



SOBHA DEVELOPERS LTD

Sobha – Turned a 1000 crore Realty in South India



31st December-10

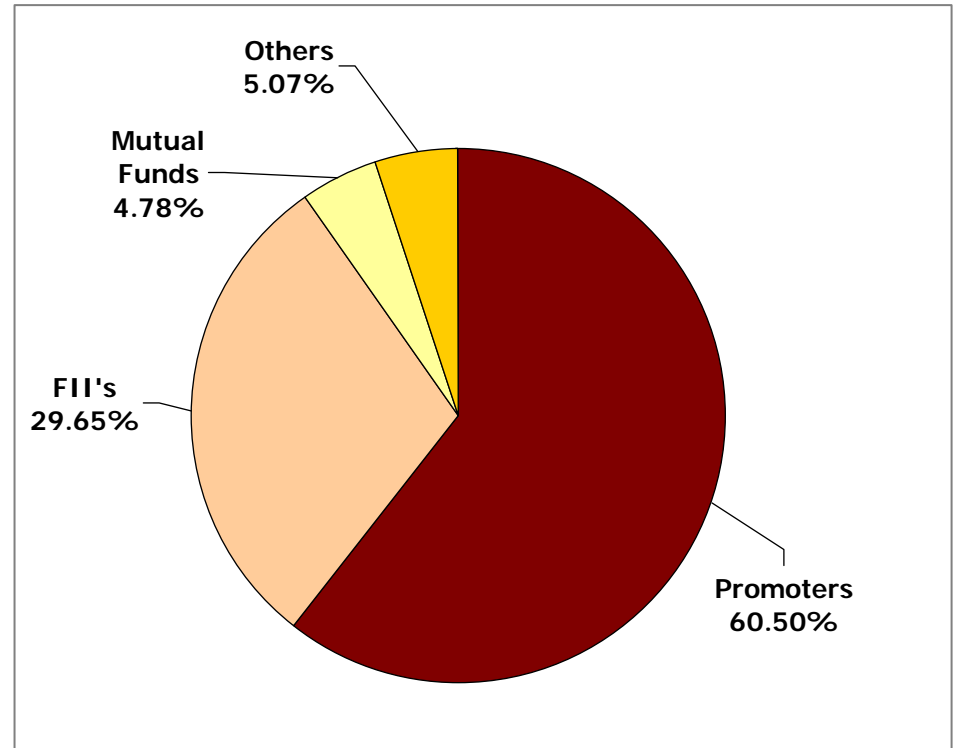
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| Others | 23 to 31 |



Shareholding Pattern

- Promoters Holding : 60.50 %
- FII's : 29.65 %
- Mutual Fund : 4.78 %
- Others : 5.07 %

| | 31 st Dec-10 | 30 th Sept-10 | 30 th June 10 | 31 st Mar 10 |
|-------------------|-------------------------|--------------------------|--------------------------|-------------------------|
| Promoters Holding | 60.50% | 60.50% | 60.50% | 60.50% |
| FII's | 29.65% | 26.96% | 24.34% | 23.19% |
| Mutual Fund | 4.78% | 7.77% | 9.06% | 9.77% |
| Others | 5.07% | 4.77% | 6.09% | 6.54% |



Note: Status as on 31st Dec-10

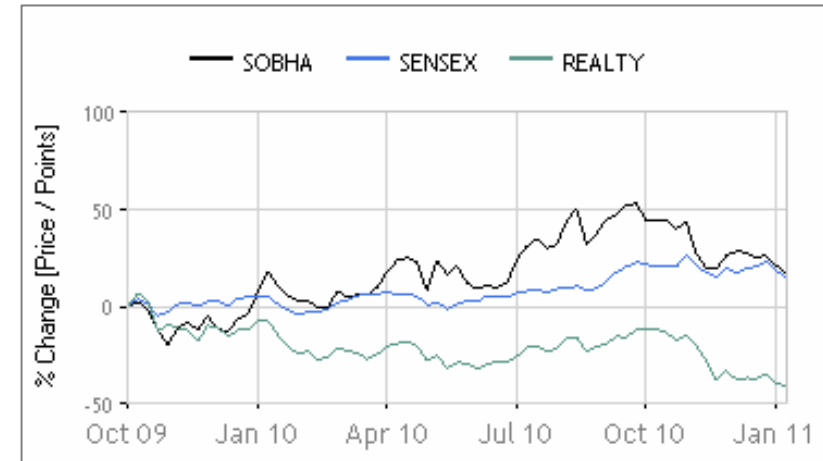


Stock Performance

Status as on: 31st Dec 10

| | |
|----------------------------------|-----------------------|
| No. of Shares | 98.06 mns |
| Market Capitalization | Rs. 31.83 bn |
| Stock Price : 52 week High / Low | Rs.393.60 / Rs.246.45 |
| Avg. Daily volume (12 months) | 151,875 Shares |

Source : NSE & BSE index



Sobha stock covered by,

- Morgan Stanley
- CLSA India
- Edelweiss
- Credit Suisse
- Deutsche India Equities
- Religare Capital Markets
- Bank of America & Merrill Lynch
- Enam Securities
- Daiwa Capital markets
- ICICI Securities
- J P Morgan
- KR Choksey
- Antique Stock Broking Ltd
- Batliwala & Karani Securities
- Goldman Sachs
- First call India Equity Research
- Kantilal Chhaganlal Securities Pvt.Ltd
- IIFL



Indicators of growth

- During the current financial year Sobha has achieved important milestones on various growth indicators, when compared to FY 2007-08, the peak year of growth in Real Estate sector and for Sobha as well.

| S.No | Particulars | UOM | 9 months Performance FY-10-11 | 9 months Performance FY-09-10 | Peak Performance for 9 months FY 07-08 |
|------|-------------------------|---------|-------------------------------|-------------------------------|----------------------------------------|
| 1 | SBA sold | Mn.sqft | 2.12 | 1.45 | 2.00 |
| 2 | Income | Rs.Mns | 11,152 | 7,161 | 9,595 |
| 3 | EBITDA | Rs.Mns | 2,597 | 1,609 | 2,568 |
| 4 | PBT | Rs.Mns | 1,901 | 827 | 1,888 |
| 5 | Loan Funds | Rs.Mns | 12,444 | 14,705 | 1,5620 |
| 6 | Equity | Rs.Mns | 18,507 | 16,815 | 9,125 |
| 7 | Employee strength | Nos | 2,111 | 1,926 | 3,720 |
| 8 | Contract Orders on hand | Mn.sqft | 6.94 | 2.88 | 2.65 |

- Generated positive cash flow for 9 months during the current financial year and generated negative cash flow for the whole year during the peak period of 2007-08.
- 22.30 mn.sqft of projects completed over a period of 13 years till 31st March 2008. Completed 17.60 mn.sft in the next 2 years and 9 months till 31st December 2010.



