTURES</p>
 <p>NIGHTH GROUP WORLD CLASS REALTY</p>	 <p>RADHEY GROUP</p>	 <p>METRO™ GROUP built different</p>	 <p>MANGESHI CONSTRUCTION</p>	




























ONGOING PROJECTS- MUMBAI

MMR	NAVI MUMBAI	THANE KDMC
 <p>Kedarnath Vishwanath</p>	  <p>Queens Necklace Regents Park</p>	
 <p>Athena Aspire</p>	 <p>Next Level Oasis Imperia</p>	<p>Veer Vishwa Veer heights Veer Enclave Veer Yashodeep</p>
 <p>Crest</p>	 <p>Rainbow County</p>	 <p>La Residency La Street</p>
 <p>Neel Ashish</p>	 <p>Taloja</p>	 <p>Ashtavinayak Group</p>
 <p>AVA LIFESPACES</p>		

BRAND ASSOCIATION - PUNE

 NAIKNAVARE DEVELOPERS NOT JUST BETTER HOUSING... BUT BETTER LIVING FOR ALL...	 Manav Group Rest Assured	 SIDDHI GROUP	 RUCHA GROUP	 PRITHVI EDIFICE Creating a new world.	 PARTH
 ABHINAV GROUP WE RENDER YOUR DREAMS	 WELWORTH REALTY	 SAARRTHI™ Expanding excellence Real Estate Redevelopment	 PRIVIA Building Landmarks	 NEW FRONT GROUP Aesthetic spaces	 PROFILE GROUP
 tejraj® You've arrived.	 PROJECT BY TATVAM™	 KAKKAD GROUP TRANSFORMING LIVES	 KOHINOOR A KRISHNAKUMAR GOYAL ENTERPRISE	 arc Finezza Developers LLP	 RAHUL CONSTRUCTION CO. Building Dreams Since 1977
 LIVIENCE LIVE. EXPERIENCE	 PRITHVI PRESIDIO	 PLATINUM PROPERTIES The intelligent way to plan.	 SANKLA BUILDCOON A SUBHASH SANKLA VENTURE	 PARANJAPE® The Spirit Of New India	 Rainbow Rainbow Housing
 PARMAR CONSTRUCTION COMPANY JUGRAJ PARMAR ENTERPRISE	 PHARANDE SPACES	 SOLITAIRE	 Saniket CONSTRUCTING HAPPINESS	 SAI SPACECON INDIA P.LTD. SHAPING THE CITY Formerly known as Sai Erectors	 A PROJECT BY KONBIL LANDMARKS LLP spreading joy
 NEWTON HOMES HADAPSAR, NEAR AMANORA	 ELLORA® SHAPING TOMORROW		 SHREE BALAJI GROUP		

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 PUNJAB 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>SAARITHI 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 LIMITED 2, 3 & 4 BHK HOMES AT KORGOAN PARK ANNEX 2 & 2.5 BHK HOMES</p>	 <p>CODE NAME PERFECTO LIMITED 2, 3 & 4 BHK HOMES BANER PASHAN LINK ROAD</p>	 <p>BLUE SCAPES LUSH 2 & 3 BHK EDGE LIFESTYLE HOMES AT SINHAGAD ROAD</p>
 <p>Marvella More than just home</p>	 <p>SAVVY 2.0 PUNES 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 जिल्दगी!</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 MAVAL</p>	 <p>CODENAME: SUS स्वागत</p>	 <p>The @address 2 & 3 BHK HOMES @ MOSHI</p>	 <p>V-UPTOWN Vibes VALUED LIVING</p>

100% SOLD OUT!

ONGOING PROJECTS IN PUNE & NASHIK

 <p>ADYA alcove WAKAD</p>	 <p>arc FINEZZA</p>	 <p>Bella Casa — YOUR PRIDE & JOY — AMBEGAON</p>	 <p>kairosa 2.0 SPACIOUS 2 BHK HOMES PUNAWALE</p>	 <p>MY HOME AKURDI</p>	 <p>NAKSHATRA I-LAND</p>
 <p>NEWTON HOMES HADAPSAR, NEAR AMANORA</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>RAHUL ASTON THE GEM OF HINJAWADI</p>	 <p>RAHUL DOWNTOWN TATHAWADE</p>
 <p>KEYSTONE BY RUCHA GROUP</p>	 <p>SEVEN SQUARE CO-LIVING OASIS</p>	 <p>THE RISING 2 & 3 BHK SPACIOUS HOMES</p>	 <p>Studio 06 PREMIUM STUDIO APARTMENTS</p>	 <p>SUNRISE TOWER 2 & 3 BHK RESIDENTIAL APARTMENTS & SHOPS</p>	 <p>tej elevia 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>WEST WORLD PRIVATE HOMES PUNAWALE</p>	 <p>48 Central park 1 & 2 BHK HOMES, SASANE NAGAR, HADAPSAR</p>
 <p>SAARRTHI SKYBIZZ AT MAHALUNGE</p>			 <p>ANMOL NAYANTARA Building Happy Communities</p>		

JUSTO[®]
advice . create . nurture .

HEAD OFFICE

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REGIONAL OFFICE

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Pune - 411045 | +91 75586 80903

