



Press Release

For Immediate Publication

SOBHA DEVELOPERS LAUNCHES 'SOBHA MERITTA' AND 'SOBHA SERENE' IN CHENNAI

-Company enters Chennai market with two landmark residential projects which spell luxury

Chennai, January 18, 2012: Sobha Developers Limited, one of India's leading and the only backward integrated real estate companies known for its unique value systems, outstanding quality, delivery and excellent customer service, today announced the launch of its maiden projects in Chennai, '**Sobha Meritta**' at Kelambakkam, Old Mahabalipuram Road (OMR) and '**Sobha Serene**' at Senneerkuppam, near Porur.

'**Sobha Meritta**' and '**Sobha Serene**' are poised to fulfill the growing need for world-class homes in Chennai offering quality and class beyond compare, supported by the architectural expertise honed by years of experience in both global and local projects. The projects offer a choice between two strategic locations in the city -- Porur and OMR, both offering excellent environment in terms of comfortable living as well as appreciation of investment.

Expressing his happiness on Sobha's foray into a new market, **Mr. J.C. Sharma, Managing Director, Sobha Developers Ltd.**, said, "We are highly delighted to enter the Chennai real estate market with two of our projects '**Sobha Meritta**' and '**Sobha Serene**'. This is our second endeavor in the state of Tamil Nadu after two set of projects, Sobha Emerald and Sobha Turquoise, in Coimbatore. Luxury housing continues to be in demand and Sobha Meritta and Sobha Serene are sure to meet the requirements of the opulent home seekers in Chennai who wish to lead a hassle-free life."

"While we are launching residential projects for the first time in the city, I would like to share that we are already doing contractual projects in Chennai for two of our prestigious clients – Infosys and Dell," added Mr. Sharma.

Speaking on the occasion, **Mr. T.P. Sanjaya Sarathy, Regional Director, Tamil Nadu, Sobha Developers Ltd**, said, "Chennai will get to witness a whole new standard of luxury living through Sobha Meritta and Sobha Serene, from the stables of the highly respected Sobha brand that has redefined luxury and fine living. These are the second most awaited ventures in Tamil Nadu after our first venture of a prestigious set of projects in Coimbatore. We are pleased to see an overwhelming response to the soft launch and good buyer interest."

Sobha Meritta

Sobha Meritta, the company's first project in Chennai, which is a gated community sprawling over 6 acres of pristine environs, comprises 5 elegantly crafted blocks with a total of 556 luxury apartments – 1, 2 and 3 bedroom – with a built-up area ranging from 553 sq. ft. to 2,163 sq. ft. The first phase comprising 3 blocks which constitute a total of 400 luxury apartments are being launched. The project comes with a range of amenities, such as a fully-equipped clubhouse with gymnasium, landscaped parks, steam room, tennis court, children's play area, swimming and toddler pool and other amenities of excellent standards of luxury. Sobha Meritta offers some exclusive sea-facing apartments as well.

Sobha Serene

Aptly situated in the industrial corridor of Chennai, closer to Porur, spread across 3.15 acres, the project comprises 176 luxury apartments of 1 bedroom, 2 bedroom, 2 bedroom + study and 3 bedroom with a built-up area ranging from 595 sq. ft. to 1,735 sq. ft. across 8 blocks. It is replete with luxury amenities such as swimming pool, gymnasium, jogger's track, etc. Sobha Serene is close to Sri Ramachandra Hospital by around 4 kms. Leisure, shopping and entertainment zones are located within a 5 km radius of the project.

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. Infosys is one of its leading clients.

As of 30 September 2011, Sobha has completed 73 Real Estate projects and 198 Contractual projects covering a total Super Built-up Area (SBA) of 43.34 million sq. ft. and a total developed area of 47.37 million sq. ft. The Company currently has 45 ongoing Real Estate projects in 6 cities across India aggregating to 16.16 million sq. ft. and 39 Contractual projects aggregating to 9.03 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.

For further information, please contact:

Sobha Developers Ltd.,

Corporate Office

R. Raman, VP- Corp Comm

+91-9902006465

raman.r@sobha.com

Regional Office

Chella Perumal, Manager Marketing

+91-9788859383

chellaperumal.g@sobha.com