

NEWSLETTER



FROM THE MD'S DESK

Greetings!

Hoping to find you all in great spirits.

What an exciting year 2022 had been! The year saw fantastic progress in the real estate industry which recovered significantly after the pandemic period. Though there were a few lows, overall, it was a very satisfying year for the Indian Real Estate Industry. The Chennai housing market registered good growth as customers started investing more in real estate for better financial security.

Homes are always seen as a secure and reliable investment option especially in India where people are emotionally attached to it. It is seen as a minimum risk investment with maximum returns. This is one of the main reasons people

invest in homes and in 2022 too real estate continued to remain on top as one of the most trusted investment options.

Locations like the ECR and the OMR continued to receive good patronage from buyers looking for independent homes and villas. 2 BHK apartment category attracted most buyers. Buyers now prefer communities that come with various amenities and are self-sufficient societies. Areas like Avadi, Urapakkam, Mogappair, Porur, Padur etc., were preferred by discerning buyers. Chennai's residential housing market witnessed good growth and is expected to rise in the coming years.

This is a positive sign and now is the best time to invest in real estate. Just ride on this growth wave and invest wisely for a prosperous future.

Wishing you all a wealthy 2023!



TIMELESS HOMES DELIVERED ON TIME



Engagement event at 90 Degrees

DRA's core philosophy is Customer Delight. We never miss an opportunity to connect with the customers and strengthen our bond. We conducted customer engagement event at our project 90 degrees (Kovilambakkam) on September 18th to meet, engage and connect with our customers to share ideas, insights and their valuable feedback. The event was packed with lively activities like magic show, pottery making, dance, games etc., and was a superhit among the customers who participated with great fervour and enthusiasm. Kids, adults, seniors, everyone had an amazing time at the event.



DRA Urbania - Grand Launch

Urbania, one of our prestigious projects in Avadi, an exclusive kids-themed apartment community was launched in a grand manner. The launch event happened on October 14th, 15th and 16th and was a huge success. DRA Urbania is the first exclusive kids - themed apartment project in Avadi that will have many kids - friendly features and amenities thoughtfully curated to give this generation kids a good dose of happy outdoor fun.



Times Business Award for On-Time Delivery

It was celebration time in September. The month of September brought in some great news for DRA. We won the Times Business Award for Consistent On-time Delivery. The gala event happened on September 25th in Chennai. On-time delivery is one of our biggest strengths and this award is an affirmation of the values and principles we stand for. A moment of great pride for the entire DRA family.



DIVINE BEGINNINGS

DRA Harmony & DRA Urbania Bhoomi Pooja Ceremony

Yet another auspicious beginning. The Bhoomi Pooja of two of our prime projects happened recently. The bhoomi pooja of DRA Harmony happened on December 14th and Urbania's bhoomi pooja was performed on 24th November. This is the start of all great things and we hope to launch more such premium projects in the future that will give people of Chennai a world-class, superlative living experience.



D'Elite Registration

DRA D'Elite registration began on 14th November. Home buyers chose D'Elite to be a part of their new dream home journey. We hope their new home brings them much joy and happiness and fulfils all their dreams. We are glad they placed their trust in us and chose D'Elite. We assure them they are in for a delightful, world-class living experience and promise DRA will exceed their expectations.



Diwali Dhamaka to our referral customers

DRA celebrated Diwali with great fervour with our referral customers. Since Diwali is all about joy and prosperity, we gifted them with gold and silver coins and made their festival brighter and more special. Diwali is the time of sweets, fireworks, celebrations and surprises. This Diwali, DRA brought a great dhamaka to our referral customers. A special surprise gift that added more dazzle to their celebrations. We are truly elated their trust and confidence in DRA made them refer us to others. Such solid support is always a big motivator.



Pre-Launching DRA SKYLANTIS



DRA SKYLANTIS

DRA Skylantis - Premium Lifestyle Residences
on OMR, 5 mins from Sholinganallur Junction
(Adj. to Sathyabama University)

Another big project on the anvil. We have a new project coming soon. DRA Skylantis is the new project which will be another prestigious launch from DRA encompassing all the superior amenities, features and impeccable quality DRA is known for.

DRA HOMES

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