

SOBHA
REALTY

*CORPORATE
PROFILE
OUTLINE*

03	ABOUT SOBHA REALTY
04	KEY HIGHLIGHTS
06	MILESTONES
08	THE VISIONARY
11	SOBHA SIGNATURE QUALITY
15	BACKWARD INTEGRATION
17	CURRENT PROJECTS
20	SOBHA HARTLAND
30	THE S
34	CSR
35	RECENT ACCOLADES



About Sobha Realty

Sobha Group was founded in 1976 by a first-generation entrepreneur, Mr PNC Menon, Chairman & Founder, and is a multinational, multiproduct group with developments and investments in UAE, India and UK.

Being the foremost backward integrated company in the world is what makes Sobha Group stand apart from the rest of the real estate developers (Sobha is also a Harvard Business School case study). The company has all the key competencies and in-house resources to deliver a project from conceptualization to completion.



Key Highlights

- The Group has business interests spanning multiple countries in real estate, construction and education with significant investments in the UAE, India and UK.
- Sobha is one of the premier Real Estate Developers in Dubai and currently has two major real estate developments underway
 - Sobha Hartland (MBR City, Dubai)
 - The S (Sheikh Zayed Road, Dubai)
- Over 130 million sq. Ft. of completed projects
- No. 1 Real Estate brand in India (as per Track2Realty's Brand X Report) for 5 consecutive years from 2013 to 2018.
- With its core strength of over 28,000 employees, Sobha has expanded into all the verticals of real estate and construction. From architecture, design and project management to metal working and wood working, everything is designed, developed and built in-house.

Domain Expertise



Real Estate
(Residential/Commercial)



Contractual
(Civil contracts, mechanical & electrical plumbing contracts)

