



PASSION AT WORK

July 19, 2011

To,

The Bombay Stock Exchange Ltd, Dept. of Corporate Services, Floor 25, P.J Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 532784	The National Stock Exchange of India Ltd, Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra East, Mumbai – 400 051 Scrip Code: SOBHA
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Dear Sir/Madam,

Sub: Press Release

With reference to the above captioned subject, please find enclosed the press release the company intends to disseminate through the media in connection with the winning of three League of American Communication Professionals (LACP) 2010 Vision Awards for its Annual Report titled “Details Make the Difference” for the financial year 2010-2011.

We request you to kindly take the aforesaid information on record for dissemination through the website.

Thanking You

Yours sincerely,

FOR SOBHA DEVELOPERS LIMITED


KISHORE KAYARAT

COMPANY SECRETARY & COMPLIANCE OFFICER

SOBHA DEVELOPERS LTD.



Press Information Note

Sobha Developers' Annual Report wins three LACP 2010 Vision Awards

Bangalore, July 19, 2011: Sobha Developers Limited, one of India's leading Real Estate player, for the second consecutive year has been awarded by the League of American Communications Professionals LLC (LACP) at the 2010 Vision Awards for its Annual Report titled "Details Make the Difference".

The Vision Awards recognizes outstanding annual reports of the past twelve months. The three awards which Sobha have received this year are **Silver Award** for excellence within industry (Real Estate) World-wide, **Bronze Award** for the Best In-House Annual Report in Asia-Pacific Region and **Ranked #35** in the Top 50 Annual Reports in the Asia-Pacific Region.

LACP is a forum that facilitates a discussion of best-in-class practices in public relations and recognizes exemplary communication capabilities. This year's Vision Awards saw an unprecedented number of submissions (5000 entries against 4000 last year) from a broad range of industries. Sobha Developers scored a total of 97 points out of a maximum of 100 points.

Expressing happiness over winning the awards Mr. J.C. Sharma, MD, Sobha Developers said, "This is the second time that we have been honored for our Annual Report by LACP. We are truly delighted for the international recognition our Annual Report has received which not only speaks volumes about the communication and creativity aspects but also about the kind of reporting followed by us".

About LACP:

League of American Communication Professionals (LACP) is an organization dedicated to supporting, recognizing and advancing excellence in the practice of professional communications. Every year it holds the world's largest **Annual Report competition - The Vision Awards**.

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.

For further information, please contact:

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