



Press Release

For immediate publication

SOBHA bags Iconic Real Estate Brand award at India Best Brand Series and Awards 2018

Bengaluru, April 3, 2018: SOBHA, India's most admired and trusted real estate brand has won the **"Iconic Real Estate Brand Award"** at the **India Best Brand Series and Awards (IBBA) 2018** held recently in Delhi NCR. These awards recognise the brand strength and success stories of corporates, SME's, entrepreneurs and start-ups. The winners were selected on the basis of brand audit, consumer mapping, and jury ratings

Speaking on the occasion, **Mr. J.C. Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "SOBHA as a brand invests in minute detailing, which is a hallmark of our world-class products. We have always strived to create value through all-round performance, leveraging our core strengths. Our dedication and determination to constantly push ourselves drives us to be the best in the country. The IBB award is an affirmation of our efforts over the years. I thank the entire jury for honouring and acknowledging our efforts. We are focused on maximising every opportunity to build, grow and sustain. "

The award ceremony was inaugurated by the chief guest, Mr. Vijay Goel, Honourable Minister of State (Ministry of Parliamentary Affairs and Ministry of Statistics and Programme Implementation) along with other dignitaries including Dr. Satish Chandra Dewedi (MLA, ITWA UP), Ms. Ritu Goel (Poetess and Social Activist), Guru Dev Vaishist (Founder Astroarmy), Mr. Saurav Gupta (Secretary Delhi Pradesh BJYM), Bollywood actor and producer Mr. Sanjay Suri and Ms. Shahnaz Husain.

India Best Brand Series & Awards aims to promote and recognize the most impactful brands, share their success stories, and celebrate their potential. The award nominees included some of the top names across sectors such as banking, retail, real estate, technology, entertainment, media, NGO, and hospitality among others.



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SOBHA was awarded the 'Iconic Real Estate Brand Award' at IBBA Award, 2018

About India Best Brand Series & Awards:

IBB awards are being hailed as the most credible awards. India Best Brand Series & Awards aims to provide a credible platform for brands to launch their products and share their success stories with the world. The awards stand to recognize the strength, struggle, and journey of corporate, SMEs, and entrepreneurs.

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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SOBHA Limited

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