- **Completed Projects:**

65 projects aggregating to 16.50 mn.sqft in Real Estate and 179 projects aggregating to 23.40 mn.sqft in Contracts. Totaling 244 projects measuring 39.90 mn.sqft.

- **Ongoing Projects:**

28 projects aggregating to 8.64 mn.sqft in Real Estate and 36 projects aggregating to 6.54 mn.sqft in Contracts, Totaling 64 projects equaling to 15.17 mn.sqft

- **Forthcoming Projects:**

12 projects aggregating to 11.32 mn.sqft in Real Estate and 21 projects aggregating to 6.94 mn.sqft in Contracts, Totaling 33 projects aggregating to 18.26 mn.sqft

Not many companies have delivered 244 projects aggregating 39.90 mn.sft.



Sales Performance

Location wise Sales break-up – for 9 months

| Locations | Q3 10-11 : Area sold (Sft) | Q2 10-11 : Area sold (Sft) | Q1 10-11 : Area sold (Sft) | | 9 months 10-11 : Area Sold (Sft) | 9 months 09-10 : Area Sold (sft) | FY 09-10 : Area Sold (Sft) |
|--------------|----------------------------------|----------------------------------|----------------------------------|--|----------------------------------------|----------------------------------------|-------------------------------|
| Bangalore | 564,075 | 524,285 | 482,768 | | 1,571,128 | 948,860 | 1,356,744 |
| Thrissur | 58,432 | 167,463 | 96,748 | | 322,643 | 165,135 | 266,871 |
| Coimbatore | 26,066 | 39,396 | 29,852 | | 95,314 | 278,012 | 351,959 |
| Pune | 56,458 | 13,534 | 61,515 | | 131,501 | 53,259 | 104,839 |
| TOTAL | 705,031 | 744,678 | 670,883 | | 2,120,592 | 1,445,266 | 2,080,413 |

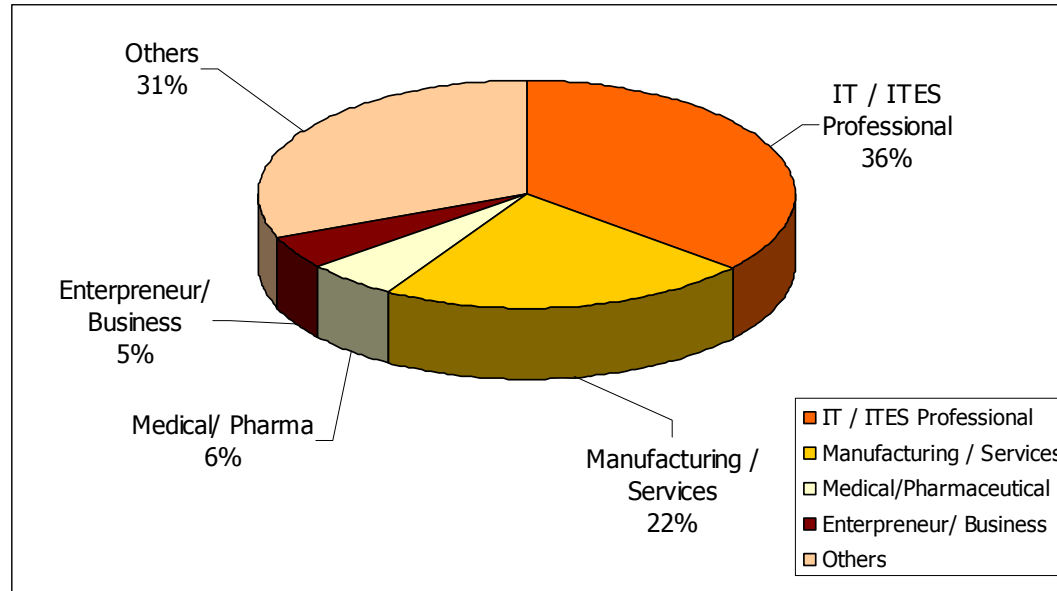
Average price realization as on 31st Dec 10

Rs.3,946 / sft

- Cumulative sales for the 9 months period increased by 47% compared to the corresponding period of the last year
- Cumulative sales for the 9 months crossed the annual sales achieved for the financial year 09-10



Customers profile



Bank Funding Position

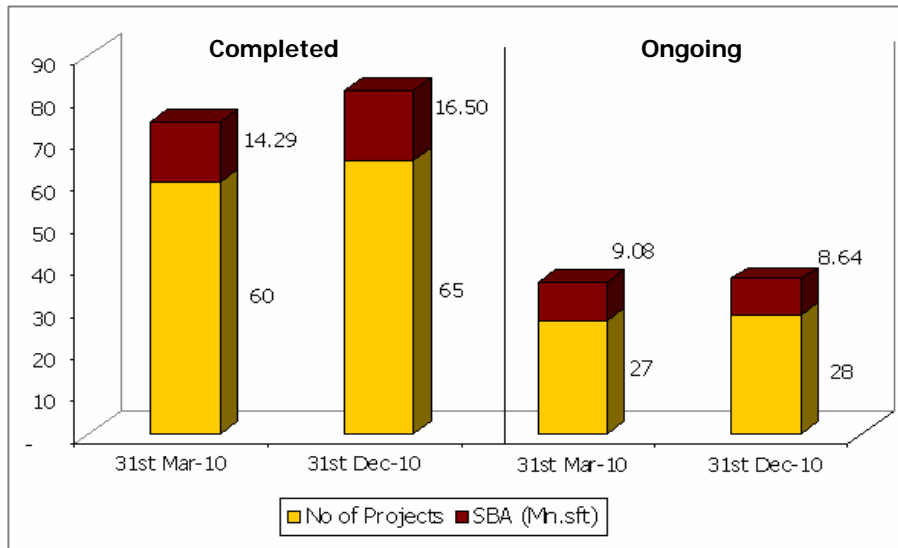
| | |
|---------------------------------|-----|
| Customers applied for Bank Loan | 56% |
| Self Funding | 44% |

