



Press Release

For Immediate Publication

SOBHA DEVELOPERS EXPANDS FOOTPRINT IN TAMIL NADU

Announces the completion of Sobha Emerald- Super Luxury Villa Project in Coimbatore

Key Highlights:

- **Sobha Developers Ltd completes its first residential project in Vedapatti, Coimbatore**
- **Sobha Emerald is the first villa project by Sobha Developers in the city**
- **Project investment of Rs.75 crores**

Chennai, June 1st, 2011: Sobha Developers Limited today announced the completion of its luxury residential project `Sobha Emerald' - a super luxury villa project in Coimbatore, the second largest city in Tamil Nadu and the Manchester of South India. The project was launched in January 2008 and is Sobha Developers' first successful project in Tamil Nadu.

Located in a spacious verdant patch at Harishree Gardens on the Thondamathur Main Road, Sobha Emerald is in close proximity to R.S Puram and is one of the kind luxury projects available in Coimbatore. The project comprises 61 exquisitely crafted villas spread across 11.69 acres of land. The villas, with picturesque Marudamalai Hills as a backdrop, are beautifully landscaped with serene ambience.

'Sobha Emerald' comprises of 4 types of villas of international standards ranging from 2700 sq. ft. to 3500 sq. ft. and includes 22 villas of 4 bedrooms with study and 39 villas of 3 bedrooms with study, with designer landscaping in front of each villa. The project is designed complementing the ambience of Coimbatore, and will offer modern world class amenities. The investment cost for the project is approximately Rs.75 crores.

Speaking about the project, **Mr. T P Sanjaya Sarathy, Regional Director, TN, Sobha Developers Ltd.** said, "We are happy to handover Sobha Emerald our first super luxury villa project at Coimbatore to our clients. We have completed the project, as per the timelines promised. The villas boast of superior quality and fine finish – the trademark for all Sobha projects. The project is completely sold out and ready to occupy. Sobha Emerald is the first of the many luxury housing projects planned for the Coimbatore city. Sobha will also venture in to the Chennai market soon and both Chennai and Coimbatore will see a lot of value unlocking happening this fiscal."

Expressing his views **Mr. JC Sharma, MD, Sobha Developers Ltd.** said, "We are pleased to have completed our first ever project in the state of Tamil Nadu. It gives us great pleasure to expand our presence in cities other than Bangalore, Pune and Thrissur in the residential segment. Sobha Emerald is a super luxury villa project offering world-class amenities. Every Sobha project bears the testimony of quality that we offer to our esteemed customers. The degree of acceptance is well ratified by the fact that the project is fully sold out already. We are shortly planning to enter the city of Chennai."

Project highlights

- ❖ A total area covering 11.69 acres on the foothills of Western Ghats.
- ❖ Development consists of exclusively designed 22 four-bedroom with study room super luxury villas and 39 three-bedroom with study room super luxury villas measuring from 2700 sq ft to 3500 sq ft.
- ❖ A well-equipped clubhouse with swimming pool, Tennis court and Gymnasium along with children play area
- ❖ World class infrastructure facilities
- ❖ Premier educational institutes within the close vicinity
- ❖ Close to RS Puram (7 km), City Railway Station (10 km) and airport (21 km)

Sobha Emerald has been designed by a team of in-house architects at Sobha. The architecture is a quintessential element of the project maintaining the very essence of the city.

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. 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.

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 Corporate office, Bangalore

R. Raman, VP- Corp Comm

+91-9902006465

raman.r@sobha.com

Sobha Chennai office

Eshwar N, Senior Manager

+91-9788859623

eshwar.n@sobha.com