



**Press Release**

**For Immediate Publication**

**SOBHA DEVELOPERS LAUNCHES SOBHA CLASSIC IN SARJAPUR AREA**

*If its Sarjapur road, its Sobha...*

**Bangalore, September 02, 2010: Sobha Developers Ltd. (SDL)**, one of India's leading and the only backward integrated real estate player today launched its 17<sup>th</sup> project on Sarjapur road area, Bangalore christened **SOBHA CLASSIC** - in the super luxury category.

Spread over 6.9 acres of land and comprising of 3 Blocks, SOBHA CLASSIC is strategically located off Sarjapur Road and offers close proximity to many of the well known locations, educational institutions, hospitals and shopping centres making it an attractive option for the home buyers. It would have a total of 243 units of which 81 units would have a servant room. Apartment's built up area will range from 1752 sq ft and 2070 sq ft with cost (basic + car park) accordingly varying from Rs.76.71 lacs to Rs.90.10 lacs. The project is expected to be complete by December 2013.

Expressing his delight on the launch of the newly unravelled project, **Mr JC Sharma, Managing Director, Sobha Developers Ltd.** said, "Sobha was established with a vision to transform the way people perceive quality. Our journey on Sarjapur road started over a decade ago with Oman Topaz and since then we have completed 16 landmark projects in and around Sarjapur Outer Ring Road with over 2600 satisfied customers. The success story of all the earlier projects made us to come up with yet another option of spacious and quality homes for today's discerning customers. Just to quote an example here: Our last project SOBHA CINNAMON launched only 9 months back in Sarjapur area is already fully sold out. I'm truly elated with the launch of SOBHA CLASSIC."

Enduring value and timeless design, SOBHA CLASSIC, will have a range of amenities such as a fully equipped clubhouse having 2 separate gyms for weight training & cardio, swimming pool, steam room, Billiards, table tennis, carom, jogging track, half basket ball court, rappelling wall, meditation room and 2 community halls (indoor & outdoor).

Keeping in mind the environmental awareness that has swept the world in the last few years, Sobha has taken the lead with CLASSIC in installing rain water harvesting systems, S T P with organic waste converter and other leading innovations in green design.

SOBHA CLASSIC is just 2 kms away from Total Mall, on Sarjapur Road and 6.5kms from Electronic City. Oxford Institute, Delhi Public School are amongst the prime Educational institutes in the near by areas. The project would also find some big hospitals such as St. John's hospital and Narayana Hridalaya around its vicinity. Not to miss the famous shopping centres close by such as Total Mall, Spencer's & Forum Mall. The area's close proximity to prime locations like HSR layout & Outer Ring Road & Koramangala would certainly make it a much sought after place to reside.

The composition of SOBHA CLASSIC is basement+ground+13 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 CLASSIC will also have fire rated doors for all staircases.

It is an ideal home for today's go getters and achievers, who are exhibiting their capabilities by challenging the world in many domains yet holding their classic Indian values.

Sobha Developers has completed 47 residential projects, 13 commercial projects and 170 contractual projects covering about 36.62 Million sq. ft. area in 18 cities across India so far. Sobha currently has 27 ongoing residential projects aggregating to 9.09 Million sq. ft., while 4.45 Million sq. ft. of contractual projects are under various stages of construction.

### **Project Highlights:**

- ❖ A total area covering 6.9 acres with dedicated green cover
- ❖ Super Built-up area of Individual Unit
- ❖ 3 Bedrooms : 1752 - 2070 Sq. Ft. ( 162 units of 3 BHK ; 81 units of 3bhk+servant room )
- ❖ Development spread across 6 acres of land consisting of 243 total numbers of apartments.
  
- ❖ *Amenities and Specialities:*
  - Community spaces (indoor and outdoor)
  - Meditation Room
  - Jogging track
  - Swimming pool
  - Cardio and Strength training GYM
  - Rappelling area
  - Half basket ball court
  - Billiards
  - Table Tennis

❖ *Services:*

- Rain Water Harvesting system
- STP with Organic Waste Converter
- BESCO power supply: 7KW in all apartments
- Generator power back up of 3 KW for apartments and 100% power back up for common area facilities

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**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.

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.

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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