



ICONIC

Sobha DEVELOPERS

RULING REAL ESTATE

Sobha Group is a multinational, multiproduct group with developments and investments in U.A.E., Sultanate of Oman, Qatar, Bahrain, Brunei and India. Established in 1976 by a first generation Indian entrepreneur, PNC Menon as an interior decoration firm under the name of Services and Trade Company in Muscat, Oman, the group has grown into one of the most respected names in all the countries in which it has established businesses.

Sobha stands and strives for benchmark quality, customer-centric approach, robust engineering, in-house research, uncompromising business ethics, timeless values and transparency in all spheres of business conduct, which have all contributed to making it a brand trusted for excellence. Sobha is an organisation where quality meets excellence, technology meets aesthetics and passion meets perfection.

To be the most trusted and respected real estate organization. To transform the way people perceive quality by pioneering

innovative projects and exceeding the customers' expectations.

With a legacy and track record of over 40 years, Sobha Group's mission is to to disrupt existing standards of product quality and luxury across its core markets, which include Dubai and multiple cities across India.

STRUCTURAL EFFORT

Sobha Group's foundations have been built on excellence. From design to engineering, development and interiors, everything has to be of the highest possible standard at all times. These standards are embodied by everyone associated with Sobha Group.

The eminence of the work can be revealed by their achievements in

receiving the IOS International Standard Certificates, ISO 9001:2000, ISO 14001 (2004 series) and OHSAS 18001 (2007 series) certificates for adhering to Environmental, Health and Safety Standards.

The brand also won over 100 prestigious awards by reputable organisations, including Real Estate Developer of the Year. Sobha Group is committed in working in a clean and sustainable way that are reflected all aspects of work. They take a fundamental approach to conserve natural resources, preventing environmental pollution and taking into



account the needs of the surrounding community.

Their aim is to satisfy and please the customers. They conduct the business in a clear and unambiguous manner. Therefore, when they embark on any project or activity they aim to enhance the quality and lifestyle of the customers.

CHANGING THE FACE OF CSR

In parallel with Mr. Menon's success as a real estate entrepreneur, he has ensured that equal priority and importance are directed towards Corporate Social Responsibility (CSR) initiatives. Half of his personal wealth has been committed to society through the Sri Kurumba Educational & Charitable Trust. The direct beneficiaries of this Trust are the people from Vadakkenchery and Kizhakkenchery grama panchayats in Palakkad district of Kerala State. Plans are afoot to extend similar schemes in Karnataka and NCR region, targeting to benefit a total of 12,000 children.

To help elevate the lives of the socially and economically less fortunate, Mr. Menon has designed, developed and delivered a world-class infrastructure for under-privileged children, parents and senior citizens. All facilities are provided free of cost and the selection process is based solely on need, without any discrimination of religion, caste or creed.



QUANTUM LEAPS

- SOBHA honoured with CARE AWARDS 2017 in the category of 'Best CSR activity'.
- SOBHA declared TOP BRAND of Indian real estate sector for the 3rd consecutive year.

