

SOWPARNIKA

WORLD





MULTIPURPOSE
PLAZA

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FROM
EDITOR'S DESK

MR. BALAJI RAMACHANDRA
HEAD - MARKETING

Dear Readers,

Sowparnika World stands as a testament to our brand's journey—a vibrant mosaic illustrating the milestones, innovations, and the sheer spirit that define Sowparnika Projects. It is with immense pleasure that we present this immersive edition, inviting you to traverse the narrative that encapsulates our year-long endeavors.

Within these pages lie stories of transformation, tales of dedication, and a vivid portrayal of our commitment to excellence. It's more than a mere compilation of achievements; it's a celebration of our core values woven into every brick we lay, every home we build.

This magazine is a tribute to the collective effort of our team, a reflection of our unwavering dedication to creating not just structures but homes filled with dreams and aspirations. From the visionary insights of our leadership to the stories of our esteemed patrons, each page resonates with the ethos that defines Sowparnika.

As we navigate through the chapters of Sowparnika World, we invite you to embrace this journey with us. May these pages illuminate the essence of our brand, forging a deeper connection and celebrating the moments that have shaped our path toward redefining living spaces. Thank you for joining us on this extraordinary voyage.

A handwritten signature in black ink, appearing to read 'Balaji R.' with a stylized flourish at the end.

Balaji Ramachandra
Editor in chief

UNNATHI

📍 Attibele, Bangalore



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Studio, 1, 2 & 3 BHK



Floors
2B + G + 11



Total Units
168

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Delivering Happiness

THE COLUMNS

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BHK HOMES**

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Joy of Moving in Comes Alive



Seeing your smiles is our greatest joy. With gratitude to our valued customers, we hand over the keys to your vision realized. Every detail meticulously crafted, every corner designed for your comfort. We're thrilled to see you walk into your perfect haven. Thank you for trusting us with your happiness.



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INDRADHANUSH
Seventh Heaven

Hoskote, Bengaluru

PLUG &PLAY HOMES

AT NEW WHITEFIELD,
BENGALURU



PROJECT AMENITIES:



SWIMMING POOL
WITH DECK



LANDSCAPE PLAZA



SENIOR CITIZEN
PARK



YOGA AND
MEDITATION



CO-WORKING SPACE



DOCTOR CLINIC



CRICKET
PRACTICE PITCH



VOLLEYBALL COURT



GYM



MULTIPURPOSE
HALL



CRECHE



CAFETERIA

OUR SIGNIFICANT



SOWPARNIKA
Delivering Happiness



OWN OFFICE

Built and shifted to Own Corporate Office
First project in Mysore
'Sowparnika Royale Splendour'
Handed over 'Sowparnika Shirdi Villa'
Added 1000+ satisfied customers
to its kitty by delivering 20 projects across
South India

TURBO

Handed over 5 projects with saleable
area over 1 Lac sq.ft.
Incorporated the first company of
the Group named
'Sowparnika Projects Private Limited'

2003

THE START

Started its voyage in the year 2003
as a Partnership Firm
'Sowparnika Projects'

2007

FLAGSHIP

First flagship project of the group
'Sowparnika Ananda'
First project in Trivandrum, Kerala 'Sowparnika
Shirdi Phase I' First IDA project 'Sowparnika
Promenade Square'

2009

THE EXPANSION

First project in Changanacherry
Kerala and Tirupur,
Tamil Nadu

2011

TN ENTRY

First Project in Coimbatore, Tamil Nadu
'Sowparnika Skandagiri'

2010

BIGGEST PROJECTS

Launched the biggest project of the company
'Sowparnika Purple Rose'
with over 4 Lac sq.ft. saleable area Offered
budgeted homes for all - First of its
kind in Trivandrum
'Sowparnika River View Garden Phase I'

2012

2013

2014

2K CUSTOMERS

Handed over 32 projects comprising
of 20 Lac sq.ft.
with more than 2000
customer base spread across
South India

2015

100 CRORES T'O

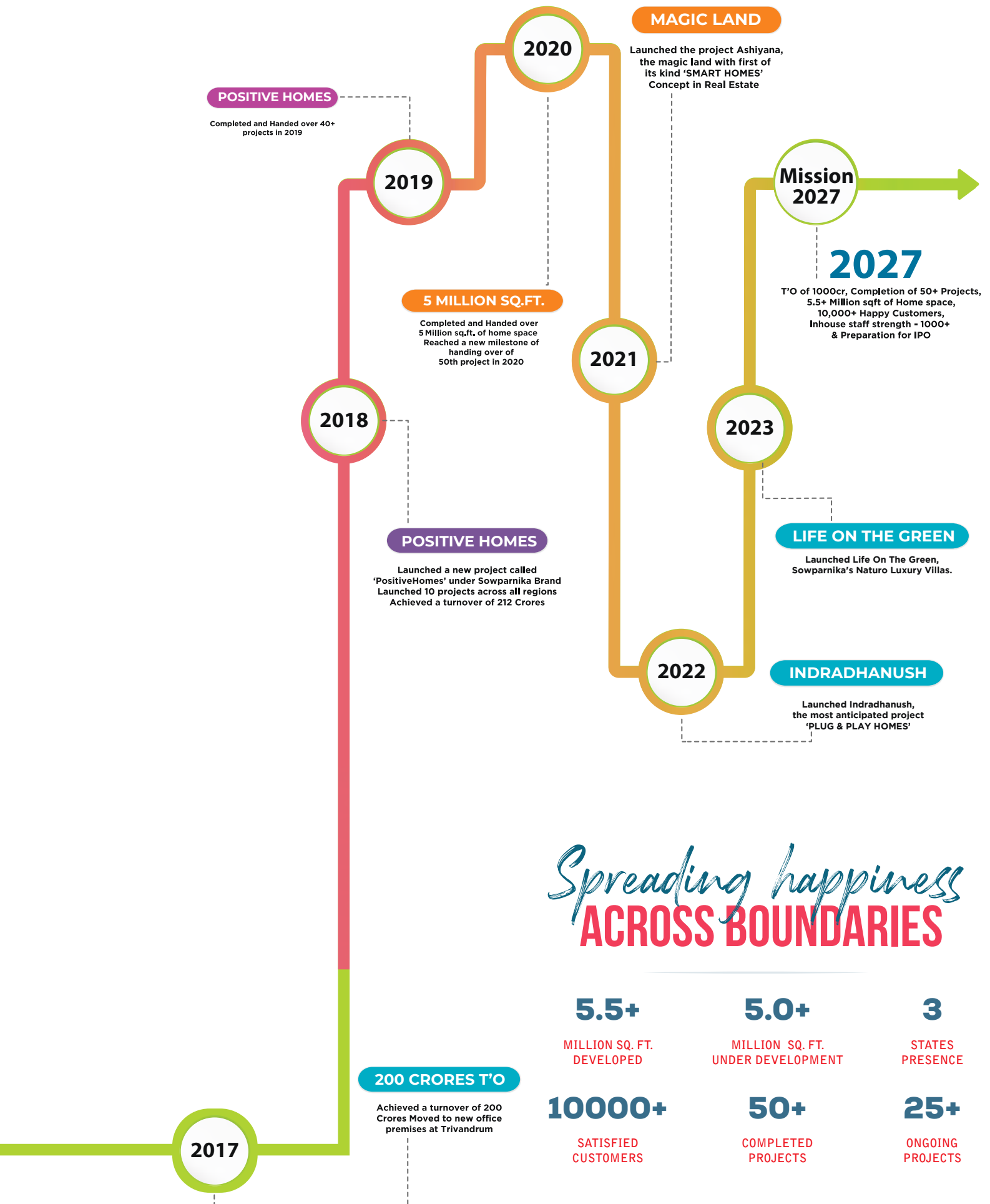
Reached a turnover of
100 Crores Project
in Guruvayoor, Kerala

2016

150 CRORES T'O

Achieved a turnover of 150 Crores
Overall Sales value touched
above 200 Crores

MILESTONE



Spreading happiness
ACROSS BOUNDARIES

5.5+

MILLION SQ. FT.
DEVELOPED

10000+

SATISFIED
CUSTOMERS

5.0+

MILLION SQ. FT.
UNDER DEVELOPMENT

50+

COMPLETED
PROJECTS

3

STATES
PRESENCE

25+

ONGOING
PROJECTS

200 CRORES T'O



MR. RAMJI SUBRAMANIAM
MANAGING DIRECTOR

“
Each success story fuels our determination to press forward in our mission, knowing that we're not merely constructing buildings, but crafting the foundation for countless cherished moments and futures filled with promise.
”

DIALOGUE WITH THE **DIRECTOR**

Can you share the inspiration behind starting Sowparnika and its journey from 2003 to now?

Certainly. In 2003, my inspiration for starting Sowparnika Projects stemmed from a deep-seated belief in the transformative power of affordable housing. Witnessing the struggles of the middle class to secure quality homes ignited a vision – to make homeownership a reality for everyone. Sowparnika was born with this mission, committed to providing not just houses but homes where families could create cherished memories.

Our journey from 2003 to the present has been a testament to our enduring commitment to accessible, high-quality housing. We've evolved and adapted, embracing innovative technologies and nurturing a team dedicated to excellence. Each project undertaken reflects our unwavering commitment to both quality and affordability. Sowparnika has grown from its humble beginnings into a prominent player in the real estate sector, delivering not just structures but homes that resonate with the aspirations and dreams of our valued customers. The trajectory of our journey signifies our resilience, adaptability, and the collective efforts of our team in making Sowparnika Projects a symbol of trust and reliability in the real estate industry.



How do you perceive the recent surge in government initiatives promoting affordable housing?

The recent surge in government initiatives advocating for affordable housing is indeed a heartening trend. It resonates profoundly with Sowparnika's core mission and values. The acknowledgment of the critical role played by quality, affordable housing in the overall well-being of society is a significant stride forward.

It not only underscores the urgency of our cause but also fortifies our resolve to continue our unwavering pursuit of this vision.

We see this surge in government initiatives as an opportunity to further our mission of making quality, affordable housing accessible to all segments of society. By aligning our efforts with these initiatives, we can collectively work towards building inclusive communities and ensuring a brighter future for generations to come.

Sowparnika has been tailored for middle-class customers seeking their first homes. What distinguishes your brand in this segment?

Sowparnika is tailored for middle-class customers looking for their first homes, and there are a few things that make our brand stand out in this segment.

Firstly, we focus on providing homes that are not just buildings but comfortable and welcoming spaces. We understand that buying a home is a big deal, so we prioritize creating places where people feel happy and at home.

Secondly, we're serious about building quality homes. We have a dedicated team that oversees every step of the construction process, ensuring that our homes



Sowparnika 2.0 represents a pivotal milestone in our evolution. It symbolizes a bold step into a new era of growth and impact. One of our key initiatives is an ambitious expansion plan that will see the Sowparnika brand extend its reach far beyond its current boundaries in South India.



These initiatives signal a collective recognition of the challenges faced by middle-class families in accessing decent housing options. By prioritizing affordable housing, governments are addressing a fundamental need and contributing to social and economic development. Moreover, such initiatives create a conducive environment for collaboration between public and private sectors, fostering innovation and driving positive change in the real estate landscape.

