



## Press Information Note

### Realty Plus Excellence Awards 2011

Mr. PNC Menon, Chairman, Sobha Developers recognized with the Lifetime Achiever's Award

Mr. J.C. Sharma, MD, Sobha Developers awarded the Pathfinder's Award for the most Enterprising CEO

**Bangalore, February 04, 2011:** Sobha Developers Ltd. has been honored with 2 prestigious awards at the '**Realty Plus Excellence Awards 2011- South**' held on Feb 03, 2011 at ITC Windsor Manor, Bangalore. The Chairman, Mr. PNC Menon was recognized with the **Lifetime Achiever's Award for Outstanding Contribution to Real Estate Sector**, while, the Managing Director, Mr. JC Sharma was awarded the **Pathfinder's Award for the most Enterprising CEO**.

The chief guest **Shri R. Ashok, Honourable Minister for Transport and Home, Government of Karnataka** presented the awards to the winners. The event was hosted to acknowledge the extraordinary contribution of developers to the real estate sector.

Mr. PNC Menon is the Founder and Chairman of Sobha Developers Limited, one of the largest and the only backward integrated real estate player in the country. With a strong desire to develop quality realty infrastructure in India, Mr. Menon established Sobha Developers in 1995 headquartered at Bangalore. He has been instrumental in bringing the concept of backward integration in the construction domain. From a concrete block to a door which goes into a Sobha project, everything is manufactured by the company in its various manufacturing divisions. Under Mr. Menon's guidance, the company has introduced international quality standards and processes in all its construction activities. The company became Rs.1000 cr brand in the calendar year 2010- the first such real estate company from South India. Mr. Menon has been recognized with a plethora of awards, including the **Pravasi Bharatiya Samman Puraskar** presented by the President of India, Ms. Prathiba Patil on the occasion of Pravasi Bharatiya Divas in 2009. Mr. Menon is also a member of the **Prime Minister's Global Advisory Council** which includes

other prominent members such as Amartya Sen, Lakshmi Mittal, Indira K. Nooyi, C.K. Prahlad, Vikram Pandit and Sam Pitroda.

“We are truly humbled and delighted with this honor. It’s a true reflection of all the hard work, excellence and sincerity that Mr. PNC Menon has put in all these years and redefined quality in the real estate sector in India”, said **Mr. Ravi Menon, Vice-Chairman, Sobha Developers** who received the award on behalf of Mr. PNC Menon.

Mr. JC Sharma who was awarded with the '**Pathfinder’s Award for the most Enterprising CEO**' joined Sobha Developers in June 2001. A graduate in Commerce from Xavier’s College, Calcutta, J C Sharma, completed his Chartered Accountant qualification in 1982 and Company Secretary in 1984. He has over 25 years of varied experience in General Management, Corporate Finance, Strategic Planning and Business Development in as diversified sectors as Automobiles, Engineering, Textiles, Real Estate and Steel. Mr. Sharma has been instrumental in executing and facilitating several key assignments and initiatives in Sobha including Initial Public Offer, Qualified Institutional Placement and other SPV level transactions. Prior to Sobha, JC Sharma has worked at senior positions with leading industrial conglomerates like Grasim Industries and Bhourka Steel amongst others.

Expressing happiness over the dual recognitions **Mr. J.C. Sharma, Managing Director, Sobha Developers Ltd.** said “It’s a rare combination to win both these Awards and that too in the first year of the Awards launch in South India. This shows the Management Bandwidth Sobha has both in terms of Leadership and Professional Excellence.”

#### **About Realty Plus – Real Estate Excellence Award:**

The Realty Plus Real Estate Excellence Awards is a platform wherein the contributions made by Individuals, Developers, Architects, Interior Designers, etc. are recognized who have played a key role in the stupendous growth of the Indian Real Estate sector. Realty Plus magazine is India’s Leading Real Estate Monthly Magazine - providing information pertaining to real estate on consumers' fingertips. It analyses residential, commercial, retail and industrial real estate market, features major developments, prevailing issues and market trends.

**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.

**Attachments:**

1. Mr. Ravi Menon, Vice-Chairman, Sobha Developers receiving the Lifetime Achiever's Award on behalf of Mr. PNC Menon.
2. Mr. JC Sharma, Managing Director, Sobha Developers receiving the Pathfinder's Award for the most Enterprising CEO.

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