Note: The funding position is considered for cumulative sales up to October-10.



A Strong Foundation – Real Estate

Achieved Rs.1000cr real estate sale during the calendar year 2010



Highlights – Real Estate

Q3-11

- Completed & handed over 4 projects aggregating 2.11 mn.sft
- Launched 2.44 mn.sft in Bangalore, Thrissur and Pune
- Sold during the quarter : 705,031 sft
- The average price realization has improved to Rs.3,946 / sft from Rs.3,756 / sft.

Cumulative - 9 Months

- Completed and handed over 5 projects aggregating 2.21 mn.sft.
- Launched projects aggregating 4.03 mn.sft across 4 cities.
- Cumulative sales of 2,120,593 sft



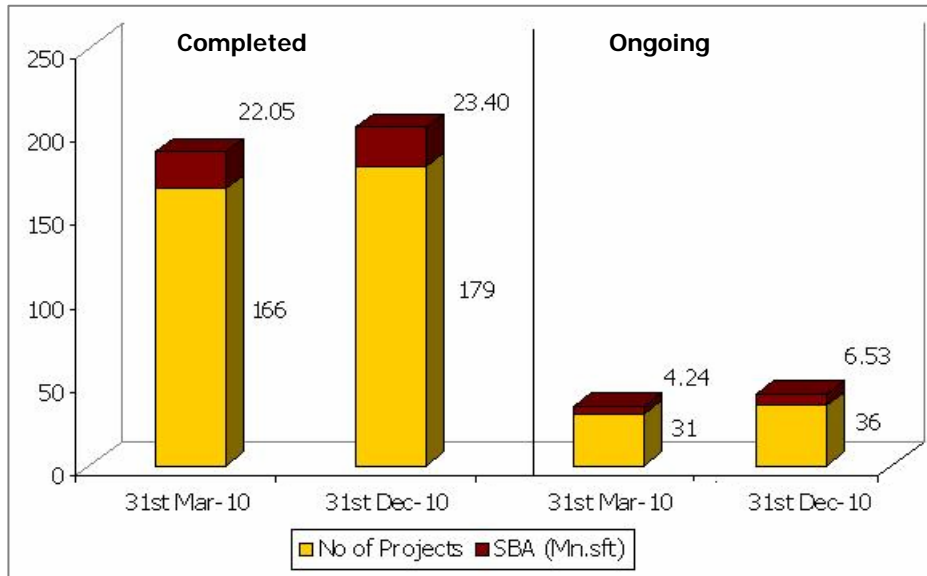
Real Estate – Future Launches

Proposed launches in next few quarters

| <i>Sl.No</i> | <i>Location</i> | <i>Projects</i> | <i>Type</i> | <i>SBA (sft)</i> | <i>Status</i> |
|--------------|----------------------------------|---------------------------|-------------------------|-------------------|---------------------------------|
| | <u>Existing Locations</u> | | | | |
| 1 | Bangalore | Sobha Signature | Presidential Apartments | 221,227 | Plan sanctioned |
| 3 | Bangalore | Ruby - Phase II | Residential apartments | 265,635 | Plan sanctioned |
| 2 | Bangalore | Sobha Elysium | Mixed used Residential | 2,896,361 | Final stage of approval |
| 4 | Bangalore | Kristal Property | Residential apartments | 169,000 | Initiated plan approval process |
| 5 | Pune | Sobha Carnation - Phase 3 | Residential apartments | 357,681 | Final stage of approval |
| 6 | Coimbatore | Sobha Ruby | Residential apartments | 281,117 | Submitted for plan approvals |
| 7 | Thrissur | Sobha City - Commercial | Commercial-Phase 2 | 191,310 | Initiated plan approval process |
| | <u>New Locations</u> | | | | |
| 8 | Chennai | Sobha Luxury apartments | Residential apartments | 227,982 | Submitted for plan approvals |
| 9 | Chennai | Pudupakkam Property | Residential apartments | 699,459 | Initiated plan approval process |
| 10 | Gurgaon, NCR | Township Development | Integrated Township | 4,259,000 | Final stage of approval |
| 11 | Gurgaon, NCR | Group Housing | Residential apartments | 1,506,915 | Initiated plan approval process |
| 12 | Mysore | Belavatta Property | Plotted Development | 240,778 | Final stage of approval |
| | | | TOTAL | 11,316,463 | |



Contracts



Highlights – Contracts

Cumulative – 9 months

- Completed & handed over 6 projects aggregating 0.43 mn.sft during Q3-11 and 13 projects aggregating 1.36 mn.sft during 9 months of 10-11.
- Added new 15 clients in Q3-11 other than Infosys, including prestigious clients like ITC, Biocon, Institute of Public Enterprises (IPE), GMR, Hotel Leela Venture and others.

First time during Q3, Sobha bagged Contractual orders valued about Rs.90 crs other than Infosys.