At Sowparnika, we stand ready to collaborate with these initiatives, leveraging our expertise and commitment to contribute meaningfully to this transformative endeavor.

meet or exceed industry standards. This means our customers can trust that they're getting a well-built home that will last. Additionally, we choose the locations of our projects carefully. We pick places that are convenient to live in and also have the potential for future growth and development. This adds value to our customers' investment and improves their quality of life.

Overall, what sets us apart is our focus on providing comfortable, well-built homes in great locations. We want to make the home-buying process easy and enjoyable for everyone.

Can you delve into what major attributes have contributed to Sowparnika's success?

The strategic placement of our projects in suburban areas has been a linchpin in our success story. It underscores our keen understanding of the value that location brings to a property. These carefully chosen sites not only offer accessibility but also the promise of future growth and development. Moreover, our adoption of Lean Six Sigma practices in land acquisition has been instrumental. This structured approach ensures efficiency and precision in securing prime locations. It's a process that aligns seamlessly with our commitment to quality and accessibility. By combining strategic foresight with meticulous execution, we've been able to consistently offer properties that not only meet but exceed the expectations of our discerning clientele.

How does Sowparnika maintain a standard of excellence across its operations, from project inception to completion?

Maintaining an unwavering standard of excellence is ingrained in Sowparnika's DNA. From the very inception of a project to its final completion, quality remains our paramount consideration. We've instituted a comprehensive framework of rigorous quality analyses and checks that permeate every stage of our operations. This includes meticulous inspections, stringent adherence to construction protocols, and continuous monitoring of all processes. These measures are in place to guarantee that every facet of our developments not only meets but frequently surpasses the industry's highest standards. For us, it's not just about constructing structures, but about crafting homes of unparalleled caliber. This steadfast commitment to quality assurance ensures that each Sowparnika property is a testament to our dedication to providing residences that stand as paragons of excellence.

As Sowparnika approaches its 20th anniversary in 2023, could you provide insight into the upcoming plans for the brand?

Sowparnika 2.0 represents a pivotal milestone in our evolution. It symbolizes a bold step into a new era of growth and impact. One of our key initiatives is an ambitious expansion plan that will see the Sowparnika brand extend its reach far beyond its current boundaries in South India. We're venturing into new regions, bringing with us the promise of affordable, high-quality homes. This expansion is rooted in our unwavering commitment to our core principles of accessibility and excellence. As we stand on the precipice of our 20th anniversary in 2023, Sowparnika 2.0 is not just a celebration of our past achievements, but a resounding declaration of our vision for the future.

With such rapid growth, how does Sowparnika uphold its employee-centric ethos?

The phenomenal growth of Sowparnika is fundamentally rooted in the dedication and hard work of our employees. They are the driving force behind our success story. In return, we've made it a priority to cultivate an environment that not only acknowledges their contributions but actively supports their personal and professional development. Our commitment to an employee-centric ethos is evident in various facets of our operations. This includes regular recognition programs that celebrate outstanding achievements, ongoing support systems, and a clear pathway for career advancement. We believe that an empowered and motivated workforce is not only beneficial for individual growth but also instrumental in propelling the company to greater heights. At Sowparnika, our employees are not just part of a team; they are integral members of our extended family.



Sowparnika 2.0, we're stepping into a brighter future, and your continued support and trust mean everything to us. To our invaluable stakeholders, cherished customers, and dedicated employees

COMPANY **FUTURE**

What message would you like to convey to Sowparnika's stakeholders, customers, and employees as you embark on this exciting new chapter with Sowparnika 2.0?

I want to express my deepest gratitude to all who have been part of our journey. With Sowparnika 2.0, we're stepping into a brighter future, and your continued support and trust mean everything to us. To our invaluable stakeholders, cherished customers, and dedicated employees, I want to extend my heartfelt gratitude for your unwavering support throughout our journey. Your trust in Sowparnika has been the bedrock of our success. As we embark on this exciting new chapter with Sowparnika 2.0, I am filled with a sense of optimism and purpose. This phase represents a brighter, more expansive future for us all. Your continued belief in our vision and commitment to our mission is the force that propels us forward. Together, we will shape a tomorrow where even more families can experience the joy of homeownership. Thank you for being an integral part of the Sowparnika story.

Could you share a success story that encapsulates Sowparnika's impact on homeowners' lives?

The impact of Sowparnika on the lives of homeowners is best exemplified through the countless heartwarming



stories we've been privileged to witness. One that particularly resonates is the tale of a young couple realizing their dream of owning their first home. Through Sowparnika's commitment to affordability, we were able to transform their aspirations into a tangible reality. The sheer joy and gratitude in their eyes remain etched in our memory. It's experiences like these that serve as a powerful reminder of the profound impact we have on individuals and families. Each success story fuels our determination to press forward in our mission, knowing that we're not merely constructing buildings, but crafting the foundation for countless cherished moments and futures filled with promise.

As a leader, what do you find most rewarding about your role, and what legacy do you hope to leave behind through Sowparnika's continued success?

The most rewarding aspect of my role is witnessing the impact of Sowparnika in fulfilling the dreams of families and individuals seeking their own homes. Knowing that we've played a part in their happiness is immensely fulfilling. As for the legacy, I hope Sowparnika continues to be synonymous with quality, affordability, and innovation, setting new industry standards for years to come.

Who has been your pillar of support throughout your journey?

My greatest source of support has been my wife, Mrs. Meenakshi Ramji. Her unwavering encouragement and belief in the vision of Sowparnika have been instrumental in our journey towards success.

As Sowparnika approaches its 20th anniversary, what are your thoughts on the potential involvement of the next generation, particularly your children, in the business?

It's an exciting time for Sowparnika as we near this milestone. Both my sons have shown an interest in the business and have joined at entry-level roles. Their fresh perspectives and energy are valuable assets. We're carefully exploring opportunities for their growth within the company.



SOWPARNIKA

Delivering Happiness

Celebrating

20

Years of
Delivering Happiness

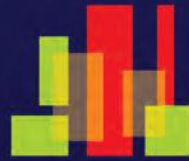
Dear Patron,

Reflecting on our journey, we extend heartfelt thanks for your essential contributions to our success. Your support has been invaluable, shaping our path and achievements.

Thank you for being an indispensable part of our journey.



Celebration of
Delivering Smiles



SOWPARNIKA

Delivering Happiness

Two Decades of Delivering Dreams

Sowparnika's 10,000 Strong Family

In the bustling world of real estate, milestones are the markers of our journey, each representing a story of trust, dedication, and success. As we stand on the threshold of a remarkable achievement, having welcomed 10,000 customers into the Sowparnika family in the year 2023, we find ourselves humbled and grateful for the journey thus far.

For over two decades, Sowparnika has been synonymous with excellence, integrity, and a steadfast commitment to delivering happiness. Our tagline, "Delivering Happiness," isn't just a slogan – it's a promise we make to each and every customer who chooses to embark on this journey with us.

Reaching 10,000 customers isn't just a numerical milestone; it's a testament to the trust and confidence our customers have placed in us. It's a testament to the countless dreams we've helped realize, the communities we've helped build, and the lives we've touched along the way.

As we celebrate this momentous occasion, we extend our heartfelt gratitude to each and every customer who has been a part of this incredible journey. Your trust and support have been the driving force behind our success, and we are deeply honored to have played a role in bringing joy and fulfillment into your lives.

Looking ahead, we remain steadfast in our commitment to excellence, innovation, and customer-centricity. We will continue to push the boundaries of what's possible, delivering not just homes, but experiences that enrich and inspire.

To our 10,000 customers – past, present, and future – we say thank you. Thank you for your trust, your support, and your belief in Sowparnika. Together, we have built more than structures; we have built legacies, memories, and dreams that will endure for generations to come.

Here's to the our next 10000 famillies and beyond. Here's to delivering happiness, one home at a time.

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Off Sarjapur road, Bangalore



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 3 KMS FROM SARJAPURA JN

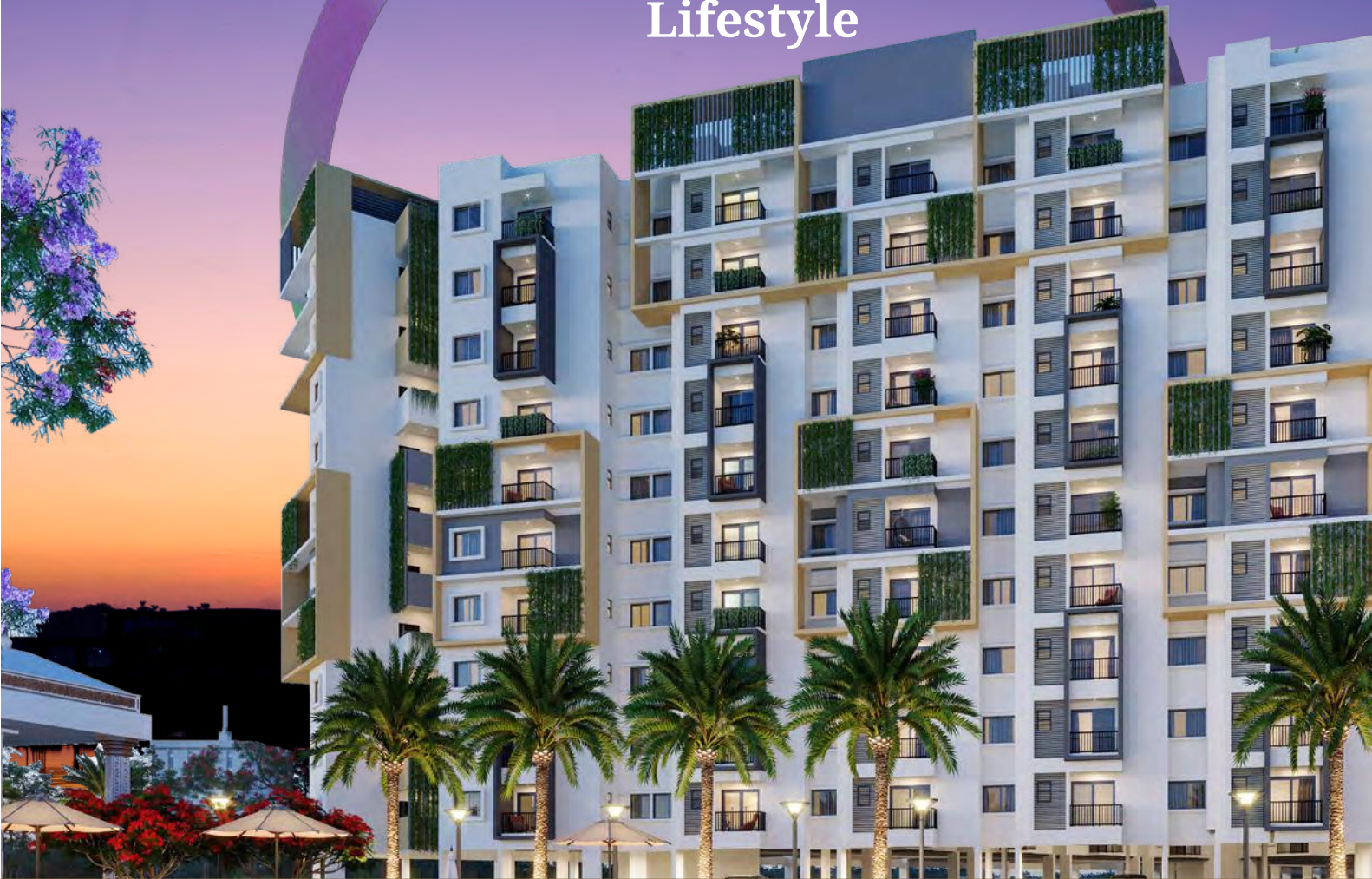
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WITH DECK



