

# NEWS LETTER



## From the MD's desk Greetings to all!

We hope you're having a phenomenal start to the year 2024 and are ready to embark on a renewed journey of learning, unlearning and growth.

The real estate market has evolved with since the pandemic, with buyers now seeking not just homes but also modern amenities, broadband connectivity, 24-hour security, community centers and green spaces. The post-pandemic era has also seen a rise in migration from major cities to suburbs for affordable escapes. With shifting trends and growing awareness about environment conservation, builders have consciously moved towards environment-friendly materials to meet consumer demands while minimizing environmental impact. Keeping up with these trends is what keeps us at the top of our game. So after successfully launching some phenomenal projects last year, we're ready to kick-start 2024 with 2 massive metro projects, DRA Trinity and DRA Infinique. Here's looking forward to yet another year of growth and success at DRA.



## Adapting to Technology 24 / 7 BOT

In a year that saw numerous glories in our name, here's yet another one that truly made us stand out. We're pleased to announce that DRA is the first company in South India to offer 24 / 7 BOT answers to customer inquiries. All it takes to get instant information about our projects is a simple "Hello" from your registered phone number on WhatsApp. This cutting-edge technology puts important information at your fingertips and guarantees quick and effective communication for a hassle-free customer experience.



## Truliv Navalur Joint Inspection

At DRA, we always believe in going above and beyond to help our customers have an enriching home buying experience. We cover every little detail to ensure our customers are fully satisfied before beginning their dream home journey with DRA. In this respect, we conduct a personalized joint inspection of the project with customers before handing over the keys. This is to clear all their queries and doubts to make sure they are content in every aspect. Their happiness and satisfied smiles are invaluable to us.



## Drawing Competition Event At 90 Degrees Apartment

Creativity is contagious, it must be passed on. Which is why we organized the 90-Degree Apartment's Drawing Competition which showcased the vibrant imagination and architectural wonders of budding architects, highlighting the importance of nurturing creativity in young artists.



## Bhoomi Pooja Event - Trinity

Bhoomi Pooja is one of the most important ceremonies for a new house as it eliminates and keeps away the negativity from the areas. So, in order to have an auspicious start of our new project, DRA Trinity and to bring in good fortune to every home within, we conducted a special bhoomi pooja. Trinity is the next big project in our pipeline that's ready to elevate luxury living in Chennai. Located in the upcoming area of Thoraipakkam, it offers excellent connectivity to key areas like Adyar and Thiruvanmiyur. Check out a few glimpses from the event.



## Bhoomi Pooja Event - Infinique

DRA Infinique is also one of our upcoming projects strategically located on Arcot road, an upcoming neighbourhood with an excellent appreciation value. We believe there's no better way to kickstart this new chapter than to seek blessings from Mother Earth for a smooth construction process. So to lay a solid foundation for prosperity and for an auspicious beginning, we hosted a peaceful and pious Bhoomi Pooja at the site.



## A Phenomenal International Launch Of DRA Trinity And DRA Infinique In Singapore

We organized a special event to launch two mega projects for all our prospective clients in Singapore whose heart lies back in their homeland. With this exclusive dual launch of DRA Trinity and DRA Infinique in Singapore, we wanted them to come and witness the unparalleled lifestyle crafted for owners to live like royalty in Chennai. Strategically positioned in the prime locations of Thoraipakkam and Valsaravakkam to offer superior connectivity along with thoughtfully designed homes, state-of-the-art lifestyle amenities, serene landscapes and excellent appreciation value.

## DRA HOMES

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