



**Press Release**

**For immediate publication**

---

## **CSR arm of SOBHA organises dowry-less social weddings in Palakkad, Kerala**

---

**Bengaluru, May 08, 2017:** The Corporate Social Responsibility (CSR) arm of SOBHA, **Sri Kurumba Educational and Charitable Trust** is continuing with its efforts to make a difference in the lives of people. On Saturday, May 6<sup>th</sup> it organised dowry-less social wedding ceremony at Palakkad in Kerala. The biannual ceremony, witnessed 21 couples tying the knot during first edition of this year's social wedding.

Speaking on the occasion, **Mr. JC Sharma, VC & MD, Sobha Limited** said, "We have always believed in contributing and adding value in the lives of people and society. Dowry-less social wedding is one of our key efforts towards bringing that transformation in the society by setting the right precedent and promoting a dowry less society. The initiative is aimed towards offering a helping hand to the girls from under privileged backgrounds and bring a paradigm shift in the way marriages are looked at. It is a solemn affair and it should be conducted without greed and dowry. It will continue to set up right examples for the society."

The social weddings is an initiative started by SOBHA in 2003 which has been instrumental in supporting marriages of about 40 girls each year with its incessant efforts to empower them and bring about a change in the social mindset. So far 550 girls have been married under this initiative by the Trust. The beneficiaries are chosen from 7149 families from economically weaker sections of the adopted *Vadakkenchery, Kizhakkenchery* and *Kannambra* (newly added) *panchayats* in Palakkad district. The Trust takes the complete responsibility of the ceremony by providing pre-marriage counselling to the girls and their parents and picks up entire wedding expenditure. The Trust also ensures the prosperity of their married lives at regular intervals by providing necessary support and guidance if needed.

This year, the 17<sup>th</sup> edition of the ceremony witnessed a magnificent gathering including MPs, MLAs, Panchayat Presidents, Political Party Leaders, Ex- Ministers, Trust Directors, relatives of brides and

grooms, besides dignitaries from various walks of life, adding to the celebrations at Sri Kurumba Kalyana Mandapam, Moolamcode in Palakkad, Kerala



**A group of newly married 21 couples at the dowry-less social wedding organised at Sri Kurumba Kalyana Mandapam, Moolamcode in Palakkad, Kerala**

**About Sobha Limited:**

Founded in 1995, Sobha Limited is one of the fastest growing and foremost backward integrated real estate players in the country. It means that the company has all the key competencies and in-house resources to deliver a project from its conceptualization to completion. Sobha is primarily focused on residential and contractual projects. The Company's residential projects include presidential apartments, villas, row houses, super luxury & luxury apartments, plotted developments and aspirational homes. In all its residential projects, the company lays strong emphasis on environmental management, water harvesting and highest safety standards. On the contractual projects side, the Company has constructed a variety of structures for corporates including offices, convention centres,



software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centres, and club houses. For more information on Sobha Limited, please visit: [www.sobha.com](http://www.sobha.com)

**For further information, please contact:**

**Sobha Limited**

Abhinav Kanchan

Senior Vice President - Corporate Communications

Off: +91 80 49320000 Ext. 6029

[abhinav.kanchan@sobha.com](mailto:abhinav.kanchan@sobha.com)