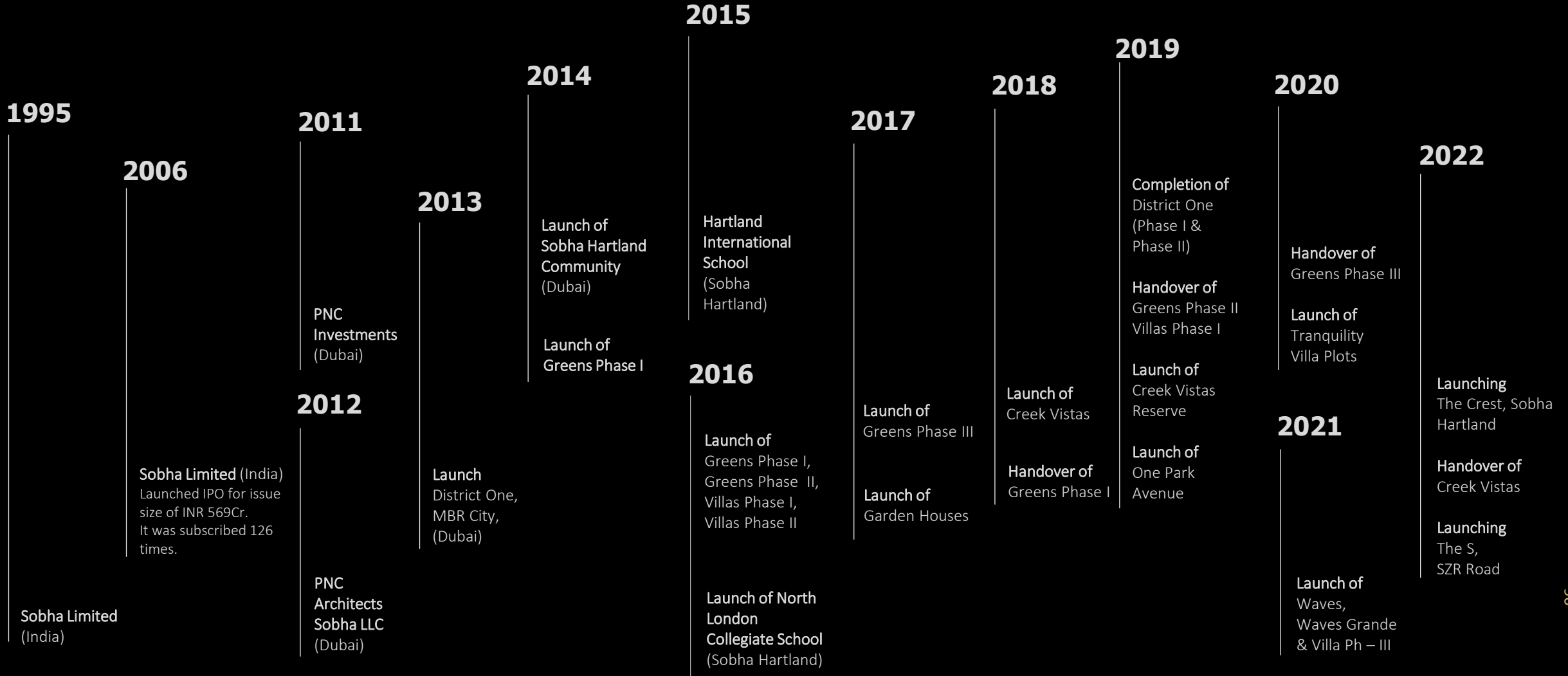


Design & Engineering
(Interiors, Glazing & Metal works, concrete products, spring mattresses)



Construction and material support
(Civil contracts, mechanical & electrical plumbing contracts)

A journey through the times,
passing many milestones.



Global Projects



Al Fattan Crystal Towers
Dubai Marina
Dubai, U.A.E



Qasr Al Sarab Desert
Resort
Abu Dhabi, U.A.E.



Sultan Qaboos Grand Mosque
Muscat, Oman



Infosys Studio
Convention Center
Bangalore, India



Global Education Centre
Mysore, India



Progeon
Bangalore, India



BIOCON
Bangalore, India



Multiplex Infosys
Mysore, India

The Visionary



PNC Menon

Founder & Chairman, Sobha Group

Sobha Realty is the personal obsession of our Founder Chairman, Mr. PNC Menon, founder of one of the world's most successful and respected real estate companies – Sobha Realty. The legend was born in 1976 in Oman where Mr. Menon established the roots of company with very humble beginnings but with a passion and determination to create the very best in terms of quality and craftsmanship. Within a very few years through sheer perseverance and demonstrated excellence, the company went on to work for the royalty of Oman, Bahrain, Brunei, Qatar and the president of Tajikistan. He spent the most glorious part of his career designing and developing palaces, royal facilities and mosques. The Grand Mosque in Muscat bears testimony to his work.

Over the course of 8 years, he developed a strong bond with Oman, a country which provided him with a strong foundation and “backbone” that has enabled him to achieve greater success in the years ahead. In 1995, he and his family were granted Omani citizenship and this recognition symbolizes Mr. Menon's strong and lifelong connection with the Gulf. Mr. Menon expanded his business footprint in 2003 to Dubai, the business capital of the Middle East. Dubai's world-class infrastructure, sustainable economic growth and access to international talent made this an ideal location to establish PNC Investments, a privately held company with plans to diversify across GCC and some other regions in Asia and Europe with focus on luxury residential development, construction, glazing, metal works and furniture manufacturing.

Built on 4 key pillars

The Legacy
of Craft

Interior decorator to royal palaces A deeper understanding of exquisite craftsmanship for homes.

Passion for
perfection

Delivering the highest level of quality with fanatical attention to detail.

Complete
Control

Committed from concept to completion. The only backward integrated real estate brand.

Uncompromising

Driven by ethics to often give the customers what they do not know they need.





