



PASSION AT WORK

CELEBRATING 25 YEARS OF SELF-RELIANCE

ANNUAL REPORT 2020





Self-Reliance is a virtue that was well understood early in SOBHA's journey. Committed to deliver high quality homes, on-time, with transparency could have been possible only because of the unique self-reliant business model (backward integrated) that SOBHA adopted. The concept of '*AtmaNirbhar Bharat*' (self-reliant India) is in vogue today. This concept was embraced since inception. In the absence of any precedence for such a business model in the realty space, the step taken then was not only visionary but courageous. This exceptional model of working ensured that the company had full control over its supply chain. Once the mechanism to check the quality of ingredients that were used in constructing SOBHA homes was put in place, there was no looking back. This helped the company fulfil its mission of "No shortcuts to quality." This also served as the most distinguishing differentiator for it in the real estate sector. Having its own interiors, glazing & metal works and concrete division makes SOBHA independent and self-reliant. This has helped SOBHA become the most admired and trusted company in the realty space in India and this coincides well with the celebration of the 25th year of self-reliance this year.

SOBHA

Commemorating its 25th year of self-reliance and excellence, SOBHA has established itself as the most admired and trusted real estate brand in the country today. A journey that began in 1995 revolving round the work philosophy of 'Passion at Work', has whetted its desire to do much more with responsibility. We are guided by five core values - Quality, Passion, Reliability, Transparency, and Integrity which works as our moral compass. SOBHA's focus on quality, timely delivery, customer-centricity, transparency, robust engineering, in-house research, and uncompromising business ethics have shaped its journey from a regional to the national real estate brand. Today, SOBHA has presence in residential segment in 10 cities and its overall footprint extends to 27 cities in 14 states across India, including a strong contractual portfolio. SOBHA's unique and highly-efficient self-reliant model is the key USP of the brand. It is the only company in the Indian realty sector to have a full-fledged backward integrated model of operations, which makes it self-reliant.



SOBHA REAL ESTATE

SOBHA's residential projects include presidential apartments, villas, row houses, luxury and super luxury apartments, plotted development and aspirational homes. As of 31st March 2020, SOBHA has overall completed 109.74 million square feet of area. The company currently has ongoing real estate projects aggregating to 39.36 million square feet of developable area and 27.41 million square feet of saleable area. At SOBHA, we believe and focus on quality and timely delivery of projects. These are of prime significance in the real estate business. All the products from the house of SOBHA carry our promise of quality and world-class amenities. Along with this, our projects reflect our commitment towards protecting the environment by incorporating sustainability measures such as rainwater harvesting, sewage treatment plant among others. We make great efforts by bringing together highly passionate people, processes and technology for continuous improvement. Together with our in-house designers, architects and structural, mechanical, electrical, plumbing and environmental professionals, we create masterpieces that customers can live, work and play in comfort and harmony.



Software Development Block (SDB) 3, Infosys, Pune (Built by SOBHA)



SOBHA CONTRACTUAL

SOBHA expanded its business with a new vertical called Contractual in 2000. This new vertical could offer services (conceptualisation to execution) to myriad corporate entities in matters of design and architecture, civil, mechanical, electrical, plumbing, interiors, landscape, aluminium and glazing. Over the years, the division has developed structures like offices, convention centres, software development blocks, multiplex theatres, hostel facilities, hotels, guest houses, food courts, restaurants, research centres, club houses and factory buildings for many esteemed corporate clients. Some of SOBHA's prestigious clients include Infosys, Taj Group, Dell, HP, Timken, Biocon, Institute of Public Enterprises (IPE), Lulu, Azim Premji Foundation and others. The work undertaken by SOBHA Contractual is executed by a team of experts trained at the company's in-house training facility. This ensures that the products are world-class and delivered as per customers' satisfaction. As of 31st March 2020, SOBHA's ongoing Contractual projects aggregate to 9.44 million square feet under various stages of construction.

SOBHA MANUFACTURING

SOBHA is a self-reliant company with in-house capabilities through its backward integration model. This is the company's USP, which makes it stand out in the Indian real estate sector. This model helps us have total control of the resource management and quality, which is integral to the construction process under a single ownership. Under this backward integration model, there are three manufacturing divisions - Glazing and Metal Works, Interiors and Concrete Products. We also have a very high-end mattress manufacturing unit under the brand name SOBHA Restoplus, which was started in 2007. Each of these divisions use state-of-the-art equipment that have been especially imported from different parts of the world. Besides this, SOBHA ensures that the workforce employed in all these divisions are highly skilled, and therefore, imparts in-house training and certification in technical aspects at SOBHA Academy. This helps them enhance their skill sets further. All our factories are well-equipped to cater to our internal requirements of SOBHA projects as well as other players in the construction industry. Today, each factory has grown to become self-sustaining revenue generating unit for the company.

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SOBHA





CELEBRATING 25 YEARS OF **SELF-RELIANCE**

We at SOBHA are celebrating our 25th year of operations at present in India. Founded in August 1995, SOBHA has successfully established itself as the most admired brand in the realty sector in India in a short span of over two decades. The seeds of self-reliance at SOBHA were sown at an early stage of its journey. The story that unfolded thereafter is not only unique but very interesting to know.



The culture of self-reliance and doing things in-house caught up the imagination of early Sobhaites. So much so that all critical functions – be it design, architecture, mechanical, electrical, plumbing and engineering works began to be done within the company.

To appreciate the illustrious story of SOBHA in the past 24 years, what it did and how different it was, it is important to take you to the Builder extraordinaire who founded one of the most unique self-reliant entities in real estate space in India then. Mr. PNC Menon born and raised in a small town in Kerala went to Oman on an invitation by a friend to set up an interior decoration firm in 1976. He worked with dexterity and perseverance and earned his name for producing very high-quality work and continued to get client referrals for bigger jobs. By mid-1980s his **Services and Trade Company** had established its name and was expanding in the Oman market.

By the early nineties, he had successfully proven his mettle in the broader Gulf region. Mr. Menon's name became synonymous with quality and timely delivery. These two life-long virtues, his penchant for quality and timely delivery were to stand in good stead with him later in his journey to India. By 1994, he realized that there were few good construction companies in India which were focused on delivering high-quality products. To fill this gap, he founded SOBHA Ltd. in 1995. He was determined to produce world-class real estate developments on-time for his customers in India. It was evident that Mr. Menon had by then adopted "quality" as an inseparable notion in his professional and personal life. He raised the quality bar very high which was unthinkable 20 years back in realty space in India. And this became the fulcrum of SOBHA's differentiation from others in the field.

THE GENESIS OF SELF- RELIANCE

Old-timers recall how challenging it was for the company to get quality raw materials for construction purpose. There was a severe lack of suitable suppliers and building contractors to build good homes. It was then that Mr. Menon, relentless in his pursuit for quality laid the ground for self-reliance and created a unique backward integrated business model.

By 2000, it was clear that SOBHA Ltd. must do almost everything in-house, from ideation to completion. It was believed that this would give the company