



Press Information Note

Sobha Developers goes beyond the hour to commemorate Earth Hour 2011

Bangalore, March 26, 2011: To commemorate the earth hour this year, Sobha Developers has gone a step beyond to save energy and show commitment towards planet earth. To save maximum energy this year Sobha has taken exercise of **switching off lights, computers & electrical appliances every afternoon between 1:00 pm to 2:00 from Monday, 21st March till Friday, 25th March 2011.**

Furthermore, Sobhaites have also been urged to make sure that all lights actually go off from 8.30pm – 9.30pm on Saturday, March 26, by switching off all non-essential office lights and unplugging non-essential equipments. In addition, everyone has been encouraged to participate in Earth Hour by turning off their lights at home during the event.

To analyze the energy saved a person has been nominated at each location to monitor the Meter Reading for the Electricity consumed on these days. To bring about awareness and educate the employees about the impact of Global warming, the Creative Club of Sobha Developers has been running a documentary film during lunch hours for a week.

Last year Sobha supported the Earth Hour by saving approximately 150 units of energy by just switching off all lights, computers & electrical appliances at all locations which was observed on 26th March 2010 during Lunch Hour from 1:00 - 2:00pm.

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 Ltd.:

Founded in 1995, Sobha Developers Ltd is one of the largest and the only backward integrated real estate player in the country. It means that it has the key competencies and in-house resources to deliver a project from its conceptualization to completion.

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 centers, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centers and club houses. Infosys is one of its leading clients.

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