Contracts – An Overview

Contractual Projects status as on 31st Dec-10

| S.NO | DESCRIPTION | ONGOING PROJECTS | | FORTHCOMING PROJECTS | |
|------|---------------|------------------|------------------|----------------------|------------------|
| | | No of Projects | SBA (Sft) | No of Projects | SBA (Sft) |
| 1 | Mysore | 5 | 1,755,123 | 2 | 496,051 |
| 2 | Chennai | 5 | 1,367,699 | 3 | 1,000,000 |
| 3 | Hyderabad | 6 | 933,968 | 3 | 1,124,350 |
| 4 | Bangalore | 9 | 933,345 | 4 | 832,884 |
| 5 | Pune | 2 | 748,992 | 4 | 1,733,385 |
| 6 | Mangalore | 3 | 490,383 | 2 | 185,040 |
| 7 | Trivendrum | 3 | 255,269 | 3 | 1,572,550 |
| 8 | Greater Noida | 1 | 15,000 | - | - |
| 9 | Bhubaneshwar | 1 | 14,715 | - | - |
| 10 | Ooty | 1 | 13,106 | - | - |
| | TOTAL | 36 | 6,527,600 | 21 | 6,944,260 |

Note:

- The scope of work varies from Civil, Finishes, MEP, Interiors to Glazing
- The unbilled value on ongoing projects is about Rs. 419 crs
- The estimated value for forthcoming project is about Rs.519 crs



Projects Completed & Handed Over in FY10-11

Actual Completion & handed over for FY 10-11 (9 months)

| PARTICULARS | Q3 : FY 10-11 | | Q2 : FY 10-11 | | Q1 : FY 10-11 | | FY 10-11 (9 Months) | |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------------|--------------|
| | No of Projects | SBA (Mn.sft) | No of Projects | SBA (Mn.sft) | No of Projects | SBA (Mn.sft) | No of Projects | SBA (Mn.sft) |
| REAL ESTATE | 4 | 2.11 | 1 | 0.10 | - | - | 5 | 2.21 |
| CONTRACTS | 6 | 0.43 | 3 | 0.65 | 4 | 0.28 | 13 | 1.36 |
| TOTAL | 10 | 2.54 | 4 | 0.75 | 4 | 0.28 | 18 | 3.57 |

Expected Completion for the 4th quarter

| PARTICULARS | Q4 : FY 10-11 | |
|--------------|----------------|--------------|
| | No of Projects | SBA (Mn.sft) |
| REAL ESTATE | 6 | 2.01 |
| CONTRACTS | 15 | 1.30 |
| TOTAL | 21 | 3.31 |

- Executing annually 6mn.sft of projects on an average for the past 5 years
- Supported by 2,111 Qualified Management Team and 7,068 Technicians
- Execution presence in 20 cities across India in both real estate and contracts
- Strong Brand Recall in South India



Positive Operational Cash flow

Ongoing Real Estate Projects - Cash flow status as on 31st Dec -10

| Description | Ongoing Projects | Completed Projects | |
|----------------------------------------------------------------------------|------------------|--------------------|---------------|
| Total Super Built-up area | 8.64 | 6.53 | Mn.sft |
| Area of Office space, Club house & JD share (Non saleable) | 1.15 (-) | 0.16(-) | |
| Sobha share of Saleable area | 7.49 | 6.37 | Mn.sft |
| Total area sold till 31 st December-10 | 4.42 | 6.17 | Mn.sft |
| Unsold area | 3.07 | 0.20 | Mn.sft |
| Balance construction cost to be spent to complete the entire developments | 12,429 | 312 | Rs.Mns |
| Outstanding receivables + Balance to be billed and collected on sold units | 8,667 | 570 | Rs.Mns |
| Sales value of unsold stock | 14,953 | 718 | Rs.Mns |
| Positive cash flow available | 11,191 | 976 | Rs.Mns |
| | | | |
| Total Positive cash flow available from the projects | 12,167 | | Rs.Mns |

Note: The Cash flow available from Contractual Operations will be in addition to this.



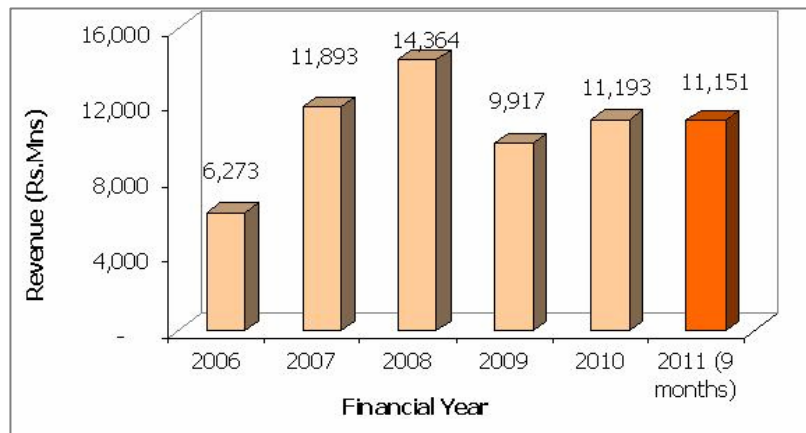
Comfortable Liquidity Position

- Generated positive of cash flow of Rs.301 crs in the first 9 months
- Expected to cross Rs.400 crs operational cash flow by this year end.
- Higher Cash Flow generation from operations expected in the coming year.
- Limit sanctioned but not utilized about Rs.415 crs
- Offer letter received for fresh sanctioned for about Rs.230 crs
- Fresh proposed at various stages for Rs.220 crs
- New proposals under discussion for Rs.327 crs
- Loan repayment for the next year Rs.550 crs

