



## Press Release

### For immediate publication

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## SOBHA organises dowry-less social weddings in Palakkad, Kerala

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**Bengaluru, May 20, 2019:** Impacting the lives of people and making a significant contribution to the overall welfare of the society, the Corporate Social Responsibility (CSR) arm of SOBHA Limited, Sri Kurumba Educational and Charitable Trust had organised dowry-less social wedding ceremony at Palakkad in Kerala recently.

The dowry-less social wedding is conducted twice a year to support 40 girls from the economically weaker section of the society. The entire expense of the wedding is borne by the Trust. The first edition of this year's social wedding ceremony witnessed 20 couples tie the knot.

Speaking on the occasion, **Mr. J.C. Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "Since the beginning of this initiative in 2003, our endeavour has been to eliminate the malpractice dowry while lending a helping hand to girls for a new beginning in their life. So far, we have been able to help 630 girls under the program. We hope that our efforts will bring a meaningful change in the society."

At the ceremony, the Trust provided 4.5 gold sovereign ornaments, dresses and utensils to the couples to mark the beginning of new life. The Trust also conducts pre-marriage counselling for the families of brides and bridegrooms. Additionally, it also monitors their married life at regular intervals and provides guidance, if needed.

The dowry-less social wedding was held at Sri Kurumba Kalyana Mandapam in Moolamcode, Palakkad. It was graced by Mr. P.N.C. Menon, Mrs. Sobha Menon, and Mr. Ravi Menon and daughter-in-law, Mrs. Sudha Menon. The ceremony began with the lighting of the lamp by dignitaries including Mr. K.E. Ismail, former Minister for Revenue, Kerala Government; Mr. V.S. Sunil Kumar, Minister for Agriculture; Mr. V.C. Kabeer, former Minister for Health, Kerala Government; Mr. P.K. Biju, MP; Mr. C.K. Rajendran, CPM District Secretary; Mr. K. Balan, CPM leader, Kerala; Mr. C.T. Krishnan, former MLA; Mr. K.R. Vishwambaran, IAS, Chairman, Oushadi Pharmaceuticals; Mrs. Kavitha Balakrishnan, President, Kizhakkenchery Grama Panchayat; Mrs. Anitha Paulson, President, Vadakkenchery Grama Panchayat and Mr. Rejimon. D, President, Kannambra Grama Panchayat.



**A group of 20 newly-married couples at the dowry-less social wedding organised by Sri Kurumba Educational & Charitable Trust 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)*

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