

CONSTRUCTION & ARCHITECTURE UPDATE

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The strength of Sobha lies in its sustained quality edge, backward integration, the trust it has earned from its clients, transparency in all its dealings at every stage and excellent customer service, says

JC Sharma

MD, Sobha Developers



Sobha Developers Ltd, a Rs.15 billion company, is one of the largest and the only backward integrated real estate player in the country. Set up in 1995, the company has unique value systems that have created an unparalleled name in the real estate industry. It's an organization where quality meets excellence, technology meets aesthetics and passion meets perfection.

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 along with amenities such as clubhouse, swimming pool and shopping complex.

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.

The strength of Sobha lies in its sustained quality edge, backward integration, the trust it has earned from its clients, transparency in all its dealings at every stage and excellent customer service. Sobha brings to its clientele, signature projects with world-class infrastructure.





Q1. Share something about Sobha's design and its functionalities in construction industry?

Architectural design expertise at Sobha revolves around developing structures that are functionally efficient, aesthetically appealing and inline with high engineering standards. It is the thoughtful integration of architecture with electrical, mechanical and structural engineering - maximizing value for our customers and community as a whole.

Attention to detail, exquisite proportions, designer landscaping, exciting spatial solutions, better ventilation, natural lighting systems and high level of finishing is evident in all its projects, be it Residential, Commercial, IT Campuses, Integrated Townships, or Hotels. The designs also focus on reducing energy usage and saving scarce environmental resources.

Deliverable quality at Sobha is in the attention to the minutest detail in systems, processes, design and execution. A delighted customer perceives Sobha quality sometimes as a subtle nuance as well as an all-pervading reality evident in the perfect external finishes and beautiful landscaping; in the efficiency of operations of doors and windows; in the smooth and level walls, neat tile joints, reinforced edges and exclusive fittings and fixtures.

Our constant endeavor is to engage in sustainable design, which are durable and in synergy with the environment. Extensive landscaping has been done in some of our projects creating virtual forests and large water bodies. At our iconic project Sobha Lifestyle in Bangalore, 85% of the open area comprises dense landscape and a large water harvesting tank. In Sobha City, an integrated township project at Thrissur in Kerala, a large man-made lake is spread out over an area of 6.0 acres. As

Q2. Tell us about your current projects?

Sobha Developer currently has 22 ongoing residential projects across Bangalore, Pune, Coimbatore and Thrissur. The company launched seven projects in 2010 across geographies and plans to enter some untapped markets in 2011 such as NCR Gurgaon, Chennai and Mysore. A brief outline of some of the projects is given below:

Category: Presidential Villas

1. Sobha Lifestyle

Category: Super Luxury Plus

1. Sobha Dew Flower
2. Sobha Petunia
3. Sobha Forest View
4. Sobha Signature

Category: Luxury & Super-luxury

1. Sobha Classic
2. Sobha Cinnamon
3. Sobha Ruby Platinum
4. Sobha Carnation (Pune)
5. Sobha Ivory (Pune)
6. Sobha Turquoise (Coimbatore)
7. Sobha Signature (Thrissur)
8. Sobha Ruby

a conscious step, in sync with the international initiative, our future township projects will be designed for accreditation with the Indian Green Building Council (IGBC).

At Sobha, quality is assured because the personal attention given to details ensures delivery of the best that can be achieved in a professional and timely manner.

Q3. Tell us your key strength.

The backward integration model is one of the key competitive strengths of Sobha. This literally means that the Company clearly has all the key competencies and in-house resources to deliver a project from conceptualization to completion. Backward integration includes an interiors division with one of India's largest woodworking factories, a



metal works and glazing factory, and a concrete products factory. All our factories are state-of-the-art and have a built up area of over 600,000 sq. ft. comparable to the best in the world. Leveraging expertise in manufacturing capabilities, this in-house initiative brings to the table, a formidable resource that embodies performance parameters that are world class.



construction including a systematic procedure to oversee onsite construction activities.

Sobha's manufacturing plants are fully automated and are imported from the best manufacturers across the world. The focus on technology and processes is aimed at reducing project timelines and cost. The company has its own tower cranes and batching plants, which not only help in monitoring quality but



Q4. What are the landmark projects achieved by Sobha Developers Ltd.?

In just a short span of 15 years Sobha has completed 52 residential projects 13 commercial projects and 179 contractual projects covering 39.90 million sq. ft. of area in 20 cities across India.

One of our landmark projects is the Global Education Centre-II built at the Infosys campus at Mysore. This imposing edifice is designed entirely on classical style of architecture with similarities to the Colosseum of Rome, while the pillars are reflective of the Parliament House. The most prominent and distinguishing aspect of GEC II is its enormous dome that emerges from the centre of the structure and overlooks the entire campus. GEC II is the largest monolithic structure to be constructed in independent India and is also Asia's largest training centre.

Q5. Tell us something about the technology and IT processes followed at Sobha?

Sobha uses the latest technology, tools and machinery to execute projects with seamless construction quality. It employs technologically advanced tools sourced from international markets like Germany, United Kingdom, and follow processes for ensuring and monitoring quality at each stage of

also save time and dependence on third party agencies. Another integrated feature is the centralized Maintenance and Repair Workshop manned by specialized staff to immediately attend to any maintenance and repair of machinery across construction sites.

The Company's value engineering program has been helpful in identifying and eliminating unnecessary costs in design, construction, maintenance, procedures and practices in order to achieve cost-effectiveness along various project parameters.

Comprehending the need of the hour and keeping pace with information technology, Sobha has invested extensively in the same. It has a strong IT network and infrastructure covering all offices and project sites throughout India. The Company has implemented Enterprise Resource Planning (ERP) for all business functions and support functions. The focus has always been on implementing the best practices or technologies that help enhance efficiency in cost, quality, time and safety. The company constantly strives to review and ensure that tools, skills, applications and processes are updated to meet the current and future needs. Technology being the core support function of Sobha's business is seen as a value center rather than a cost center!

