



STAYING RESILIENT

ANNUAL REPORT 2021



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SOBHA

Today, SOBHA is one of the most admired and trusted real estate brands in the country. This is because SOBHA is known for delivering quality products on time in a transparent manner. Working with passion and integrity are SOBHA's hallmarks. Helping it achieve all this and much more is SOBHA's tried and tested self-reliant (backward integrated) business model which ensures that the Company has control over almost all of its production processes. This helps the Company ensure that it continues to deliver products of impeccable quality.

SOBHA is the only real estate player in the country to follow this model. Its strong in-house design team tries to stay a step ahead by reimagining spaces to suit the demands of SOBHA's discerning customers. Its various engineering departments are always abreast of the latest that is on offer across the world so that it can be provided to its customers. Today, SOBHA has a presence in 10 cities - Bengaluru, Gurugram, Chennai, Pune, Coimbatore, Thrissur, Kozhikode, Kochi, Gujarat (Gift City) and Mysore. Overall, SOBHA has its footprint in 27 cities in 14 states across India.

The inbuilt culture to do things indigenously has stood the Company in good stead. During trying times, SOBHA is uniquely placed to manage large chunks of its works in-house, be it design, architecture, MEP, concrete blocks, wood work or glazing & metal works. All this adds to the innate strength of the Company and helps it stay resilient.



VERTICALS



SOBHA REAL ESTATE

From being a boutique player in Bangalore 25 years ago, today the Company has scaled up its operation and is a well-known name across the country for its projects. It builds presidential apartments, villas, row houses, luxury and super luxury apartments, plotted development and aspirational homes. It is one of the most admired and trusted real estate brands and is known for its impeccable quality products delivered on time in a transparent manner. Till date, SOBHA has completed 160 real estate projects. SOBHA products come with the promise of international quality, superior designs and best-in-class technology from across the world. The internal teams at SOBHA make huge efforts to protect the environment through rainwater harvesting and sewage treatment plants. The Company takes pride in doing things in-house. This in-house expertise and focus on providing the best in quality homes has also made SOBHA self-reliant and resilient enough to face the challenges that come its way.



SOBHA CONTRACTUAL

SOBHA Contractual was started in 2000 to provide a range of services starting from conceptualizing a project to its execution. Since inception, SOBHA Contractual has provided its services to a range of corporate houses in design and architecture, civil, mechanical, electrical, plumbing, interiors, landscape, aluminium and glazing. Having completed 322 projects, SOBHA's Contractual portfolio includes developing offices, convention centres, software development blocks, multiplex theatres, hostel facilities, hotels, guest houses, food courts, restaurants, research centres, club houses and factory buildings for its many well-known and respected corporate clients. Among SOBHA's corporate clients are Infosys, Taj Group, Dell, HP, Timken, Biocon, Institute of Public Enterprises (IPE), Lulu and the Azim Premji Foundation. SOBHA Contractual has a team of experts trained at the Company's in-house training facility to provide products that are world-class.



SOBHA MANUFACTURING

One of SOBHA's core strengths is that it is a self-reliant company with a backward integrated business model. SOBHA largely functions through three manufacturing divisions - Glazing and Metal Works, Interiors and Concrete Products. SOBHA also has a high-end mattress manufacturing unit and it sells its mattresses under the brand name: SOBHA Restoplus. The mattress manufacturing unit was started in 2007. All these divisions use state-of-the-art equipment imported from different parts of the world. Our workers at the factories are highly skilled as they receive in-house training and certification in technical aspects at SOBHA Academy. SOBHA factories are equipped to cater not only to SOBHA's project requirements but also to the demands of the players in the construction industry. These factories are self-sustaining, revenue generating units which are pushing the boundary of excellence.

