

# STOREYS

CRAFTED BY SOBHA

ANNUAL EDITION 2023-24

## *Trending*

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Explore themed living residences

## *Pushing the Limits*

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World's largest thin shell RC structure—constructed by SOBHA

*Colour of the year*

## *Maestro*

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In conversation with 'Mrudanga Kalanidhi'

# SOBHA

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Delivering Excellence at Scale.  
With Passion.

Infosys Global Education Center, Mysuru

India's largest monolithic structure, constructed by SOBHA



136.25

Mn. sft. completed

546

Developments

7

Mn. sft. annual  
delivery run rate

38.37

Mn. sft. under  
development

27

Cities and 14 states  
across India

25+

Acre manufacturing  
facilities

3,800+

Professionals

10,900+

Technicians

As of March 31, 2024





**EMBARK ON A**

# Journey with us

Since SOBHA's inception, the philosophy of 'Passion at Work' has guided our every step. With a nearly three-decade legacy of excellence, we have earned a reputation for unparalleled craftsmanship, meticulous attention to detail, and an unwavering commitment to on-time delivery of exceptional projects. Our unique backward integration strategy stands as a testament to our relentless pursuit of both quality and innovation.

Storeys is a natural extension of this unwavering commitment. This platform transcends the limitations of a magazine to showcase the artistry, creativity, and vision that define the SOBHA approach to luxury living. With content designed to inspire and elevate, it unlocks a doorway to the art of living well.

The name Storeys reflects both our deep-rooted experience in crafting exceptional spaces and the rich, multi-layered experience we curate for our residents – a life filled with beauty, inspiration, and connection. Just as a well-designed building offers distinct levels catering to diverse needs, Storeys endeavours to offer something valuable for everyone.

We hope you will discover not just inspiration for your own space, but also a deeper connection to the SOBHA philosophy and the thriving community we cultivate.

Through Storeys, discover a world beyond the physical structures we create.

Step into the world of SOBHA and experience the difference.

**Mr. Ravi PNC Menon**

Chairman, SOBHA Limited



# WELCOME TO Storeys

Welcome to the inaugural issue of Storeys, a publication crafted to illuminate the essence of the SOBHA experience.

At SOBHA, we believe that true luxury transcends the confines of a residence. It encompasses a holistic way of life, meticulously orchestrated to prioritise exceptional quality, timeless design, and a profound sense of community. Storeys serves as your gateway to this world, offering a glimpse into the SOBHA lifestyle.

Through in-depth features on home décor, travel adventures, and fashion trends, Storeys empowers you to cultivate a space that resonates with your unique style and sensibilities.

Immerse yourself in the latest trends that elevate your home environment and lifestyle and discover more about our unwavering commitment to uncompromising standards in everything we do. As you turn the pages of Storeys, embark on a captivating exploration into the world of SOBHA, where unwavering passion meets purposeful design. Here, meticulous attention to detail elevates every aspect of your well-being, fostering a life truly extraordinary.

To our valued residents, stakeholders, future homeowners, and anyone who appreciates excellence, we invite you to actively engage with the content, share your thoughts, and contribute to the vibrant SOBHA community.

Thank you for joining us on this enriching journey.



**Mr. Jagadish Nangineni**  
Managing Director, SOBHA Limited







## Creative Synergy

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Concept and Ideation  
Snimarjyot Kaur Kochhar

Design Director  
Rinuram M

Design Contributor  
Nisha Batham

Editorial  
Arushi Sharma





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# # TRENDING

Colour Craze

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Scentsational

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Arm Candy

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Escape the Ordinary

**COLOUR CRAZE**

# PEACH FUZZ

## **Finding Tranquillity with Pantone's Colour of the Year**

Step into the soothing world of Pantone's Colour of the Year 2024: PANTONE 13-1023 Peach Fuzz. In a fast-paced and demanding world, Peach Fuzz serves as a gentle guide, urging us to reconnect with ourselves and prioritise the aspects of life contributing to our happiness and fulfilment.





Set between soft pink and vibrant orange, this hue transcends mere aesthetics; it's an invitation to embrace kindness and tenderness, fostering a sense of community and collaboration.



**B**eyond its visual appeal, Peach Fuzz creates a comforting space that encourages healing, self-reflection, and personal growth. Its vintage charm nods to the past while seamlessly fitting into modern settings, offering a timeless quality that resonates with both tradition and contemporary living. This cosy shade goes beyond exterior beauty, accentuating the importance of recognising and nurturing our inner selves. It advocates for a balanced focus on overall well-being, emphasising both physical and mental health.







## Pantone's Timeless Influence

The Pantone Colour Institute introduced the Colour of the Year educational program in 1999, sparking vibrant discussions within the global design community, and among colour enthusiasts. This initiative underscores the profound connection between colour and culture. The Colour of the Year isn't just a fleeting trend; it exerts a vibrant influence across diverse industries, including fashion, cosmetics, home furnishings, décor, and the automotive sector, testifying to the enduring impact of colour in shaping our world.

# Scentsational

## Captivating Women's Floral Fragrances

Embark on a floral journey, each spritz narrating timeless elegance. Unique classics, crafted from exotic blooms, make a lasting, sophisticated impression.

### Miss Dior Eau de Parfum

Beautifully composed, Miss Dior is skillfully made with the freshness of lily-of-the-valley, apricot-tinged, Peony and powdery iris. It mirrors a vibrant “millefiori” bouquet, cradling a multitude of flowers in diverse hues, embraced by delicate wood notes at its foundation.



### Coco Mademoiselle Eau de Parfum Intense

Coco Mademoiselle Eau de Parfum Intense is a captivating ambery woody fragrance, weaving an overdose of patchouli with the warmth of vanilla absolute and tonka bean, harmonised by a floral and citrus symphony.





## Versace Eros Pour Femme

The captivating perfume evokes strength and uniqueness. It begins with Sicilian lemon, Calabrian bergamot, and pomegranate, then unfolds into lemon flower, Sambac jasmine absolute, jasmine infusion, and peony. Finally, it settles with sandalwood, amber, musk, and sensual woods, creating a perfect blend of floral, woody, and musky notes.

## Twilly d'Hermès Eau Poivrée Eau de parfum

Twilly d'Hermès Eau Poivrée Eau de Parfum embodies vibrancy with the warmth of pink peppercorn, freshness through tender rose, and captivating enchantment of patchouli. A fragrance that captivates with its harmonious blend.



## My Way Eau de parfum

A feminine fragrance artfully blends consciously sourced global ingredients, merging woody and floral notes. It starts with luminous bergamot and Egyptian orange blossom, transitions to a floral heart of tuberose and Indian jasmine, and concludes with vibrant Virginia cedarwood, white musks, and creamy Madagascar vanilla.



## Louis Vuitton Dora

Louis Vuitton's Monogram Dora Mini Rose offers elegance in a compact design, blending iconic monogram motifs with delicate rose tones for a sophisticated statement piece.

# Arm Candy

## Redefining Elegance in Every Stitch

Step into opulence with luxury handbags – where exquisite craftsmanship meets unparalleled style, making every carry an expression of elegance.

### Prada Galleria

Prada Galleria, a neo-classic archetype celebrating its artisan heritage, unveils a limited edition featuring vibrant color-block motifs. The campaign, influenced by conceptual artist Alex Da Corte, stars Scarlett Johansson.





## Versace La Medusa

The Versace La Medusa Whipstitch Pink and Blue handle bag blends light pink and pale blue tones, embellished with the iconic gold-tone Medusa emblem. Designed with a flat base and interchangeable chain and leather shoulder straps, it provides versatile carrying options.



## Fendi 2Jours

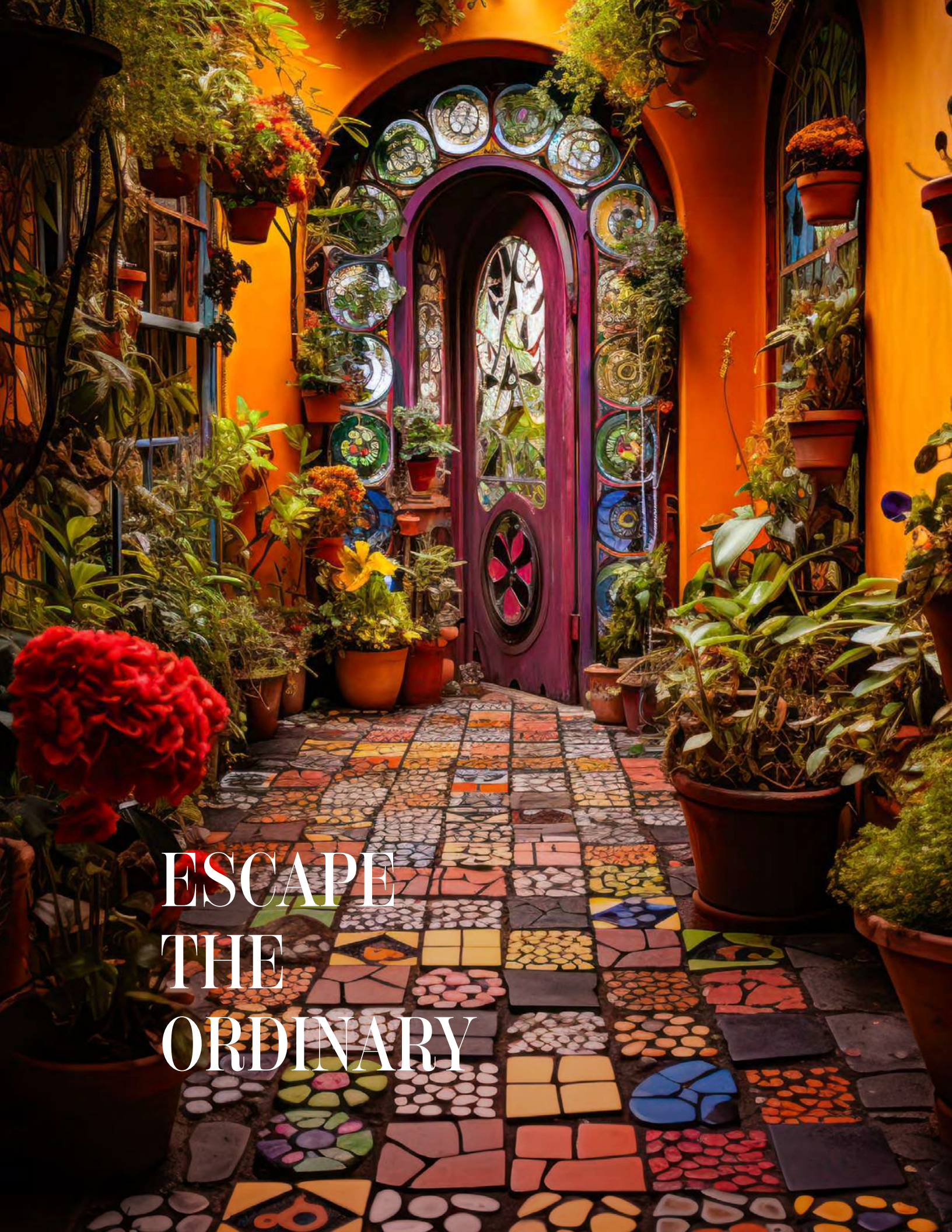
Upgrade your casual look with ease using the Fendi 2Jours. Made from vibrant orange leather, this item comes with double handles, an optional shoulder strap, and gold-tone hardware, forming an iconic design that will complement your arm perfectly.

## Gucci Diana

With the incorporation of historic Gucci motifs, the Gucci Diana in pink raffia exudes a vintage charm and warm-weather aesthetic. Complete with bamboo handles and Double G hardware, this piece seamlessly blends iconic House elements.







ESCAPE  
THE  
ORDINARY



# Explore Themed Living Residences

**D**iscerning homeowners today crave more than just a roof over their heads. They seek experiences. Enter the world of themed living, where residences transcend traditional boundaries and become immersive expressions of personal style.

Move over, beige walls and generic layouts. Themed homes are a fusion of architectural brilliance and personalised living, catering to the well-travelled individual who prioritises aesthetics alongside amenities. Think captivating Mediterranean villas, enchanting fairytale retreats, or sleek urban lofts – these homes offer a departure from the monotonous and inject a sense of individuality into living spaces.

Themed residences draw inspiration from a diverse palette: architectural styles like Victorian or Indo-Saracenic, global cultures like Egyptian or Moroccan, and even specific lifestyles like sports or green living. These homes bridge the gap between imagination and reality, bringing the world closer to your doorstep.

Imagine waking up in a Tuscan farmhouse, complete with terracotta tiles and exposed brickwork. Or perhaps a Japanese-inspired zen-living awaits, with calming water features and minimalist design. Themed living allows

you to curate a space that reflects your passions and transports you to your dream destination, all within the comfort of your own home.

This trend is rapidly evolving, opening a world of possibilities for discerning homeowners. Reputable real estate developers are now entering the themed living space, offering quality construction that adheres to all relevant regulations. This includes compliance with RERA (Real Estate Regulatory Authority) as well as Central and Local Government regulations. Choosing a well-established and listed developer provides peace of mind, ensuring your investment and dream themed home is in safe hands.

Whether you yearn for a taste of European grandeur or a touch of exotic allure, themed living allows you to express your individuality and create a truly remarkable abode.

As a leading force in Indian real estate, SOBHA has established a reputation for providing exceptional living experiences. Their innovative and pioneering approach to themed living is reflected in meticulously designed homes that surpass the ordinary. SOBHA's themed communities showcase a distinct style, drawing inspiration from around the globe. Their unwavering commitment to detail is evident throughout, seamlessly integrating themes from architecture to landscaping, resulting in a harmonious blend of style and comfort.

*(Experience the distinction. Own your SOBHA home. Call 080 4646 4500 today.)*

Home is not just a place. It's a feeling. It's an escape from the ordinary,  
where every room tells a story,  
and every corner holds a piece of our soul.

As the saying goes, "Home is where the heart wanders,  
and imagination takes flight."

***The fusion of Imagination, Architectural Style, and Reality!***

***This is the essence of theme-based homes.***

SOBHA's meticulously designed homes transport you to your favourite

# *INTERNATIONAL DESTINATIONS*

Experience global living with themed homes, ensuring an unparalleled lifestyle.



*GREECE*

## *ENGLAND*



*SPAIN*



*NEW YORK*



*PORTUGAL*



*SINGAPORE*



## SPANISH ARCHITECTURE

# SOBHA GALERA

Bengaluru

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Inspired by the beautiful town of Galera and timeless Spanish architecture, SOBHA Galera offers a distinct and opulent lifestyle. Set amidst an idyllic yet well-connected locale, these tranquil rowhouses are crafted for the exclusive few.



Starting from INR 5 crore\*



40 units  
4 BHK rowhouses



3,009 to  
4,340 sft.