LANDSCAPE PLAZA



SENIOR CITIZEN
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VOLLEYBALL COURT



GYM



DOCTOR CLINIC



CO-WORKING SPACE



CAFETERIA



Value-Added
Gated Community



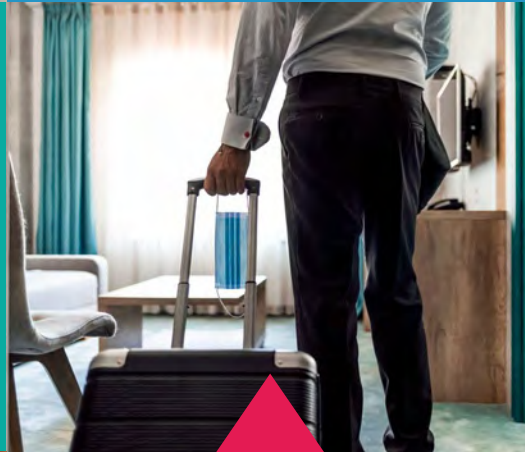
Loaded
Amenities



White Goods
Included



Future Appreciation
Value



Community
Services



Guest
Accommodation



YOGA AND
MEDITATION



MULTIPURPOSE
HALL



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OVERVIEW OF **LEADERSHIP TEAM**

Mrs. Meenakshi Ramji, Our esteemed Chairperson, brings two decades of diverse industry experience, instilling a high degree of professionalism within the Sowparnika team. A core member since our inception, Meenakshi shares our unified vision for greater organizational accomplishments. Her multifaceted leadership extends to overseeing various departments and expanding our group's presence into new horizons.



MRS. MEENAKSHI RAMJI
CHAIRPERSON



MR. BIREN KUMAR SAHU
CEO

Mr. Biren Kumar Sahu, an industry luminary, brings over two decades of exemplary leadership in finance. With distinguished credentials from the Institute of Chartered Accountants of India and the Indian Institute of Management, Calcutta (IIM-C), Mr. Biren is a strategic visionary. He orchestrated the transformation of Sowparnika, propelling it to new heights in the Bengaluru market. Under his guidance, Sowparnika emerged as an industry leader, renowned for quality and innovation. With over 51 projects completed, Sowparnika's commitment to excellence continues to redefine urban living experiences. His legacy of transformative leadership ensures a future of innovation and excellence.



MR. SUBRAMANIAM SREENIVASAN
DIRECTOR OF OPERATIONS

Mr. Subramaniam Sreenivasan, Director of Operations, brings nearly 25 years of diverse expertise across multiple business verticals, spanning hospitality, real estate, construction, travel, and logistics. In close collaboration with the team. He has been instrumental in steering Sowparnika from its early stages to the prominent and highly respected organization it is today, embodying excellence in its core operations and beyond.



MR. JOJI JOSEPH
STATE HEAD (KERALA & TAMIL NADU)

Mr. Joji Joseph, in charge of Sowparnika's Kerala operations, oversees a diverse spectrum, including Civil, Operations, Sales, Liaison, and Finance. Over the years, he has transformed into a formidable real estate leader, excelling in strategic thinking and visionary insight. His instrumental role in uplifting the Central Kerala region reflects his dedication to brand Sowparnika. With a strategic mind and a passion for our brand. He is an invaluable asset to our organization.



MR. SUBRAMANIAM SREENIVASAN

INSIGHTS

We've implemented data-driven analytics and scalable project management tools to optimize resource allocation, project planning, and execution. These advancements facilitate efficient operations and enable swift adaptation as we scale. Leveraging scalable methodologies ensures operational efficiency remains intact, empowering us to meet evolving demands effectively. By integrating these tools, we uphold our commitment to excellence, ensuring that Sowparnika stays responsive in the dynamic real estate and construction landscape, delivering high-quality projects efficiently and consistently.

Maintaining consistent standards across location is key. How does Sowparnika achieve this?

Standardizing operational protocols and quality checks is fundamental. We employ a unified set of quality control measures, conduct regular audits, and implement robust operational frameworks across all geographic locations. This ensures consistent standards and quality in our projects.

Technology and innovation play crucial roles in operational efficiency. How does Sowparnika leverage these aspects to enhance its operations?

Technology plays a pivotal role in driving operational efficiency at Sowparnika. We have embraced AI-enabled project management tools, Building Information Modeling (BIM) technologies, and automated processes. These innovations streamline workflows, enable real-time collaboration, and improve decision-making processes, leading to more efficient operations. By utilizing these advanced technologies, we ensure that our projects are delivered with precision, speed, and quality, ultimately enhancing our competitiveness in the real estate and construction industry.

How does Sowparnika ensure effective communication and workflow continuity?

Clear communication channels and integrated software platforms foster seamless communication and collaboration. Regular meetings, interdisciplinary collaboration platforms, and project management tools ensure effective communication and workflow continuity.



Sowparnika emphasizes operational efficiency across diverse verticals. Could you elaborate on the strategies employed to ensure this efficiency?

Our approach centers on robust systems tailored for each vertical. We streamline processes, maintain open communication channels, and employ adaptable frameworks to tackle complexities. By fostering a culture of collaboration and cross-functional knowledge sharing, we ensure operational efficiency across diverse sectors within Sowparnika.

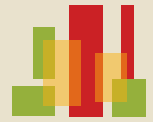
Integrating best practices from different industries is crucial. How does Sowparnika achieve this?

Drawing upon my broad expertise across various sectors, I advocate for a cross-industry learning ethos at Sowparnika. We diligently discern and incorporate versatile operational models, efficient resource management strategies, and innovative methodologies from diverse industries. This collaborative integration significantly enhances our operational efficiency within the real estate and construction domain at Sowparnika, allowing us to continuously improve and innovate in our work.

Optimizing resource allocation is vital for project management. How does Sowparnika achieve this?

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LIVE *Life
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EXECUTIVE ROUNDTABLE



Can you share insights into your journey, transitioning from a distinguished finance professional to the CEO of Sowparnika?

My journey has been shaped by a dedication to driving execution, profitability, and strategic vision. With a foundation in finance cultivated through my education at prestigious institutions like the Institute of Chartered Accountants of India and Indian Institute of Management, Calcutta, I have honed a multifaceted skill set. This diverse expertise equips me to lead Sowparnika with a comprehensive approach, fortifying its financial health and propelling strategic growth. Transitioning from a distinguished finance professional to the CEO of Sowparnika has been a natural evolution, driven by a passion for innovation and a commitment to excellence in every aspect of the real estate industry.

What specific strategies did you employ to orchestrate the turnaround of Sowparnika's presence in the Bengaluru market?

The turnaround of Sowparnika's presence in the Bengaluru market was orchestrated through a combination of meticulous attention to organizational structure and a renewed focus on driving profitability. We initiated a strategic repositioning of the brand, setting new industry standards and captivating the market with our innovative approach.

MR. BIREN KUMAR SAHU
CHIEF EXECUTIVE OFFICER

This involved a thorough analysis of market dynamics and consumer preferences, allowing us to tailor our offerings to meet the evolving needs of the Bengaluru market. Additionally, we placed a strong emphasis on quality and innovation, ensuring that every aspect of our projects exceeded customer expectations. By implementing these strategies and fostering a culture of excellence within the organization, we were able to successfully rejuvenate Sowparnika's presence in the Bengaluru market and establish ourselves as a leader in the region.

Sowparnika Projects has a strong presence in Karnataka, Kerala, and Tamil Nadu. How do you ensure each project reflects Sowparnika's commitment to excellence and community well-being?

Ensuring that each project reflects Sowparnika's commitment to excellence and community well-being is a top priority for us. We achieve this through a combination of rigorous planning, community engagement, and adherence to high-quality standards.

Firstly, we conduct extensive research and analysis to understand the unique needs and preferences of the local community in each region where we operate. This allows us to tailor our projects to meet the specific requirements of the residents while also aligning with Sowparnika's overarching commitment to excellence. Secondly, we prioritize modern amenities, sustainable practices, and community-centric designs in all our projects. By incorporating green spaces, recreational facilities, and thoughtful amenities, we aim to create vibrant and inclusive communities that enhance the overall quality of life for residents.

Furthermore, we actively engage with local stakeholders, including residents, community leaders, and government authorities, to ensure that our projects contribute positively to the surrounding area.

“We are poised to create spaces that not only meet practical needs but also enhance the overall quality of life for residents. This is a future I eagerly anticipate.”

This collaborative approach helps us build strong relationships within the community and fosters a sense of ownership and pride among residents.

Overall, our commitment to excellence and community well-being is ingrained in every aspect of our project development process, from conceptualization to completion. By delivering high-quality, sustainable, and community-focused developments, we strive to make a positive impact on the lives of residents and contribute to the overall betterment of society.

Could you elaborate on Sowparnika's mission to shape the real estate landscape?

Sowparnika's mission is to reshape the real estate landscape through innovation and excellence. We prioritize quality, innovation, and sustainability to create vibrant communities that redefine urban living. By utilizing premium materials, cutting-edge design, and environmentally friendly practices, we aim to exceed expectations and inspire future generations. Our commitment to setting new standards in real estate ensures that each project reflects our dedication to creating spaces that not only meet the needs of today's residents but also contribute positively to the environment and the community at large.

How do you ensure that each Sowparnika project aligns with Sowparnika's vision and maintains the highest standards of quality?

Ensuring that each Sowparnika project aligns with our vision and maintains the highest standards of quality is paramount to us. We employ a stringent quality assurance process from inception to completion. This includes meticulous planning, regular inspections, and strict adherence to design specifications. We also utilize high-quality materials and collaborate with reputable contractors and suppliers who share our commitment to excellence. Additionally, we prioritize customer feedback and satisfaction throughout the project lifecycle, continuously seeking opportunities for improvement and innovation. Our dedicated team of professionals oversees every aspect of the project to ensure that it not only meets but exceeds our rigorous standards. By upholding these principles, we guarantee that each Sowparnika project reflects our vision and delivers unparalleled quality to our customers.

Can you highlight a project that exemplifies Sowparnika's innovative approach and commitment to excellence?

One exemplary project that showcases Sowparnika's innovative approach and commitment to excellence is "Life On The Green." This development not only received the prestigious award for Best Luxury Villa Design but also redefined urban living. "Life On The Green" seamlessly integrates modern amenities with natural surroundings, creating a harmonious living experience for residents.

