



MR. P.N.C. MENON – A PROFILE

Mr. P.N.C. Menon is the founder Chairman of SOBHA Group of companies. A first generation entrepreneur, Mr. Menon began his professional career by setting up an interior decoration firm in the Sultanate of Oman in 1976. His business empire soon expanded to the U.A.E., Bahrain and Qatar with an unmatched reputation for quality construction and interiors.

Seeing the potential in the Indian real estate market, which was in dire need of quality construction, he founded SOBHA Limited (formerly SOBHA Developers Ltd) in Bangalore in 1995. The company built its foundation on international quality standards and value systems and has created an unparalleled name in the Indian real estate industry. SOBHA has since launched its real estate projects in Thrissur, Coimbatore, Mysore, Pune, Chennai, Calicut, Kochi and NCR and has also been doing contractual projects for some of the finest and most reputed corporate houses like Infosys, WIPRO, HCL, Dell, Bosch, Biocon, Taj Group of Hotels, ITC Hotels etc., in almost all major cities in India. In all, the company has presence in 26 cities and 13 states across India. Mr. Menon's projects are the quintessence of international quality products delivered in a timely manner with utmost perfection. A thought leader and a pillar of society, Mr. Menon encourages every member of his team to be a specialist in his/her own field. He says: "Let the drive for perfection start from within".

SOBHA's superior execution capability is its core strength. As of September 30th, 2018, SOBHA has completed real estate projects and contractual projects covering about 96.48 million square feet of area. The Company currently has ongoing real estate projects aggregating to 39.64 million square feet of developable area and 27.09 million square feet of saleable area, and ongoing contractual projects aggregating to 8.59 million square feet under various stages of construction. The Company has a real estate presence in 9 cities, viz. Bangalore, Gurgaon, Chennai, Pune, Coimbatore, Thrissur, Calicut, Cochin and Mysore. Overall, SOBHA has footprint in 26 cities and 13 states across India. With quality being paramount to him, he stresses the need to control all the processes in order to consistently achieve international standards. SOBHA is one of the handful of real estate and construction companies accredited with the ISO: 9001, ISO: 14001 and OHSAS: 18001 certifications.

The SOBHA Group in Dubai has recently launched a joint venture project in equal partnership with the reputed Meydan Group to build Mohammed bin Rashid City - District One in the heart of the city. The project will be built in over 1,100 acres of land with an area covering 4.37 million square metres (47 million sq. ft.) of development. Located alongside Al Khail Road, adjacent to the prestigious Meydan



Racecourse it is less than three kilometres from Dubai's key financial, leisure and shopping districts. Mohammed Bin Rashid City - District One will be the closest residential villa and green space development to the famous Burj Khalifa district. Attraction points feature a 350,000 square metres water park, the largest crystal lagoon body of water in the world with 7 kms of stunning lagoons and man-made beaches, alongside retail zones, leisure and sports attractions. Another green-field project, Sobha Hartland with a built up space of 0.9 million square metres (8 million sq. ft.) is also under way in Dubai as part of the Mohammed bin Rashid City.

A philanthropist to the core with a deep-felt commitment to social responsibility, he is engaged in numerous charitable causes; he refuses to call it charity, though. For Mr. Menon, it is not charity but a social obligation to give back to the society a major share of his personal wealth. The social initiatives undertaken by him have clear goals in specific areas of development and are truly replicable models in the society.

The social initiatives of SOBHA Group are channelized through the 'Sri Kurumba Educational and Charitable Trust', which has been focusing on three economically backward *panchayats* in Palakkad district in Kerala. The unique initiative called the *Graamasobha* focuses on the following key social projects (a) SOBHA Hermitage, a unique senior citizens' and widows' home with world-class amenities, (b) SOBHA Health Care, a primary health centre with best-in-class facilities for medical treatment, (c) SOBHA Academy, an exclusive educational institution for the underprivileged children, (d) SOBHA Icon, another educational initiative to improve the standards of Government school students in higher classes, (e) SOBHA Rural Women Empowerment (f) SOBHA Vocational Training Centre which trains to develop skilled tradesmen from the economically weaker sections of the society (g) SOBHA's support to "Mission: Zero Landless Kerala" by proposing to donate 3 cents of land each to 50 landless people and (h) social rehabilitation scheme for the people of the three backward *panchayats*.

