



### **Mr. Ravi Menon, Chairman, SOBHA Limited**

Mr. Ravi Menon is the Chairman of SOBHA Limited, a Rs. 28 billion Company, which is one of the fastest growing and the only backward integrated real estate players in the country.

Born in Palakkad, Kerala, and brought up in Muscat, Oman, he is a Civil Engineer with distinction from Purdue University, USA. Mr. Ravi Menon joined SOBHA in June 2004 as a Director and was designated as the Vice Chairman in January 2006. As part of the succession plan, he became the Chairman of the Company in June 2012.

Mr. Menon has played a pivotal role in devising the corporate strategy, diversifying through product lines and entering into new geographies, thereby, strengthening the foundation of the company. In a span of ten years, he has contributed significantly towards product execution and setting world-class delivery processes in place.

Mr. Menon is a man of great detail and is known for driving a culture of innovation within the company. He has personally overseen the establishment of technology and processes including Project Management Information Systems, sophisticated Quality Evaluation Procedures, Customer Care Structures that have infused a higher degree of collaboration and enhanced productivity at SOBHA. He has strengthened execution by ensuring tracking cost, quality and time to its minutest detail.

In April, 2015, he led the company to enter into a bold segment of compact luxury houses called '**SOBHA Dream Series.**' This is targeted at young professionals who want quality products. In the first project of 'SOBHA Dream Series' called 'SOBHA Dream Acres', he introduced the latest prefabricated technology, thereby, automating the construction process, cutting costs, improving productivity and efficiency.

He has also been decorated with various awards including '**The Best CEO of the year 2016**' award by Construction Times, 'Young Entrepreneur of the Year' by Construction Week in 2014; '**EY Entrepreneur of the Year Award**' in 2013; the 'Young Achievers' Award' at the Real Estate Awards 2012 and the 'Star Realty Magnetic Young Icon' award at the Star Realty Awards 2012.

Mr. Ravi Menon also shares his father's passion for community development. The Company has established '**Graamasobha**' community enablement model which includes a senior citizens' home, young mothers' (widows) home, free medical services, education, food and clothing to under-privileged children, and social rehabilitation scheme for the poor. He has often expressed his vision of transforming SOBHA into an organisation of the future.