

# JUSTO™

BUILT FOR *REAL* GROWTH

Week of 28<sup>th</sup> April to 4<sup>th</sup> May

**REALTY PULSE**

## JUSTO IN THE NEWS

### ₹1,100 Cr Mandates Secured Across Mumbai & Pune

*Strengthens Justo's position as a mandate-led growth partner*

Justo's mandate book expanded materially this week, anchoring its presence across high-velocity micro-markets in MMR and the Pune corridor — reinforcing the firm's positioning as a scaled, mandate-led real-estate growth partner.

Free Press Journal | 4 May 2026

### From Project Launch to Cash Flow: Why Execution is the Real Challenge

*Pushpamitra Das establishes Justo's execution-first thought leadership*

In a feature column, Justo's leadership argues that the industry's next decade will be won on execution — not launches — with discipline across approvals, build, sales velocity and cash collection becoming the true differentiator.

Construction Times | Pushpamitra Das

# 5 KEY TAKEAWAYS OF THE WEEK

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01

## MUMBAI DEMAND

13,800+ registrations and ₹1,100 Cr stamp-duty collections this week

02

## CAPITAL

\$1.6 Bn inflows led by domestic investors at institutional pace

03

## COMMERCIAL

21.5 Mn sq ft leasing activity — record Q1 office absorption

04

## PUNE GROWTH

1 Mn+ sq ft GCC lease in Kharadi anchors corridor expansion

05

## MARKET SHIFT

Consolidation continues to favour organised, compliant developers

## MUMBAI — REDEVELOPMENT &amp; SUPPLY

1

[Tardeo Societies Move to Ultra-Luxury Redevelopment](#)*Hindustan Times | 30 Apr 2026*

→ **Narrative:** *Prime central micro-markets continuing to move up the value chain.*

2

[₹3,000 Cr Hiranandani Redevelopment Project Announced](#)*Business Standard | 28 Apr 2026*

→ **Narrative:** *Large-scale society redevelopment driving the next 36 months of MMR supply.*

3

[Stamp Duty Collections Rise on Strong Demand](#)*Hindustan Times | 3 May 2026*

→ **Narrative:** *Sustained absorption across mid-premium and luxury segments.*

## DEMAND TRENDS

1

### Residential Sales Up 8% (Jan – April)

Realty+ | 1 May 2026

→ **Impact:** *Supply and demand cycle aligned — absorption keeping pace with launches.*

2

### Home Ownership Back in Focus as Demand Deepens

The Economic Times | 4 May 2026

→ **Impact:** *Stronger buyer intent emerging as affordability and EMI economics improve.*

3

### 1BHK Demand Resurfaces Across Tier-1 Metros

Mumbai Mirror | 29 Apr 2026

→ **Impact:** *Affordability returning as a structural lever in product mix.*

## CAPITAL, POLICY & INVESTMENTS

1

### Govt Exploring REITs With PSU Assets

*Economic Times | 2 May 2026*

→ **Signal:** *Institutionalisation of Indian real estate accelerating at policy level.*

2

### \$100 Mn AIF Launched for Urban Assets

*Business Standard | 3 May 2026*

→ **Signal:** *Alternative capital pool expanding alongside REITs and InvITs.*

3

### Largest REIT IPO of 2026 Opens to Investors

*Economic Times | 2 May 2026*

→ **Signal:** *Yield-led real-estate products gaining real public-market traction.*

## TECH, SALES & EXECUTION

1

### Home Interior Startups Lean on AI to Shave Costs, Boost Profits

*The Economic Times | 4 May 2026*

→ **Signal:** *AI is moving from experimentation to core margin lever, improving efficiency*

2

### Shift to Delivery-Led Credibility in Brand Building

*The Hindu | 28 Apr 2026*

→ **Signal:** *Execution track record now defines brand strength — not launch theatre.*

3

### Flexible Payment Plans Coming Under Regulator Scrutiny

*Business Standard | 4 May 2026*

→ **Signal:** *Transparency in subvention and milestone schemes becoming critical.*

# JUSTO™

BUILT FOR *REAL* GROWTH

JUSTO VIEW

01

**Execution**

*is the new currency*

02

**Demand**

*remains real & resilient*

03

**Capital**

*is institutionalising*

04

**Infra**

*reshapes corridors*

05

**Structured  
Players**

*will outperform*

**Stay Ahead. Stay Informed.**

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