



Press Information Note

Sobha Developers wins CNBC award 2010

Sobha Daffodil project awarded the '*Best Residential property with more than 5 lakh sq. ft.*' at the CNBC AWAAZ- CRISIL- CREDAI Real Estate Awards 2010

Bangalore, April 29, 2011: Sobha Developers Ltd. for its project **Sobha Daffodil** was honored the '**Best Residential property more than 5 lakh sq. ft.**' at the **CNBC AWAAZ- CRISIL- CREDAI Real Estate Awards 2010** at a glittering function held on Thursday, April 28, 2011 at The Marina Bay, Singapore.

Receiving the award on company's behalf Ms. Geetha Nair, Senior VP, Architecture, Sobha Developers said "We are truly humbled to receive the award for the 'Best Residential Property with more than 5 lakh sq. ft' category. Sobha Daffodil is one of our largest projects and we are elated that it has been recognized by CNBC AWAAZ- CRISIL- CREDAI Real Estate Awards. Attention to detail and exquisite proportions, designer landscaping and exciting spatial solutions, better ventilation and natural lighting systems, and high level of efficiency and finishing are hallmarks of this project."

Sobha Daffodil is a 3 bedroom 432 luxury apartment project spread across 9.6 acres of land in HSR Layout, Bangalore. It is one of the largest residential projects that Sobha has executed so far with a total super built-up area of 7, 77,200 Sq ft. The project has few green concepts embedded such as Use of recycled water from STP for flushing & landscaping, Thermal insulation layer on the top terrace to reduce heat gain and Solar panel for landscape lighting & water heating for upper floors. The amenities include swimming pool, club house, library, kids play area, jogging track, tennis court, gymnasium, etc. The total project cost is Rs.159.60 crores.

Expressing his happiness on receipt of this award, Mr. J.C. Sharma, MD, Sobha Developers Ltd., said "We are delighted to having received an award of such a stature that comes especially in the year 2010 in which Sobha became a Rs.1000 crore real estate brand in the residential business.

It clearly emphasizes Sobha's focus on quality and scale of its operations. We shall continue to deliver the best to our customers always by setting higher standards."

The winners of these defining awards are selected through a robust and comprehensive judging process, based on a combination of criteria. In the short-listing stage, all the data submitted by the developers was thoroughly scrutinized by CRISIL. In the second stage, the finalists had to make presentations in front of the Jury who evaluated them based on the criteria and also asked questions relating to the project and the promoters. The entire legal documentation was vetted by the CRISIL team.

In the calendar year 2011, Sobha Developers has also been conferred with the following awards:

- Lifetime Achiever's Award to Mr. PNC Menon for Outstanding Contribution to Real Estate Sector by Realty Plus on Feb 3, 2011
- Pathfinder's Award to Mr. J C Sharma for the most Enterprising CEO by Realty Plus on Feb 3, 2011
- Best Building Award under the Non-Residential Category for "Infosys Foodcourt-3 Project, Pune" by AESA (Architects, Engineers and Surveyors Association) on March 5, 2011
- Achievement Award for Best Project (Building) for "Infosys Global Education Center-II, Mysore" by Construction Industry Development Council (CIDC) on March 7, 2011
- Achievement Award for Social Responsibility by Construction Industry Development Council (CIDC) on March 7, 2011
- Best Use of Public Relations by Private Sector Entity – Corporate by Exchange4media on March 16, 2011
- PRCI Gold Awards for "House Journal" and "CSR Photo-Book" by Public Relations Council of India (PRCI) on March 18, 2011

About Sobha Developers Ltd.:

Founded in 1995, 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,

moderately priced apartments and plotted development. In all its residential projects 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 centers, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centers and club houses.

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