**SOBHA tops the National Best Practices ranking: Brand X Report (2020-21) by Track2Realty**

**Bengaluru, September 1, 2021**: SOBHA Limited, one of India’s most trusted and admired real estate brands, has topped the charts in ‘**Best Practices’ nationally for the 3rd consecutive year** at the Track2Realty’s Brand X Report 2020-21 – one-of-its kind in-depth report in the Indian real estate sector. SOBHA continues to be the industry leader in Best Practices and has achieved a score of 80.2 in 2020-21. Further, SOBHA has secured top position in the **‘Brand Disruption’ category** due its deep commitment in CSR initiatives andcontinues its dominance for the 5th consecutive year nationally.

It is notable that in this edition of the annual study conducted by Track2Realty, SOBHA is the ‘**Brand Leader in the Residential Segment’ nationally** for 8th consecutive year and holds the brand leadership position in ‘**Super Luxury Segment’** **nationally** for the 6th consecutive time**.**  As the Indian real estate sector continues to recuperate from the second wave of COVID-19, SOBHA retains its **Brand Leadership** **position for the 8th consecutive year in ‘South India across asset class’.**

Speaking on the occasion, **Mr. Ravi PNC Menon, Chairman, SOBHA Limited** said, “SOBHA’s recognition on several parameters by the Brand X Report 2020-21 holds more significance this year since the challenges were huge due to the pandemic. We could stick on to our well laid out processes with immense resilience and could maintain high levels of quality, transparency, and delivery on time. The recognition by the Brand X Report reinforces our commitment to build a stronger brand with sharper focus on our customers.’’

In a detailed online survey, Track2Realty has done an intensive assessment of the existing brand perception in a pandemic hit market. The stringent methodology has surveyed 4,000 participants to answer various open-ended and close-ended questions about their experiences and perception on several parameters. Based on the inputs the independent real estate think-tank – Track2Realty – has reassessed the current scenario and mapped out the inherent brand resilience. These were then further evaluated with the inputs of neutral experts on the jury board. In this exercise, more than half the weightage was given to the consumer survey. This is India’s only sectoral report to evaluate the adherence to best practices in business by real estate companies.

The top ranked developers were not only evaluated through unstructured buzz that tracks social media and other open forums online but a structured buzz as well which is a scientific method in a consumer survey. The **‘Best Practices’** category in which SOBHA has topped was evaluated on parameters of fiscal management, execution, market depth, consumer connect, transparent deals, functional professionalism, care, employer, communication and desirable practices.

**About SOBHA Limited:**

*Founded in 1995, SOBHA Limited is one of the fastest growing and foremost self-reliant real estate players in the country. It means that the company has all 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. The Company’s residential projects include presidential apartments, villas, row houses, super luxury & luxury apartments, plotted developments, and aspirational homes. In all its residential projects, the company lays strong emphasis on environmental management, water harvesting and highest safety standards. On the contractual projects side, the Company has constructed a variety of structures for corporates including offices, convention centres, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centres, and club houses. For more information on SOBHA Limited, please visit:* [*https://www.sobha.com/*](https://www.sobha.com/)

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