Mr. Menon has always been publicity-shy and has never chased recognitions and rewards. However, the silent work he has been doing in the social arena and the excellence he has achieved through corporate performance have brought him a plethora of laurels. Recently, he was awarded with *AP Aslam Prathiba Puraskaram* for CSR works in the field of Business & Industries by Kshema Foundations. He was also awarded with Business Deepika-Lifetime Business Achievement Award in 2017, Mr. PNC Menon was honoured with the prestigious K.P.S. Menon Memorial Award by Sri Chettur Sankaran Nair Memorial Cultural (CSN) Trust, the 'Golden Peacock Lifetime Achievement Award for Business Leadership' by the Institute of Directors (IOD).



Mr. Menon is also a member of the Prime Minister's Advisory Council of Overseas Indians. He was awarded the prestigious *Pravasi Bharatiya Samman Puraskar* by the President of India in 2009.

In 2013, he was bestowed the 'Lifetime Achievement Award' by NDTV Profit. Mr. Menon was also recognised with the 'Brand Icon Award' for his sterling initiatives in the sphere of Corporate Social Responsibility by Times of India and the first ever 'Dhanam Lifetime Achievement Award' by Dhanam Publications in Kerala.

A great thinker who plans way ahead, a perfectionist who continuously seeks to improve every aspect of his business, Mr. Menon is far from resting on his laurels. *"I am never completely satisfied. I feel that there is so much more to progress towards quality"* - a statement made repeatedly over the last three decades and a reflection of a person who wants to offer the best to his stakeholders.

Mr. Menon has his own unique style of management - one which is practical, useful and scalable to the need of the hour. His uncommon views of running the enterprise may appear to be radical business management techniques to others. But he has always proven that his plans are workable and effective. His business enterprise is professionally managed and highly process driven. Today, more than 3,400 motivated SOBHAITES in India practice Mr. Menon's strong belief - "Passion at Work".

A highly value-driven personality, he does not focus on profits, but on the product. In his own words: *"Money cannot be the motivator for success – it can only be a by-product of success"* and he has ably proven it in all his initiatives. *Feed a man, clothe him, give him decent quarters to live and you'll find a man with self-respect, ready to contribute and become a productive human being".* This is not just a universal truth uttered by Mr. Menon, but also religiously implemented by him in several ways.

The indomitable spirit in Mr. Menon will never retire. He is more likely to dedicate the remaining part of his life entirely to the cause of society. He has already embarked on this by taking an active interest in all the social responsibility projects and has drawn up detailed plans to ensure that they are all executed with a high degree of perfection.

Leadership, vision, drive, clarity of an organised mind, analytical abilities, honesty, courage, determination, high personal integrity, empathy, forthrightness and simplicity- it's rare that so many qualities would be embodied in a single person. But Mr. Menon is indeed a phenomenon.



Personal Details:

Mr. Menon is happily married with three children. His wife's name is Sobha – a name which has become synonymous with quality and an indisputable brand in the industry. Today, it stands as a silent testimony to the enduring eminence of all the enterprises that he has built over the years. Mr. Menon has three children. His eldest daughter, Ms. Bindu, is a Director of the SOBHA Group in Dubai and her husband Mr. Ajay is the Vice-Chairman. His son, Mr. Ravi Menon, was appointed Chairman of SOBHA Limited, India in 2012. His youngest daughter Ms. Revathy is married to Mr. Shine Nair who heads the Group's interior business in Dubai.

This simple and down-to-earth person hailing from a small village in Kerala set extraordinary goals for himself. He ventured onto foreign shores and established international standards in construction both in India and abroad, all in a span of over three decades. He has truly built a professionally managed organisation with several companies in the group. Never satisfied with the current challenges and always seeking out more while raising the bar each day to improve and innovate, Mr. Menon's journey of life is a ceaseless quest for perfection.