

Sobha Developers

This is what they call 'pan India'. Sobha Developers Ltd has a presence in 20 cities and 12 states of the country and has completed 71 residential projects and 10 commercial projects, covering about 40.40 million sq ft. Indeed, under the stewardship of Chairman PNC Menon, it is now one of the largest, not to mention the only backward integrated, real-estate players in the country. Primarily focused on residential and commercial projects, the company's areas of operation include residential smart cities, villas, row houses, super luxury and luxury apartments, plot and development, corporate offices, convention centres, software development blocks, multiple theatres, hotel projects, smart houses, food courts, restaurants, fitness, health clubs and clubs. Sobha lives, eating, breathing and sleeping Sobha.

Our company is identified with... quality and history.

Our vision statement is... to transform the way people perceive 'quality'.

The corporate philosophy we work towards is... pursuit of excellence.

The projects that set our benchmark is... Crown Regency, Landmark projects developed by us include: Infosys Global Education Centre 2, Infosys Corporate Block and Infosys Commercial Building (a mixture of segments) and Sobha Sapphire, Sobha Metropolis, Sobha Reefside and Sobha City - Mysore (residential segment).

Our most creatively satisfying project is... Infosys Global Education Centre 2, Mysore.

Our dream project is... Sobha Lifestyle Presidential Villas and Sobha Signature.

Our 'green' achievement is exemplified in Infosys Commercial Building.

A significant milestone for us... is the 100 to 200% which was redeveloped 127 times.

Our most important asset... is people.

In my view of leadership I have learnt that... show me an individual in quality and history always pays.

My leadership has moulded the company to... be the most admired and the largest real estate developer in Southern India.

I wish the company's success in... avoid work, invest, promising all bills and legal work.



Fact sheet

Year of establishment: 1995
 No. of employees: 2,000
 Centres of operation: Bangalore, with a presence in 20 cities and 12 states in India
 Turnover: ₹14,643 million in FY 2010-11

1. Sobha was conferred by Indian Concrete Institute for Infosys Global Education Center-2 at the Mysore campus as the Outstanding Concrete Structure of Karnataka - 2010.
2. Sobha Reefside a luxury apartment complex is spread over 5.8 acres in Bengaluru.
3. Sobha Lifestyle Presidential Villas are coming up near the international airport, Damanahalli, Karnataka.
4. Spread over 55 acres, Sobha City in Thiruvananthapuram, is a world class township, designed with painstakingly meticulous attention.

PNC Menon's take on ethics in real estate today...

"My life has always been characterised by ethical behaviour, whether it is my personal life or business life. Ethics means a continuous effort of evolving and sticking to one's own moral beliefs and conduct and striving to ensure that one lives up to standards that are reasonable and logical. I follow this principle implicitly in my life. We have to be ethical in whatever business we do, especially in the real-estate sector, because people put in their lifetime savings while buying a home. As far as I am concerned, I am guided by my own principles of 'natural justice' that include giving my best to the society in terms of quality products and services, total transparency in all my dealings and, above all, paying back to society a part of my wealth and earnings. In Sobha, we ensure that we do not overstate but deliver what we promise. There is total transparency in everything we do. Our 'Home Buyers' Guide is a classical example of a document that lucidly lays down all aspects of a home purchase by a prospective client - what to expect and what not to."