



Mr. PNC Menon is the Founder and Chairman of Sobha Group

Mr. PNC Menon is the Founder and Chairman of Sobha Group, a multinational real estate and construction group with diversified interests and investments in the UAE, India, Oman, Bahrain, Brunei and Tanzania. He oversees the Group's operational strategy across its subsidiaries, including PNC Architects, Sobha Electromechanical, Sobha Interiors, Sobha Horticulture, Sobha Restoplus and Sobha Contracting.

Mr. Menon has over 40 years of experience in the premium real estate and construction sector. He began his career in Oman with the launch of interior design firm - Services & Trade Company that established itself as [one of the largest turnkey interiors and contracting solutions providers in the GCC region](#).

He founded SOBHA India in 1995. Today Sobha is India's most trusted real estate brand with large footprint in residential and contractual business verticals. It is the only real estate company with a unique self-reliant (backward integrated) business model known in the world which is its key differentiating element.

After entering the Dubai market, Mr. Menon launched two iconic projects in the heart of the city – Sobha Hartland, a US\$4 billion mixed-use luxury development that includes villas, townhouses and apartments, and District One, a US\$8 billion joint venture with Meydan Group, comprising 1,500 ultra-luxury villas.

A philanthropist to the core with a deep-felt commitment to social responsibility, he is engaged in numerous charitable causes; he refuses to call it charity, though. For Mr. Menon, it is not charity but a social obligation to give back to the society a major share of his personal wealth. Menon actively participates in philanthropic initiatives in the UAE, India and Oman. He serves on the Board of Directors of the [Rashid Centre for the Determined Ones](#). Along with his wife, Sobha Menon, he is also a signatory of the global philanthropic campaign The Giving Pledge.

The social initiatives undertaken by him have clear goals in specific areas of development and are truly replicable models in the society. The social initiatives of SOBHA Group are channelized through the 'Sri Kurumba Educational and Charitable Trust', which has been focusing on three economically backward *panchayats* in Palakkad district in Kerala.

Mr. Menon's silent work in the social arena and in the corporate world has attracted many accolades. Recently, he was awarded with AP Aslam Prathiba Puraskaram for CSR works in the field of Business & Industries by Kshema Foundations. He was also awarded with Business Deepika-Lifetime Business Achievement Award in 2017, Mr. PNC Menon was honoured with the prestigious K.P.S. Menon Memorial Award by Sri Chettur Sankaran Nair Memorial Cultural (CSN) Trust, the 'Golden Peacock Lifetime Achievement Award for Business Leadership' by the Institute of Directors (IOD). Mr. Menon is also a member of the Prime Minister's Advisory Council of Overseas Indians. He was awarded the prestigious Pravasi Bharatiya Samman Puraskar by the President of India in 2009. In 2013, he was bestowed the 'Lifetime Achievement Award' by NDTV Profit. Mr. Menon was also recognised with the 'Brand Icon Award' for his sterling initiatives in the sphere of Corporate Social Responsibility by Times of India and the first ever 'Dhanam Lifetime Achievement Award' by Dhanam Publications in Kerala.

A highly value-driven personality, he does not focus on profits, but on the product. In his own words: "Money cannot be the motivator for success – it can only be a by-product of success" and he has ably proven it in all his initiatives. Feed a man, clothe him, give him decent quarters to live and you'll find a man with self-respect, ready to contribute and become a productive human being". This is not just a universal truth uttered by Mr. Menon, but also religiously implemented by him in several ways.

The indomitable spirit in Mr. Menon will never retire. He is more likely to dedicate the remaining part of his life entirely to the cause of society. He has already embarked on this by taking an active interest in all the social responsibility projects and has drawn up detailed plans to ensure that they are all executed with a high degree of perfection.

Leadership, vision, drive, clarity of an organised mind, analytical abilities, honesty, courage, determination, high personal integrity, empathy, forthrightness and simplicity- it's rare that so many qualities would be embodied in a single person. But Mr. Menon is indeed a phenomenon.