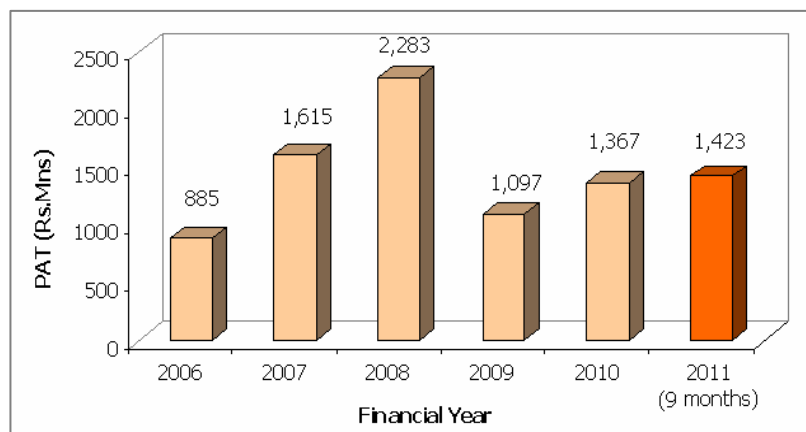


Financial Snapshot

Revenue (year-wise)



Net Profit (year-wise)



| Particulars | FY 11 – 9 Months | FY 10 – 9 Months | % growth | Q3- 11 | Q3 - 10 | % growth |
|-------------|------------------|------------------|----------|--------|---------|----------|
| Revenue | 11,151 | 7,161 | 56% ↑ | 3,647 | 3,104 | 17% ↑ |
| EBIDTA | 2,597 | 1,609 | 61% ↑ | 892 | 657 | 36% ↑ |
| Net Profit | 1,423 | 810 | 76% ↑ | 488 | 408 | 20% ↑ |

| Year | Revenue (Rs.Mns) | % growth | Net Profit (Rs.Mns) | % growth |
|----------|------------------|----------|---------------------|----------|
| 2009 –10 | 11,193 | 13% ↑ | 1,367 | 25% ↑ |
| 2008–09 | 9,917 | | 1,097 | |

As on 31st Dec-10

| | |
|------------|----------------|
| Net Worth | Rs. 18,507 Mns |
| Debt (Net) | Rs. 12,443 Mns |
| D/E ratio | 0.67 |



Balance Sheet

Rs.in Millions

| PARTICULARS | 31 st Dec-10 | 31 st Dec-09 | 31 st March-10 |
|-------------------------------------------------|-------------------------|-------------------------|---------------------------|
| SOURCES OF FUNDS | | | |
| Shareholders' funds | | | |
| Share capital | 981 | 981 | 981 |
| Reserves and surplus | 17,526 | 15,834 | 16,104 |
| | 18,507 | 16,815 | 17,085 |
| Loan funds | | | |
| Secured loans | 12,582 | 14,792 | 14,466 |
| Unsecured loans | 83 | 75 | 75 |
| | 12,665 | 14,867 | 14,540 |
| | 31,172 | 31,682 | 31,625 |
| APPLICATION OF FUNDS | | | |
| Fixed assets | | | |
| Net block | 1,375 | 1,494 | 1,429 |
| Capital work in progress incl. capital advances | 541 | 533 | 632 |
| | 1,916 | 2,027 | 2,061 |
| Investments | 714 | 416 | 429 |
| Deferred tax asset (net) | 69 | 44 | 52 |
| Current assets, loans and advances | | | |
| Inventories | 9,901 | 10,163 | 10,174 |
| Sundry debtors | 4,019 | 3,863 | 4,166 |
| Cash and bank balances | 212 | 162 | 800 |
| Loans and advances | 21,089 | 20,649 | 20,093 |
| | 35,221 | 34,837 | 35,233 |
| Less: Current liabilities and provisions | | | |
| Current liabilities | 6,154 | 5,422 | 5,613 |
| Provisions | 594 | 220 | 537 |
| | 6,748 | 5,642 | 6,150 |
| Net current assets | 28,473 | 29,195 | 29,083 |
| | 31,172 | 31,682 | 31,625 |



Profit and Loss Statement

Rs.in Millions

| Particulars | Q3-11 | Q3-10 | 9months 10-11 | 9 months 09-10 | FY-10 | % of Growth | |
|-----------------------------------------|--------------|--------------|------------------|-------------------|---------------|-------------------|-------------------|
| | | | | | | Q3-11 on Q3-10 | 9m-11 on 9m-10 |
| Property Development Incl Sobha city | 2,644 | 2,397 | 8,308 | 5,032 | 8,025 | 10 % | 65% |
| Contractual + Mfg | 985 | 696 | 2,809 | 2,100 | 3,115 | 42% | 34% |
| Other Income | 18 | 11 | 35 | 29 | 45 | | |
| Total Revenue | 3,647 | 3,104 | 11,152 | 7,161 | 11,185 | 17% | 56% |
| Constn/Mfg Cost | 2,584 | 2,274 | 8,019 | 5,274 | 6,496 | | |
| Staff/Admn/Selling Cost | 171 | 173 | 535 | 278 | 2,271 | | |
| Total Expenditure | 2,755 | 2,447 | 8,554 | 5,552 | 8,767 | | |
| EBITDA | 892 | 657 | 2,597 | 1,609 | 2,418 | 36% | 61% |
| EBIDTA % | 24% | 21% | 23% | 22% | 22% | | |
| Depreciation | 73 | 82 | 208 | 246 | 323 | | |
| Interest | 154 | 150 | 488 | 536 | 492 | | |
| PBT | 665 | 425 | 1,901 | 827 | 1,603 | 56% | 130% |
| PBT % | 18% | 14% | 17% | 12% | 14% | | |
| Provision for Tax | 177 | 17 | 478 | 17 | 236 | | |
| PAT | 488 | 408 | 1423 | 810 | 1,367 | 20% | 76% |
| PAT % | 13% | 13% | 13% | 11% | 12% | | |
| EPS (Basic & Diluted) (Rs) | 4.98 | 4.17 | 14.51 | 11.12 | 13.94 | | |

Note: Numbers regrouped reclassified wherever necessary



Strength

- Strong execution capability
- Presence across 20 cities
- Control on supply chain through backward integration
- Strategically located land banks
- Generating positive operational Cash flow
- Visibility on achieving superior growth