RERA No.: PRM/KA/RERA/1251/446/PR/050123/005601 | [rera.karnataka.gov.in](http://rera.karnataka.gov.in) | Artist's Impressions | \*T&C Apply.





## GREEK THEMED TOWNSHIP

# SOBHA NEOPOLIS

Bengaluru

A magnificent edifice crafted in a timeless Grecian style. SOBHA Neopolis has opulent abodes and a multitude of modern amenities crafted for all age groups. Located near Panathur, off Marathahalli – ORR, this sprawling Greek-themed township offers a Mediterranean vacation for life!



Starting from INR 2.3 crore\*



1,875 units  
3 and 4 BHK



1,611 to  
2,481 sft.

**RERA Nos.:** Phase 1 – PRM/KA/RERA/1251/446/PR/200923/006269 | Phase 2 – PRM/KA/RERA/1251/446/PR/200923/006270 | Phase 3 – PRM/KA/RERA/1251/446/PR/220923/006282 | Phase 4 – PRM/KA/RERA/1251/446/PR/220923/006283 | Phase 5 – PRM/KA/RERA/1251/446/PR/200923/006271 | [rera.karnataka.gov.in](http://rera.karnataka.gov.in) | Artist's Impressions  
\*T&C Apply.





## NEW YORK LIVING

# SOBHA BROOKLYN TOWERS – TOWNPARK

Bengaluru

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Taking inspiration from the dynamic borough of New York, Brooklyn Towers radiates unparalleled liveliness. Thoughtfully designed with an array of amenities, these homes mark a new beginning in community living. Step into the vibrant realm of Brooklyn Towers and immerse yourself in its pulsating energy.



Starting from INR 2 crore\*



1,305 units  
3 and 4 BHK



1,864 to  
2,402 sft.

**RERA Nos.:** Town Park Phase 1, W1 – PRM/KA/RERA/1251/308/PR/270922/005267 | Town Park Phase 3, W5 – PRM/KA/RERA/1251/308/PR/270922/005268 | Town Park Phase 4, W4 – PRM/KA/RERA/1251/308/PR/270922/005269  
rera.karnataka.gov.in | Artist's Impressions | \*T&C Apply.





## PORTUGUESE THEMED VILLAS

# SOBHA BELA ENCOSTA

Kozhikode

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Inspired by the Portuguese architectural style, SOBHA Bela Encosta is your gateway to an exotic lifestyle. This township, comprising luxurious villas, offers expansive open spaces and mesmerising views, and is feature-loaded with top-notch amenities – enabling you to sit back and relax in your private paradise.



Starting from INR 3.68 crore\*



41 units  
4 and 5 BHK



3,648 to  
5,760 sft.

RERA No: K-RERA/PRJ/140/2021 | [rera.kerala.gov.in](http://rera.kerala.gov.in) | Artist's Impressions | \*T&C Apply.





## ENGLISH INSPIRED LIVING

# SOBHA WINDSOR

Bengaluru

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An elegant architectural masterpiece, SOBHA Windsor promises the beauty and refinement of the charismatic English era. Surround yourself with the charm and panache of those luxurious times and experience the allure of a regal estate handcrafted for the elite.



Starting from INR 1.36 crore\*



739 units  
3 and 4 BHK



1,550 to  
2,292 sft.

RERA Nos.: PRM/KA/RERA/1251/446/PR/210219/003939 | PRM/KA/RERA/1251/446/PR/210219/003942  
PRM/KA/RERA/1251/446/PR/210219/003937 | PRM/KA/RERA/1251/446/PR/210219/003938  
rera.karnataka.gov.in | Artist's Impressions | \*T&C Apply.







## TUDOR THEMED ROWHOUSES

# SOBHA OAKSHIRE

Bengaluru

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SOBHA Oakshire is an architectural tribute to the quintessential English lifestyle. Nestled amidst serenity, these 4 BHK rowhouses feature gabled steep roofs, timber and brickwork, and ornate windows. Located in Bengaluru's elite residential hub, these homes are crafted for the discerning few.



Starting from INR 5.3 crore\*



80 units  
4 BHK rowhouses



3,441 to  
3,467 sft.

RERA Nos.: Phase 1 – PRM/KA/RERA/1250/303/PR/270323/005821 | Phase 2 – PRM/KA/RERA/1250/303/PR/270323/005822 | Phase 3 – PRM/KA/RERA/1250/303/PR/270323/005823 | [rera.karnataka.gov.in](http://rera.karnataka.gov.in) | Artist's Impressions  
\*T&C Apply.







## NEO-CLASSICAL DESIGN

# SOBHA METROPOLIS

Thrissur

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Experience a brilliant fusion of classical Greece and modern Roman architecture – a style that combines traditional class and contemporary finesse. Discover the best of Contemporary Classical living amidst a host of amenities curated for the distinct you.



Starting from INR 1.47 crore\*



504 units  
2, 3 and 4 BHK



1,529 to  
2,842 sft.

RERA Nos.: Phase 1 – K-RERA/PRJ/TSR/002/2021 | Phase 2 – K-RERA/PRJ/TSR/101/2023 | Phase 3 – K-RERA/PRJ/TSR/191/2023 | [rera.kerala.gov.in](http://rera.kerala.gov.in) | Artist's Impressions | \*T&C Apply.





## SINGAPORE THEMED RESIDENCES

# SOBHA SENTOSA

Bengaluru

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An urban oasis, SOBHA Sentosa embodies the spirit and lifestyle of Singapore – a city known for its vibrant and joyful culture. Resplendent in top-notch amenities, these homes reflect the ethos of the island nation – offering a life of perfect bliss.



Starting from INR 1.5 crore\*



533 units  
3 and 4 BHK



1,507 to  
1,804 sft.

**RERA Nos.:** PRM/KA/RERA/1251/446/PR/310322/004796 | PRM/KA/RERA/1251/446/PR/310322/004797  
PRM/KA/RERA/1251/446/PR/310322/004798 | PRM/KA/RERA/1251/446/PR/310322/004799 | [rera.karnataka.gov.in](http://rera.karnataka.gov.in)  
Artist's Impressions | \*T&C apply.







## VICTORIAN MILLIONAIRES' ROW

# SOBHA CRYSTAL MEADOWS

Bengaluru

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Live the rarefied life at Bengaluru's first-ever Millionaires' Row. Crafted with Victorian architecture, SOBHA Crystal Meadows has intricate stone cladding, floor-to-ceiling glass windows, vast terraces, private gardens, curated indulgences, and more. Join an elite community of like-minded super-achievers.



Starting from INR 10.5 crore\*



290 units  
4 BHK rowhouses



4,237 to  
4,815 sft.

**RERA Nos.:** Phase 1 – PRM/KA/RERA/1251/446/PR/280324/006733 | Phase 2 – PRM/KA/RERA/1251/44PR/280324/006734  
Phase 3 – PRM/KA/RERA/1251/446/PR/280324/006735 | Phase 4 – PRM/KA/RERA/1251/446/PR/280324/006736  
Phase 5 – PRM/KA/RERA/1251/446/PR/280324/006737 | [rera.karnataka.gov.in](http://rera.karnataka.gov.in) | Artist's Impressions | \*T&C Apply.





## VICTORIAN THEME HOMES

# SOBHA VICTORIA PARK

Bengaluru

An ode to English living, SOBHA Victoria Park pays tribute to the Victorian era! Featuring steeply pitched roofs, ornate gables and a host of modern amenities, these homes offer a glimpse of the old world that is effortlessly blended with everything modern.



Starting from INR 1.6 crore\*



300 units  
2 and 3 BHK apartments



1,419 to  
1,833 sft.

19 units  
3 BHK rowhouses

2,646 to  
2,664 sft.

RERA Nos.: PRM/KA/RERA/1251/309/PR/310322/004800 | PRM/KA/RERA/1251/309/PR/310322/004801  
rera.karnataka.gov.in | Artist's Impressions | \*T&C Apply.







The design team at SOBHA pays  
homage and takes inspiration from  
the culturally rich

# *INDIAN* *ARCHITECTURE*

Whether far from home or captivated by vibrant  
Indian cultures, SOBHA's Indian-themed homes  
bring you closer to Tamil Nadu and Rajasthan's  
essence, offering an authentic living experience.



*CHETTINAD*



*RAJASTHANI*



## THE ROYAL RAJASTHANI LIFESTYLE

# SOBHA ROYAL PAVILION

Bengaluru

SOBHA Royal Pavilion combines the artistic brilliance of Rajasthan architecture and the stylish finesse of a cosmopolitan community. A space carefully crafted keeping in mind the iconic elements of true Rajput palatial living – ensuring that you are surrounded with amenities that exhibit timeless luxury, comfort, and class!



Starting from INR 1.18 crore\*



1,284 units  
2, 3 and 4 BHK



1,300 to  
2,232.2 sft.

**RERA Nos.:** Phase 1, Wings 6 and 7 – PRM/KA/RERA/1251/446/PR/190204/002338 | Phase 2, Wings 4 and 5 – PRM/KA/RERA/1251/446/PR/190204/002340 | Phase 3, Wings 16 – PRM/KA/RERA/1251/446/PR/190207/002363 | Phase 4, Wings 1,2, and 3 – PRM/KA/RERA/1251/446/PR/190205/002356 | Phase 5, Wings 8 and 9 – PRM/KA/RERA/1251/446/PR/190204/002341 | Phase 6, Wings 10 and 11 – PRM/KA/RERA/1251/446/PR/190205/002357 | Phase 7, Wings 12, 13, and 14 – PRM/KA/RERA/1251/446/PR/190207/002362 | Phase 8, Wings 15 – PRM/KA/RERA/1251/446/PR/190204/002339 rera.karnataka.gov.in | \*T&C Apply.





## VILLAS - CHETTINAD STYLE

# SOBHA GARDENIA

Chennai

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Capturing the beautiful side of life, SOBHA Gardenia offers a pristine environment, abundant open spaces, and seamless connectivity. These lifestyle villas provide the finest amenities for you to pause and play. Spread across 6.85 acres of lush greenery, discover truly upscale eco-friendly living.



Starting from INR 1.10 crore\*



86 units  
2, 3 and 4 BHK



1,334 to  
3,365 sft.

RERA No.: TN/01/Building/0043/2018, dated: 25/01/2018 | [rera.tn.gov.in](http://rera.tn.gov.in) | Artist's Impression | \*T&C Apply.









# MASTERS OF THEIR CRAFT

In Conversation with 'Mrudanga Kalanidhi'

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Whispers of the Palace

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Passion Personified

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Pushing the Limits



# In conversation with





# Padma Vibhushan awardee

## Dr. Umayalpuram Kasiviswanatha Sivaraman

**R**egarded as a legend in the realm of Indian classical music, Umayalpuram Kasiviswanatha Sivaraman, known popularly as “UKS,” is a master of the Carnatic percussion instrument, the mridangam. For more than eight decades, his expertise with the mridangam, a barrel-shaped percussion instrument, has captivated audiences globally. This cornerstone of Carnatic music, celebrated for its rich tonal variations and intricate rhythmic patterns, finds its expression through Sivaraman’s skilled hands.

Born on December 17, 1935, to Dr. P. Kasiviswanatha Iyer and Kamalambal, he acquired proficiency in the Carnatic mridangam under the tutelage of four gurus over a span of fifteen years. Over his 88-year career to date, he has traversed the entire spectrum of percussive music, collaborating with esteemed figures in both Carnatic and Hindustani music, as well as performing alongside premier Jazz bands and Fusion music groups, in addition to presenting

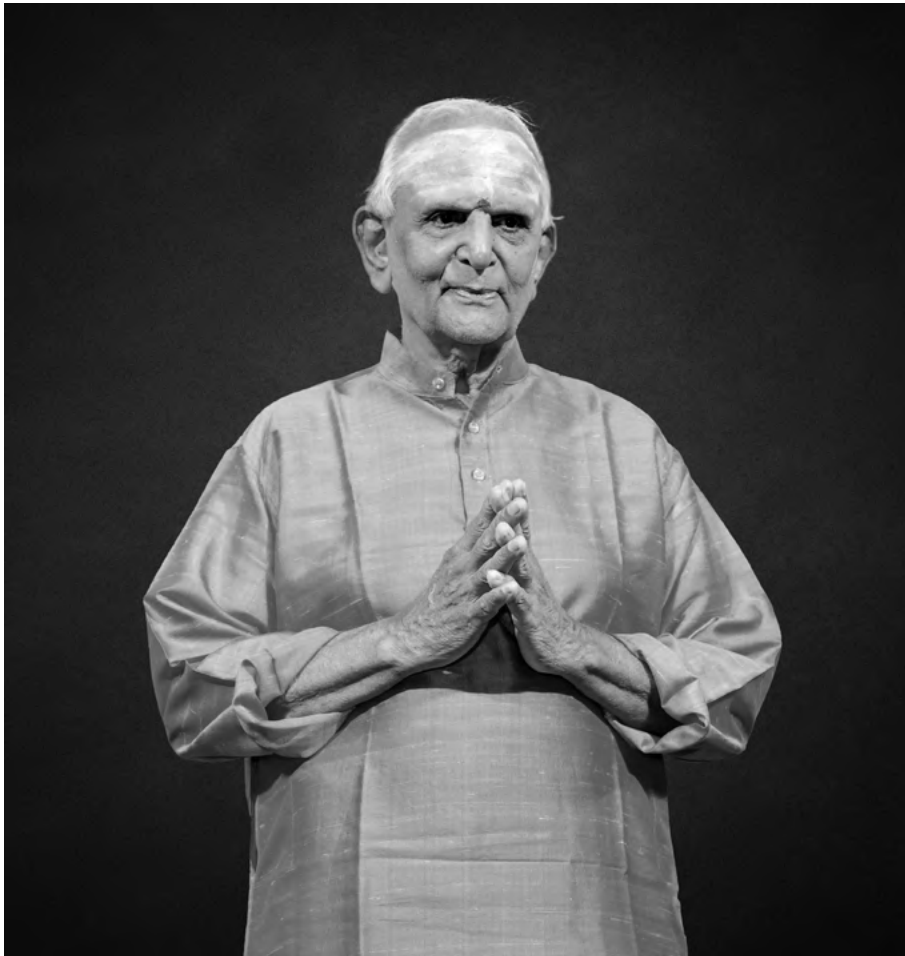
his exclusive percussion concerts. He has garnered the prestigious title of “Mrudanga Kalanidhi,” recognising his exceptional talent in mridangam performance.

Sivaraman has meticulously documented his distinctive ‘bani’ in his book “The Voyage of Mrudangam and its High Voltage Art,” encompassing all aspects of mridangam playing techniques and subtleties. He has been honoured with numerous prestigious awards, including the Padma Vibhushan, bestowed by the President of India, marking the first time it was conferred upon a mridangam artist.