SOBHA SIGNATURE QUALITY

It's all in the details

The Philosophy

Sobha Signature Quality

With a tradition of developing world class homes and offices over 5 decades, our founder decided it was time to raise the bar even higher. Focusing on his belief that key elements that make a great home are great design, unmatched service and uncompromising quality, Mr. Menon seeks to create sublime environments that would be home to the world's most discerning. With a single-minded focus to build a brand that consistently delivers the highest level of design, workmanship, and service, he pursues his vision to create the very best, for the very best.

Mr. Menon's obsession for perfection and detail is demanding but necessary. He pushes himself, and those around him, to the limits, to ensure that every element of Sobha reflects his passion for excellence. His fanatical commitment to quality is based on a single principle – no compromise. He values residences as he would his own, and so, relentlessly pursues perfection in every aspect of design, workmanship and service.



Doors & windows

- Manufactured ourselves
- All with architraves that conceal uneven joints
- Weather strips on doors to protect from dust
- Large windows for maximum natural sunlight
- Wooden skeleton of door frames filled with honey cell
- Silicon between door architraves and walls to prevent cracks
- Masonite skin to avoid cracks and expansion during humid conditions



Terraces

- Made for comfortable living below
- Coated with a layer of 50 mm expanded polystyrene
 - This ensures reduced heat, minimizes thermal expansion, contractions prevent formation of cracks
 - Waterproofing to avoid water seepage



Bathrooms

- Easy to maintain
- 8-layer fire & waterproof drain system
- Wall-mounted water closets for easier cleaning of floors
- False ceiling for easy access to clean
- Linear Drain principle in the shower area for a unidirectional slope



Paint

Keeping homes new every passing year Waterproof primer used to avoid patches External walls painted with textured, weather-proof, water-proof, dust resistant paint



Floor & Walls

Aluminum, PVC Beading used to avoid chipping of tiles Joints filled with Silicon Sealant to prevent seepage of water Tile Spacers for even appearance



Finishes

- Aesthetics, protection & maintenance
- All horizontal slabs are finished with granite slabs
- All service lines concealed with shafts
- Cracks prevented by fixing GI extended mesh or fiber mesh at the junctions of concrete and masonry
- Granite coping done in all ledge walls and wash basins



Pre-Handover checks

- Attention to detail
- Dedicated quality department
- Experienced German experts
- Detailed snagging process



Design



Material
Sourcing



Craftmanship



Quality
Control

Our USP: Backward Integration

The foremost backward integrated company known in the world with all the key competencies and in-house resources to deliver a project from conceptualization to completion ensuring:

Timely Delivery | Unmatched Quality

Sobha Group

Backward Integration Verticals



PNC INVESTMENTS LLC
Holding Company



SOBHA LLC
Real Estate Developer



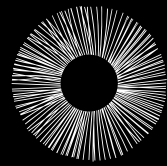
PNC ARCHITECTS
Design and Architect firm



SOBHA CONSTRUCTIONS LLC
Contractor for construction activities



SOBHA FAÇADE LLC
Glass & Aluminium Company



SIA LANDSCAPING

SIA LANDCAPING LLC
Landscaping company



SOBHA FURNITURE
Interior and Furniture company



LATINEM FACILITY MANAGEMENT LLC
Building Security and
Maintenance company

Current Projects



Sobha Hartland

Mohammed Bin Rashid City, Dubai

Sobha Hartland, a \$4 billion mixed-use development, was launched in 2014. The resort-style luxury housing project encompasses 8 million square feet of freehold community in Mohamed bin Rashid City.

30% (2.4 million square feet) of the community is reserved for dedicated green and open spaces. It is the only freehold community located on the Dubai Water Canal in the epicenter of Dubai with an easy access to the city's iconic attractions like the Burj Khalifa, Dubai Mall, Meydan Racecourse, Ras Al Khor Wildlife sanctuary and many more within a 3 km radius.