Weakness

- Majority contractual business from single customer

Opportunities

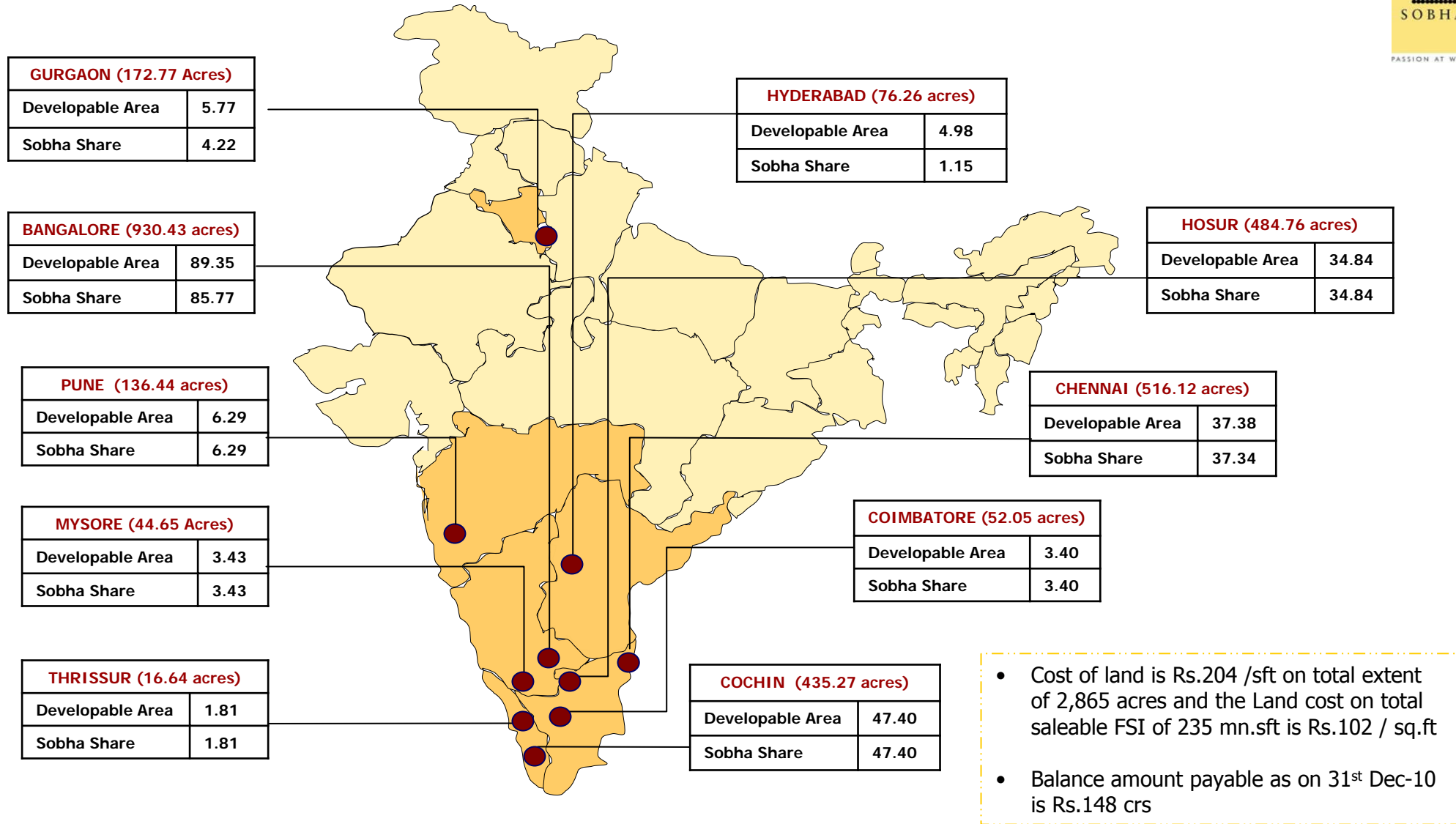
- Entering new geographies
- Good visibility of contracts
- Better realization

Threats

- Hardening interest rates
- Delay's in getting project funding
- Increasing input cost



Land Bank – Development Potential



Project Launched in Q3 : FY 10-11...

Sobha Forestview



Sobha Sapphire



Sobha Ivory



| | |
|-------------------|------------------------------------------------------------------------------------|
| Location | Kanakapura Road, Bangalore |
| Launched on | October-10 |
| Type | Maple – Super Luxury Apts Oak – Super Luxury + Apts Pine – Luxury Apartments |
| Total No of units | 492 nos of 3 & 4 BHK Units |

| | |
|-------------------|----------------------------|
| Location | Thrissur, Kerala |
| Launched on | October-10 |
| Type | Super Luxury Apartments |
| Total No of units | 216 nos of 3 & 4 BHK units |

| | |
|-------------------|-------------------------|
| Location | NIBM, Kondhwa, Pune |
| Launched on | November -10 |
| Type | Super Luxury Apartments |
| Total No of units | 140 nos of 3 BHK units |



Project Completed in Q3 : FY 10-11...