Even at the remarkable age of 88 years, Sivaraman’s passion for music remains undiminished. Audiences are consistently astonished by his eminence and humility as he graces stages across India and the world with captivating live performances. This discussion delves into the maestro’s life, his fascinating musical journey, and the enduring legacy he has forged in the realm of percussion.

*He is also a recipient of the prestigious Sangeet Natak Akademi award (1992) and Sangeetha Kalanidhi award (2001), and is revered with the title*

## ‘Mrudanga Kalanidhi’



**Y**ou grew up in Umayalpuram, a place known as the “capital of Carnatic music.” How did growing up there influence your love for music?

Yes, Umayalpuram is renowned for its deep connection to Sama Veda, music and laya (melody and rhythm). It is located on the banks of the Cauvery River, between the cultural hubs of Kumbakonam and Thiruvaiyaru in Tamil Nadu. The village is a breeding ground for musical talent, boasting numerous laya vidhvans (percussion experts) and Pandits proficient in both melody and rhythm. We also belong to the direct shishya parampara of Tyagaraja. So yes,

being around music all the time definitely played a role in my passion for it.

**W**hen did you first realise how much you loved playing music?

Music, especially rhythm, grabbed my attention at a very young age. This fascination led me to tap on anything I could find when I was just a toddler, around 1.5 or 2 years old. My love for music grew further when my grandmother gifted me a Kanjira at the age of 3. By 5, this passion for percussion led me to begin formal training on the mridangam under my first teacher, Arupathi Natesa Iyer. My father, who played a key role in this journey, was a constant source of support. Performing my Arangetram (first solo performance) at the age of 10 solidified my connection with music. It wasn't just a hobby anymore; I knew this was what I wanted to dedicate my life to.

**Y**ou mentioned starting mridangam lessons at 5. Did you also focus on regular schooling alongside music?

My father, Dr. P. Kasivishwanatha Iyer, was a doctor who also sang, played the violin, and knew full well the nuances and techniques of the mridangam. He emphasised the importance of both formal education and ‘Gurukulavasam.’ I underwent my education in two locations, Kumbakonam and Chennai and graduated from the University of Madras with a B.A. & B.L. But music was a constant pursuit as well. I continued my mridangam journey in Tanjavur and trained under four different gurus. This Gurukula Vaasa in Mridangam spanned approximately 15 years.





**W**hat drew you to choose the mridangam over other percussion instruments?

According to both my perspective and the wisdom passed down by my father - who was also my lifelong mentor - the mridangam holds a distinct position among percussion instruments. Often hailed as a Nadavadhya, it stands out with its unparalleled ability to produce melodic resonance on both sides. Unlike other percussions lacking Naadas (sound), the mridangam's single unit delivers a comprehensive auditory experience from both the right and left sides. The synchronisation of Nada on each side creates a continuous melodic flow, incorporating overtones and tonic notes. I fondly refer to the mridangam as the king of percussion and queen of melody, highlighting its unique and everlasting essence that sets it apart in the world of music.

*I fondly refer to the mridangam as the king of percussion and queen of melody.*

**C**lassical music has a rich tradition. How do you inspire your students to embrace creativity and innovation within these boundaries?

In any art form, there are certain boundaries set by tradition and skill. But within these boundaries, there's endless room for creativity and innovation. I always tell

my students that learning is a lifelong journey. We shouldn't strive to be the greatest; instead, we should focus on being unique and contributing to the ongoing narrative of knowledge. It's important to stay humble and to support future generations and their growth, even if they surpass our achievements. True wisdom lies in executing the same tasks uniquely, in finding our own path and making our mark on the world. That's the philosophy I live by, and I encourage others to do the same.



**A**s someone deeply involved in Indian classical music, how do you perceive its evolution in today's world?

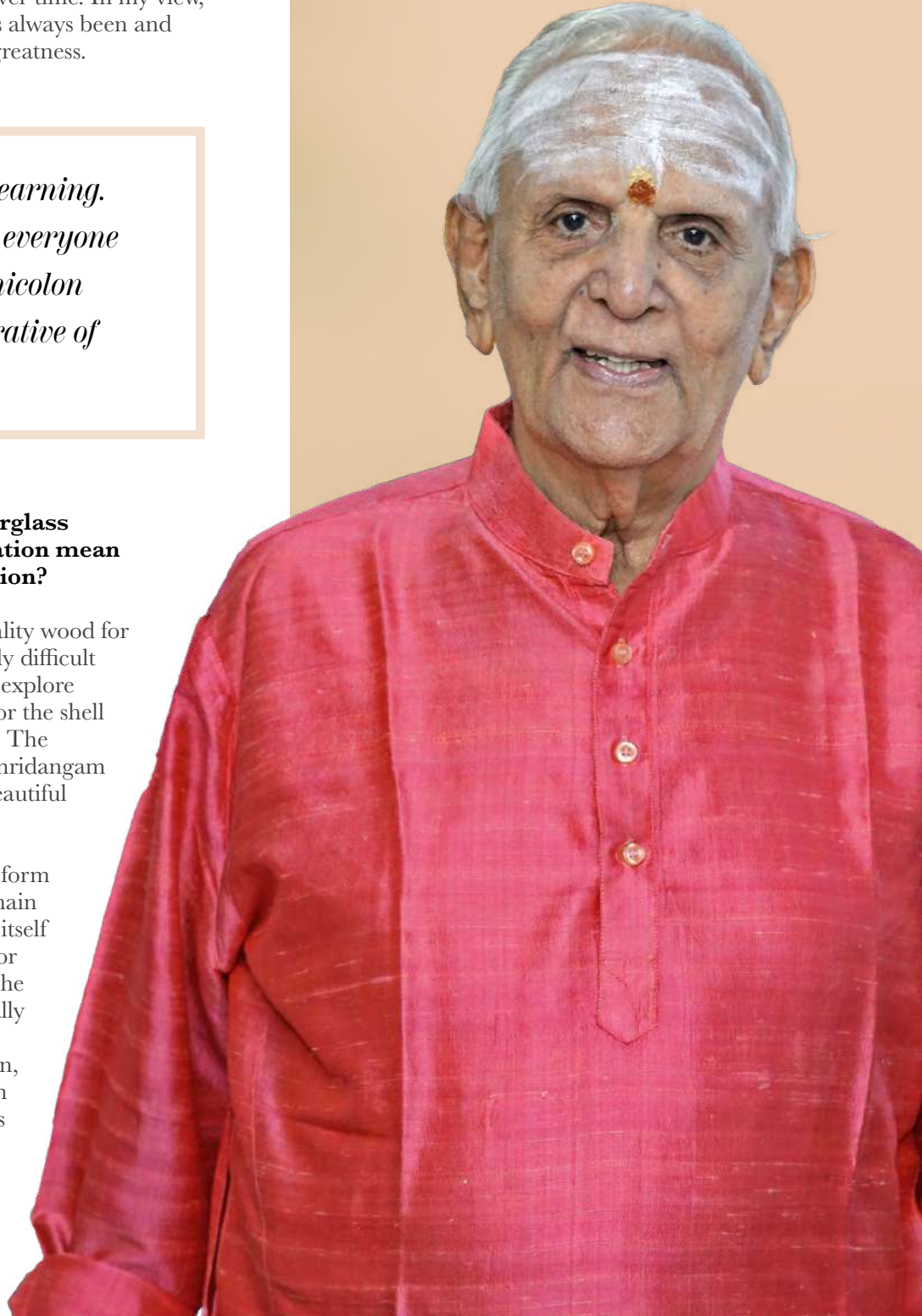
Indian classical music possesses a timeless essence that has enchanted listeners for centuries. It's always been revered and cherished, bringing peace, happiness, and joy to people's lives. From its inception, it has held a greatness that remains unchanged over time. In my view, there's no need for evolution—it has always been and will continue as a constant state of greatness.

*There is no limit to learning.  
Nobody is a full stop; everyone  
is a comma or semicolon  
in the ongoing narrative of  
knowledge.*

**Y**ou've introduced the fiberglass mridangam. Does innovation mean moving away from tradition?

Not at all. You see, finding good quality wood for mridangams has become increasingly difficult in recent times. Infact, I decided to explore alternative materials like fiberglass for the shell to preserve the instrument's essence. The biggest advantage of the fiberglass mridangam is that it produces just as rich and beautiful sounds as the traditional ones.

It's important to note that while the form has changed, the core principles remain the same. The word "Mridangam" itself comes from "Mrit" (meaning earth or clay) and "Anga" (meaning body). The key component of fiberglass is actually sourced from Mother Earth. Glass fibers are embedded with epoxy resin, and then the shell of the mridangam is formed using fiberglass. So, there's still a connection to the earth element.







My instrument choices adhere to strict musical quality standards. These innovations have been well-received by audiences, experts, and the music community, which reinforces that I'm on the right track.

**Y**our collaborations with renowned maestros, like Ravi Shankar, as well as international artists, like Aka Moon, have been truly remarkable. How have these experiences shaped your understanding of music?

What I've learned is that despite differences in musical terminology and style, there's a fundamental unity among various traditions. For instance, Adi Taala in Carnatic music corresponds to Teen Taal in Hindustani and Four Four in Western music. This unity isn't just musical; it reflects a shared sentiment among people. This principle in music allows us to overcome limitations and collaborate across geographical and cultural boundaries. Recognising this unity enables me to connect effortlessly with musicians from diverse backgrounds, even without rehearsal. It's like recognising a universal language that unites us.

**Y**ou have been honoured with Padma Vibhushan and the Sangeet Natak Akademi Award. You have been bestowed with the title of Sangeetha Kalanidhi, Mrudanga Kalanidhi and Mrudanga Nadamani, among others. You are also the 'Asthana Vidwan' of Shri Kanchi Sankara Mutt and Shri Sarada Peetam, Sringeri. What inspires you to keep going?

Each milestone I've achieved holds unique significance for me. I've embraced my father's mantra: aim for greatness, achieve unique feats, and never dwell on past successes.

“

*In essence, there is no dichotomy of personal life and puja. Your life is puja and puja is your life.*

He instilled in me the importance of continuous learning and dedication. Along the way, I've received rewards, awards, and honours, all of which I attribute to the divine. Following the principle of continuous progress, I see the goal as a mirage—always seeming to move further away as you approach it. Similar to Robert Browning's advice, the key is to persevere in your pursuit, regardless of the ever-shifting nature of the destination.

## **H**ow do you view the connection between music and spirituality in your life?

I see life itself as a continuous act of devotion. In my view, there's no separation between my personal life and spiritual practice. Playing the mridangam is a form of ongoing dedication and meditation for me. Every day, my thoughts are filled with the divine, the instrument itself, and the power of music. The act of playing, the preparation, everything becomes a form of puja (worship). There is no dichotomy of personal life and puja. Your life is puja and puja is your life.



## **A**s a notable figure in Indian classical music, what are your thoughts on the evolution of this art form in today's context?

The essence of my response is that this particular form of music was born great and has maintained its greatness since then. It is revered, practiced, and destined to be the greatest in the world, contributing to people's well-being with peace of mind, happiness, and joy. There is no evolution; it was, is, and will remain great.

*My growth has been driven by a constant pursuit of excellence. I see the goal as a mirage—always seeming to move further away as you approach it.*

## **Y**ou've accomplished numerous milestones in your ongoing career. Could you highlight a specific milestone that significantly influenced your personal development?

Well, there isn't a particular milestone. Each achievement I've reached holds a unique significance. I've consistently embraced the mantra imparted by my father: aim for greatness, achieve unique feats, and don't dwell on past successes. Keep going as there's no limit to learning, achievements, zeal, dedication, or performance. Along the way, you might get rewards, awards, and honours; credit them to the divine. He stressed attributing everything to God and urged me to keep progressing. Following the principle of not stopping until you reach your goal, akin to Robert Browning's advice, I see the goal like a mirage — always shifting as you get closer. The key is to keep moving forward, regardless of the elusive nature of the destination.

## **W**hat legacy would you like to leave behind?

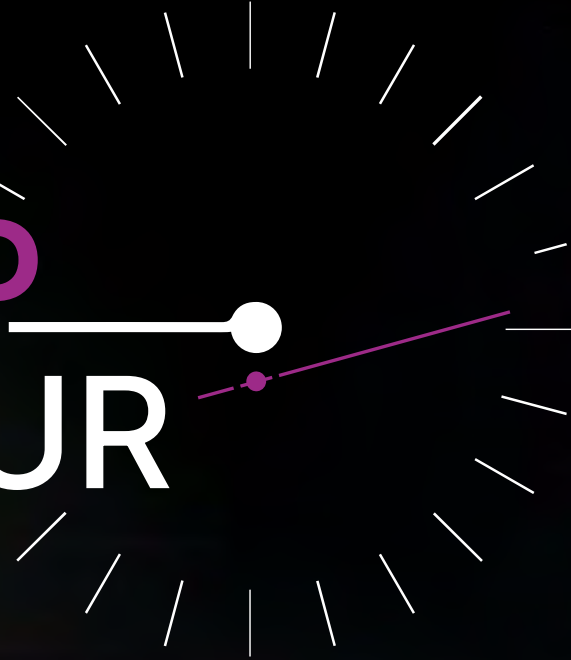
My life's purpose revolves around my Bani "Umayalpuram Sivaraman Bani," a distinct style of playing I've dedicated myself to developing. I'm devoted to sharing this legacy with students worldwide. Witnessing people warmly embrace and diligently practice it brings me immense satisfaction. If my Bani continues to resonate for generations to come, benefiting present and future generations, I believe I've made a meaningful contribution to the world of percussion.



