



Press Release

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Sobha Developers' annual report titled "Maximizing Value in Each Square Foot" Bags the League of American Communications Professionals- 2009 Vision Awards

Bangalore 19th July, 2010: Sobha Developers Limited, one of India's leading Real Estate Company, has won the League of American Communications Professionals LLC (LACP) 2009 Vision Awards for its annual report titled "Maximizing Value in Each Square Foot".

Sobha Developers has won the awards in three categories. A **Silver** in the real estate category; Best in-house **Gold** in Asia-Pacific region; and ranked 93 among the top 100 world-wide annual reports.

One of the key aspects of this achievement is the in-house design and compilation of the report. Over 4000 entries from 25 countries were received by LACP for the 2009 Vision Awards. This is the first international award won by Sobha Developers.

Commending on Sobha Developers' achievement, Ms Christine Kennedy, LACP Managing Director, stated: "This year's annual report of Sobha Developers Ltd. proves to be remarkable in light of tremendous competition. The level of creativity exhibited in the report by Sobha Developers is outstanding, which is supported by excellent clarity in

communicating this year's key messages. It should also be noted that accessibility to key information sought by readers is excellent.”

LACP is a forum that facilitates a discussion of best-in-class practices in public relations and recognizes exemplary communication capabilities. The Vision Awards recognizes outstanding annual reports of the past twelve months

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About Sobha Developers Ltd.:

Founded in 1995, Sobha Developers Ltd is one of the largest and only backward integrated real estate player in the country.

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 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.

One of the key competitive strengths of the Company is its backward integration model, which means that it has the key competencies and in-house resources to deliver a project from its conceptualization to completion. Backward integration includes architectural, structural and interior studio, concrete block making plant, metal and glazing factory and interiors and wood working factory.

The Company also strongly believes in returning back to the society through comprehensive and sustainable development of rural India. It has launched, Graamasobha, a unique social

developmental program in two gram panchayats in Palakkad district of Kerala to take care of the educational, healthcare, and other basic requirements of over 2500 BPL families.

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