



## **COMPANY PROFILE**

### **SOBHA LIMITED**

Mr. PNC Menon, the builder extraordinaire, founded SOBHA Limited in 1995 in Bengaluru, India. With a clear vision to transform the way people perceive quality in real estate, he built SOBHA on the solid bedrock of quality, credibility, and transparency. Today, SOBHA is the most trusted real estate brand and the only self-reliant (backward integrated business model) realty player in the country. At present this unique business model is taught as a case study at Harvard University, USA.

Since inception, the Company has always strived for benchmark quality, customer centric approach, robust engineering, in-house research, uncompromising business ethics, timeless values, and transparency in its business conduct. This assiduous effort has helped make it the most preferred real estate brand in India. In 2006, SOBHA went public through its initial public offering, an event that created history when the issue got oversubscribed a record 126 times!

SOBHA is primarily focused on residential and contractual projects. The Company's residential projects include presidential apartments, villas, row houses, luxury and super luxury apartments, plotted development, and aspirational compact luxury homes replete with world-class amenities. In all its residential projects, the company lays a strong emphasis on environmental management, water harvesting and high safety standards. On the contracts side, the Company has constructed a wide variety of structures for corporates including corporate offices, convention centres, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centres and club houses. Some of SOBHA's prestigious corporate clients include Infosys, Taj Group, Dell, HP, Timken, Biocon, Institute of Public Enterprises (IPE) Lulu, Azim Premji Foundation, and others.

SOBHA has impeccable execution and on-time delivery track record. As on 31st March 2020, the company has delivered overall 109.74 million square feet of developable area. The company has a real estate presence in 10 cities, viz. Bengaluru, Gurugram, Chennai, Pune, Coimbatore, Thrissur, Kozhikode, Kochi, Gujarat (Gift City) and Mysore. Overall, SOBHA has footprint in 27 cities in 14 states across India.



The self-reliant (backward integrated) business model is one of the key differentiating strengths of SOBHA. This ensures that the Company has control not only over the supply but more importantly over the quality of the materials it uses in its construction activities. SOBHA has all the competencies and in-house resources to deliver a project from conceptualization to completion. The self-reliant model consists of an interior's division, a metal works and glazing factory and a concrete products factory. SOBHA has also diversified into retail business with spring mattresses under the brand name 'SOBHA Restoplus'. More than 27 variants of mattresses are produced by the mattress division using cutting-edge machinery of international quality.

SOBHA is renowned for its world-class products. The Company conforms to the ISO 9001, ISO 14001 and OHSAS 18001 certifications for its quality, safety and environment management systems.

SOBHA directly employs more than 3000 people. It places a lot of emphasis on human resource development of which skill enhancement and advancement are given paramount importance. At SOBHA, training is an on-going process for all employees which ensures that they are abreast of the latest and newest developments in their domain of expertise.

SOBHA's CSR activities are par excellence and encompass the areas of education, providing healthcare facilities and helping the aged, single mothers, children, and others in need of financial and other assistance. All its social responsibilities are undertaken through a public charitable trust, the Sri Kurumba Educational and Charitable Trust.

Some of the key social projects undertaken by the Trust are (a) SOBHA Hermitage, a unique senior citizens' and widows' home with world-class amenities, (b) SOBHA Health Care, a primary health centre with best-in-class facilities for medical treatment, (c) SOBHA Academy, an exclusive educational institution for the underprivileged children, (d) SOBHA Icon, another educational initiative to improve the standards of Government school students in higher classes, (e) SOBHA rural women empowerment, (f) social rehabilitation scheme for the people of the three panchayats. More than 17000 people are direct beneficiaries of the CSR programs run by SOBHA.

SOBHA has been honoured with several prestigious awards by various institutions of repute. Recently, the company has been featured in the list of 500 High - Growth Companies Asia - Pacific in 2020 by the Financial Times. Catering to India's housing demand, SOBHA is the only Indian real estate

company to make it to this prestigious list of growth drivers for the APAC region among other construction companies listed this year.

In the most recent BrandXReport 2019-20, conducted by Track2Realty, a real estate think tank, SOBHA has been rated as the top Residential Brand across India (for the 7<sup>th</sup> consecutive year); top Super Luxury Brand across India (for the 5<sup>th</sup> consecutive year); and the top Realty Brand in South India across asset class (for the 7<sup>th</sup> consecutive year). Moreover, SOBHA retained its brand leadership position as the top Brand Disruptor for the past 4 consecutive years which mapped its CSR footprint. Credible Communications is strategic to SOBHA's business which gets reflected in its recognition as the top brand for Image Management in realty sector in the country for the past 3 consecutive years, delineating its forte in media coverage, digital presence, online news, social media, communication consistency and consumer interface. In addition, SOBHA has also been rated as the Top Realty Brand Nationally in the Global Buyer Report 2020, a study conducted recently by Track2Realty based on consumer confidence survey.

Out of some 200+ top rated awards and accolades, here are but a clutch of some recent indicative ones:

CREDAI CARE award 2019 for CSR initiatives; 'One of India's Top Builders award by CWAB in 2019 & 2020 ; 'Best Quality Construction of the Year – Chennai' and 'Best Architecture Plan of the Year' by FICCI Tamil Nadu State Council; 'Residential Project of the Year (West)' award by Realty Plus; 'Developer of the Year (National)' award by Franchise India; KMA CSR Award for Health & Hygiene; Dun & Bradstreet Corporate Awards 2019 in the Real Estate category. Additionally, SOBHA bagged the 'Best Professionally Managed Company' (turnover > INR 1000 crores), Achievement Award for Social Development & Impact and the 'Best Construction Projects' for SOBHA Sapphire (Thrissur) award at the 10th Construction Industry Development Council (CIDC) VISWAKARMA Awards. This is the second consecutive year and the third time when SOBHA was recognised by CIDC.

SOBHA was voted as the Number 1 choice of homebuyers nationally in Track2Realty's Consumer Confidence Report 20:20 - one-of-its-kind comprehensive study on consumer psychology about the Indian real estate market. This is the 4th consecutive year that the Company has won top rank in consumer confidence survey, making it an exceptional and a rare feat achieved by any real estate brand in the country. The Company was once again awarded the CARE AWARDS 2017 in the category of 'Best CSR activity' by CREDAI Karnataka.

SOBHA is a professionally run organisation which is highly focused on delivering international quality products in a timely manner with transparency. Today the name evokes trust and credibility. All its products are synonymous with high quality.