A SOBHA Enterprise

**SOBHA** Restoplus<sup>®</sup>  
SLEEP ENGINEERING AT WORK

NEED OF THE  
**SLEEP**  
HOUR

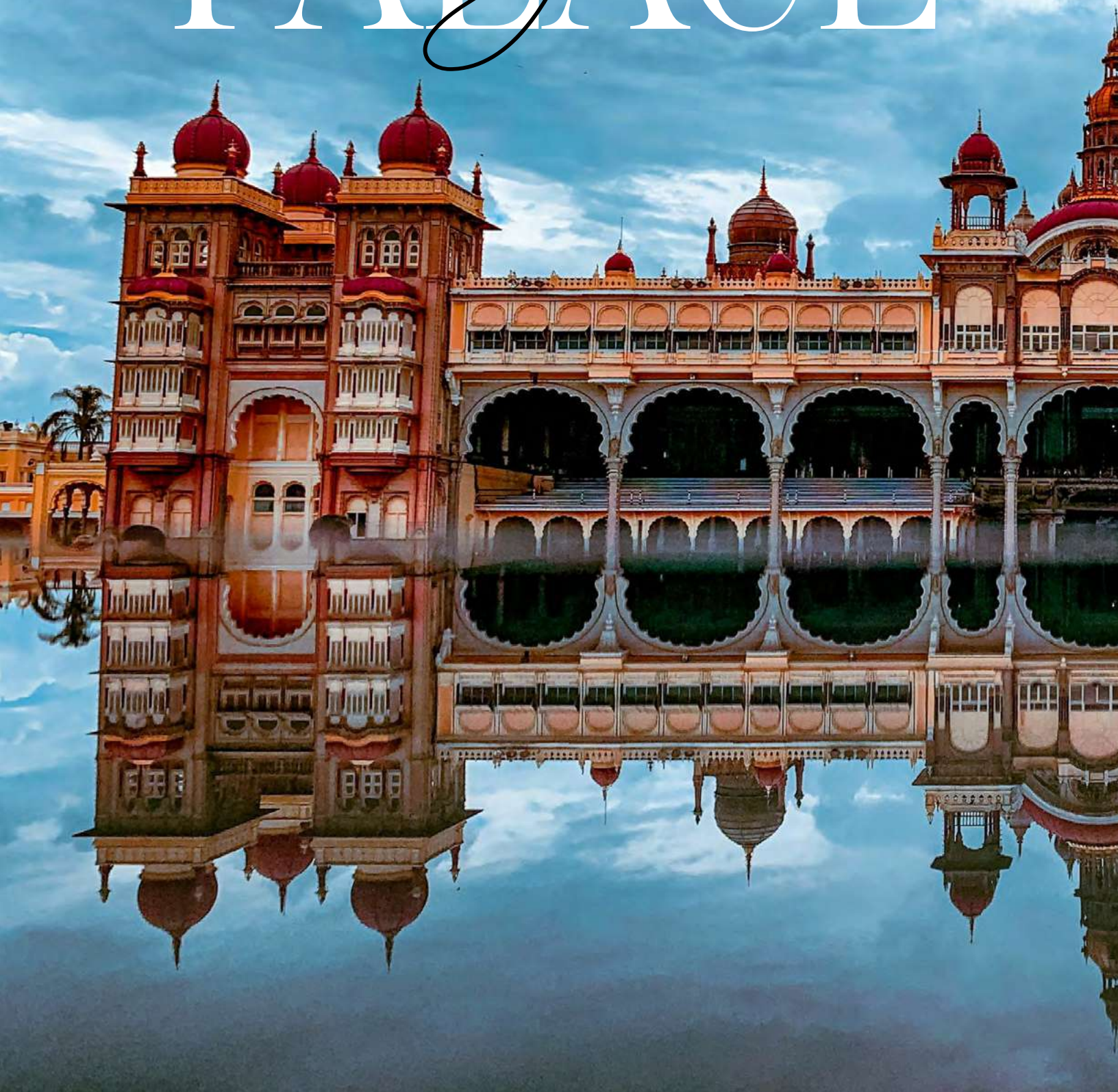


**SOBHA Restoplus**, from the **House of SOBHA**,  
brings to you a thoughtful collection of mattresses  
that give you the most comfortable sleep.

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WHISPERS OF THE  
*Palace*  
PALACE







# A Timeless Marvel of Design and Craftsmanship

In the heart of cultural Karnataka, the Mysore Palace stands as a testament to India's rich heritage and architectural brilliance. A beacon of opulence and grandeur, the palace embodies the spirit of the "Masters of their Craft" – those who excelled in design, architecture, and engineering.





# A Beacon of Royal Legacy and Architecture

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**T**he grand Mysore Palace, also known as the Amba Vilas Palace, reigns supreme as one of the finest examples of heritage architecture in India. This magnificent marvel, spread majestically over 72 acres is dominated by the Chamundi Hills on its east. The surrounding area itself is steeped in history, boasting 12 major Hindu temples dating back from the 14<sup>th</sup> to the 20<sup>th</sup> century. Once the royal residence of the Wadiyar Dynasty, the Mysore Palace boasts a legacy that transcends time.

The history of the palace dates back to the 14<sup>th</sup> century when the original wooden structure was first constructed. However, the present-day architectural marvel that dominates the city skyline was

commissioned in 1897 under the patronage of His Highness Maharaja Krishnaraja Wadiyar IV. The grand palace, completed in 1912, stands as a testament to the vision of British architect Henry Irwin. British architect Henry Irwin brought the palace to life with his brilliance. The soul of the palace lies in its exquisite blend of architectural styles. Drawing inspiration from the Indo-Saracenic school, the design incorporates elements from Hindu, Mughal, Rajput, and Gothic architecture. The result is a captivating interplay of domes, arches, and intricate floral motifs. The three-storied palace, constructed from grey granite, boasts an exterior adorned with intricate carvings and majestic domes. Every corner of the palace is a symphony of meticulous design.

# A Fusion of Influences

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The grandeur of Mysore Palace welcomes visitors with awe-inspiring bronze tiger statues adorning its main entrance. Masterfully crafted by British sculptor Robert William Colton, these striking sculptures flank the walkway leading to the palace, setting the tone for the architectural marvel within. Constructed from grey granite, the three-story palace boasts square towers at its cardinal points and is adorned with pink domes. A testament to the amalgamation of architectural styles, the domes draw inspiration from Islamic architecture, while the roofline takes its cue from Gothic cathedrals. Additionally, the use of domed Chhatris at the top on either side of the central arch and protruding balconies (Jharokha style) at the palace's extremities echoes elements of Rajasthani architecture.

The facade is embellished with arches, canopies, and bay windows, featuring seven grand arches along with two smaller ones connecting to the central facade. The central arch showcases the sculpture of Gajalakshmi with her elephants — the Goddess of good fortune, fertility, and well-being. The tallest tower, standing at a height of 145 ft. above the ground, is crowned with a metal-gilded dome. Apart from temples, the palace grounds contain numerous courtyards and serene gardens. The interiors of the palace are equally impressive, boasting two magnificent ceremonial meeting halls: the Durbar Hall and the Ambavilasa Hall. The Durbar Hall, also known as the Diwan-e-Am, serves as the heart of the palace and exemplifies its grandeur. Massive pillars rise like sentinels, creating an illusion of endless corridors decorated with portraits of the royal family and captivating scenes from Hindu mythology. In contrast, the Ambavilas Hall or Diwan-e-Khas, showcases a more intimate ambience. This rectangular hall, home to the famed Mysore Throne, boasts a unique tinted glass ceiling that bathes the space in a soft, ethereal glow.

The palace's meticulous craftsmanship is evident in its intricately carved teak and rosewood doors, while the flooring showcases Pietra Dura inlay work. The credit for this architectural wonder extends far beyond a single name. Indian craftsmen played a pivotal role in translating Irwin's vision into reality. Their meticulous work is evident in the intricate carvings, the hand-painted floral designs, and the breathtaking inlay work that adorns the palace walls. The ornately crafted pillars, the captivating stained-glass windows, the hand-painted ceilings adorned with floral patterns — each detail narrates a story of unparalleled craft.

With dedication that echoed through the ages, the artisans and craftsmen who worked on the palace ensured India's rich cultural heritage found a vibrant expression here. Their expertise in woodworking, stone carving, mural painting, and decorative arts brought to life the intricate motifs and patterns that adorn the palace, making it a living museum of craftsmanship and design.

In today's world, the Mysore Palace transcends its historical significance. A living testament to architectural mastery, it serves as a repository of knowledge and inspiration for aspiring architects and designers from around the globe. Drawing over 6 million visitors annually from around the world, it is a masterclass in merging diverse influences while preserving cultural identity. The meticulous detailing, the ingenious use of light and space, and the sheer dedication to artistic pursuit serve as timeless reminders of the importance of heritage preservation and the enduring power of human creativity.





The Mysore Palace is a masterpiece of the Indo-Saracenic style, a unique blend of Hindu, Muslim, Rajput, and Gothic influences. The marriage of European influences with the richness of Indian motifs is evident in the stained-glass windows, the grandeur of the Durbar Hall, and the captivating play of light and shadow throughout the palace.







YEARS OF  
DEDICATION

Seventy-five years of unwavering dedication to excellence and innovation have shaped the remarkable legacy of Mr. P.N.C. Menon, Founder and Chairman of the SOBHA Group.

At the age of 26, following his father's passing, Mr. Menon embarked on a life-altering journey, leaving Kerala for Oman with just fifty rupees in his pocket. This act exemplified the indomitable spirit that would become a hallmark of his success. Parlaying this spirit into a thriving interior decoration business in Oman, he established a leading turnkey firm. His unique projects for royalty across Oman, UAE, Bahrain, Qatar and Brunei cemented his reputation as a master craftsman, solidifying his presence throughout the Middle East.

In 1995, Mr. Menon returned to India and revolutionized the real estate landscape through the launch of SOBHA Limited. He identified a critical gap in superior quality development and established a new standard, forever changing the industry. In 2006, SOBHA Limited successfully launched its initial public offering, which was oversubscribed 126 times.

Driven by a global vision, Mr. Menon founded PNC Investments in 2011, extending the SOBHA brand to the UAE. Luxury projects like SOBHA Hartland and District One in Dubai showcase his unwavering commitment to redefining global quality standards and creating exceptional living spaces.

Mr. Menon's influence extends far beyond the boardroom. A true inspiration, he actively engages in charitable endeavors spanning across India, UAE and Oman, passionately supporting causes he deeply cares about. This dedication is further solidified by his pledge, alongside his wife Mrs. Sobha Menon, to donate 50% of their wealth to charity through the esteemed "Giving Pledge."

Prestigious accolades further recognize Mr. Menon's achievements. These include the "Pravasi Bharatiya Samman Puraskar" awarded by the President of India in 2009 and the "Golden Peacock Lifetime Achievement Award for Business Leadership" from the Institute of Directors in 2014.

Mr. Menon's 75th year is a celebration of not only his visionary leadership but also his compassionate humanitarian spirit. His journey embodies the essence of SOBHA Group's success: a powerful combination of resilience, consistently raising the benchmarks, and a heartfelt devotion to making a positive difference in the world.

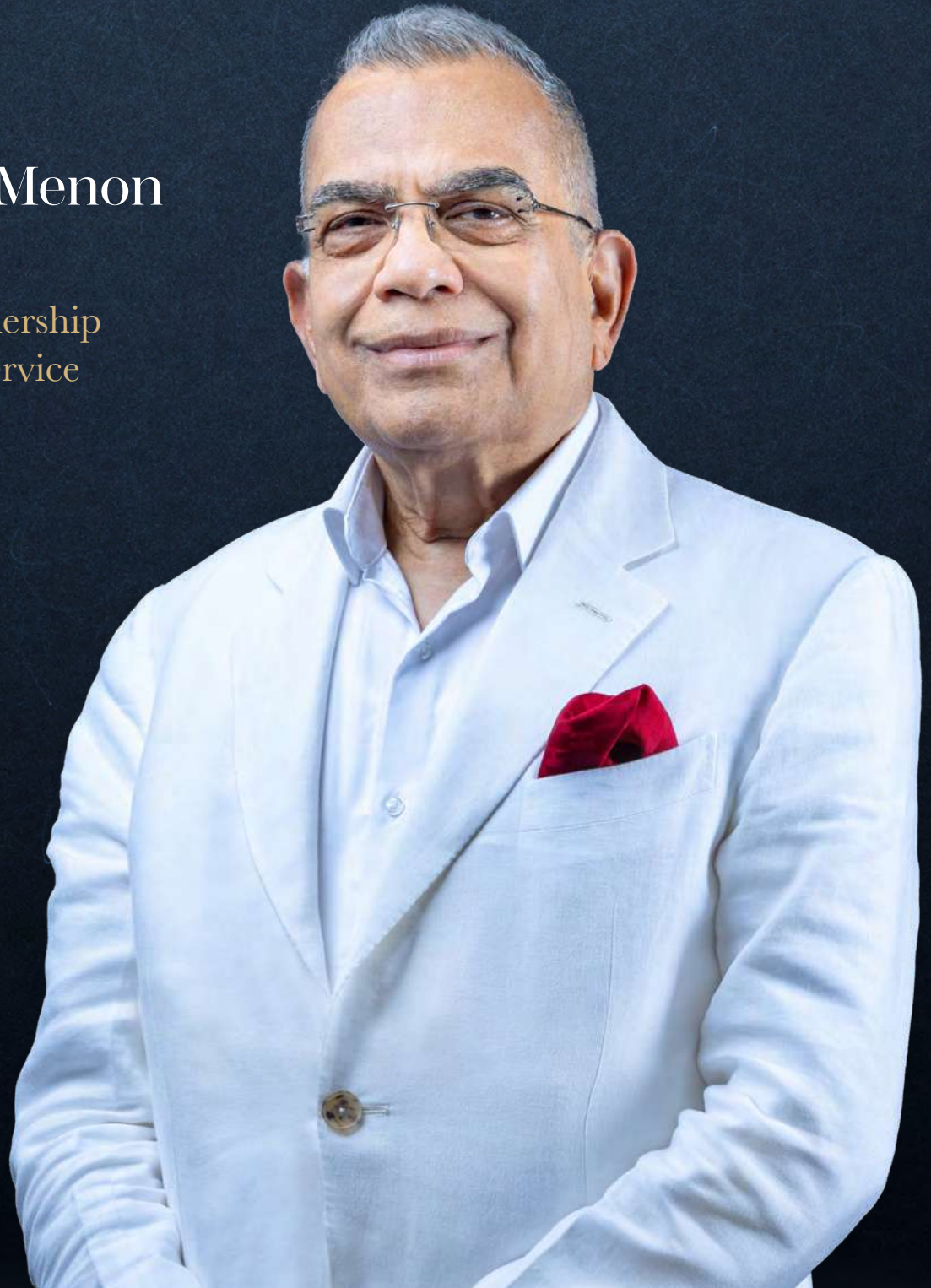


# Passion Personified

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Mr. PNC Menon

*A journey of  
visionary leadership  
and selfless service*







# Live the Fulfilling Life



**SOBHA NESARA**

Kothrud, Pune

**Luxury Apartments**

3, 3.5, 4 and 4.5 BHK

Starting from INR 2.75 crore\*





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Masters of their Craft

# WORLD'S LARGEST THIN SHELL RC STRUCTURE

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CONSTRUCTED BY SOBHA



*Pushing  
the limits*



## Key features

### **Unique design:**

The JSVK Convention Center, Bengaluru, boasts a thin doubly curved RC shell structure, setting it apart as an architectural marvel.

### **Architectural creativity:**

With a rare combination of hyperbolic paraboloid (anticlastic) and elliptical paraboloid (synclastic) shells, each 50mm thick, the innovative design spans a plan area of 75m by 75m, highlighting a remarkable 22.5m and 15m cantilevers on the west and east sides.





SOBHA, a real estate developer with a unique backward integrated model – even featured as a Harvard Business School case study – has further solidified India’s position on the global construction stage. This achievement comes in the form of completing the world’s largest thin shell RC structure at the JSVK Convention Center in Bengaluru.

