



Press Information Note

Employees of Sobha Developers to Participate in the Sunfeast Bangalore Marathon - 2010

Bangalore, May 21st, 2010: With an aim to cultivate an environment that encourages health consciousness amongst employees and reinforces their team spirit, Sobha Developers will participate in the Sunfeast World 10K Bangalore Marathon 2010. The Sunfeast Marathon is one of the world's most prestigious 10km runs and this year 40 employees from the leading real estate company will be participating with the theme '**Save our Earth – Reuse, Recycle, Restore, Reduce.**'

The Sobha team will be wearing T-shirts with appealing 'Save the Earth' slogans and carrying recycled and reused objects and posters. The participants have also composed a theme song which they will be singing at regular intervals during the marathon. Actively encouraging their colleagues and supporting this initiative of the *Sobha Creative Club*, many employees who could not participate have supported their co-workers by sponsoring them.

Sobhaites have pledged to conserve energy through their own responsible actions and this initiative by the *Sobha Creative Club* is part of an ongoing effort towards that endeavour. The Company also recently commemorated the Earth Hour 2010 where they switched off all electrical appliances at their offices including outstation offices and all real estate and contractual project sites for an hour

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.

For further information contact:

Sobha Developers Ltd

R Raman

Vice President – Corporate Communication

+91 9902006465

raman.r@sobha.com