THE S

Sobha Realty's next landmark venture is already underway with an iconic skyscraper planned along Sheikh Zayed Road. This passion project of Mr. Menon was borne from the desire to build upon his legacy with a signature mixed-use tower, where every residence combines contemporary elegance with Sobha's Signature Quality.





SOBHA HARTLAND

MBR CITY, DUBAI

Headquartered in Dubai, arguably the luxury capital of the new world, Sobha Realty brings you an exquisite and rare collection of coveted real estate at the most sought-after locations in the world, offering unmatched experiences for those who seek the finest.

Artfully created by master designers and crafted to the highest level of detail, these developments set the benchmark for the world's finest real estate. At Sobha Hartland, we present homes which embody our founder's vision of the finest in luxury living.

Location

- 2 minutes from International Schools
- 10 minutes from DIFC
- 10 minutes from Meydan Race Course
- 12 minutes from Burj Khalifa
- 12 minutes from Dubai Mall
- 12 minutes from Dubai Opera
- 12 minutes from Ras Al Khor Wildlife sanctuary
- 20 minutes from International Airport
- 20 minutes from Emirates Golf Club
- 20 minutes from Dubai Marina
- 20 minutes from Palm Jumeirah





30%

OPEN AND GREEN SPACES

WATERFRONT

LIVING



1.8km
BOARD WALK





2

INTERNATIONAL SCHOOLS

THE ULTIMATE
LIFESTYLE
EXPERIENCE



Estates

where the organic and built come
together perfectly



Garden Houses



Gardenia Villas



Forest Villas



Waterfront Villas



Tranquility (Villa Plots)

Grand 1-4 bedroom
Apartments
in the centre of Dubai



The Crest



Waves at the Waterfront District



Waves Grande



Creek Vistas Grande



Creek Vistas



Creek Vistas Reserve



One Park Avenue



Hartland Greens

THE S

Sheikh Zayed Road, Dubai

A legacy takes form

in its highest expressions

Founded by the maker of palaces, Mr. PNC Menon, the Sobha legacy is built on its uncompromising principles of quality and craftsmanship. This extraordinary legacy has now culminated into a tower that exceeds the highest standards: The S.



