



## **Press Information Note**

### **Sobha wins Realty Plus Excellence Awards for Employer of the Year and Most Environment Friendly Project**

**Bangalore, March 07, 2012:** Sobha Developers Ltd. has been honored with two key awards at the 'Realty Plus Excellence Awards 2012 - South'. The awards were conferred at a glittering function held at Hotel Matthan, HAL, Bengaluru, on Friday, March 2, 2012.

Sobha was bestowed with the '**Employer of the Year in Real Estate**' award, which stands as recognition of Sobha's ability to inspire its workforce to strive for excellence. The company also bagged the '**Environment Friendly Project of the Year – Residential**' award for its Sobha Forest View project. The accolade was conferred to Sobha for the implementation of various environmental concepts in the development of the project.

**Mr. J.C. Sharma, MD, Sobha Developers Ltd.**, received the awards from Anurag Batra, Chairman and Editor-in-Chief, exchange4media Group. Speaking on the occasion, Mr. Sharma said, "We are truly honored and humbled to receive these two awards. They are a clear endorsement of our committed efforts towards human resource development and concern for environment."

The Realty Plus Excellence Awards is an industry platform to acknowledge the contributions made by developers, property advisors and other industry stakeholders towards the growth of the Indian real estate sector. The awards recognize the efforts of the deserving real estate players, establishing them as an epitome of excellence in the realty arena.

#### **Sobha's employee initiatives**

Sobha's people practices are such that they ingrain in each employee the zeal to make a difference through detailed understanding of processes, technology and work practices. The

company's yearly goals for training requirement, manpower requirement, and skills and knowledge enhancement, planned in great detail help Sobha in delivering world-class projects.

Training of employees has been a key to Sobha's success. The company has a 'Leadership Development and Training' cell with a clear mandate to bring about transformational changes in employees' attitude, behavioral and leadership qualities. Innovation within the organization is promoted by an 'Innovation Committee' through a program called 'Ideaspace'. A unique endeavour, 'Sobha Creative Club', brings out the team spirit within the company by organizing various social, cultural and sports activities. Besides this, many other employee-friendly activities are carried out within the organization to keep the employees content and motivated.

### **Sobha Forest View**

Developed in an area of 13.28 acres, Sobha Forest View is a gated community, which is set in the picturesque backdrop of the Turahalli Forest area. The project, located in Banashankari Extension in South Bangalore, has a total of 492 apartments including 100 luxury units, 240 super luxury units and 152 super luxury-plus units. It is expected to be completed by December 2013.

More than 75% of open green space is provided in the project. What is more appealing is the project's overall approach to sustainability i.e. fulfillment of key requisites of human and environmental health, sustainable site development, efficient water, energy and waste management methods such as Rainwater Harvesting System, Sewage Treatment Plant, Organic Waste Converter, materials and resource selection, indoor environmental quality and unique green concepts and design processes.

Sobha Forest View is bestowed with luxurious green spaces which comprise maze garden, aroma/herb garden, central green lawn, Palm Grove and pebble pathway. The other world-class amenities include a fully-equipped clubhouse with gymnasium, convenience store, crèche, clinic, ATM, two multi-purpose halls, yoga centre, aerobics zone, reading hall, steam room, tennis court, basketball court, volleyball court, cricket pitch, skating rink, jogging track, amphitheatre, children's play area, swimming pool with pool deck, bird bath, senior citizen kiosk and a gazebo.

## **About Sobha Developers Ltd.: A Truly Global Indian Company**

Founded in 1995, Sobha Developers Ltd. is one of the largest and the only backward integrated real estate player in the country. Sobha is primarily focused on residential and contractual projects. The company's residential projects include presidential apartments, villas, row houses, super luxury apartments, luxury apartments, moderately priced apartments and plotted development. In all its residential projects, the company lays strong emphasis on environment management, water harvesting and high safety standards.

On the contractual side, the company has constructed a 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.

As of December 31, 2011, Sobha has completed 77 Real Estate projects and 202 Contractual projects covering a total Super Built-up Area (SBA) of 44.81 million sq. ft. and a total developed area of 49.57 million sq. ft. The company currently has 37 ongoing Real Estate projects in 6 cities across India aggregating to 14.98 million sq. ft. and 39 Contractual projects aggregating to 8.50 million sq. ft. which are under various stages of construction. Sobha has made a footprint in 21 cities and 11 states across India.

The backward integration model is one of the key competitive strengths of Sobha. This literally means that the company has all the competencies and in-house resources to deliver a project from conceptualization to completion. Backward integration includes an interiors division with one of India's largest wood working factory, a metal works and glazing factory, and a concrete products factory.

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