“Expansion is an exciting phase, but it must be balanced with our core values.”

The project stands as a testament to our dedication to innovative design and sustainability. It incorporates cutting-edge technologies and eco-friendly practices to minimize environmental impact while maximizing comfort and convenience. Through meticulous attention to detail and a focus on quality craftsmanship, "Life On The Green" exemplifies Sowparnika's commitment to excellence in every aspect of real estate development.

A place that
truly feels like
Magicland

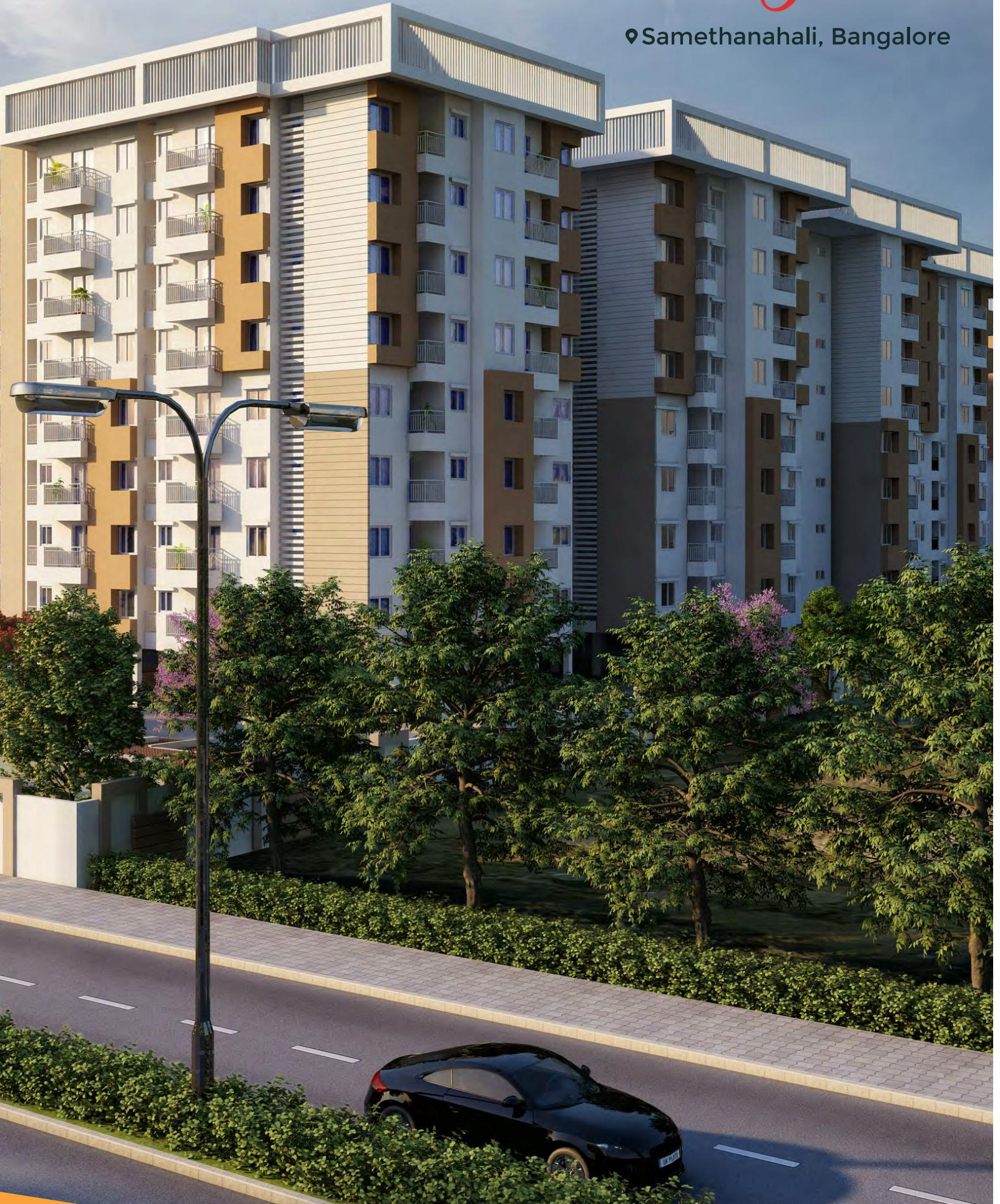
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Ashiyana
THE MAGICLAND

📍 Samethanahali, Bangalore





EMPOWERMENT **ENCOMPASSED**

MRS. MEENAKSHI RAMJI
CHAIRPERSON

Q&A

How does Sowparnika promote empowerment in the real estate industry?

Sowparnika is dedicated to creating a workplace where empowerment knows no gender. We implement comprehensive initiatives, such as mentorship programs and targeted training sessions, fostering an inclusive and diverse environment. Our goal is to provide equal opportunities for everyone, ensuring that each member of our team can thrive and contribute significantly.

As a founder and leader, how do you balance professional and personal roles?

Balancing my role as a founder of Sowparnika requires effective time management and a supportive team.

It's about creating a synergy between professional and personal life through constant communication, flexibility, and mutual understanding. The key is to nurture a work environment where both aspects are valued and can coexist harmoniously.

What advice do you have for aspiring entrepreneurs entering challenging industries?

To aspiring entrepreneurs, I encourage embracing challenges as opportunities for growth. Building a strong and supportive network is key, and collaboration is a powerful tool for success. Never underestimate your capabilities, strive for personal success, and aim to make a positive impact in your chosen industry.

How does Sowparnika ensure an inclusive workplace and equal opportunities?

Sowparnika is committed to fostering an inclusive workplace by actively promoting diversity. We implement flexible policies and ensure equal opportunities for all team members.

Our focus is on cultivating a work environment that values and respects differences, fostering innovation and contributing to the overall success of the company.

How have women in leadership positively impacted various sectors, and what changes would you like to see in industries moving forward?

Women leaders bring a unique perspective to various sectors, emphasizing sustainability, community development, and creating inclusive spaces. Moving forward, I hope for continued progress in gender inclusivity, promoting equal opportunities for all, and integrating sustainable practices into the core of industry operations.

How does Sowparnika address workplace flexibility for its team members?

Recognizing the importance of work-life balance, Sowparnika has implemented flexible policies to accommodate the diverse needs of our team. This includes remote work options and initiatives that prioritize not only a positive work culture but also the well-being of our team.

Can you share a mentorship experience that was impactful in your career, and how do you support others within the organization?

Mentorship has played a crucial role in my journey, and I prioritize it within our organization. Sharing knowledge, providing guidance, and encouraging personal and professional growth are essential aspects. By fostering a culture of continuous learning and support, we aim to pave the way for the next generation of leaders.

How does Sowparnika's commitment to sustainability shape the company's projects?

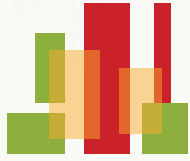
Sowparnika's commitment to sustainability extends beyond environmental consciousness. It aligns with creating projects that enhance the quality of life for all residents. By prioritizing environmental and social sustainability, we contribute to a greener and more inclusive future.

Looking ahead, what legacy do you hope to leave as a founder of Sowparnika?

As a founder, my vision is to leave a legacy of positive change and sustainable development. I aim to empower communities and create a company that continually evolves to meet the dynamic needs of the real estate landscape. This includes advancing inclusivity within and beyond our organization and championing diversity for lasting impact.



Women leaders bring a unique perspective to various sectors, emphasizing sustainability, community development, and creating inclusive spaces. Moving forward, I hope for continued progress in gender inclusivity, promoting equal opportunities for all, and integrating sustainable practices into the core of industry operations.



SOWPARNIKA
Delivering Happiness



8

MARCH, 2024



CELEBRATING

**THE STRENGTH AND
GRACE OF OUR WOMEN**

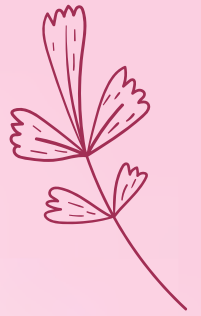
Meet the Brilliant Minds Behind Our Success, showcasing their multifaceted talents and invaluable contributions to our achievements

#InternationalWomensDay

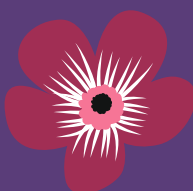


SHE IS THE ONE

WHO CAN TURN
YOUR DREAM INTO
A REALITY



GRATITUDE
FOR EMPOWERING WOMEN





Today and every day, we pay tribute to the remarkable women of Sowparnika. Your strength, brilliance, and compassion enrich our workplace and inspire us all. Thank you for your unwavering dedication and for being the driving force behind our success. Here's to continuing our journey of empowerment and equality together.



SOWPARNIKA CSR ACTIVITIES



Sowparnika Projects stands as a beacon of Corporate Social Responsibility (CSR). We firmly believe that businesses carry a profound responsibility not only to shareholders but also to society at large. Through our endeavors, we fulfill corporate obligations while showcasing a heartfelt dedication to being a compassionate force for good in society.





Highlighting our commitment to education, we've reached out to multiple schools, providing educational goodies to children, furthering our mission to empower future generations through education and support. Our CSR initiatives, carefully prepared and executed, extend beyond business realms, addressing social and environmental challenges with empathy and professionalism. These efforts embody our deep-seated commitment to uplifting communities and fostering enduring sustainability, reflecting our ethos of care and responsibility.



SOWPARNIKA
Delivering Happiness



SPIPL CRICKET CHAMPIONSHIP



Congratulations Winners



Sowparnika SPIPL Cricket Championship showcased the spirit of teamwork and sportsmanship among employees. Witness the excitement and camaraderie of the tournament through captivating photographs capturing every thrilling moment on the pitch. From strategic plays to jubilant victories, experience the essence of unity and competitive zeal. As we relive these memorable snapshots, let's celebrate the bonds strengthened by our shared love for cricket and the values it instills in us.





CRAFTSMAN'S PERSPECTIVE

MR. MANIRAJ. D
GM - ARCHITECTURE



Our architectural designs epitomize a harmonious blend of functionality, sustainability, and affordability.

Can you share your journey and experience in the architecture field, leading up to your role at Sowparnika?

My journey in the architecture field has been both fulfilling and challenging. It began with my passion for designing and creating spaces that inspire and serve their purpose efficiently. Over the years, I've had the opportunity to work on various projects, each teaching me valuable lessons and shaping my expertise. Joining Sowparnika has been a significant milestone in my career. Here, I have the privilege to lead a talented team and contribute to projects that make a real difference in people's lives.

How do you ensure the seamless integration of architectural design with MEP services in your projects?

At Sowparnika, we employ advanced techniques to seamlessly integrate architectural design with MEP (Mechanical, Electrical, Plumbing) services in our projects. Our multidisciplinary teams work collaboratively from project inception, utilizing Building

Information Modeling (BIM) and advanced simulation tools to optimize system layouts and spatial arrangements. Through coordination and technical expertise, we ensure that architectural elements harmonize with MEP systems, maximizing energy efficiency and occupant comfort. This proactive approach not only minimizes conflicts during construction but also enhances the overall performance and sustainability of our developments, setting a benchmark in the industry.