Sobha Althea, Bangalore

SBA : 429,295 sqft



Sobha Amethyst, Bangalore

SBA : 644,571 sqft



Sobha Chrysanthemum, Bangalore

SBA : 908,892 sqft

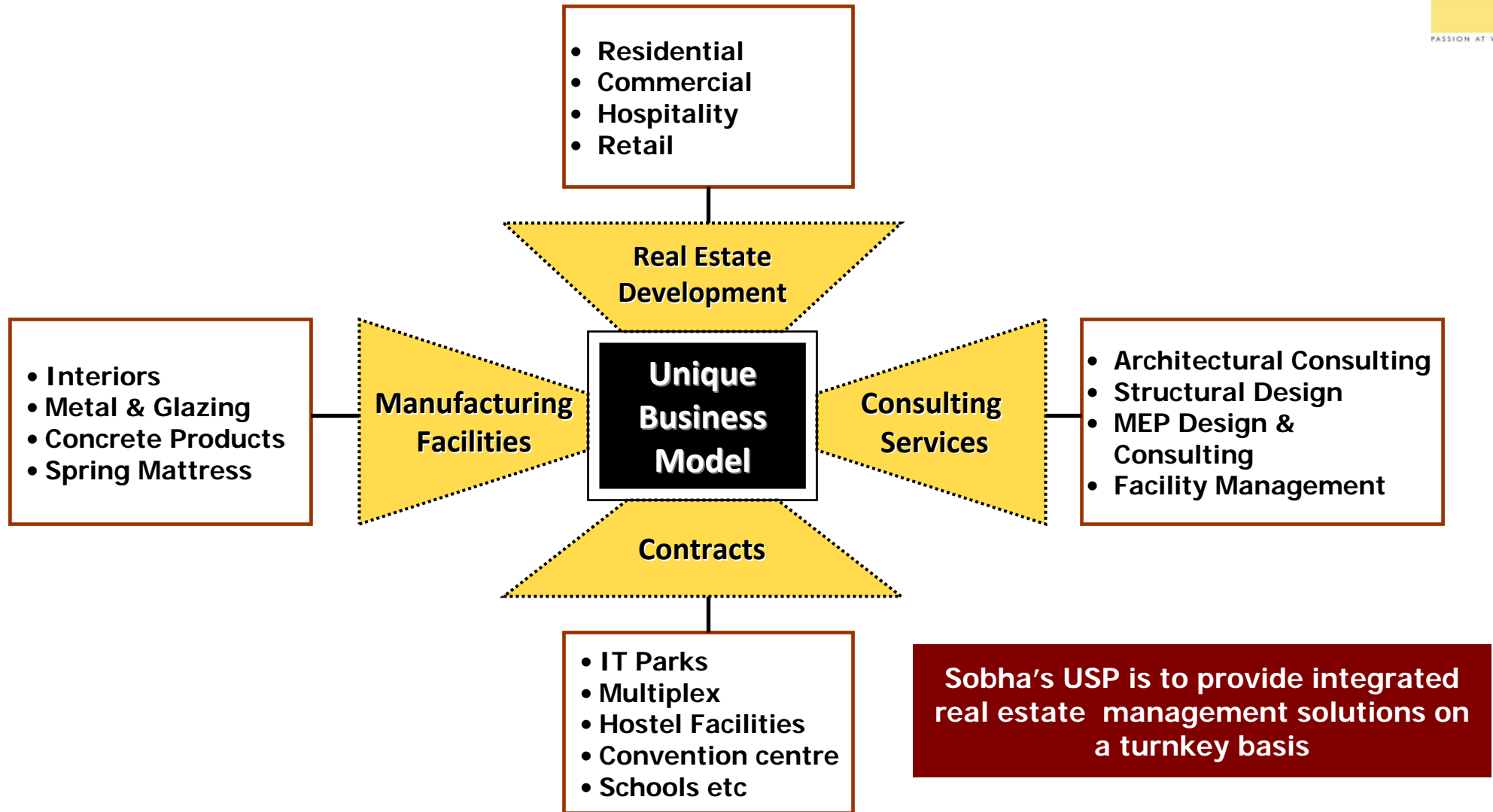


Malachite – Sobha City, Thrissur

SBA : 101,887 sqft



Fully Integrated Business Model



Interiors and Furnishing Division

| | | | |
|---------------------|-------------|----------------------------|------------|
| Factory Area | 0.80 Mn Sft | Turnover 09-10 | Rs.508 Mns |
| Work Force | 728 | Turnover (9 months) | Rs. 657Mns |

| FEATURES | PRODUCTS |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ➤ Largest wood working / joinery facility in India. ➤ Two highly mechanized factory with total floor area of 2,55,000 Sft. located at Bommasandra, Bangalore. ➤ State of the Art Factory with Imported Machineries from Spain, Italy, Germany. | <ul style="list-style-type: none"> ➤ Solid wood veneer paneled doors and MDF paneled doors ➤ Customized joinery works like Paneling, partitions, Tables etc ➤ Loose furniture like Chairs, Sofas, Cots and Modular Kitchens etc. <p><u>CLIENTS</u></p> <ul style="list-style-type: none"> ➤ Infosys Technologies Ltd ➤ Corporate clients like HP, Accenture, HCL, MICO, Damas Jewellery and others. |



Note : Turnover includes Spring Mattress division turnover also, since mattress division is part of Interiors division



| FEATURES | PRODUCTS |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ➤ First retail product of Sobha, named as "SOBHA RESTOPLUS". Leading manufactures of World Class spring mattress. ➤ Member of International Sleep Product Association (ISPA). ➤ Only mattress manufactures in entire Asia to have a 'Mattress testing facility' to validate and strengthen warranty terms. ➤ Mattress are produced on most advanced machineries imported from Germany, Italy, Spain, South Africa, Turkey, Belgium. | <ul style="list-style-type: none"> ➤ <u>Bonell Spring Mattress</u> <ul style="list-style-type: none"> • They are hourglass shaped with three grades called Siesta, Snooze, and Slumber. ➤ <u>Pocketed Spring Mattress</u> <ul style="list-style-type: none"> • These are pre-compressed and individually encased coils to support the body in any sleeping position. <p style="text-align: center;"><u>CLIENTS</u></p> <ul style="list-style-type: none"> ➤ Infosys, Ginger Hotels, Zuri Hotels and Resorts, The Royale Senate Hotel, Tranquil Residences, Bharath Hotel etc., |



| | | | |
|---------------------|-------------|----------------------------|------------|
| Factory Area | 0.30 Mn Sft | Turnover 09-10 | Rs.653 Mns |
| Work Force | 626 | Turnover (9 Months) | Rs.442 Mns |

| FEATURES | PRODUCTS |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ➤ Largest metal & glazing factory in India, spread across 7.3 acres of land with the factory covered area of 1,20,000 sq.ft ➤ Equipped with advanced machineries like CNC profile cutting machine, TIG welding machines, ACP routing machine, Milling machines etc etc., ➤ First of its kind in the industry for its style of operations and the quality of work | <ul style="list-style-type: none"> ➤ Structural Glazing Works ➤ MS & SS metal fabrications ➤ Conventional curtain wall Glazing works ➤ Aluminum composite panels, windows and doors. <p style="text-align: center;"><u>CLIENTS</u></p> <ul style="list-style-type: none"> ➤ Infosys Technologies Ltd., Gold Plus Glass Industries, Magna Warehousing, Glass Tech Industries, Contel, HCL Technologies etc., |



