

SOBHA voted Top National Realty Brand for the 5th consecutive year: BrandXReport 2018-19

India's most admired and trusted real estate brand, SOBHA reinforces its brand leadership in the Indian real estate sector yet again. The company has been recognised as the Top National Realty Brand across Asset class in India by BrandXReport 2018-19, an annual study conducted by Track2Realty. This is the 5th consecutive year when SOBHA has been conferred with the National Brand Leadership of Indian real estate, making it one-of-its-kind achievement for any company in the sector. Based on a rigorous selection process, which includes Indian and NRI consumer votes, SOBHA's leadership position is stable. Further, this year's findings have once again reiterated the trustworthiness of Bengaluru-based real estate developers. Out of the top 10 national brands, 5 are from Bengaluru. This highlights the business practices of the real estate developers of Bengaluru and consumers' confidence in them.

The comprehensive Brand Perception Audit Report has recognised SOBHA as the Top National Realty Brand, Top Brand in South India, Top Brand in Residential Space, Top Brand in Super Luxury Segment and its Compact Luxury sub-brand SOBHA Dream Series as the Top Brand in Affordable Homes - the latest category. The consumers across the country (20-city survey with a sample size of 10,000) have also voted SOBHA as their top choice. It is noteworthy that SOBHA could retain its brand leadership in the wake of the scope of study getting changed this year, and evaluation metrics were also more inclusive and broad-based. The ten metrics of brand evaluation this year were: Fiscal Trust; Project Quality; ROI; Industry Reputation; Buyers' Endorsement; Community Connect; Aspiration Value; Recall Value; Image Management; and Risk Free Reputation.



Mr. Ravi Menon,
Chairman,
SOBHA Limited

"We are delighted to be recognised as the top brand nationally by Track2Realty - BrandXReport for the 5th consecutive year. Over the last five years, we have been continuously improving our brand leadership score and consolidating our position. It is a rare achievement. This validates the strength of our processes, unique backward integration model and unmatched execution capabilities. We appreciate the constant support and confidence of our stakeholders in helping us stay ahead in the sector. There is still a lot to do and we are committed to take right steps in that direction."

The Brand Score of SOBHA has been improving steadily. This year, the company has achieved an overall National Brand Score of 82.0 out of 100, bettering last year's score of 80.9. On each Brand Metric of 0-10 scale, SOBHA gathered 8.0 for Financial Trust; 8.2 for ROI; 8.4 for Project Quality; 8.2 for Industry Reputation; 8.4 for Buyers' Endorsement; 8.2 for Community Connect; 8.2 for Aspiration Value; 8.0 for Recall Value; 8.2 for Image Management; and 8.2 for Risk Free Reputation.

The Brand Leadership, largely backed by the consumer experience and outlook through public perception survey, has elevated the Brand even higher with consumer vote and score reaching closer to its all-time best of 84.6 out of 100 this year. The consumers have voted on the ten metrics of Fiscal Trust; ROI; Project Quality; Timely Delivery; Transparent Deals; Consumer Connect; Aspiration Value; Recall Value; Image Management; and Risk Free Reputation.

"We are happy to receive the top honours once again. While the market continues to face tough conditions due to liquidity issues, SOBHA has been able to improve its performance



Mr. J.C. Sharma,
Vice Chairman and MD
SOBHA Limited

significantly. Our ability to maintain the leadership position in any given situation exhibits our solid foundation and resilience. It is this quality that has helped us become one of the most admired brands in the Indian real estate sector. For us, each milestone brings with it an opportunity to raise the bar further and create value for the entire ecosystem."