What methodologies or innovative approaches do you employ to ensure timely project completion and adherence to budgets?

We employ efficient methods and innovative strategies to ensure projects are completed on time and within budget. We plan each step carefully, utilizing cutting-edge techniques and creative solutions. Constant monitoring of costs and schedules allows us to make timely adjustments, ensuring adherence to budgets and deadlines. By prioritizing organization and forward-thinking, we consistently deliver successful projects that meet our clients' expectations.

Could you shed light on your role in the success of landmark projects like Olivia Nest, Indradhanush and Life On The Green?

Absolutely! My role in the success of landmark projects like 'Olivia Nest', 'Indradhanush', and 'Life On The Green' has been pivotal. As the GM - Architecture at Sowparnika Projects, I led the design and execution of these developments. Working closely with our teams, I ensured the structural integrity and safety of each building. By implementing innovative engineering solutions and maintaining rigorous quality standards, I contributed to the projects' recognition and acclaim within the industry.

In your opinion, what distinguishes Sowparnika's architectural designs in the real estate industry?

Our architectural designs epitomize a harmonious blend of functionality, sustainability, and affordability. We redefine luxury by offering aesthetically pleasing yet practical living spaces accessible to a wide demographic.

How do you see the future of architecture evolving, especially in sustainable and functional spaces?

The future of architecture will witness a paradigm shift towards innovative sustainability measures and community-focused functional designs. Incorporating smart technologies and sustainable practices will be pivotal in crafting modern living spaces.

Can you highlight any upcoming projects or innovative designs that you're particularly excited about at Sowparnika ?

We have several projects on the horizon that integrate advanced design elements and eco-conscious solutions. These initiatives promise to elevate the bar in terms of luxury living experiences.

Finally, how do you envision contributing to the future growth and innovation of Sowparnika Projects in your capacity as GM - Architecture?

My commitment is to continue delivering innovative, sustainable, and functional designs that align with Sowparnika's vision. I aim to propel the company's growth by championing forward-thinking architectural solutions and fostering a culture of creativity and innovation.



Sustainability is pivotal in my architectural pursuits. Emphasizing eco-friendly materials, energy-efficient designs, and sustainable practices underpin my approach. Incorporating green building concepts minimizes the environmental footprint of our projects.





LUXE

L I V I N G

NATURO
LUXURY VILLA



Life On The Green emerges as a lush haven amidst the chaotic urban landscape. Here, in the embrace of lush greenery, one finds solace and renewal. Our project stands as a testament to redefining luxury living, where elegance and tranquility intertwine seamlessly. Step into this idyllic retreat, where the gentle rustle of leaves and the song of birds serenade the senses. Our amenities, meticulously curated, offer respite and indulgence, beckoning you to relax and unwind in serene surroundings. Embrace a lifestyle that honors the timeless beauty of nature and the refined comforts of modernity. Welcome to Life On The Green, where each moment is a symphony of luxury and serenity.

Life On The Green isn't just a place to reside; it's a destination where luxury, nature, and community converge to create an extraordinary living experience.



EXPERIENCE, A GREENER LIFESTYLE.

127 LUXURY
VILLAS

HOUSE FOR
NEXTGEN

LOCATE US



 SARJAPUR - ATTIBELE ROAD

www.lifeonthegreen.in
RERA # PRM/KA/RERA/1251/308/PR/090523/005925

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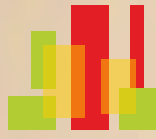




SOWPARNIKA
Delivering Happiness

Happy Smiles BEING DELIVERED





SOWPARNIKA

Delivering Happiness

ಸೌಕರ್ಯಕ



Your future-ready home
at **Unbeatable Price**

OLIVIA NEST

📍 SARJAPUR

**1,2&3
BHK**

📞 **8095 003999**

www.sowparnika.com

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SOWPARNIKA
OLIVIA NEST

📍 Sarjapur, Bangalore



The Best MidSegment Housing Project (2022-2023)

Awarded by **ET** THE ECONOMIC TIMES



AWARDS & RECOGNITIONS

Being acknowledged for our hard work and dedication is a significant accomplishment, highlighting our team's innovative spirit, creativity, and resilience in overcoming challenges. This recognition validates the impactful blend of our vision, leadership, and diligent efforts, extending beyond personal success to positively influence those we serve and our community. It inspires continued excellence as we navigate our work's complexities, fostering positive change and making a meaningful difference for our team and the broader community we engage with.



Best Residential Project
Affordable - Segment
Sowparnika Flamenco

2023 AWARDS



Entrepreneur of
the Year - Real Estate



Mid-Segment Housing Project
of the year - Olivia Nest



Best Residential Launch of
the year- Indradhanush



Best Luxury Villa Design of the Year
LIFE ON THE GREEN



Entrepreneur of
the Year - Real Estate



Excellence in Emerging
Real Estate Brand



Most Anticipated Launch of
the Year - Indradhanush



Best Emerging Real Estate Project



Best Launch - Ashiyana



Junior Chamber International Kottayam



NDTV Profit Real Estate Award



Sowparnika Swastika



ET Now



Kerala Financial Corporation Trivandrum



Silicon India with LICHFL



Brands Academy Awards



Best Emerging Name in providing Real Estate Solutions



ET ACHIEVERS AWARD 2023

Best Luxury Villa Design of the Year for LIFE ON THE GREEN Project



SOWPARNIKA
Delivering Happiness



Timeless **Landmark**

Where Tradition and
Modernity Merge.

www.sowparnika.com



The Landmark

2 & 3 BHK APARTMENT

📍 Vijayanagar 4th Stage, Mysuru.

RERA NO : PRM/KA/RERA/1268/378/PR/180504/001612

☎️ **9379 616162**

NURTURING EXCELLENCE

In the dynamic landscape of our organization, where adaptability and continuous improvement are the keys to success, our Learning and Development Department stands as the beacon of progress.

Our Training and Development Department is not merely a facilitator of workshops; it is the architect of competence. Through meticulously crafted training programs using ADDIE (Analyze, Design, Develop, Implement & Evaluate) Model, L&D empowers employees to acquire new skills and refine existing ones, ensuring that they remain at the forefront of industry trends. From technical proficiency to leadership acumen, our department is committed to building a workforce that not only meets but exceeds the demands of the ever-evolving business landscape.

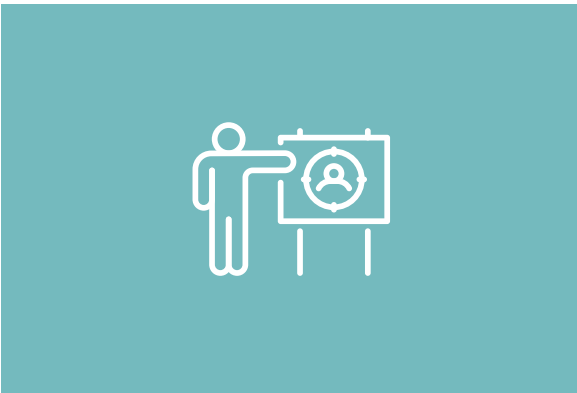
Through training-need analysis, assessments, feedback, and one-on-one consultations, employees are guided towards a trajectory of growth that aligns with both individual career goals and organizational objectives. This personalized approach ensures that our workforce is not just skilled but also invested in their own professional journey.

By staying ahead of the curve, our department ensures that our workforce remains adaptable and resilient in the face of evolving challenges. The department not only equips our workforce for success today but also paves the way for a future.

In summary, our in-house Learning and Development (L&D) team has successfully implemented comprehensive training initiatives, with a primary focus on Pre-sales, Sales, and Customer Relationship Management (CRM). These initiatives encompass extensive programs involving training sessions, coaching, call audits, and constructive feedback mechanisms.



MR. NEELAMBARAN K
DGM - TRAINING & DEVELOPMENT



Additionally, the L&D team has conducted specialized soft skills and domain-specific programs tailored for roles such as Structural, Architectural, Quantity Surveying (QS), Fuego, Konverto, Housekeeping, and corporate drivers.

Furthermore, external trainers have been engaged to deliver specialized programs covering areas such as Total Quality Management (TQM), Sowparnika 2.0, VMV, Customer Centricity, Mission Impossible, Leadership Communication.

As we embark on this journey into the future, we are fueled by a shared sense of purpose and a collective passion for growth. The training department is poised for a year of continued achievement, learning, and success.

Here's to a new chapter filled with exciting opportunities, unparalleled growth, and the fulfillment of our shared vision for excellence in training and development!





MAKE YOUR
RISK-FREE INVESTMENT
WITH HIGH RENTAL YIELD



Kumbalgodu, Mysuru Road,
Bengaluru.



88847 11212

PRANATHI

Sunray is registered as Sowparnika Pranathi under RERA : PRM/KA/RERA/1251/310/PR/180503/001564





SOWPARANKA

03 CHRIST
min UNIVERSITY

04 DON BOSCO INSTITUTE
min OF TECHNOLOGY

05 RR MEDICAL
min COLLEGE & HOSPITAL

18 GLOBAL CITY
min TECH PARK

PITCH PERFECT



MR. GAUTAM SHETTY
DIRECTOR - SALES

What sets Sowparnika apart from other real estate developers, and how does the company maintain its reputation for excellence?

Sowparnika distinguishes itself in the real estate sector through its unwavering dedication to quality, innovation, and customer-centricity. The company prioritizes sustainable development practices, ensuring its projects enhance urban landscapes while minimizing environmental impact. By adhering to stringent quality standards and embracing cutting-edge technology, Sowparnika consistently delivers projects that exceed industry benchmarks and customer expectations.

Sowparnika is poised for significant expansion and growth in the coming years.

The company's commitment to excellence is further strengthened by its proactive approach to customer satisfaction. Sowparnika recognizes the unique needs and preferences of each client, conducting extensive market research and direct engagement to gather feedback and insights. This collaborative process informs the design, planning, and execution of each development, resulting in spaces that resonate with residents and enhance their quality of life.

Sowparnika fosters a culture of continuous improvement and accountability within its team, empowering employees to pursue excellence in all aspects of their work. This commitment to quality and innovation has earned Sowparnika a stellar reputation in the industry, evidenced by its track record of successful projects and satisfied customers. Looking ahead, Sowparnika Projects is poised for continued growth, guided by its vision to become a leader in the real estate sector while positively impacting communities and the environment.

Can you elaborate on Sowparnika's commitment to customer satisfaction and how the company ensures that each project meets the diverse needs and preferences of its clientele?

Sowparnika prioritizes customer satisfaction by actively engaging with clients throughout the project lifecycle. The company conducts thorough market research to understand diverse customer needs and preferences, incorporating feedback into project design and development. Transparent communication and regular updates ensure clients are informed and involved in every step.



The company aims to introduce innovative housing solutions to address the evolving needs of homebuyers.



Sowparnika maintains stringent quality standards, employing skilled professionals to deliver high-quality construction. By prioritizing customer input, transparency, and quality craftsmanship, Sowparnika ensures each project exceeds expectations, fostering long-term client loyalty and satisfaction.

