

NEWSLETTER

From the MD's desk

Greetings!

It's been a good year for us so far with many new launches and us moving into our own bigger office space. We are all set to venture into new realms of real estate and make our presence felt. The first step in this direction is the completion of Chennai's first ever built-to-suit co-living facility. It's a great moment that calls for celebration.



Co-living is fast emerging as a hot real estate trend across the world. It is preferred by Gen-Z students and working professionals who want affordable housing and at the same time want to be part of a social community of like-minded people. Co-living is seen as a safe investment choice with steady rental income and healthy returns.

Apart from co-living, people have also started investing more in commercial plots and serviced apartments. Commercial plots that could be used to build shops, small offices, warehouses are pulling buyers who prefer them owing to excellent incomes. Serviced apartments also promise rewarding rental returns. These are the few real estate investment trends that are changing the landscape and we have adopted to these trends faster than the others to provide our customers more than what they expect.

Wishing you more opportunities and great success.

Annual Customer Connect Event

It's a season to pay our appreciation and create opportunities to come together in a festive atmosphere and celebrate.

We organized a Thai Thiruvizha Kondattam on January 29th for our existing customers with much fanfare. More Than 230 customers gathered, 65 families, and 60 kids participated.



Annual Business Partner Event

To celebrate our solid partnership with our Business Partners, We organised a Thai Thiruvizha Kondattam on 29th January. This is the first time in the Chennai Real Estate seen such an event is organised. Our Business Partners and their family enthusiastically participated in this festive celebration filled with non-stop entertainment, fun, games and excitement



Ground Breaking Ceremony of DRA Skylantis - Sholinganallur

The Bhoomi Pooja for our new project DRA Skylantis was performed on March 23rd. The event was attended by our MD, staff and the customers who have booked a home at Skylantis.



Ground Breaking Ceremony of DRA Bliss - Madipakkam

On February 12th, we performed ground breaking ceremony of our newest project, DRA Bliss at Madippakam. Another milestone in our successful journey, the Bhoomi Pooja was attended by our MD, DRA staff and the customers who have booked a home at DRA Bliss.



Car Carnival Contest

Vrooming our way into customer's hearts. We had announced a "Book a Home and Win a Car" scheme for our prospective customers, in Q4 2022.

For those customers booked under this scheme, we had organised a gala event on February 12th at our Truliv navalur project. A brand-new car was gifted to one lucky customer at the end of an exciting and joyous evening.



Blood Cancer Awareness Run - Association with Kauvery Hospital

We are privileged to be associated with a noble cause. TCS organised a Blood Cancer Awareness Run in association with Kauvery Hospitals on March 5th and we are proud to be one of the Platinum sponsors for the event. The run saw over 8000 TCS employees come together to spread awareness on a very important healthcare cause.



Our Office Inauguration

March heralded a new bigger future for us. Yes, on March 23rd, we inaugurated our bigger office space at our own building, DRA New Nos 109, 111 & 113, Avvai Shanmugam Salai, Jagadambal Colony, Teachers Colony, Royapettah, Chennai, Tamil Nadu 600014. This marks the beginning of a new chapter in our successful real estate journey. The entire Team DRA is excited to move in to the new premises. We are thankful for our workforce, partners, stakeholders and customers for making this possible.



Contribution Towards Strengthening the Built Environment

On March 26th, we received 'Contribution towards strengthening the built environment' award from CW Design - Build Conclave & Awards powered by Ultratech Cements. We accept this as an honour for our work and a motivation to do more path-breaking work in the field of Real Estate.



DRA HOMES

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