The scope of work includes Structural, Civil, and MEP, with an SBA of 1.15 lac. The convention center itself features an auditorium with a seating capacity of 2,526 people, making it a truly remarkable JSVK construction feat.

This groundbreaking structure boasts an impressive scale – a slender thickness of only 50mm and covering a vast area of 75m by 75m. Inspired by the intricate form of a turtle shell, the design and construction highlight unique shapes with gentle curves and subtle twists.

The structure’s two sides elegantly extend into the airspace, reminiscent of a superhero cape, adding a touch of sophistication to the overall design.





*This achievement stands as a testament to SOBHA's unwavering commitment to quality, excellence, and pushing the boundaries of innovation in construction.*

## Highlights

Commencement date

**January 2022**

Completion date

**December 2023**

Total floors

**Two basement levels, a ground floor, and four upper floors**





SOBHA Experience Center, GIFT City, Gandhinagar



# SOBHA'S SIGNATURE QUALITY

SOBHA Museum

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Concrete Products

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Interiors

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Glazing and Metal Works





# SOBHA MUSEUM

## EXPERIENCE THE SOBHA DIFFERENCE

SOBHA homes are meticulously crafted, prioritising resident well-being, safety, and environmental responsibility. With a focus on cutting-edge technology and processes for nearly three decades, SOBHA delivers high-quality lifestyles in highly functional living spaces.

The SOBHA Experience Center offers a captivating insight into their in-house capabilities from concept to completion.

Visitors to the SOBHA Museum, situated within the Experience Center, can witness firsthand the company's world-class technology and precision engineering. This immersive experience unveils the meticulous journey of a SOBHA home, from its initial concept to its final, flawless execution.

For those without access to a SOBHA Museum in their city, join us as we take you through a step-by-step guide, illustrating how a SOBHA home comes to life in the following pages.





SOBHA Experience Center, Marina One, Kochi



# A

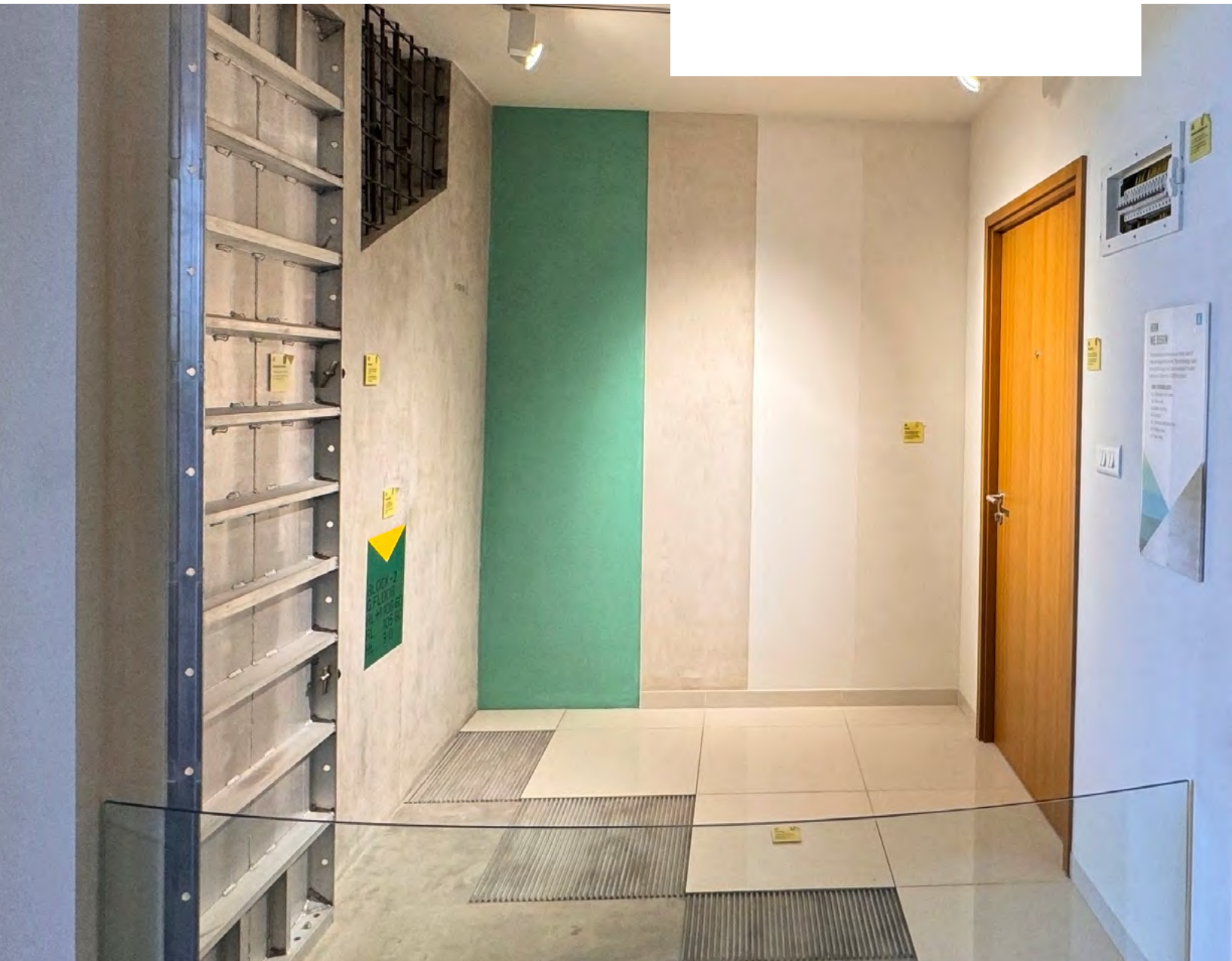
## CRAFTING A SOBHA HOME: THE BEGINNING

### 1 Aluminium Formwork

Aluminium formwork enables the concreting of walls and slabs monolithically at the same time. The system is easy to erect, the slab cycle time is reduced to half of the conventional system of beams and columns. The project hence can be completed 20% to 30% faster.

### 2 Electrical DB/ONT Box

The dedicated distribution box brings lighting and safety in one place.







3

### Reinforcement

Reinforcement steel bars are used to help concrete withstand tension forces. Steel can withstand all kinds of external pressure such as earthquakes and thunderstorms.

4

### Shear wall

Specially designed shear walls are made of smart concrete, aligned by German Spirit Levels, can even beat an earthquake.

5

### Meter marking

The perfect alignment throughout the home is ensured by this process.

6

### Slab concrete

The concrete slab is expertly poured, ensuring durability and strength for years to come.

7

### High precision tools

Precision tools are meant to boost accuracy during construction.

8

### Date of Concrete (DOC)

Curing is very important for strength development and durability of concrete. The date of concreting is written to monitor the number of days of curing.

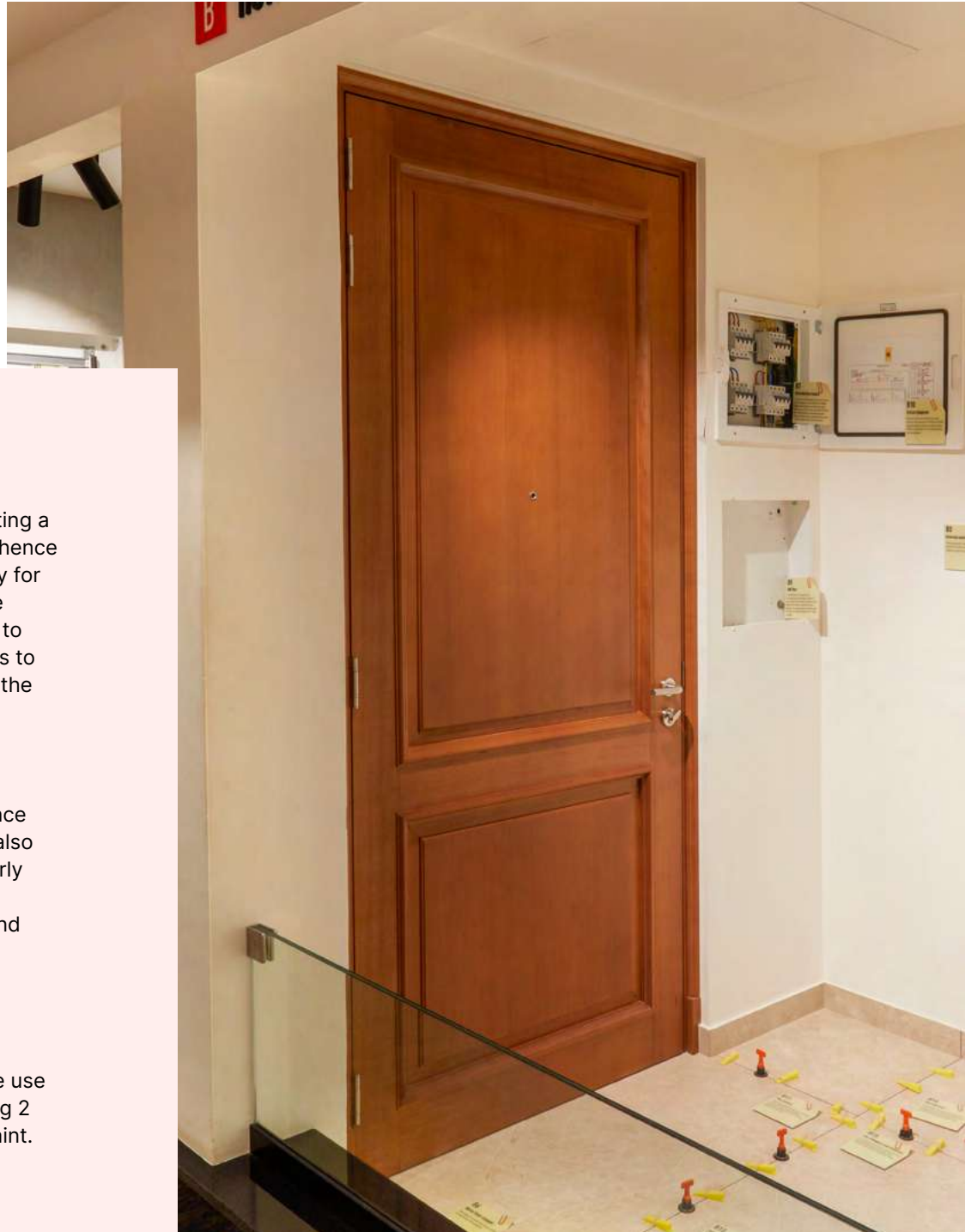
9

### Metal modular electrical box

The dedicated distribution box combines lighting and safety, all in one place.



# HOW THE INTERIORS ARE FINISHED



**1 Gyproc bull fixing**  
Button marking is key to getting a perfect vertical surface and hence at SOBHA, it is done carefully for all surfaces. It is done before plastering for opposite walls to be parallel and adjacent walls to be at a right angle based on the dimensions of the room.

**2 Gyproc punning**  
Plaster not only lends elegance and beauty to the walls but also enhances durability. If properly mixed and applied, a plaster coating creates a stronger and more durable wall finish.

**3 Internal painting**  
Painting gives your home its distinctive aesthetic trait. We use a specific process of applying 2 layers of putty primer and paint.



**4 Wooden door fixing**  
Doors made at SOBHA are installed using a unique glue. This ensures that every door for years and years stays strong and true.

**5 Aluminium window fixing**  
Aluminium members impart good aesthetics to the building and are durable. Aluminium sections are designed structurally and coloured by powder coating. The mosquito mesh is used to prevent the mosquitos from entering through the window.

**6 Electrical DB/ONT Box**  
The ONT panel serves as the central hub for communication technology for a SOBHA Home. Within the panel, you will discover the fiber optic termination which transforms the optical signal from the fiber into individual signals for TV, voice, and data.

**7 Floor screeding**  
Screed is the layer of mortar laid on to a given surface to make it level.

**8 Floor tiling**  
Larger format floor tiling can create a spacious and modern feel in interior spaces.

**9 Tile grouting**  
Tile adhesives with the help of a notch trowel to ensure a uniform bed and level.





# C

## HOW THE BATHROOMS ARE FINISHED

**1 Tile corner bead**  
A tile bead is a specialised trim or edging used to finish the exposed edges of tiled surfaces, providing both protection and a clean, polished look.

**2 Floor tiling**  
Floor tiles are fixed using cement-based tile adhesives with the help of notch trowels to ensure a uniform bed and level. Tiles are laid using the PVC spacers to maintain uniform spacing around the tile.



### 3 **Tile grouting**

Tile grouting is a process of filling the spaces around the tiles with coloured cementitious grout material. It is applied to both wall and floor to achieve a uniform appearance and ensure a watertight surface. Also, the colour of the grout enhances the aesthetic appeal.

### 4 **Counter**

In today's age, gadgets and books are commonly found even in bathroom spaces. Therefore, a stone counter is installed around the wash basin to provide ample space for convenience.

### 5 **Bathroom door fixing**

The rear portion of the toilet door is laminated which is water resistant and the bottom of the frame is coated with water resistant coat. This helps with deformation and maintains a fresh look.

### 6 **Floor trap**

The floor trap position is marked before the start of the flooring in the toilets. It is placed in the exact corner of a tile so that the corners are neatly finished.

### 7 **Plumbing fixture**

All the pipes are tested 4 times for 8 bar pressure where the requirement is only 2 bar. This ensures leak proof service line.

### 8 **Silicon sealant**

Silicone sealants are applied to corners and joints to protect the home from damage caused by water, dust, temperature variations, and insects.