What innovative strategies does Sowparnika employ to stay ahead of market trends and maintain its competitive edge in the real estate industry?

Sowparnika employs innovative strategies to stay ahead in the real estate industry. Firstly, the company invests in research to anticipate market trends and consumer preferences, enabling it to adapt offerings promptly. Leveraging technology, Sowparnika offers virtual reality tours and advanced project management software for efficiency and enhanced customer experiences. The company fosters a culture of innovation among its team, encouraging creative thinking and exploration of new ideas to maintain its edge. Furthermore, Sowparnika actively diversifies its portfolio and explores new markets through strategic partnerships and new project launches, ensuring sustained growth and competitiveness. These approaches enable Sowparnika to anticipate market shifts, meet evolving customer needs, and remain a leader in the real estate sector.

Could you provide insights into Sowparnika's future expansion plans and its vision for growth in the coming years?

Sowparnika is poised for significant expansion and growth in the coming years. The company's vision is to become a leading player in the real estate sector, known for its commitment to quality, sustainability, and customer

satisfaction. To achieve this vision, Sowparnika plans to diversify its portfolio by venturing into new geographies and exploring emerging markets. Additionally, the company aims to introduce innovative housing solutions to address the evolving needs of homebuyers.

Furthermore, Sowparnika will continue to focus on sustainable development practices, ensuring that its projects not only meet high-quality standards but also minimize environmental impact. By prioritizing sustainability, the company aims to create developments that not only enhance urban landscapes but also contribute to the well-being of communities and the environment.

Moreover, Sowparnika will leverage technology and innovation to streamline processes, enhance efficiency, and deliver exceptional experiences to its customers. From virtual reality tours to advanced project management software, the company will embrace cutting-edge tools to stay ahead of market trends and maintain its competitive edge.

Overall, Sowparnika is committed to driving growth and expansion while staying true to its core values of quality, sustainability, and customer satisfaction. By continuing to innovate, diversify, and prioritize sustainability, the company aims to set new standards of excellence in the real estate industry and positively impact communities for years to come.



Sowparnika consistently delivers projects that exceed industry benchmarks and customer expectations.





Rewards and Recognition (Quarter 1)





Rewards and Recognition (Quarter 2)



JSW Cement

BEST
INFRA
AWARDS
2021

TAKE A KEY STEP TOWARDS A SUSTAINABLE FUTURE



**STEEL KI MAZBOOTI
AB CONCRETE MAIN**

The Leader's Choice

JSW Cement
Start Strong. Grow Stronger.

**CHOOSE
PRAVESH.
CHOOSE
STYLE.**



TATA STEEL

 TERMITE-PROOF  FIRE-RESISTANT  MAINTENANCE-FREE

STEEL DOORS WITH WOOD FINISH

TATA
PRAVESH

RISING THROUGH **RESILIENCE**

Can you elaborate on your experience of witnessing Sowparnika's evolution and success in the real estate sector since joining the company?

Joining Sowparnika marked the beginning of an incredible journey. Over the past 14 years, I've had the privilege of growing alongside the company, witnessing its remarkable evolution and outstanding success in the real estate sector. It's been an enriching and inspiring experience to see the brand excel and redefine standards in the industry.

What motivates and drives your dedication towards Sowparnika for such a long tenure?

Sowparnika's inclusive culture and unwavering support have been instrumental in fueling my dedication over the years. The trust and respect I've received, combined with countless opportunities for professional growth, have been truly exceptional. Being part of a company that values its employees and encourages innovation has kept my passion alive and thriving.

How has Sowparnika supported your professional and personal growth during your tenure?

Sowparnika has been my pillar of support, offering opportunities for skill development and career advancement. The company encourages continuous learning through workshops and training programs. From continuous learning initiatives to unwavering encouragement during challenging times, the company has always prioritized its employees' well-being. The recent gesture of gifting a new home is a testament to Sowparnika's commitment to nurturing its workforce and recognizing their dedication.

How does the unexpected gift of a new home in the 'Indraprastha' project from the company, after your years of dedicated service, hold significance for you?



MRS. SWATHI BOJAMMA
MANAGER - CRM

Receiving this new home from Sowparnika as a surprise after 14 years of dedicated service is incredibly humbling and deeply meaningful. It represents more than just security and stability; it's a poignant acknowledgment of my commitment to the company's vision and values. This unexpected gesture further strengthens my sense of belonging and fills me with immense gratitude towards Sowparnika. I am truly thankful for this wonderful and unexpected opportunity.

How do you see Sowparnika's vision and commitment towards providing quality homes reflected in its projects, including 'Indraprastha'?

Sowparnika's commitment to quality resonates in every project. 'Indraprastha' is a prime example, embodying the brand's dedication to excellence, modern amenities, and thoughtful design. The attention to detail and customer-centric approach in every aspect define Sowparnika's projects.

Any message you'd like to share with your colleagues or aspiring professionals considering a career at Sowparnika?

For colleagues, I'd say, keep believing in the brand's vision and your potential. Sowparnika is a family, and together, we contribute to building dreams. For aspiring professionals, join us! The opportunities for growth, the nurturing work environment, and the chance to contribute to quality home-building make Sowparnika an incredible place to work.

INDRAPRASTHA

📍 Soukya Road, Off Whitefield



RERA NO.PRM/KA/RERA/1250/304/PR/180601/001848

1, 2 & 3 BHK HOMES

- STILT + 4 FLOORS
- 268 UNITS
- COVERED CAR PARKING
- CLUBHOUSE WITH INDOOR GAMES
- CHILDREN'S PLAY AREA

YOUR DREAM BROUGHT INTO REALITY

Sowparnika Indraprastha in Whitefield, Bangalore, offers elegantly designed residential apartments surrounded by lush greenery. Developed by Sowparnika Projects & Infrastructure Pvt Ltd, known for their globally distinguished engineers, the project reflects a commitment to quality and aesthetic appeal in both interior and exterior design.

📞 89707 30000

www.sowparnika.com

FLAMENCO

📍 Sarjapur, Bangalore



Hola Sarjapura!

Welcome to Flamenco, where Spanish charm meets contemporary living. Our 1, 2, and 3 BHK homes offer a fusion of elegance and comfort. Experience the rhythm of life with modern amenities and vibrant community spaces. Embrace the essence of Spain in Sarjapura's heart. Flamenco awaits your arrival.

1, 2 & 3 BHK HOMES

Amenities :

- Children's Play Area
- Clubhouse
- Swimming Pool
- Convenience Store



RR KABEL

PRESENTS



Sowparnika Triumphs

Sowparnika is proud to announce its triumph at the prestigious CNBC-AWAAZ Real Estate Awards! Our project, "Sowparnika Flamenco," located in Bengaluru, Karnataka, has been honored with the title of Best Residential Project under the Affordable Segment.

We extend our heartfelt gratitude to our incredible community of supporters, customers, and stakeholders whose trust and support have propelled us to this pinnacle of success.

Winning this award is not just a recognition of our project, but also a celebration of the collaborative effort and commitment of every individual associated with Sowparnika. It inspires us to continue delivering homes of unparalleled quality and comfort, fulfilling the dreams of countless families.

As we bask in the glory of this achievement, we look forward to many more milestones on our journey of excellence. Together, let's continue shaping a brighter future in the world of real estate!



Celebrating Life with Sowparnika

Onam Celebration

We started with vibrant Onam festivities, embodying Kerala's heritage.



Vinayagar Chathurthi

Celebrating Lord Ganesha's birth with prayers and cultural events.



As we journey through life, Sowparnika remains committed to creating joyous moments for our residents and team members. In 2023, our celebrations were filled with laughter, camaraderie, and cultural richness.

Republic day

Commemorating Indian Constitution adoption with flag hoisting and cultural programs.



Engineers Day

Innovative engineers shaping tomorrow's Sowparnika world.



In every celebration, we find moments to cherish and connections to nurture. As we welcome a new year, we look forward to more shared experiences in the vibrant tapestry of Sowparnika life.

Pongal

Tamil harvest festival symbolizing prosperity, celebrated with rituals and feasting.





HUMAN RESOURCE

THE FOUNDATION OF GROWTH

In the fast-paced landscape of human resources management, Sowparnika surged forward with remarkable achievements throughout 2023-24, setting new benchmarks for excellence and innovation. The HR department embarked on an impressive journey, successfully exceeding expectations by achieving a remarkable 33% increase in staffing across various organizational levels and verticals. This feat was particularly noteworthy as it was accomplished within just three quarters, showcasing the department's efficiency and effectiveness in talent acquisition.

However, Sowparnika's HR endeavors extended far beyond mere recruitment numbers. The team was deeply committed to ensuring the ongoing development and career advancement of all employees, fostering a culture of continuous learning and growth within the organization.

Employee engagement emerged as a cornerstone of Sowparnika's HR strategy, with meticulously planned monthly activities designed to foster a vibrant and inclusive workplace culture. Notably, the SPIPL Cricket League, held on January 26th, 2024, witnessed a significant increase in participation, reflecting enhanced team visibility and strengthened camaraderie among employees.

Moreover, the addition of new leadership further enhanced the department's capabilities, with a renewed focus on instilling fundamental disciplines, refining processes, and establishing clear organizational structures within each department. This leadership impetus propelled Sowparnika towards greater operational efficiency and effectiveness.

Furthermore, the HR team actively worked on process improvisations, including the introduction of HRMS digitalization through platforms like KEKA, aimed at

streamlining the entire employee lifecycle and enhancing operational efficiency. Additionally, detailed programs for onboarding, induction, and orientation were outlined to ensure smooth transitions for new hires, fostering a positive employee experience from day one.

Transparency and accountability remained core principles upheld by the HR department, with the systematic gathering and review of weekly dashboards encompassing all regions and departments. These dashboards served as crucial tools for assessing progress, identifying areas for improvement, and driving informed decision-making and strategic adjustments at every organizational level.

Employee welfare and safety were prioritized through initiatives such as implementing uniforms for various teams and providing provision supplies for laborers, thereby creating a safe and supportive work environment for all employees. Furthermore, the establishment of a POSH (Prevention of Sexual Harassment) committee underscored Sowparnika's commitment to creating a safe and secure workplace environment, particularly for female employees.

Lastly, Sowparnika's dedication to social responsibility went beyond employment opportunities, with impactful CSR activities aimed at empowering communities and fostering positive social change. Noteworthy initiatives included supporting underprivileged students with school supplies and funding guest teachers in local schools, reflecting a commitment to fostering education and empowerment within the communities Sowparnika serves.

In summary, 2023-24 was a year marked by unparalleled HR performance at Sowparnika, characterized by a relentless pursuit of excellence, innovation, and employee well-being. These achievements underscored Sowparnika's steadfast commitment to delivering excellence in every facet of its operations, setting the stage for continued growth and success in the years to come.



TEAM SOWPARNIKA





TRANSFORMING SKYLINES

Sowparnika Projects proudly introduces its dedicated construction brand, Onyx Infrastructure Private Limited, committed to redefining the skyline through innovative construction practices. With its base in the vibrant city of Bangalore - Karnataka, our team is dedicated to shaping the future of infrastructure development.