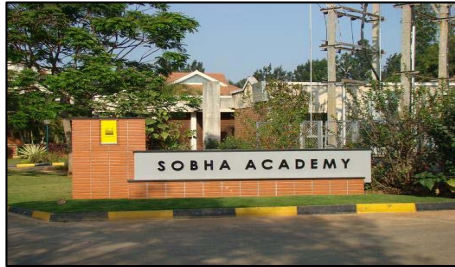
Sobha Concrete Product Division

| | | | |
|---------------------|-------------|----------------------------|------------|
| Factory Area | 0.35 Mn Sft | Turnover 09-10 | Rs.147 Mns |
| Work Force | 105 | Turnover (9 months) | Rs.162 Mns |

| FEATURES | PRODUCTS |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ❖ Fully Automated production and control facility by using remote controlling systems. ❖ Imported Technologies from Germany (Masa Plant) and England. ❖ No Human Touch from Production to Loading. ❖ Products are high compressive strength, precise dimensions as par with the Indian Standards. ❖ Production capacity of 28,000 nos of Blocks/ day or 20mn nos of Landscaping products. | <ul style="list-style-type: none"> ❖ Hollow, Solid Blocks (4", 6" & 8") and Lintel Blocks. ❖ Kerb Stones & Bull Nose Kerb ❖ Dish Channels & Bar face ❖ Drainage Covers ❖ Paving Slabs <p style="text-align: center;"><u>CLIENTS</u></p> <ul style="list-style-type: none"> ❖ Infosys, Shapoorji, Jain Structures, B L Kashyap, Adarsh group, Galaxy, JMC projects, Realty homes, Maya ventures, Windsor, Ashok Infrastructures etc... |



Superior Internal Process



Sobha Training Academy



Imported German Tools



Mini Batching Plant

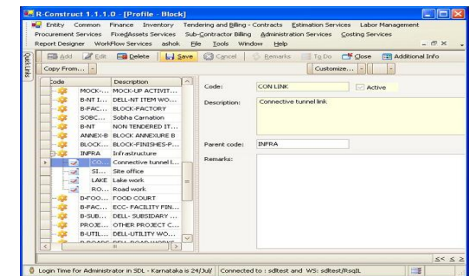
- Continuous training to the Engineers and Tradesmen from Sobha Training Academy
- International Quality Standards at execution (IS & DIN – Germany)
- Imported German tools and supervision for fine detailing and workmanship
- Web based Quality rating system for all the Sobha Projects for bringing International Quality homes
- Continuous focus on Integration and Automation of projects by using latest technologies and machineries
- R&D and Value Engineering teams are established to improve and update the latest Construction Technologies and innovative ideas at execution
- Well defined Technical and Process manuals
- Centralized Planning team
- Customized ERP system for enabling controlled and fastest working culture in the entire organization



Quality check at site



Training by German staffs



Sobha ERP – 'R' Construct



Corporate Social Responsibilities (CSR)

- Sobha Group has adopted two villages, Kizhakkenchery and Vadakkenchery, in Palakkad district of Kerala, with a population of $\approx 90,000$



Sobha Hermitage

- A Senior Citizen's and Widow's home - 50 spacious, fully furnished double rooms
- Supported with spacious Dining Hall, Laundry with fully automated imported washing equipment & fully equipped Health centre
- Hygienic, dust-free modern kitchen, Staff trained at 5-star hotels



Sobha Academy

- A truly International school with ICSE syllabus – for the financially challenged students from the locality.
- Facilities includes free education, uniforms, books, food and transportation
- Has a facility of modern computer lab, swimming pool and video projector room etc.



Sobha Health Care

- This is a 6-bedded polyclinic with Resident Doctor, Visiting Consultants and paramedical personnel.
- This Health Center is equipped with ECG, X-ray room, Ultra Sound scanning, fully computerized Biochemistry, Hematology Laboratories and well equipped casualty room and Minor OT.



Recognition During the Quarter



1. Sobha Developers has been awarded with “**ACETECH**” award for “Excellence in Commercial Segment (Interior Design) for Infosys Global Education Centre, Mysore

2. Sobha bagged “**Best of the Best**” for the well built structure for Construction of **FOOD COURT-3**, Infosys Technologies, Hinjewadi Campus, Pune



Recognitions for the financial year 2010-11



Sobha bagged '**CW & ARCHITECT BUILDERS AWARD 2010**' by Construction World for the year 2010, for being among **India's Top 10 Builders**.



"**GEC-II, Infosys Campus, Mysore**" awarded '**Outstanding Concrete Structure of Karnataka-2010**' by Indian Concrete Institute on Sept 2010



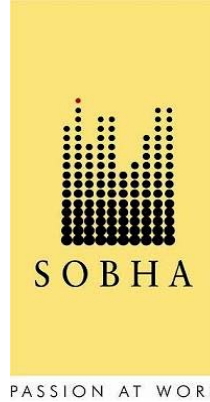
"**The Best Contractor – working with Safety practices at site** by Bayer's Material Technology services.

"**The Best Real Estate Developer for IT Infrastructure-2010**" by Construction Source India on May 2010



PUBLIC RELATION COUNCIL INDIA AWARD – 2010
PRCI Gold Award for "**Newsletter**", PRCI Silver Award for "**Annual Report**" and PRCI Bronze Award for "**Corporate Brochure**"





THANK YOU

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Disclaimer:

The information in this presentation contains certain forward-looking statements. These include statements regarding outlook on future development schedules, business plans and expectations of Capital expenditures. These statements are based on current expectations that involve a Number of risks and uncertainties which could cause actual results to differ from those anticipated by the Company.