



## Press Release

### For immediate publication

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

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**Bengaluru, December 03, 2018:** Bringing a meaningful difference in the lives of the underprivileged section of the society, the Corporate Social Responsibility arm of SOBHA Limited, **Sri Kurumba Educational and Charitable Trust**, organised this year's second edition of dowry-less social wedding ceremony at Palakkad in Kerala recently. The wedding, which is conducted twice a year, saw 20 couples tie the knot during the ceremony.

Aimed at supporting girls from economically weaker section of the society, the Trust bears the entire expense of the wedding. Under this initiative, 40 girls are married through this programme every year.

Speaking on the occasion, **Mr. JC Sharma, Vice Chairman and Managing Director, SOBHA Limited** said, "We, at SOBHA, believe that arranging dowry-less weddings is very transformative in nature. It will help eradicate dowry as an anathema of the society on one hand and empower women on the other. Dowry-less weddings will bring a holistic change in the society. With 610 girls being married under this program till date, we want to set a unique example towards eradicating the malpractice of dowry and bring a positive change in people's mindset."

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 22<sup>nd</sup> edition of this ceremony was held at Sri Kurumba Kalyana Mandapam in Moolamcode, Palakkad. The solemn function began with the lighting of the lamp by dignitaries including Mrs. Sobha Menon; Mr. K.E. Ismail, former Minister for Revenue of Kerala Government; Mr. V.C. Kabeer, former Minister for Health, Kerala Government; Mr. K.D. Prasenan, MLA; Mr. Dean Kuriakose, Youth Congress State President, Kerala; Mr. K. Balan, CPM leader, Kerala; Mr. C.T. Krishnan, former MLA; Adv. K.V. Mohandas, Chairman, Guruvayur Devaswom; Mr. K.R. Vishwambaran, Chairman, Oushadi and Presidents of Kizhakkenchery, Vadakkenchery, Kannambra Grama Panchayats - Mrs. Kavitha Balakrishnan, Mrs. Anitha Paulson and Mr. Rejimon. D. Additionally, Inspector General of Police, Mr. Ajithkumar IPS; Asst. Commissioner of Police, Mr. P. Sasikumar and Dr. Sreejith, Aryadatham Aryavaidhya Chikilsalayam along with the family members of Chairman Emeritus also participated in the ceremony.



**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](http://www.sobha.com)*



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