



Press Release

For immediate publication

CSR arm of SOBHA organises 24th edition of dowry-less social wedding in Palakkad, Kerala

Bengaluru, December 09, 2019: Taking transformative steps towards creating a meaningful change in the lives of the underprivileged, the Corporate Social Responsibility (CSR) arm of SOBHA Limited, **Sri Kurumba Educational and Charitable Trust** recently organised the 24th edition of dowry-less social wedding ceremony in Palakkad, Kerala.

The dowry-less social wedding is organised twice a year, with 17 girls tying the knot during the 2nd edition of the ceremony in 2019. The Trust bears the entire expense of the wedding. Till date, 647 girls have been married through this initiative.

Speaking on the occasion, **Mr. J.C. Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "As an organisation, SOBHA is committed towards empowering people at the grass roots level. Our endeavour is to set the right precedent and help bring a change in the mindset of people. With this aim, the initiative of dowry-less social wedding is organised each year. While helping build a better society to live in, the idea is to also continue empowering women with this initiative. We will continue to work towards making positive change in the society."

During the ceremony, the Trust provides 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 ceremony was held at Sri Kurumba Kalyana Mandapam in Moolamcode, Palakkad and was graced by Chairman Emeritus, Mr. PNC Menon, his family members, relatives of brides and grooms along with other dignitaries.



A group of 17 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 Sri Kurumba Charitable Trust:

Founded in 2006, SOBHA's CSR initiative, Graamasobha, under the aegis of Sri Kurumba Educational and Charitable Trust has undertaken systematic social empowerment activities in *Vadakkenchery*, *Kizhakkenchery* and *Kannambra panchayats* in Kerala, India. Over the last 13 years, *Graamasobha* has transformed the lives of thousands of people. The Trust has identified nearly 4525 families (around 17311 people) from the Below Poverty Line (BPL) bracket people, who are selected through an in-depth scientific poverty mapping scheme called Social Empowerment Mapping Exercise (SEME). Our CSR activities encompass the areas of education, healthcare, livelihood, welfare and women empowerment – a more holistic approach to improve the quality of life of the rural masses and to enable the beneficiaries become self-sufficient. For more information on SOBHA's CSR initiatives, please visit: www.sobha.com.



PASSION AT WORK

For further information, please contact:

SOBHA Limited

Abhinav Kanchan

Senior Vice President & Head

Corporate Communications & National Marketing

Off: +91 80 49320000 Ext. 6029

abhinav.kanchan@sobha.com