SOBHA

PASSION AT WORK

November 12, 2014

To,

The Deputy Manager Department of Corporate Services, The Bombay Stock Exchange Limited Floor 25, P.J Towers, Dalal Street, Mumbai – 400001 **Scrip Code: 532784**	The Manager National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra East, Mumbai – 400051 **Scrip Code: SOBHA**

Dear Sir / Madam,

Sub: Proposed Residential Project at Balagere, Bengaluru

We wish to inform that the Company proposes to launch an 'Aspirational Homes' series in Balagere, Bengaluru. In this connection, please find enclosed the Press Release which the Company intends to disseminate through media.

Kindly take the aforesaid information on record and oblige.

Thanking you.

Yours sincerely,

FOR SOBHA LIMITED

KISHORE KAYARAT
COMPANY SECRETARY AND COMPLIANCE OFFICER

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Press Release

For immediate publication

Sobha to launch 'Aspirational Homes'

Bengaluru, Wednesday, 12th November, 2014: SOBHA is planning to launch '**Aspirational Homes'** in Balagere, Bengaluru, a first of its kind for the Company. The project will entail SOBHA's trademark quality standards. It will not just cater to the residential aspirations of the salaried professionals but will also be ideally suited to the requirements of the nuclear families in today's scenario. The project will be developed with the help of pre-cast technology using best-in-class machinery that will be imported from Germany and Italy and installed at the project site.

The Project is located in the midst of the four major roads in the city – the Outer Ring Road (ORR), Marathahalli road, Varthur road and Sarjapur road – aptly termed the **'Golden Quadrilateral'**. It is located in the heart of the city's development and is one of the most sought after locations in the city. The project is not just ideally located in close proximity to the city's IT corridors but is also located at a convenient distance from the best hospitals, schools, colleges, malls and other recreation centres.

The project is expected to have a total developable area of 10.26 million square feet and total super built-up area of 7.57 million square feet, set on a total land area of 81 acres. The project will comprise of 1 and 2 BHK units with SBA ranging between 650 to 1,200 square feet, with over 6,000 units. The project will also contain abundant green spaces for sports and recreational facilities as also natural lighting and ventilation.

Speaking on the occasion, **Mr. J. C. Sharma, Vice Chairman & Managing Director, Sobha Limited,** said, "This is not just our maiden project in the aspirational series but also one of the largest developments we will be undertaking in a prime location. Coming from the house of SOBHA, this project is designed to be the best in its category. For the aspiring yet quality conscious and value discerning customers, the project offers optimally designed functional units with various practical amenities."

"While pre-cast technology allows for modular structures to be built and assembled with ease, the process of mechanisation helps us reduce our delivery timelines. The technology is also a safer and a more environmental friendly technology that is known to reduce the number of processes involved in the construction methodology vis-à-vis the conventional method. The project, which is expected to be launched in the next quarter, will be competitively priced and is optimally designed to suit the customer's every need," concluded Mr. Sharma.

Sobha Limited Bangalore

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About Sobha Limited (formerly Sobha Developers Limited):

Mr. Ravi Menon – Chairman, Sobha Limited
EY Entrepreneur of the Year – Energy, Real estate & Infrastructure

Winner of the Prestigious "Builder of the Year" Award by CNBC Awaaz

Founded in 1995, Sobha Limited, a ₹24 billion company, is one of the fastest growing and foremost backward integrated real estate players in the country. It means that the company has all the key competencies and in-house resources to deliver a project from its conceptualization to completion. Sobha is primarily focused on residential and contractual projects. The Company's residential projects include presidential apartments, villas, row houses, super luxury & luxury apartments and plotted developments. In all its residential projects, the company lays strong emphasis on environmental management, water harvesting and highest safety standards. On the contractual projects side, the Company has constructed a variety of structures for corporates including offices, convention centres, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centres, and club houses. For more information on Sobha Limited, please visit: www.sobha.com

For further information, please contact:

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Sobha Limited ★ Bangalore ★