



Press Release

For immediate publication

Paul Writer recognises SOBHA as one of the Hot 50 Brands in Bengaluru

Bengaluru, February 12, 2019: SOBHA, India's most admired and trusted real estate brand has been recognised as the one of the **Hot 50 Brands in Bengaluru** under the category - Large enterprise by **Paul Writer**. The awards ceremony was held in Bengaluru recently during the 4th edition of Bengaluru Brand Summit & Hot Brands 2019. The **Hot 50 brands in Bengaluru** acknowledges and honours brands for their outstanding brand marketing.

Speaking on the occasion, **Mr. J.C. Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "It is a very humbling moment for us to be recognised as one of the top 50 brands in Bengaluru under the large organisation category across sectors. This award reiterates our endeavour in building a strong connect with the stakeholders. Delivering world-class products on time at competitive prices has helped build our reputation and trust amongst our customers over the years."

The top 50 brands were selected on the basis of popular voting, which was followed by a diligent evaluation by the jury. The brand summit brought together the top leaders and decision-makers of the brands to discuss trends, debate ideas, and share knowledge. It concluded with the awards ceremony, recognising excellence in Bengaluru's brand marketing.

The jury for these awards included Mr. Rajesh Kumar, Vice President & Head of Marketing, (India Region) for UiPath; Mr. Sanjay Mehta, Joint CEO, Mirum India; Ms. Simi Sabhaney, CEO, Dentsu India; Ms. Rubeena Singh, CEO, iProspect; Mr. Hareesh Tibrewala Joint CEO, Mirum India; Dr. Githa S Heggde, Dean, IFIM Business School; Ms. Jessie Paul, CEO Paul Writer; Mr. Nirmalya Sen, CEO, Havas Worldwide; Mr. Tanay Kumar, Co-founder, CEO & Chief Creative Officer Fractal Ink; Mr. Sanjay Tripathy, Co-founder & CEO, Agilio Labs; Mr. Dhunji S. Wadia, President, Rediffusion Y&R; Mr. Abhijit Bhaduri, Founder, Abhijit Bhaduri & Associates; Mr. Aashish Chopra, Vice President, Content Marketing, Ixigo and Ms. Ashwini Deshpande, Co-founder & Director, Elephant Design.



PASSION AT WORK



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About Paul Writer and Hot Brands Summit: Paul Writer is a B2B marketing agency that helps firms connect with current and future customers. The Hot Brands Summit was conceptualized as a power-packed day of masterclasses, discussions, sharing, and learning along with celebrating the achievements of the Hot Brands from each city – Bengaluru, Mumbai, and Delhi/NCR. Hot Brands are brands that headquartered in a particular city and are judged as 'hot' in terms of growth, longevity, brand salience and loyalty by a combination of social voting and an esteemed jury. Now in its 4 edition the Hot Brands are a well-loved program that sees participation from the hottest brand owners in each city.



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

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