



Press Release

For immediate publication

SOBHA organises dowry-less social weddings in Palakkad, Kerala

Bengaluru, May 21, 2018: Continuing with its efforts to uplift the lives of the underprivileged, Sri Kurumba Educational and Charitable Trust, the **Corporate Social Responsibility (CSR) wing of SOBHA** organised the first edition of this year's dowry-less social wedding ceremony at Palakkad in Kerala on **18th May**. The wedding, which is conducted twice a year, saw 20 couples tie the knot during the ceremony.

As part of SOBHA's CSR drive, the girls are selected from 7149 Below the Poverty Line (BPL) families in Vadakkenchery, Kizhakkenchery and Kannambra panchayats in Palakkad district. This extraordinary initiative by the company witnesses an average of about 40 girls getting married every year with the help of the Trust.

Speaking on the occasion, **Mr. JC Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "Making a meaningful contribution to the society is our constant endeavour and social wedding is one of our key initiatives towards that effort. Till date, we have been able to help and support about 590 girls from the economically weaker sections of the society through our initiative. More than 1000 people witnessed this ceremony. It is very transformative and brings a change in the mindset of the society at large."

As part of the initiative, the Trust takes complete responsibility of the ceremony and provides pre-marriage counselling to the families of the brides and bridegrooms. Additionally, the Trust monitors their married life at regular intervals and offers necessary guidance, if required.

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.



PASSION AT WORK



A group of newly married 20 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



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