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## **SOBHA voted Top National Realty Brand for the 5th consecutive year: BrandXReport 2018-19**

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**Bengaluru, June 17, 2019:** India's most admired and trusted real estate brand, **SOBHA** reinforces its brand leadership in the Indian real estate sector yet again. The company has been recognised as the **Top National Realty Brand across Asset class in India** by BrandXReport 2018-19, an annual study conducted by **Track2Realty**. **This is the 5<sup>th</sup> consecutive year when SOBHA has been conferred with the National Brand Leadership of Indian real estate, making it one-of-its-kind achievement for any company in the sector.**

Based on a rigorous selection process, which includes Indian and NRI consumer votes, SOBHA's leadership position is stable. Further, this year's findings have once again reiterated the trustworthiness of Bengaluru-based real estate developers. Out of the top 10 national brands, 5 are from Bengaluru. This highlights the business practices of the real estate developers of Bengaluru and consumers' confidence in them.

The comprehensive Brand Perception Audit Report has recognised SOBHA as the Top National Realty Brand, Top Brand in South India, Top Brand in Residential Space, Top Brand in Super Luxury Segment and its Compact Luxury sub-brand SOBHA Dream Series as the Top Brand in Affordable Homes - the latest category. The consumers across the country (20-city survey with a sample size of 10,000) have also voted SOBHA as their top choice.

It is noteworthy that SOBHA could retain its brand leadership in the wake of the scope of study getting changed this year, and evaluation metrics were also more inclusive and broad-based. The ten metrics of brand evaluation this year were: Fiscal Trust; Project Quality; ROI; Industry Reputation; Buyers' Endorsement; Community Connect; Aspiration Value; Recall Value; Image Management; and Risk Free Reputation.

*Speaking on the occasion, **Mr. Ravi Menon, Chairman, SOBHA Limited** said, "We are delighted to be recognised as the top brand nationally by Track2Realty - BrandXReport for the 5<sup>th</sup> consecutive year. Over the last five years, we have been continuously improving our brand leadership score and consolidating our position. It is a rare achievement. This validates the strength of our processes, unique backward integration model and unmatched execution capabilities. We appreciate the constant support and confidence of our stakeholders in helping us stay ahead in the sector. There is still a lot to do and we are committed to take right steps in that direction."*

The Brand Score of SOBHA has been improving steadily. This year, the company has achieved an overall National Brand Score of 82.0 out of 100, bettering last year's score of 80.9. On each Brand Metric of 0-10 scale, SOBHA gathered 8.0 for Financial Trust; 8.2 for ROI; 8.4 for Project Quality; 8.2 for Industry



Reputation; 8.4 for Buyers' Endorsement; 8.2 for Community Connect; 8.2 for Aspiration Value; 8.0 for Recall Value; 8.2 for Image Management; and 8.2 for Risk Free Reputation.

The Brand Leadership, largely backed by the consumer experience and outlook through public perception survey, has elevated the Brand even higher with consumer vote and score reaching closer to its all-time best of 84.6 out of 100 this year. The consumers have voted on the ten metrics of Fiscal Trust; ROI; Project Quality; Timely Delivery; Transparent Deals; Consumer Connect; Aspiration Value; Recall Value; Image Management; and Risk Free Reputation.

**Mr. J.C. Sharma, Vice Chairman and Managing Director SOBHA Limited said,** *"We are happy to receive the top honours once again. While the market continues to face tough conditions due to liquidity issues, SOBHA has been able to improve its performance significantly. Our ability to maintain the leadership position in any given situation exhibits our solid foundation and resilience. It is this quality that has helped us become one of the most admired brands in the Indian real estate sector. For us, each milestone brings with it an opportunity to raise the bar further and create value for the entire ecosystem."*

Track2Realty - BrandXReport used stringent methodology to collect data and analyse it. A large sample size of 10,000 consumers were targeted across 20 cities in the country with a set of open-ended and close-ended questions. This was supplemented by in-house research with the data available in public domain and opinion of the neutral experts of Track2Realty's jury. This year, some changes have been made to the scope of study and brand evaluation metrics post a detailed research of the buyer behavior and their outlook to assess a brand. The Financial Performance parameter was changed to Fiscal Trust to evaluate consumers' trust in the brand's financial strength and Media Perception was changed to overall Image Management to include online reputation and social media management for a holistic brand image.

The 7<sup>th</sup> edition of BrandXReport introduced a new category of Affordable Homes. **In this segment as well, SOBHA has been ranked as No. 1 for its SOBHA Dream Series with a score of 81.8 out of 100.** Additionally, **SOBHA has achieved the number 1 position in the Brand Disruption category for its excellent CSR activities for 3<sup>rd</sup> year in a row with a score of 80.2 out of 100.** The company was measured on the parameters of Relevant Cause – 8.5; Skill-Based Volunteerism – 8.2; Long-Term Investment – 8.2; Management Involvement – 8.2; Compliance & Transparency – 7.9; Disclosure Standards – 7.6; Alliance Partners – 7.5; Brand Linkage – 7.0; Beneficiary Perspective – 8.5; and Value Creation – 8.6. SOBHA's CSR initiatives span across education, healthcare, care of vulnerable sections and women empowerment.