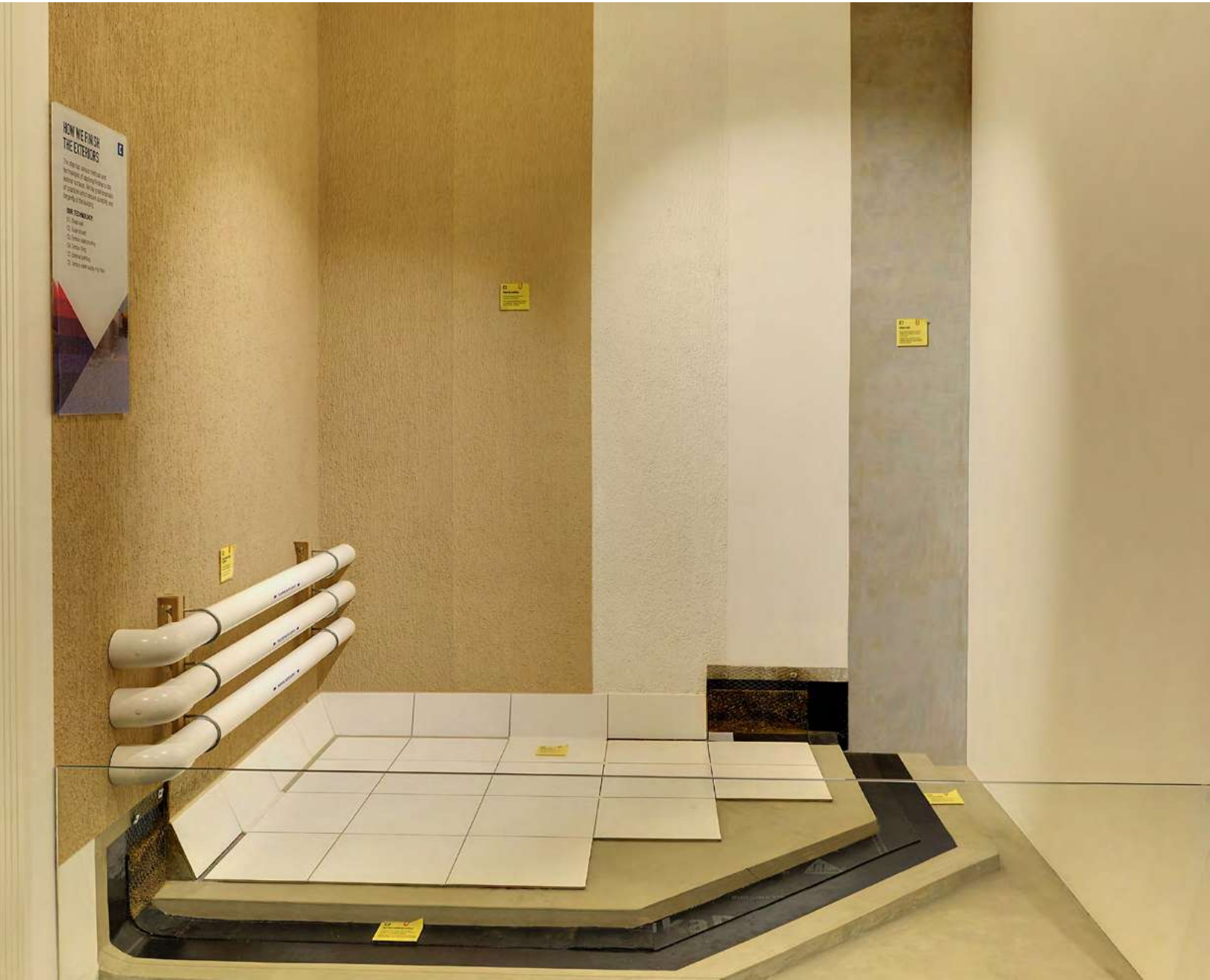
# INNER WORKINGS OF A BATHROOM







- 1 Wall tile marking**  
Wall tile marking ensures precise and consistent alignment for a polished and professional finish.
- 2 Plumbing lines**  
All the pipes are tested 4 times for 8 bar pressure where the requirement is only 2 bar. This ensures leak proof service line.
- 3 Bathroom slope screed**  
Beneath each surface, a slope screed facilitates gentle water flow, eliminating the necessity for mopping.
- 4 Bathroom waterproofing**  
A double layer of acrylic waterproofing in your bathroom prevents seeping.
- 5 Wall tiling**  
Wall tile marking, as done by SOBHA, ensures precise and consistent alignment for a polished and professional finish.
- 6 Plumbing shaft**  
Running around the building, these allow easy access for essential maintenance.



# HOW THE EXTERIORS ARE FINISHED



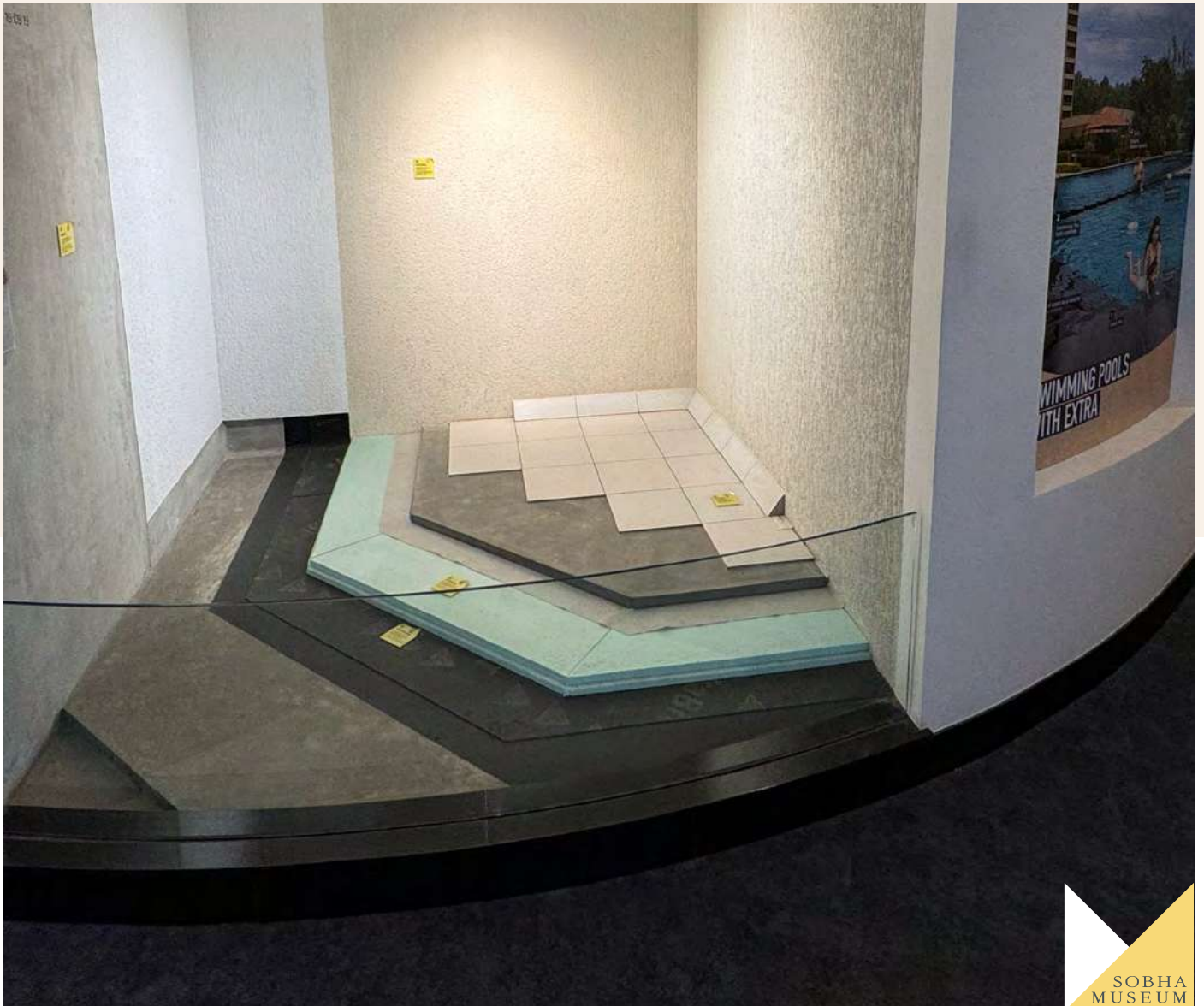
**1 External texture**  
Painting guarantees the aesthetic appeal of your exteriors. A specialised process involving one layer of texture and two coats of paint is employed to achieve the desired result.

**2 External cladding**  
Exterior cladding's main advantages are its rigidity, sturdiness, and aesthetic qualities.

**3 Slope screed**  
Beneath each surface, a slope screed facilitates gentle water flow, eliminating the necessity for mopping.

**4 Terrace waterproofing**  
Specially manufactured polymer compound forms six layers of protection and prevents leakage.

**5 Protection screed**  
Screed is the layer of mortar applied to a surface to ensure its levelness.





# DETAILING THE PARKING



## 1 Basement column

Basement columns with stenciled numbers help ensure that residents have no confusion while parking.

## 2 Epoxy flooring

Basement flooring is completed using Polyurethane (PU), known for its ease of cleaning and tyre-friendly properties.

## 3 Column fender

Rubber fenders are installed on exposed columns in basements to prevent damage to vehicles.

## 4 Driveway

The driveway demonstrates a perfect blend of aesthetic appeal and durability, reflecting the commitment to crafting high-quality and visually pleasing outdoor spaces.

## 5 Electrical shaft

A dedicated Quality Team meticulously inspects and maintains the building's critical power distribution systems.

## 6 Shaft door

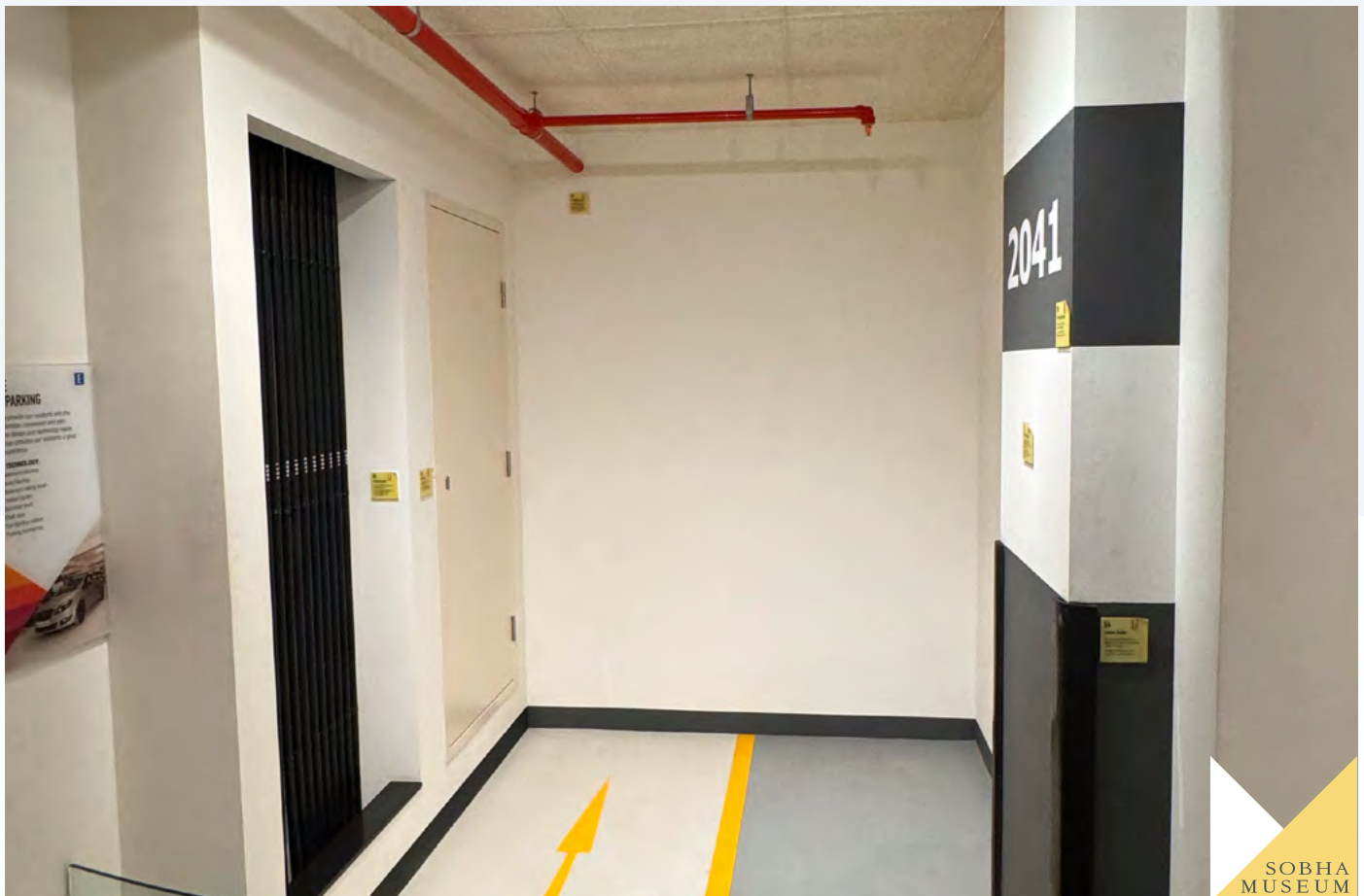
SOBHA prioritises safety with fire-resistant shaft doors, effectively containing heat and enhancing fire protection measures throughout the building.

## 7 Exit signage with lighting

Exit signage with lighting integrates safety and design, ensuring clear and illuminated pathways for secure evacuation.

## 8 Basement high level

These pipelines enter the shaft with necessary slope and alignment.



G

# HOW THE BALCONY IS FINISHED

- 1 Balcony texture/painting**  
Painting guarantees the aesthetic appeal of your exteriors. A specialised process involving one layer of texture and two coats of paint is employed to achieve the desired result.
- 2 Slope screed**  
Beneath each surface, a slope screed facilitates gentle water flow, eliminating the necessity for mopping.







### 3 Waterproofing

Specially manufactured polymer compound forms six layers of protection and prevents leakage.

### 4 Tiling

Balcony tiles are low maintenance, glazed to reflect heat and retain coolness.

### 5 Floor drain

The drain is seamlessly tucked into the corner of the tile so that the edges are neatly finished.

### 6 Aluminium sliding door

This door slides smoothly into place, giving your balcony an extra spacious feel.

### 7 Balcony railing with rosette

Balconies with vertical steel railings offer both safety and comfort with a genuine touch.

### 8 Granite coping

Horizontal surfaces feature a neat strip, making cleaning and maintenance hassle-free.



## HOW THE PODIUM IS FINISHED

- 1 External texture and painting**  
Painting guarantees the aesthetic appeal of your exteriors. A specialised process involving one layer of texture and two coats of paint is employed to achieve the desired result.
- 2 Podium waterproofing**  
Specially manufactured polymer compound is used in podium waterproofing, which forms six layers of protection and prevents leakage.
- 3 Protection screed**  
Screed is the layer of mortar laid on to a given surface to make it level.



**4 Geo-textile**  
Geo-textile is a filter media which helps in filtration and is used in paver laying for the podium areas.

**5 Grass grid**  
Neatly laid grass in square slots adds a touch of charm to the courtyard.

**6 Soft landscape**  
A systematic way to lay grass is ensured so that the green cover lasts for long.

**7 Kerbstone**  
Kerbstones are used for demarcating roads, pathways, landscapes, etc.

**8 Concrete paver**  
Each paver, crafted with precision in SOBHA's factory and skillfully installed, boasts exceptional durability and longevity.

**9 Saucer drain**  
Saucer drains collect the water overflows or storm water.

**10 Paver drain**  
Each paving stone, crafted with precision in SOBHA's factory and skillfully installed, boasts exceptional durability and longevity.