Meet The Visionaries

Onyx is led by seasoned industry leaders committed to unparalleled standards. Director, Mr. Joji Joseph, bring vast experience, ensuring visionary leadership and propelling our department to new heights.

Mr. G. Shankar Rao, Chief Executive Officer spearheads visionary leadership, propelling the company to new heights in infrastructure development.

Expertise that Builds Dreams

Specializing in constructing residential apartments and roads, Onyx team employs cutting-edge technology and a skilled team of civil engineers. Our commitment to quality is evident in the integration of MIVAN (Aluminium Formwork) technology, ensuring sturdy, earthquake-resistant homes.



MR. GAJULA SHANKAR RAO
CEO - ONYX INFRACON PVT LTD



Onyx is not just about building structures; it's about shaping the future and sustainability. With a dedication to quality, innovation, and a talented team, we are poised to redefine the landscape of infrastructure development within Sowparnika and beyond.

SOWPARNIKA
Glania
LUXURY APARTMENTS

K-RERA/PRJ/037/2021

The Jewel of Changanassery

2 & 3 BHK APARTMENT

📍 Valiyakulam, Kottayam



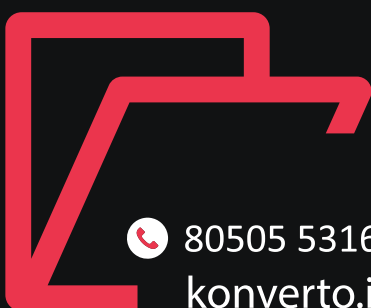
SOWPARNIKA
Elania




Sowparnika Elania, Valiyakulam Road, Near Chethipuzha Village Office, Kurisummoodu P.O., Changanassery 686104



 **KONVERTO**
The space



 80505 53166
konverto.in

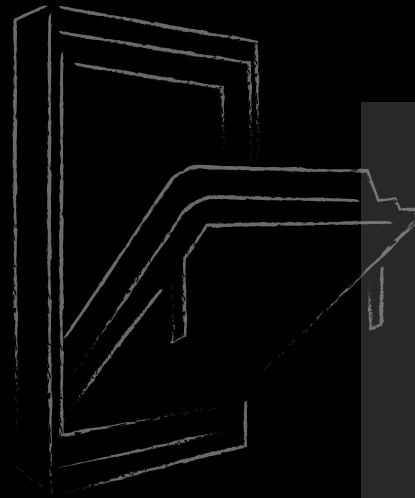
#9, Yarandahalli Sub Layout
Bommasandra Industrial Area Phase-1
Anekal Taluk, Bangalore - 560099

KONVERTO HIGHLIGHTS

Our products lie at the heart of us. Blending a New Age design philosophy with cutting-edge engineering concepts, our furniture creates a homescape of interio-tech.

WALL BEDS

A wall bed is designed to fold into nothingness so that you can take advantage of the left over space.



SOFA BEDS

Switch from sofa bed to bed mode as per your desire for a feel-at-home kind of leisure.

TRANSFORMING TABLES

Changing in size to accommodate more or less people and blending with the wall or shelves is a space-saving God sent.

SPACE SAVERS

Now you will be able to use your space more efficiently and find innovative ways of living that you never knew existed.

SERVICES



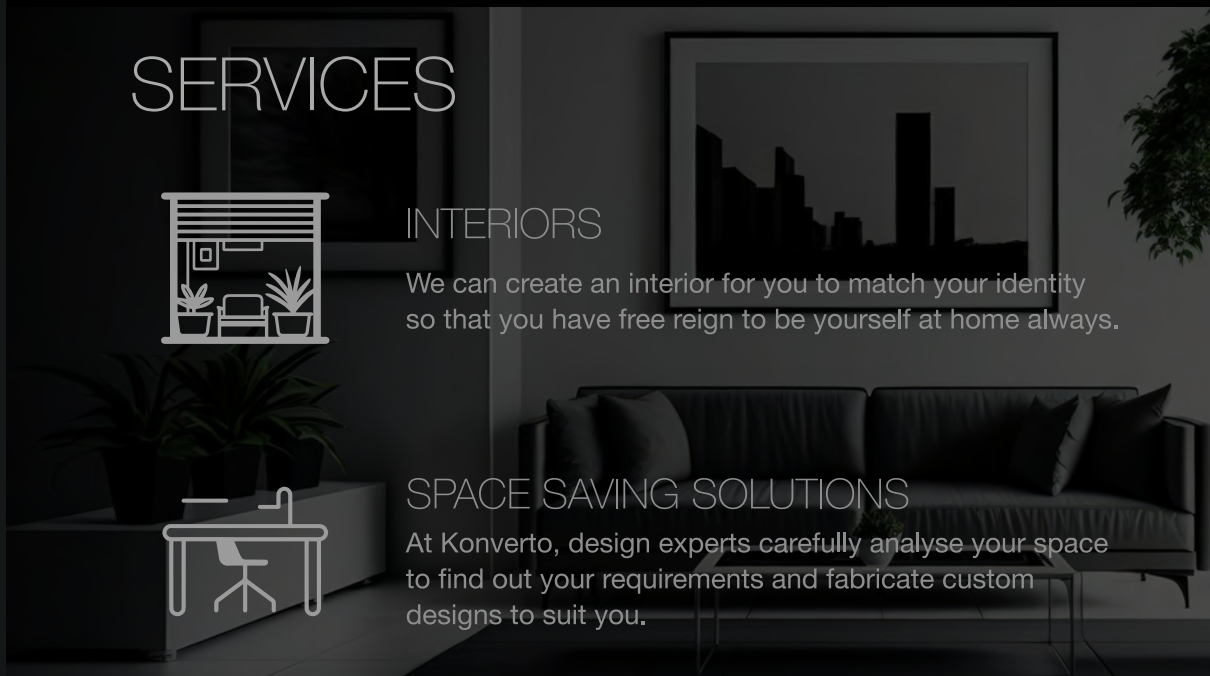
INTERIORS

We can create an interior for you to match your identity so that you have free reign to be yourself at home always.



SPACE SAVING SOLUTIONS

At Konverto, design experts carefully analyse your space to find out your requirements and fabricate custom designs to suit you.





TRANSFORM
ANY ROOM
INTO A MULTIFUNCTIONAL
SPACE



AT KONVERTO, DESIGN IS
OUR LANGUAGE AND
SPACES ARE OUR CANVAS.



Transforming Table

FOLD



UNFOLD

LAMINATION WALA EXTERIOR PAINT



O&M 10000



We laminate every special thing in our life, then why not our home? Presenting, Asian Paints Ultima Protek. It comes with a lamination guard which provides an all-weather protection. Now, you can enjoy the heaviest of rainfalls and sleep peacefully during the gustiest of winds, without worrying about your home. So, laminate your home with Asian Paints Ultima Protek and keep it looking beautiful for years to come.

APEX
**ULTIMA
PROTEK**



10
YEARS
PERFORMANCE
WARRANTY



One of the most prominent landmark towers in the city.

▽
ISTA

Uloor, Trivandrum



1, 2, 3 & Duplex homes

Explore the charm of **Sowparnika ISTA**, a lavish residential enclave only 500 meters from Techno Park in Uloor, Trivandrum. From 1 BHK to Duplex homes, it provides an affordable yet refined living experience surrounded by natural beauty.

Adult & Kid's pool at terrace

CCTV in lobby

Covered Car Parking



rera.kerala.gov.in
K-RERA/PRJ/TVM/087/2022

📞 **9847 694 000**

K-RERA/PRJ/TVM/087/2022

www.sowparnika.com





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Leveraging advanced tools and technologies to create more personalized, engaging, and interactive content experiences to build brand engagement and generate leads. Parallely, we are exploring new opportunities and business models to grow in a sustainable and scalable fashion. We help you unleash the digital potential of your brand through technology, content, experiences, and media.

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ATRIUM

Edappally, Kochi



K-RERA/PRJ/099/2021

AMENITIES



Landscape Garden



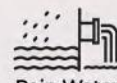
Children's Park Area



24 Hours Security



24 Hrs Power Backup
Common Area



Rain Water
Harvesting



Intercom Connection
with Security



Sowparnika Atrium offers modern luxury living with private, well-lit apartments featuring 360° ventilation and spacious interiors. Meticulously engineered for comfort, it's strategically located to minimize travel for daily needs.



NATURA

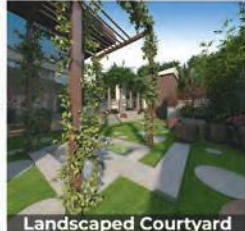
Amala Nagar, Thrissur



Side View



Children's Play Area



Landscaped Courtyard



Swimming Pool & Toddlers Pool

2 & 3 BHK HOMES

Sowparnika Natura's Premium 2 BHK and 3 BHK Apartments in Puranattukara, Thrissur. These apartments are designed to provide residents with a contemporary and comfortable lifestyle, emphasizing beauty and perfection. Living in such a place can be a great experience, with the amenities and features that come with modern apartment living.

Amenities :



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Kajaria

*Providing a timeless
and sophisticated look*



*with the classic beauty
of **Kajaria Tiles***

Kajaria
TRANSFORM YOUR WORLD

WEST HOLMES

📍 Uloor, Trivandrum



The Perfect Home To Start A Family

Sowparnika West Holmes in Trivandrum offers 2 and 3 BHK apartments, blending luxury with nature's charm. With amenities like a swimming pool and close proximity to schools and shopping centers, it ensures a regal lifestyle with convenience.

2 & 3 BHK HOMES

- Covered Car Parking
- Clubhouse
- Swimming Pool



📞 9847 694 000

K-RERA/PRJ/048/2021

www.sowparnika.com



CAPITAL COUNTY

CITY LIFE MEETS VILLA LIFE

Thiruvanthapuram, Kerala



RERA No : K-RERA/PRJ/126/2021



rera.kerala.gov.in

K-RERA/PRJ/126/2021

Discover a plethora of amenities.



Landscape Garden



Swimming Pool with Deck



Half Basket Ball Court



Badminton Court



Club House



Amphitheatre



Children's Play Area

Discover the epitome of harmonious living at Sowparnika Capital County, where elegance meets affordability in the heart of Thiruvananthapuram. Unwind in the luxury of modern villas nestled in the vibrant neighborhood of Thrikkannapuram, Pappanamcode - an address that seamlessly blends lifestyle, luxury, and convenience, creating your perfect haven in the capital city.

9847 694 000

SIGNATURE TOWER

THE NEW SIGNATURE OF LUXURY



K-RERA/PRJ/003/2022



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2 & 3 BHK
HOMES

☎ 9847 684 000

FROM FOUNDATIONS TO FOREFRONT

Can you share with us your journey at Sowparnika over the past 17 years?

My journey at Sowparnika has been incredibly enriching. I started as a civil engineer, focusing on project execution, and gradually transitioned into various roles within the company. Over the years, I've had the opportunity to handle diverse responsibilities such as procurement, quality control, liaising with authorities for project approvals, scouting new project locations, establishing new branches, and even delving into sales and marketing. Each role has offered unique challenges and learning experiences, contributing to my growth both personally and professionally.