Further, in the Super Luxury segment, **SOBHA maintains its Brand Leadership for the 6<sup>th</sup> consecutive year with a score of 83.4 out of 100.** The company has improved its score consolidating its Brand Leadership in the segment. In addition, **SOBHA has been way ahead of the industry curve when it comes to the holistic image management of the brand. The study this year broadened the scope of Media Perception and Coverage to gauge the holistic Image Management of the respective brands through newly developed metrics of Media**

**Coverage; Media Tonality; Media Perception; Industry News; Digital Presence; Online News; Social Media; ORM; Communication Consistency; and Consumer Interface. SOBHA has achieved its all-time high score of 76.1 out of 100, and the Number 1 rank for the 2<sup>nd</sup> consecutive year.**

The 7<sup>th</sup> edition of Track2Realty - BrandXReport 2018-19 is a part of a yearly brand perception audit conducted by Track2Realty – an independent real estate think-tank. The report finds that the Indian real estate companies that are resilient brands with professionalism have continued to shine despite challenges in the market.

**Notes for the editor:**

**Methodology:**

- **Based on public perception survey**
- **20-city consumer survey with a sample size of 10,000**
- **Consumers were asked detailed open-ended and close-ended questions about their experiences and perception about the sector and the companies**
- **In-house research with available information in the public domain**
- **Opinion of the neutral experts of Track2Realty's jury**
- **Over 50% of the weightage was given to consumer survey**