**11 Port top/bollard**  
Bollard lights are used to illuminate the pathways and landscape areas.



# EXPERIENCE TRUE-BLUE LUXURY



## SOBHA WATERFRONT

TRUE-BLUE LUXURY

Somajiguda, Hyderabad

### Luxury Apartments

3, 3.5 and 4 BHK

Starting from INR 3 crore\*





SOBHA

PASSION AT WORK



# EXPANDING INDIA'S SKYLINE

BENGALURU • MYSURU • GURUGRAM • CHENNAI • COIMBATORE • PUNE • THRISSUR  
KOZHIKODE • KOCHI • GIFT CITY, GANDHINAGAR • HYDERABAD • THIRUVANANTHAPURAM

SOBHA's  
Signature  
Quality

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# CONCRETE PRODUCTS

Spanning 7.99 acres, SOBHA's cutting-edge concrete products manufacturing unit operates with highly skilled technicians utilising state-of-the-art machinery, optimal processes, and premium materials to craft a diverse range of high-quality products.





The division is manufacturing ready-to-use products, including concrete blocks, pavers, kerbstones, water drainage channels, paving slabs, and related landscape. Rigorous testing of raw materials sourced from reputable partners ensures adherence to the highest quality standards.

SOBHA's concrete products division, driven by innovation and quality, is elevating industry benchmarks. Advanced technology and stringent quality control measures result in durable, visually appealing products that meet international standards, including IS, BS, and ASTM.



# INTERIORS

## SOBHA's Signature Quality

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Backed by a sprawling 17.85-acre facility with the latest technology, SOBHA Interiors boasts an in-house detailed design studio, ensuring the creation of enduring, high-quality products. With a precise methodology and adherence to international quality norms, the division utilizes precision engineering technology and modern woodworking techniques. The advanced machines, including computerized kiln drying, wood seasoning plants, and a fully automated robotized polishing line, ensure top-notch finishes.

SOBHA's Interiors division offers an extensive product range, including doors, loose and fitted furniture, customised joinery works like panelling, partitions, modular kitchens, etc. Committed to superior workmanship, each manufacturing stage undergoes stringent quality checks.







From design to delivery, the division provides sustainable and durable interior solutions for corporate and residential projects.



# GLAZING AND METAL WORKS



## SOBHA's Signature Quality

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One of the largest factories of its kind in India, the SOBHA Glazing and Metal Works Division in Bengaluru operates from a sprawling 7.91-acre facility. The manufacturing unit features CNC profile cutting machines, TIG welding machines, ACP routing machines, and milling machines. Each product undergoes rigorous quality checks, supported by a highly skilled technical workforce trained and supervised by global industry experts. The product range encompasses aluminium doors, windows, structural glazing, MS and SS metal fabrications, aluminium composite panels, SS cladding, architectural metal works, and pre-engineered buildings. The unit actively harnesses solar energy by utilizing solar panels installed on the factory roof, boasting an impressive capacity of 225 kW.





The division ensures top-notch quality products, enhancing project aesthetics and functionality. By incorporating solar power into operations, it aligns with a continued focus on sustainable practices.

At SOBHA, the commitment to delivering quality products remains unwavering. Across all divisions, industry benchmarks are set, driven by innovation and a dedication to excellence.









# THE HOME EDIT

Kitchen Island—Prep and Play

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Poolside Paradise

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Inspire your Space



# KITCHEN ISLAND

## *Prep and Play* —————

Kitchen islands have become the focal point of modern kitchens, blending functionality with aesthetics seamlessly. From their humble beginnings to becoming the epitome of luxury, kitchen islands have evolved into indispensable features of contemporary homes. Let's delve into the intricate details that make them the heart of every culinary space.









# STOWAWAY SENSATIONS

**I**n the realm of kitchen design, storage is not just about functionality; it's also about elegance and efficiency. When it comes to kitchen islands, incorporating storage solutions seamlessly into their design is key. From sleek cabinets to ingenious drawers, there's a plethora of storage options available to complement your kitchen island.

Concealed cabinets provide ample space for storing pots, pans, and bulky appliances, keeping clutter at bay, and maintaining a clean, uncluttered look. Open shelves offer a convenient display area for cookbooks, decorative items, and frequently used kitchenware, adding a touch of personality to your culinary space.





# STORAGE SOLUTIONS THAT SHINE

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For those who value accessibility and organisation, integrated drawers are a game-changer. From cutlery dividers to spice racks, these drawers offer tailored storage solutions that maximise efficiency and streamline your cooking process.

Innovative features like built-in wine racks, pull-out trash bins, and designated recycling centers elevate the functionality of your kitchen island, transforming it into a multitasking marvel that caters to your every need.

Whether you opt for traditional elegance or modern minimalism, the right storage options can enhance the beauty and practicality of your kitchen island, making it the heart of your culinary haven.



# TEXTURAL SYMPHONY

## A FEAST FOR THE EYES (AND FINGERS)

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**T**exture plays a pivotal role in defining the character and charm of your kitchen island. From smooth surfaces to rugged finishes, the texture you choose can imbue your culinary space with personality and style.

Marble exudes timeless elegance, with its luxurious veining and polished surface adding a touch of sophistication to any kitchen. Its cool, smooth texture provides a striking contrast to the warmth of wooden cabinetry, creating a visual feast for the senses.

Granite offers durability and versatility, with its natural variations in colour and texture lending an organic feel to your kitchen island. Its rugged surface adds depth and dimension, making each slab a unique work of art.







Wooden countertops evoke a sense of warmth and comfort, with their rich grain and tactile appeal inviting you to gather around and create culinary masterpieces. From sleek hardwood to rustic reclaimed timber, wood adds a touch of natural beauty to your kitchen island.

For those seeking an industrial edge, concrete countertops offer a modern aesthetic with a raw, minimalist vibe.

Their smooth surface and matte finish provide a sleek backdrop for sleek appliances and minimalist decor, while their durability ensures long-lasting performance.

From the timeless allure of marble to the rugged charm of concrete, the right texture can elevate your kitchen island from functional to fabulous, creating a space that is as inviting as it is inspiring.





# A SPLASH OF COLOUR





**T**he colour scheme of your kitchen island sets the tone for the entire space, reflecting your personality and design preferences. Whether you gravitate towards classic neutrals or bold statement hues, there's a colour palette to suit every taste.

Neutral tones such as white, grey, and beige offer a timeless elegance that complements any design style. These versatile shades create a sense of airiness and lightness, making your kitchen island feel spacious and inviting.

For those who crave drama and sophistication, dark hues like navy blue, charcoal, and deep green add a touch of luxury to your culinary space.

Paired with metallic accents and statement lighting, these bold colours create a striking focal point that commands attention.

If you prefer a pop of colour, vibrant shades like turquoise, mustard yellow, and coral inject energy and personality into your kitchen island. These cheerful hues add warmth and vibrancy to your space, creating a welcoming atmosphere that inspires creativity and conversation.

Whether you opt for understated neutrals or daring accents, the colour scheme of your kitchen island sets the stage for culinary adventures and memorable gatherings, making it the heart of your home.



## FINDING YOUR PERFECT PALETTE

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# bedroom



experience store

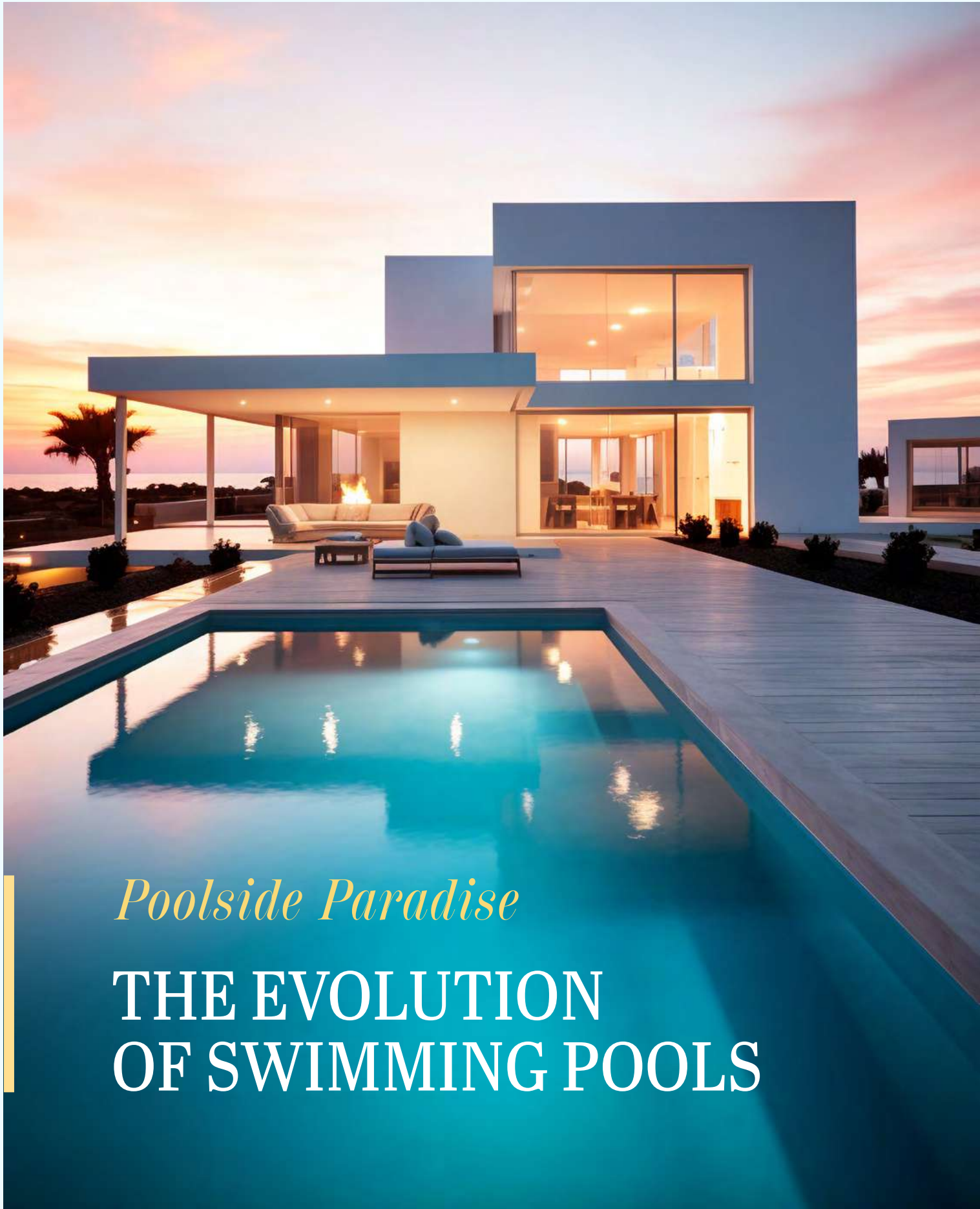
1 SOBHA Mall, Church Street, Off MG Road, Bengaluru  
+91 70228 23594 | +91 80951 04455



A SOBHA Enterprise

kitchen





*Poolside Paradise*

**THE EVOLUTION  
OF SWIMMING POOLS**



# From Mohenjo-Daro to Modern Marvels

---

Delve into the intriguing evolution of swimming pools, tracing their origins back to 2600 BCE with The Great Baths of Mohenjo-Daro. From Gaius Maecenas' pioneering heated pool to the advent of above-ground pool kits, witness the transformative waves shaping these aquatic oases.

**T**he story begins with the ancient wonders of Mohenjo-Daro, where the first elaborate construction of a pool emerged, crafted from brick and gypsum. Featuring stairs, benches, and a spacious surrounding deck, it marked an early exploration of modern-day aquatic leisure.



Between 800 BC and 600 BC, ancient Romans and Greeks were among the earliest societies to record the existence of leisure swimming pools. Gaius Maecenas, a Roman lord, elevated the experience by introducing the world's first heated swimming pool in the first century BC, blending luxury with innovation.

In 1837, London marked a significant stride in the acceptance and evolution of swimming pools by boasting six indoor pools with diving boards. Fast forward to the late 19<sup>th</sup> century when the modern Olympic Games of 1896 catapulted swimming pools into the spotlight. The growing significance of swimming competitions contributed to the global popularity of pools. Following World War II, swimming pools underwent a transformation. Once a luxury reserved for the elite, they became symbols of affluence with the rise of the middle class and inspiration drawn from Hollywood movies. Gunite, a versatile material, revolutionised pool construction, making it more affordable and contributing to a surge in the industry. In 1947, above-ground pool kits emerged as an accessible option, transforming the pool experience for many.

Today, swimming pools stand as more than just aquatic retreats; they symbolise luxury and innovation. With advanced facilities like temperature-controlled pools and self-filtration systems, they continue to reflect the ever-evolving desires and aspirations of a society that has traversed centuries in its love affair with the refreshing allure of these water havens.

# BORN RARE

UNUSUAL. UNSEEN. UNMATCHED.



## MARINA ONE

Marine Drive, Kochi

**Super Luxury Apartments**

3 and 4 BHK

Starting from INR 2.55 crore\*

**PURAVANKARA**

RERA Nos.: Phase 1 - K-RERA/PRJ/251/2020 | Phase 2 - K-RERA/PRJ/252/2020 | Phase 3 - K-RERA/PRJ/253/2020 | Phase 4 - K-RERA/PRJ/ERN/076/2023 | Artist's Impression | \*T&C Apply.





# *Inspire your* SPACE

Here's a sneak peek into various interior design styles, ranging from the use of neutral colours to the amalgamation of different patterns, the blend of natural, and man-made materials, to mixing rustic and cottage elements.

Choose your favourite and create a home that truly reflects you!



