

FOR IMMEDIATE RELEASE

ApartmentADDA is Rebranded to ADDA

Bangalore, Karnataka, May 16: "Can you call the product VillaADDA?" "Why not CondoADDA?" "We use it for our commercial complex. OfficeADDA?"

We have heard this from you - our esteemed Users, multiple times.

It was time we rebranded ourselves so as to not limit any of our Users from making the product your very own - your ADDA.

So now ApartmentADDA has been rebranded and we are just ADDA.

Let us take this opportunity to explain the meaning of this word. "Let's have an adda". In east India, those are the 4 sweetest words. An adda is the getting together of a bunch of friends or colleagues or relatives or neighbors over chitchat. The typical agenda-less chitchat about current affairs, arts, sports - anything under the sun. It ranges from intellectual ecstasy to heated debates.

ADDA the software has a private social network at its core, made purposeful by other functional features like the ERP, GateKeeper and Facility Booking management. Making it the comprehensive platform for the ultimate adda - the home and the residential community.

"ADDA aims to be of service to all real estate communities, making them connected and transparent, resulting in harmony and sustainability," says San Banerjee the co-founder and CEO.

In keeping with this refreshing rebranding, the website has been redirected from the old URL <https://apartmentadda.com/> to the new website, <https://adda.io/>.

We look forward to continuing our great relationships with our existing patrons and hope to serve more communities in the upcoming future. We believe, with integrity, collaboration and excellence, we can help build neighborhoods that rise high every day.

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