A Vantage Point

Unlike any other

*DUBAI
MARINA*

2

MINUTES

*EMIRATES
GOLF COURSE*

5

MINUTES

*BURJ AL
ARAB*

8

MINUTES

*PALM
JUMEIRAH*

5

MINUTES

*MEDIA
CITY*

6

MINUTES

*INTERNET
CITY*

2

MINUTES

*KNOWLEDGE
VILLAGE*

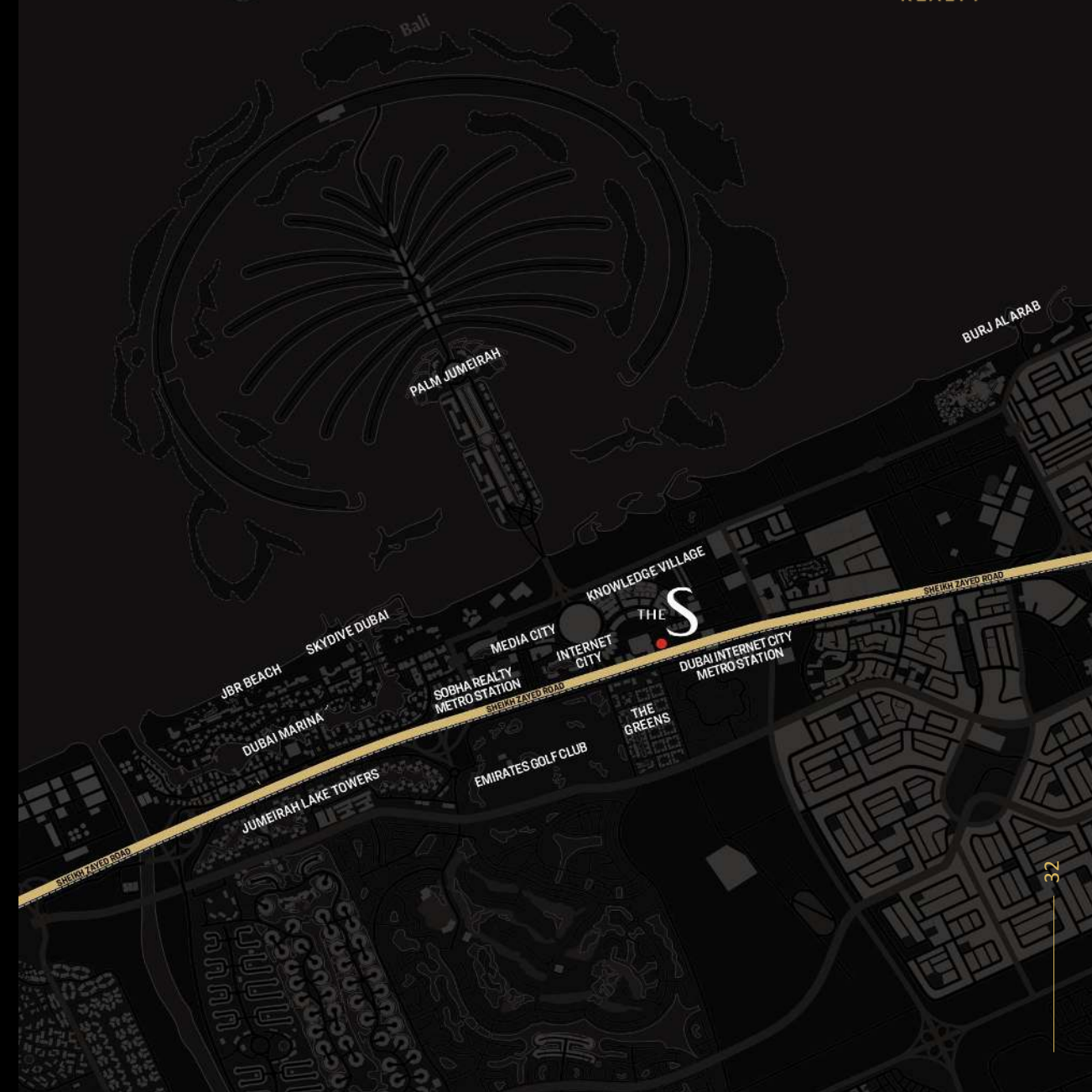
3

MINUTES

*MALL OF
EMIRATES*

10

MINUTES



Stunning Views

Wherever you look

Wherever your eyes wander, they'll rest on glorious sights. The tower has been oriented to allow gorgeous views from all sides. Sweeping sights of the sea can be viewed from the north side, while green vistas of the golf course greet from the south.



Sobha Realty CSR

50% of Mr. Menon personal wealth is committed to charity as part of the "Giving pledge".

1000+ students from the rural poor have been provided with high-quality education at the **Sobha Academy**.

Sobha Hermitage located on **23** acres of verdant green estates, is a benevolent home for the aged and deprived.

3 model villages of **5000** families have been adopted by Mr. Menon with **health and education responsibilities**.

Sobha Icon aims at creating 'icons for India' by making high- quality learning opportunities available for meritorious students of any government school.

Sobha Health Care Centre provides state-of-the-art facilities and free consultation, diagnosis, tests, treatments, and medicines to **2,500** families



Recent Accolades



2021:
Developer of the Year



2020:
Best Luxury Developer



2020:
Best Residential Property
Best Developer Website



2018:
Luxury Developer of the
Year – Sobha Hartland



2018:
Top 50 GCC Developers
of 2018: Sobha Realty



2018:
Ranked 15th in the Power
Hour 2018 rankings by
Construction Business News



2017:
Ranked 6th in the Top 10
Developers list by
Construction Week



2016:
Ranked 78th Richest
Indian by Forbes India

SOBHA
REALTY