



**Press Release**

**For Immediate Publication**

**SOBHA DEVELOPERS LAUNCHES SOBHA IVORY IN PUNE**

*Homes where happiness resides...*

**Pune, November 17, 2010: Sobha Developers Ltd. (SDL)**, one of India's leading and the only backward integrated real estate player will be launching its new residential project - SOBHA IVORY at Kondhwa, Pune, Maharashtra on Sunday, November 21, 2010.

This 3 bedroom super luxurious project is spread across 3.8 acres with 80% open space. There will be 140 apartments with basement and ground covered car parking plus 11 floors. The built up area will range from 1459.32 sq ft to 1906.39 sq ft. Sobha Ivory priced at Rs.57.70 lakhs onwards (Statutory + other charges applicable), offers appeasing and lush green surrounding to its customers. It is strategically located off NIBM Road with close proximity to many of the well-known, educational institutions, hospitals and shopping centres. This project is expected to be completed by the second quarter of 2013.

Expressing his happiness on the new launch, **Mr JC Sharma, Managing Director, Sobha Developers Ltd.** said, "Pune today is one of the most sought after destinations in the country housing some of the best educational institutions, MNCs, Indian Corporates and tourist hotspots in addition to its pleasant climate and a cosmopolitan culture. Keeping pace with the phenomenal growth of the city in tandem with the substantial demand for premium housing, we bring SOBHA IVORY, our second project in Pune after Sobha Carnation."

"SOBHA IVORY with its best-in-class amenities is sure to match the pace and lifestyle of today's discerning customers. The project is a fine example of contemporary and culturally aligned apartments with composed surroundings. I'm truly elated with our second launch in Pune" **added Mr. Sudhir Bapat, Divisional Head, Pune, Sobha Developers.**

SOBHA IVORY comes with a range of amenities such as a fully-equipped gymnasium, designer landscaping, Club House, Swimming Pool, Jogging Track, Children's Play Area, Amphitheatre, Tennis Court, Table Tennis, Steam, Sauna, Jacuzzi Aerobics Room, Crèche, Half Basket Ball Court, Cards Room, Billiards, Multipurpose Hall, Reading

Area, Power backup of 1 KW and Reticulated gas supply. Being a highly environment conscious organization, SOBHA IVORY comes with features such as Rainwater harvesting system, Sewage treatment plant, Organic waste converter and other leading innovative green design concepts.

The composition of SOBHA IVORY is basement+ground+11 storied RCC framed structure with concrete block masonry walls. It has covered parking at the basement for the occupants and parking on ground floor for visitors. The project will use quality vitrified tiles for flooring & skirting in the bedrooms and the living & dining area. Plastic emulsion paint would be used for walls and ceiling.

SOBHA IVORY is equipped with design and architectural features to enhance durability and user experience, for e.g. use of metal strip reinforcements between walls and ceiling to avoid cracks, thermal insulation on terraces to ensure protection from weather extremes, corner beading - metal strip reinforcements to avoid damages to corners and rubber fenders on the pillars of parking area.

The project is in proximity to Camp and Pune station, which is 15 - 20 min drive (7-8 kms). Approximately 3.5 kms from the property is Wanworie - Fatimanagar road connecting to Pune Solapur Highway, and also to the Empress Garden / Pune Race Course road leading you to the Pune Airport via Koregaon Park and Yerwada. The uptown area of Pune, Koregaon Park is approximately 20 min drive. It is surrounded by commercial complexes and major retail outlets namely Reliance Fresh, More and many others.

SOBHA IVORY has been conceptualized and designed with passion and ingenuity carved into every detail of the project.

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#### **About Sobha Developers Ltd.:**

Founded in 1995, **Bangalore headquartered** Sobha Developers Ltd. is one of the largest and the only backward integrated real estate player in the country. It means that it has 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. Company's residential projects include presidential apartments, villas, row houses, super luxury apartments, luxury apartments and plotted development. In all its residential projects Company lays strong emphasis on environment management, water harvesting and high safety standards.

It has completed 48 residential projects, 13 commercial projects and 173 contractual projects covering about 37.37 Million sq. ft. area in 18 cities across India. It currently has 23 ongoing residential projects aggregating to 9.94 Million sq. ft., 6 commercial projects aggregating 0.60 million sq. ft, while 4.27 Million sq. ft. of contractual projects are under various stages of construction. **In the current year, which is the 15<sup>th</sup> year of establishment, the company has already stepped into 50<sup>th</sup> million sq. ft. of execution, which is a kind of landmark in the industry.**

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. Infosys is one of its leading clients.

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**For further information, please contact:**

**Sobha Developers Limited**

Mr. R. Raman, VP - Corporate Communications

**Bangalore**

Mob: 099020-06465

[raman.r@sobha.com](mailto:raman.r@sobha.com)