What inspired you to pursue a career in civil engineering, and how has your background influenced your approach to your current role?

Civil engineering has always fascinated me because of its tangible impact on society. The ability to create infrastructure that enhances people's lives is what drew me to this field. My background in civil engineering has instilled in me a strong foundation in technical knowledge and problem-solving skills, which have proven invaluable in my current role as Regional Head. Understanding the intricacies of construction processes has allowed me to effectively oversee operations and ensure the successful completion of projects.

With your extensive experience in various facets of the real estate industry, what do you consider to be the most critical factors in ensuring the success of a project?

Success in any project hinges on several key factors. Firstly, meticulous planning and execution are paramount. Attention to detail and adherence to timelines are crucial to delivering projects on schedule and within budget. Secondly, maintaining high standards of quality throughout every stage of-



MR. JOMON THOMAS
AGM - PROJECTS EXECUTION

the project is essential to ensure customer satisfaction and uphold the company's reputation. Additionally, effective communication and collaboration among all stakeholders, including internal teams and external partners, play a vital role in overcoming challenges and achieving project goals.

How do you envision the future of the real estate industry, and what role do you see Sowparnika playing in shaping that future?

The real estate industry is continually evolving, driven by changing market dynamics, technological advancements, and evolving consumer preferences. At Sowparnika, we are committed to staying at the forefront of these developments and leveraging them to deliver innovative solutions that meet the evolving needs of our customers. Whether it's embracing sustainable construction practices, adopting smart technologies, or exploring new market segments, we are dedicated to driving positive change in the industry. Our focus on customer-centricity, coupled with our relentless pursuit of excellence, positions us to play a significant role in shaping the future of real estate in India.

JAZZMYNA

Kunnamangalam, Kerala

Experience the blend of Nature & City Life



REERA No.: K-REERA/PRJ/540/2020



Clubhouse view



Aerial view

Jazzmyna Amenities



Indoor Games



Covered Car
Parking



Central Round
About



24 Hours
Power Backup



Landscaped Area



Front view

Introducing Sowparnika Jazzmyna in Kunnamangalam, Calicut a paradigm of efficient living without sacrificing luxury. Offering 1.5, 2, and 3 BHK apartments tailored to individual preferences, this development near Kozhikode Medical College ensures comfort and quality. Boasting top-tier brands, the 76-unit complex features amenities like a landscaped garden, gymnasium, club house, and 24-hour backup electricity. With a focus on personalized living and a suite of conveniences, Sowparnika Jazzmyna is set to redefine your perception of comfortable, luxurious living in Calicut.

888 001 1777

www.sowparnika.com

VAISHNAVAM

📍 Sreekariyam, Thiruvananthapuram



2 & 3 BHK HOMES

Sowparnika Vaishnavam offers a holistic living experience, seamlessly integrating amenities for comfort and luxury. Your dream home awaits at Vaishnavam by Sowparnika Projects, promising the best under one roof.

Amenities :

- Swimming Pool
- Library/ Reading Room
- Children's Play Area
- Yoga/ Meditation Room
- Round the clock security
- Rooftop open party area
- A/C Gym

K-RERA/PRJ/109/2021



SOWPARNIKA
Delivering Happiness



On June 24th, 2023, the 'Vaishnavam' project in Trivandrum found its joyous culmination. **The key handover ceremony** was a moment of profound gratitude and elation. The home owners radiated happiness, expressing heartfelt thanks for the exceptional execution. This event marked not just a physical handover, but a symbolic transfer of trust and satisfaction. 'Vaishnavam' stands as a testament to dedication and teamwork, leaving an indelible mark of contentment and accomplishment.

Rise Above The Rest



Discover a plethora of amenities.



Landscape Garden



Swimming Pool &
Toddlers Pool



24 Hours Security



Rain Water
Harvesting



Health Club
with Gym




Intercom Connection
with Security




Children's Play Area

Sowparnika Edifice in Thrissur, Kerala, offers 2 and 3 BHK apartments designed to maximize natural light and ventilation, creating a calm and comfortable living environment. Located in a prime area, it adheres to Vaastu principles and features one tower, ensuring a luxurious and convenient lifestyle.

EDIFICE

 Koorkenchery, Thrissur

 9343 515 152

K-RERA/PRJ/344/2020

www.sowparnika.com

A Perfect Home for a perfect few



2 & 3 BHK HOMES

Yara is not a home, it's a feeling, and the association with butterflies suggests a sense of beauty, transformation, and positive energy. Our prestigious project Yara is a delight, we have all that it takes to make your future bright" suggests confidence and capability in achieving positive outcomes. It conveys a commitment to success and implies that the project has the necessary elements to contribute to a bright and promising future.

AMENITIES



Sun bathing area



Terrace Garden



Branded Elevators



24X7 Water Supply



Gymnasium



Infinity pool on terrace floor



uPVC new age
**profile for
windows &
doors**



MAKE IN INDIA

Live in the
Prime **LOCATION**



RERA - TN/11/Building/0107/2019


• **EVERYTHING IS NEAR YOU** •

1, 2 & 3 BHK PREMIUM HOMES

• **AMENITIES** •

 **EDUCATIONAL INSTITUTION**

Amrita Vidyalayam - 450 Mtrs.
The Camford International School - 1.7 Km
Kongunadu Arts & Science College - 750 Mtrs.
Dr.sns College - 4 KM

 **IT PARKS**

Kct Tech Park - 5 Km
Chil Sez IT Park - 6.6 Km
Kgisl IT Park - 5.8 Km

 **ENTERTAINMENT & SHOPPING**

Reliance Smart - 2.4 Km
Prozone Mall - 4.5 Km
Fun Unlimited - 4.6 Km
Brookfields Mall - 5.1 Km

 **COMMUTE**

Railway Station - 6.6 Km
Airport - 9.9 Km
Gandhipuram Busstand - 4.6 Km



CHILDREN'S PLAY AREA



LANDSCAPED GARDEN



SENIOR CITIZEN PARK

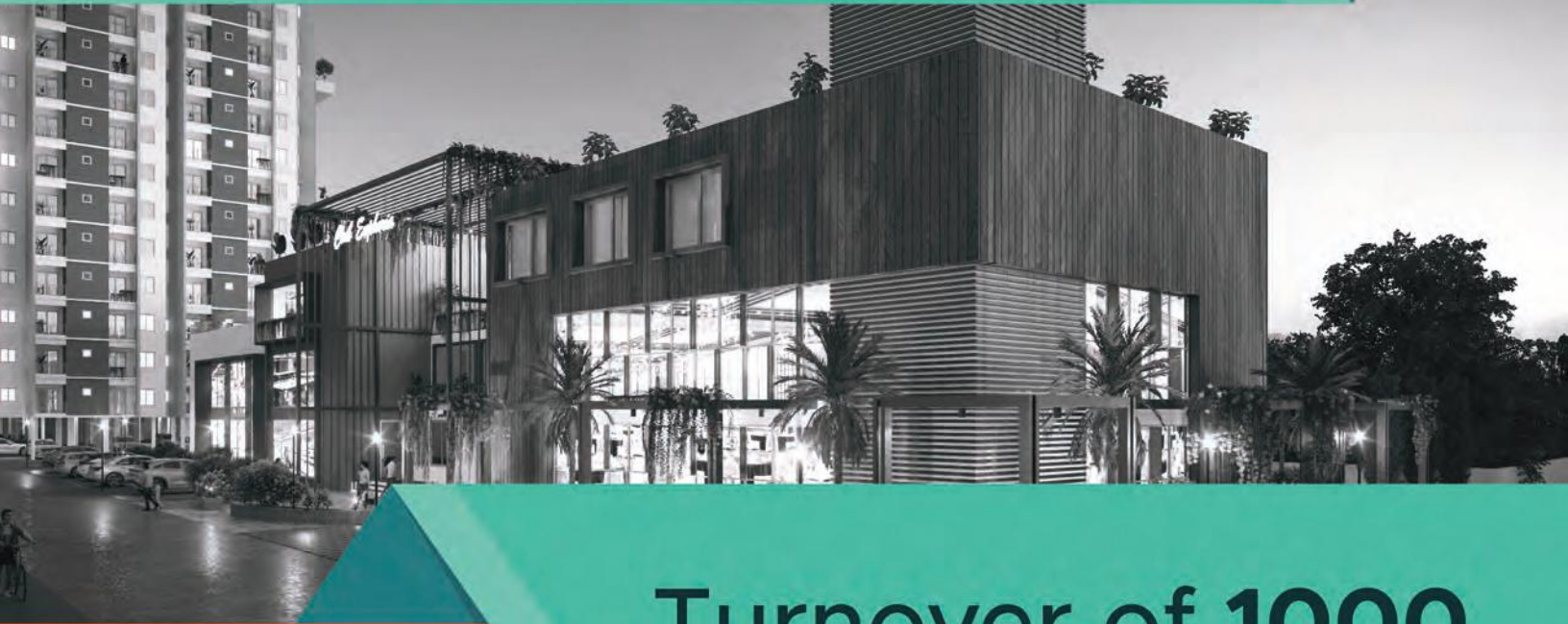


JOGGIND/WALKING TRACK

 **78490 60002**

Site Address: Ponvizha Nagar, Nallampalayam Near Amrita CBSE School, GN.Mills P.O., Coimbatore 641030
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Turnover of **1000**
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Plans for an
IPO in 2025

**Let Us Build
A Future**

where dreams know
no bounds

www.sowparnika.com

Sowparnika unfolds with boundless opportunities and limitless potential.

In the dynamic realm of real estate, Sowparnika stands as a beacon of innovation and excellence, propelled by the visionary leadership of our founder, Mr. Ramji Subramaniam. With a steadfast commitment to delivering homes of unparalleled quality and comfort, we have carved a distinct legacy that resonates with discerning homebuyers.

As we gaze towards the horizon, the future of Sowparnika unfolds with boundless opportunities and limitless potential. Our vision for Sowparnika 2.0 encompasses a bold expansion plan, with the launch of five ambitious projects spanning 4 million square feet in South India next year. Moreover, we are poised to extend our reach to new territories across India, marking an exciting chapter in our growth trajectory.

Driven by a relentless pursuit of excellence and a dedication to customer satisfaction, we are poised to achieve remarkable milestones in the years to come. With a projected turnover of 1000 crores and plans for an IPO in 2025, Sowparnika is set to emerge as one of South India's top 10 housing and infrastructure companies, redefining the landscape of the industry.

As we embark on this journey towards the future, we invite you to join us in shaping tomorrow. Experience the hallmark of Sowparnika, where innovation meets craftsmanship, and every home is a testament to our commitment to excellence. Together, let us build a future where dreams know no bounds, and Sowparnika stands as a beacon of inspiration for generations to come.

Together, let us build a future where dreams know no bounds, and Sowparnika stands as a beacon of inspiration for generations to come.

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Delivering Happiness

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SOWPARNIKA

Delivering Happiness

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