



**Press Release
For Immediate Dissemination**

**Employees of Sobha Developers
commemorate
"The Earth Hour" in a switch off mode**

Bangalore 26th Mar, 2010: Employees of Sobha Developers Ltd. observed The Earth Hour by switching off all electrical appliances at their offices including outstation offices and all real estate and contractual project sites during the lunch hour from 1.00 pm to 2.00 pm today.

Coordinators were designated at various locations to take stock of the energy saved and to compare the meter readings of two days i.e. a day prior and a day later.

Sobhaites have also been urged to use minimum power on 27 March 2010 between 8.30 to 9.30 pm at their homes - The Earth Hour 2010, to save energy.

Taking cue from the plenary speech of 12-year-old Severn Suzuki at the 1992 Earth Summit in Rio Centro, Brazil, of being responsible individual for the betterment of oneself and humanity, Sobhaites have pledged to conserve energy through their own responsible action in an endeavour to preserve the earth for posterity.

Members of Sobha Creative Club took pride in making every Sobhaite realize the importance of conserving energy to save the Earth for a better tomorrow, and have requested Sobhaites to keep the switch off momentum of unused power throughout the year.

About The Creative Club:

Employees of Sobha Developers have voluntarily formed a creative club to add value to every Sobhaites life. This club is responsible for keeping the morale of the employees high and inculcates the importance of teamwork through various creative team-building activities.

The club actively celebrates awareness campaigns like Earth Day, Bus Day, Earth Hour, Environment Day etc., to sensitize Sobhaites about the profundity of such campaigns through their participation.

The club religiously organizes cultural programs on Independence Day, New Year's Day etc., and commemorates all festivals to keep the traditions intact. These occasions make a Sobhaite feel rejuvenated.

Members of this club have also taken steps to set up a "Sobha Employee Welfare Fund". Sobhaites from across divisions voluntarily contribute to this fund. The funds raised are used to help a Sobhaite towards his or her medical emergencies.

The combination of recreation and reconciliation enhances the quality of life of Sobhaites.

About Sobha Developers Limited:

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.

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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