PASSION AT WORK



Source: Track2Realty - BrandXReport 2018-19



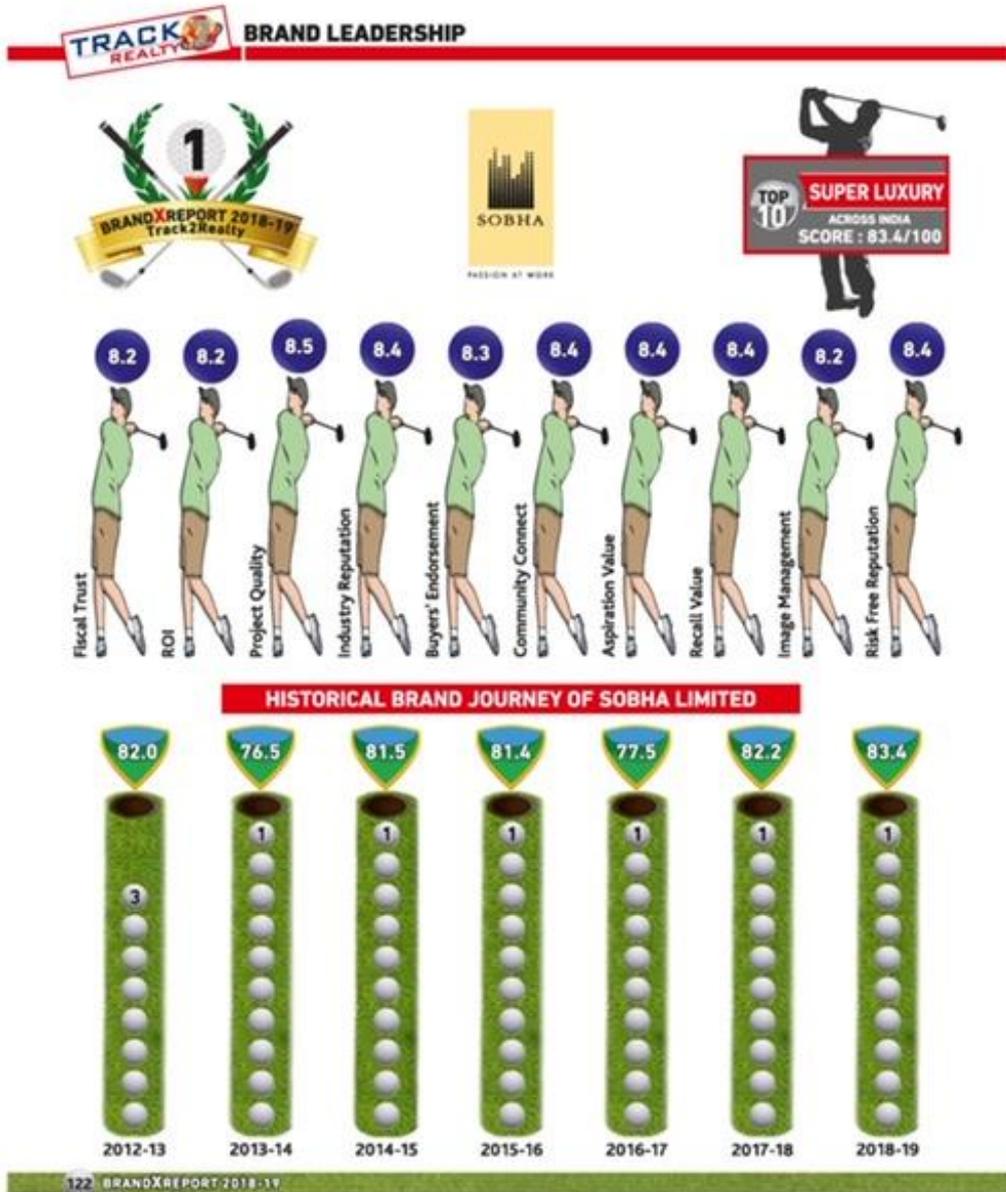
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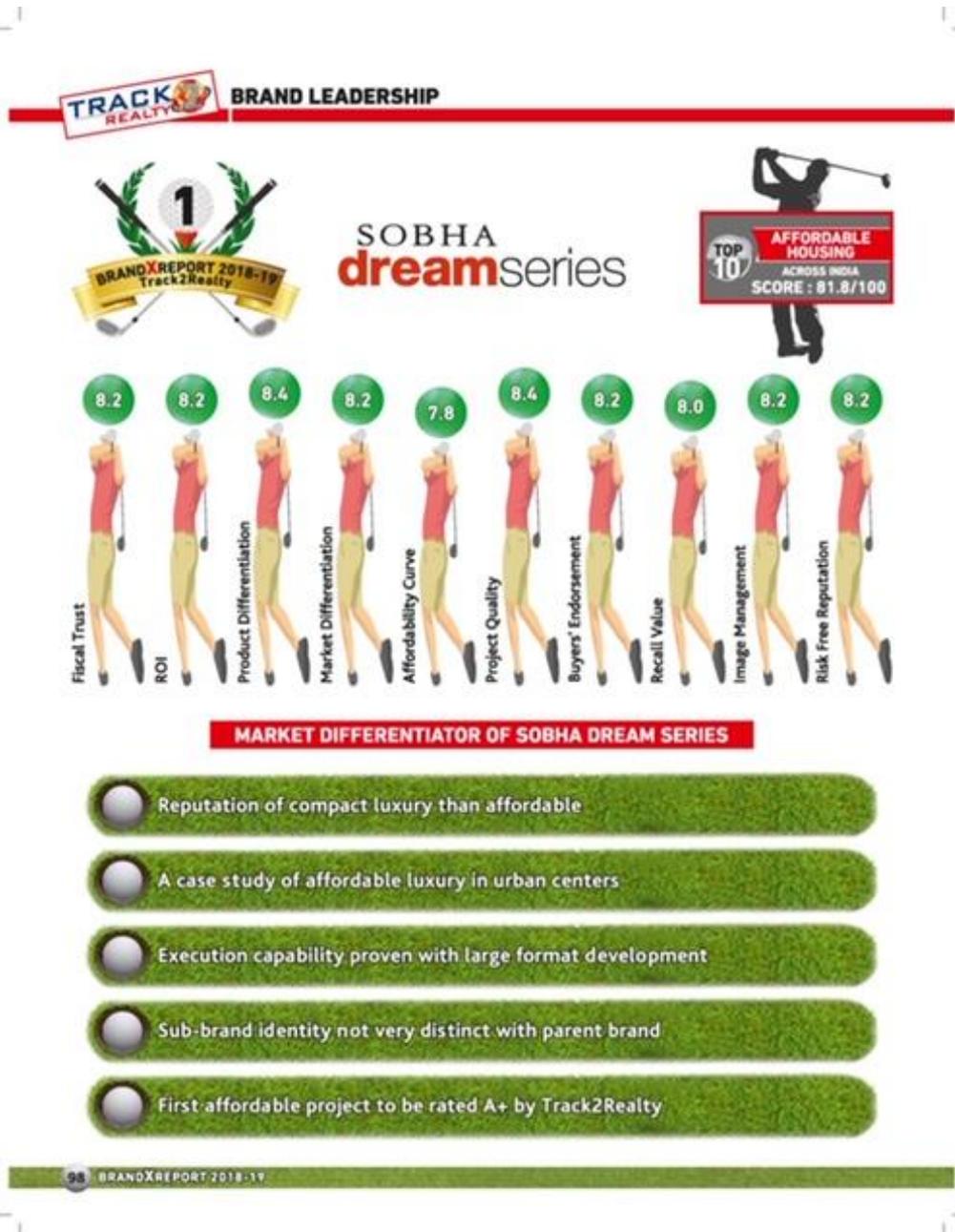
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**About SOBHA Limited:**

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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