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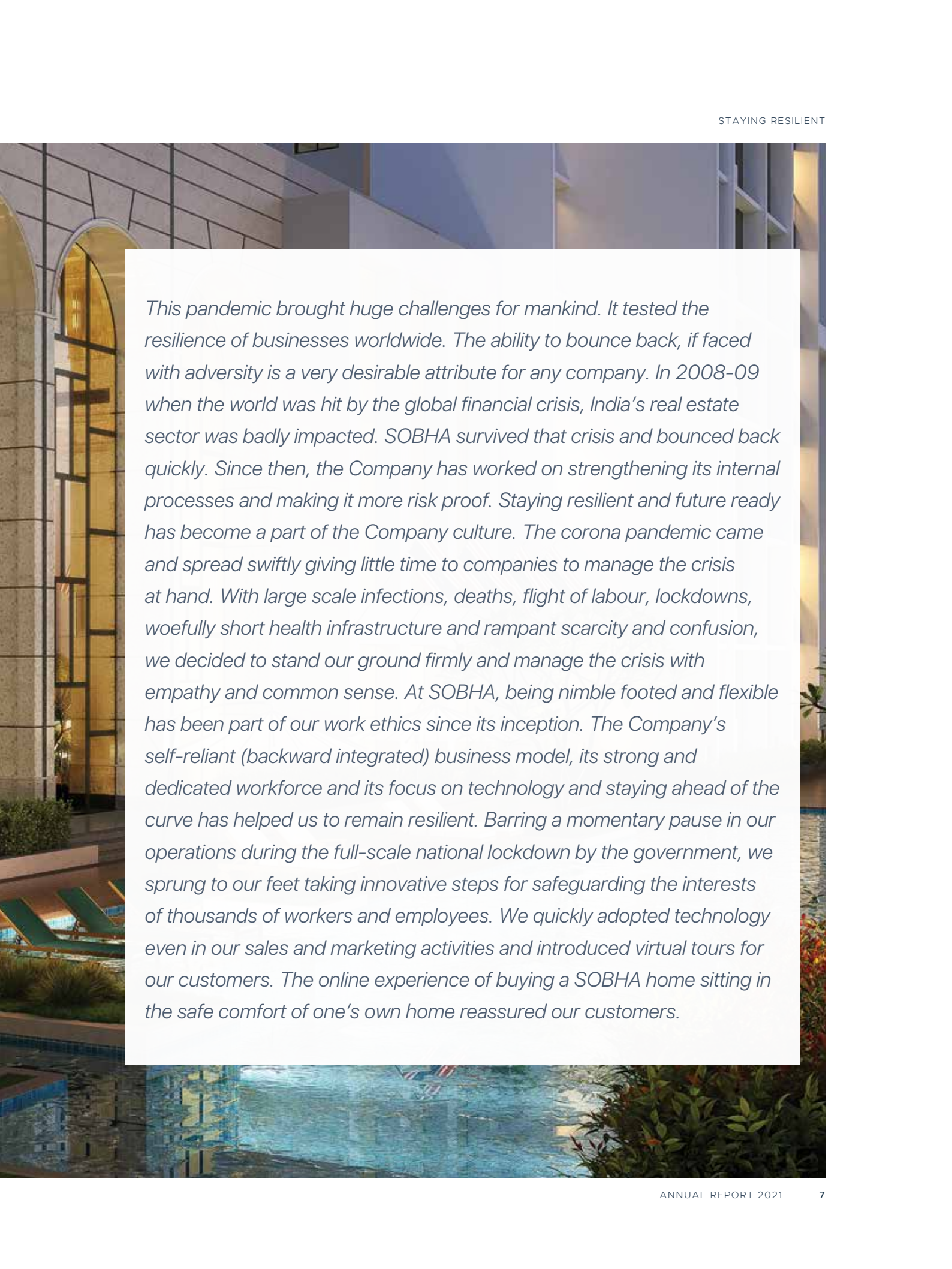
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This pandemic brought huge challenges for mankind. It tested the resilience of businesses worldwide. The ability to bounce back, if faced with adversity is a very desirable attribute for any company. In 2008-09 when the world was hit by the global financial crisis, India's real estate sector was badly impacted. SOBHA survived that crisis and bounced back quickly. Since then, the Company has worked on strengthening its internal processes and making it more risk proof. Staying resilient and future ready has become a part of the Company culture. The corona pandemic came and spread swiftly giving little time to companies to manage the crisis at hand. With large scale infections, deaths, flight of labour, lockdowns, woefully short health infrastructure and rampant scarcity and confusion, we decided to stand our ground firmly and manage the crisis with empathy and common sense. At SOBHA, being nimble footed and flexible has been part of our work ethics since its inception. The Company's self-reliant (backward integrated) business model, its strong and dedicated workforce and its focus on technology and staying ahead of the curve has helped us to remain resilient. Barring a momentary pause in our operations during the full-scale national lockdown by the government, we sprung to our feet taking innovative steps for safeguarding the interests of thousands of workers and employees. We quickly adopted technology even in our sales and marketing activities and introduced virtual tours for our customers. The online experience of buying a SOBHA home sitting in the safe comfort of one's own home reassured our customers.



SOBHA Interiors Division, Bengaluru

With the onset of the COVID-19 pandemic in 2020, the world stepped into a new period of uncertainty. Almost all nations, societies and business entities were caught unprepared, witnessing devastating loss of lives and livelihood of millions around the world. Our ability to cope was severely tested during this pandemic. This was the time when governments, businesses and civic bodies had to show their resilience. The adversity that had struck mankind was huge. How could people overcome this adversity? Thousands were dying every day. Powerful nations were on their knees - their modern health infrastructure fell woefully short in coping with the stress of the situation.

In such circumstances, few governments and organizations came to the fore with immense resilience – the ability to bounce back and tried to bring some semblance of order. The question was of survival first. The microbe that was causing unprecedented deaths was highly infectious and difficult to control. This was the time that called for collective wisdom-how to survive and thrive

before, during and after the adversity. This was a crisis, over which people had limited or no control. We grappled with the crisis with our limited means.

Like other businesses, the real estate sector in India was badly hit. Work at construction sites came to a halt. Construction workers headed for their villages in different parts of the country. There was scare all around.

As was expected, we at SOBHA too felt the pandemic's devastating impact on human lives and business opportunities. After the initial shock and confusion, we gathered our thoughts and began working on the problem. We gave primacy to 'safety first' for our workers, employees and customers. We already had a strong process framework and a dedicated workforce. The idea was to repose faith and confidence and make people aware about what causes the infection and ways to protect themselves. We put all protocols and government guidelines in place, provisioned dry rations for all our workers at their site camps