# MINIMALIST

*Calming, organised,  
and stylish homes*





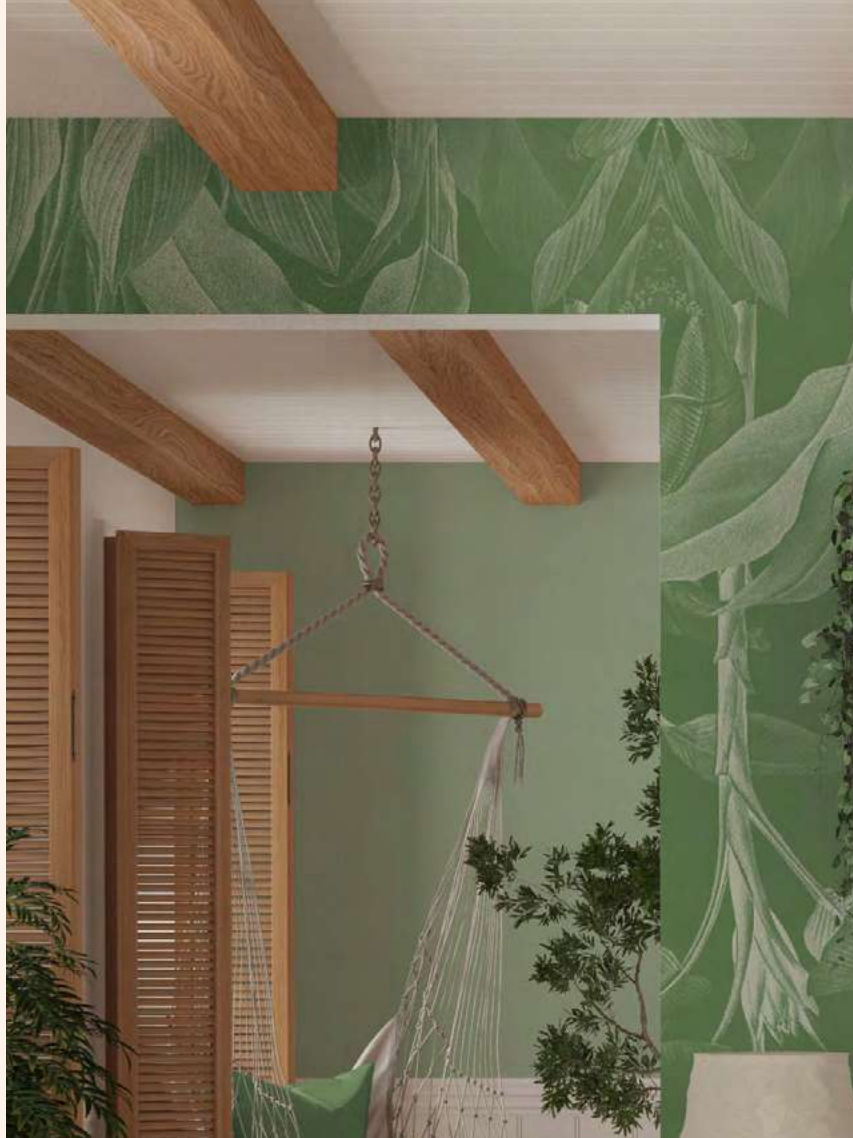
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**T**he Minimalist interior design prioritises simplicity and functionality. It features clean lines, uncluttered spaces, and a neutral colour palette. Natural light, open floor plans, and well-made furniture are key, with minimal, intentional decorations.



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**B**oho, short for Bohemian, is an eclectic interior design style characterised by a mix of patterns, textures, and colours drawn from various cultures and eras. Key elements of bohemian interior design include the use of natural materials like wood and rattan, layered textiles such as rugs, tapestries, and throws, as well as eclectic furniture pieces and decor collected from travels and flea markets. Boho style celebrates individuality and creativity, encouraging a relaxed and laid-back vibe in the home.





# BOHO

*Lived-in, comfortable,  
and uniquely you*







MID-CENTURY  
MODERN *Timeless  
and still in style*





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**M**id-century interior design, also known as Mid-century Modern, is a style that flourished in the mid-20<sup>th</sup> century. It's characterised by clean lines, functionality, and a blend of natural and man-made materials. Think sleek, minimalist furniture designs with tapered legs and geometric forms, as well as a focus on open floor plans and integration with the outdoors through large windows and natural materials. The colour palette often includes earthy tones, vibrant hues, and bold contrasts.





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**S**habby Chic is an interior design style that embraces vintage charm. It blends elements of rustic and cottage aesthetics with a touch of elegance. It often features a mix of new and old elements, creating a cosy and lived-in aesthetic. The style emphasises comfort and nostalgia, evoking a sense of charm and time-worn beauty.





# SHABBY CHIC

*Welcoming and nostalgic*









# IN HARMONY WITH NATURE

Sustainable Status Symbols

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Towards Better Living

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Eco-conscious Luxury Living

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Newspaper Bag DIY

# Sustainable Status Symbols

## The Rise of EV Luxury Cars

Luxury car ownership is evolving. Once defined by roaring engines, the new wave boasts a silent power: Electric Vehicles (EVs). These premium EVs offer unparalleled performance, cutting-edge technology, and the ultimate perk – a lighter footprint on the environment. Take, for example, the sleek lines of the BMW i8 and the futuristic silhouette of the Mercedes-Benz Vision EQS. With a rapidly expanding market and innovations in battery range and charging infrastructure, EVs are becoming the sustainable status symbol for the discerning driver.



### BMW i8

BMW i8, a futuristic masterpiece, merges electric and gas power for a thrilling hybrid sports experience. Its resource-efficient design and environmentally friendly technology redefine luxury, offering a sustainable drive into the future.



## Mercedes-Benz Vision EQS

Prepare to be transported to a new dimension of sustainable luxury with the Mercedes-Benz Vision EQS. This visionary masterpiece rewrites the rules of driving, seamlessly merging elegance, performance, and environmental responsibility. Featuring intelligent design and captivating digital light headlamps, the Vision EQS marks a milestone for a new era of automobiles.



# TOWARDS BETTER LIVING

## SOBHA AND SUSTAINABILITY

Almost 80% of the energy needs in SOBHA's corporate office are met through solar energy

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SOBHA uses materials with recycled content to reduce the use of cement

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LED lighting is used across projects and SOBHA facilities

For drinking purposes, SOBHA provides centralised RO, which significantly reduces water wastage over individual domestic RO plants

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SOBHA uses solar water systems and solar PV in all large projects to conserve resources

SOBHA, India's only real estate developer with a dedicated environmental team, is leading the charge in sustainable construction. Their commitment goes beyond regulations, meticulously designing, constructing, and monitoring each project with lasting environmental responsibility at the forefront.

### **Prioritising Long-term Sustainability**

Leaving a positive legacy for future generations is a priority for SOBHA. Through meticulous planning and execution, they are continuously reducing material wastage, energy consumption, and preserving natural resources. Detailed studies

are conducted to ensure long-term sustainability, with a focus on protecting the environment, proper sewage treatment, and minimal disruption to natural vegetation. This includes setting benchmarks and implementing practices such as feasibility reports, hydrogeology and hydrology studies, and noise pollution assessments.

### **Implementing Energy Conservation**

SOBHA is constantly implementing energy conservation measures that contribute to cost savings and reduced carbon emissions. LED lights are used which save more than 30% energy over conventional lighting. Optimally sized doors and



windows to the exterior ensure adequate daylight and ventilation. Roof insulation is provided in projects in warm & humid zones as well as hot & dry zones.

### **Sustainable Materials and Technology Integration**

SOBHA is continuously integrating sustainable practices in building materials and technology, aiming to minimise environmental impact and construction costs. This includes employing double glass insulation for noise reduction and heat control. Wood is sourced from PEFC-certified suppliers for manufacturing doors and furniture. Additionally, polish materials used are low in VOC. Modular construction methods have been introduced to reduce carbon emissions and waste production, ensuring a greener approach to construction.

### **Water Conservation Efforts**

SOBHA continuously minimises water usage through smart metering, rainwater harvesting, treating wastewater in in-situ Sewage Treatment Plants (STPs), and recycling the treated water for secondary purposes like flushing and landscaping. This effectively reduces freshwater consumption by at least 33%.

### **Preserving Open Spaces**

SOBHA ensures that at least 33% of the site area in all its projects is landscaped with diverse vegetation, giving priority to native species. Wherever feasible, the projects are designed to blend with the surroundings by retaining pre-existing natural topography and vegetation to the extent possible.



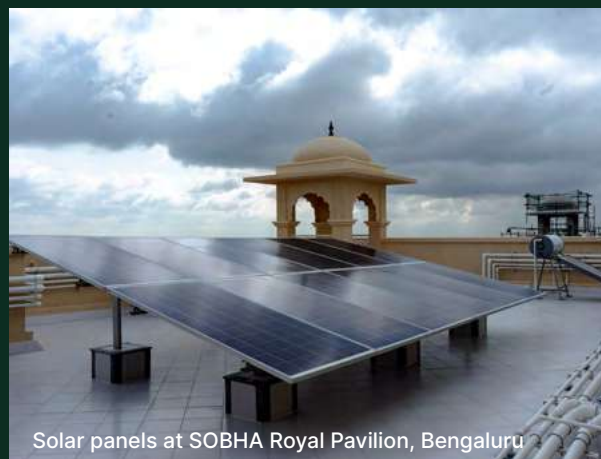
Solar heater at SOBHA HRC Pristine, Bengaluru



LED lights at SOBHA Silicon Oasis, Bengaluru



Landscaping at SOBHA HRC Pristine, Bengaluru



Solar panels at SOBHA Royal Pavilion, Bengaluru

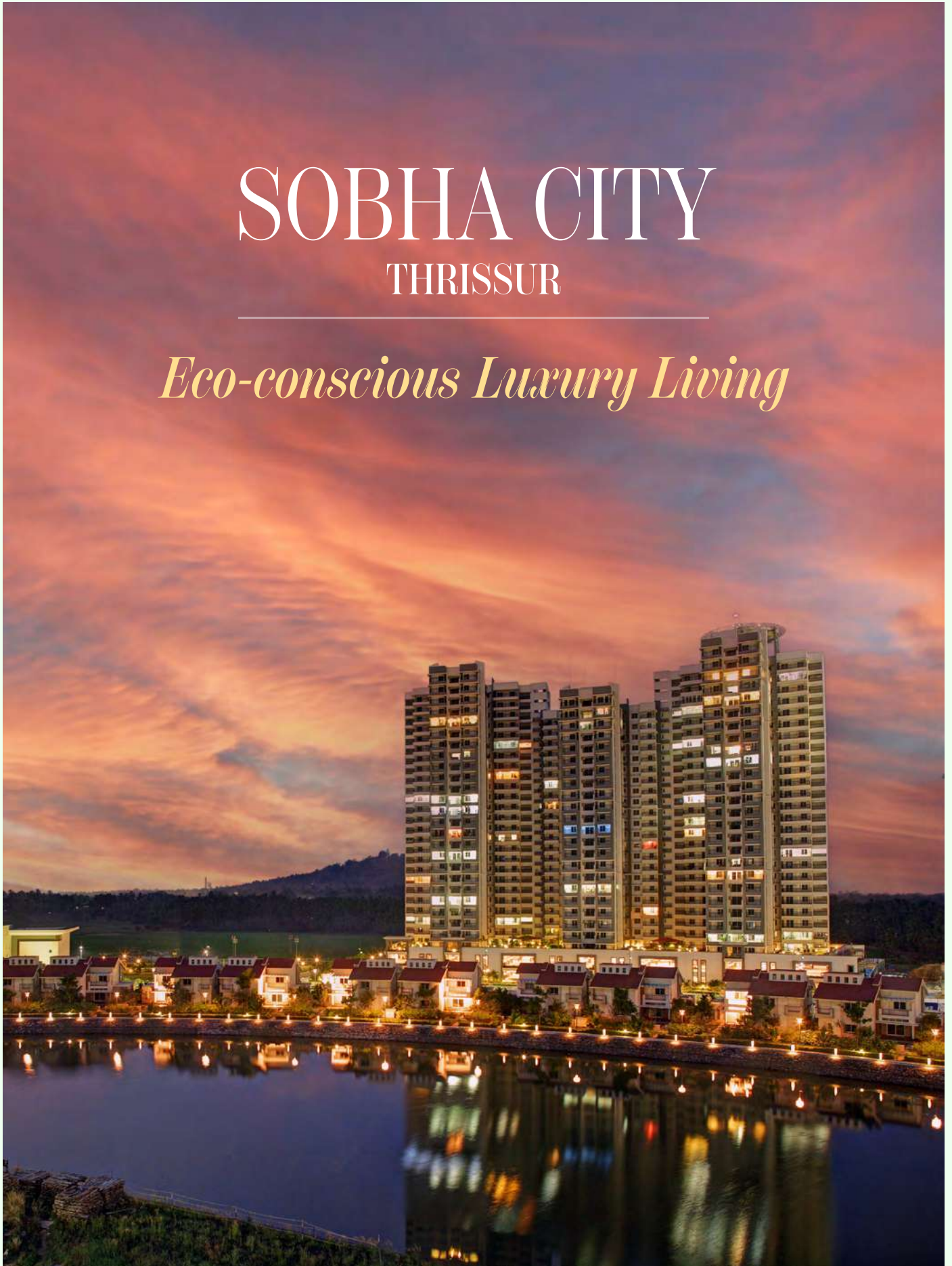


# SOBHA CITY

## THRISSUR

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*Eco-conscious Luxury Living*







## 100% Self-sufficient: A Model for Sustainable Development

SOBHA City, spanning 55 acres and positioned along the Thrissur-Guruvayoor state highway, harmoniously blends residential and commercial complexes surrounding a captivating 6.5-acre artificial lake. The meticulously planned property boasts a variety of amenities, encompassing lakeside walkways, an internationally designed clubhouse, and a commercial complex.

In line with its commitment to sustainability, the project utilises an organic waste converter to manage 100% of biodegradable waste, producing compost used as manure for landscaping. Additionally, the project features over 30% green landscapes, incorporating 40,000+ native trees and shrubs that enhance the environment with 180+ diverse species.

The sewage treatment plant (STP) effectively addresses all generated sewage for landscaping and flushing, thereby eliminating dependence on groundwater. The project sets an admirable standard by meeting 100% of its freshwater needs through rainwater harvesting and approximately 20% of excess rainwater is thoughtfully returned to nature.

A product of SOBHA's visionary thinking in 2006, this project exemplifies both the company's innovative capabilities and its commitment to building a sustainable and self-sufficient future.



This comprehensive approach to wastewater and waste management has earned SOBHA City the prestigious recognition of being India's First Net Water Positive (Platinum) operational project by the Indian Green Building Council (IGBC). This acknowledgement establishes SOBHA City as a commendable model for sustainable living.



# NEWSPAPER BAG DIY

## A Sustainable Living Hack

### Materials Needed

- Newspapers
- Scissors
- Glue
- Pencil
- Punching machine
- Ribbon/thread
- Decorative materials like stencils, feathers, glitter, paint, etc. (optional)

### Step-by-step instructions

#### 01 Paper cutting

- a. Cut a piece of newspaper to 9.5x15 inches (24x38 cm) or any rectangle size you prefer.
- b. Decorate one side of the paper if desired.

#### 02 Folding the bottom

- a. Place the paper in landscape orientation.
- b. Fold the bottom edge up 2 inches (5 cm) and crease the fold. This will be the bottom of the bag.





### 03 Locating centre points

- a. Find the centre points of the top and bottom edges using a ruler or by folding the paper.
- b. Mark the centre points and 3.5 inches (9.5 cm) to the left and right of each centre point.

### 04 Folding the sides

- a. Bring the right edge to the centre and fold, then unfold.
- b. Flip the paper, fold the left and right sides toward the centre, and glue them where they overlap.

### 05 Creating an accordion effect

- a. Flip the bag glued-side-down.
- b. Fold the side creases inward to create a slight accordion effect, measuring 1.5 inches (3.8 cm) from the left-hand side.
- c. Repeat on the right-hand side.

### 06 Preparing the bottom

- a. Fold and glue the bottom of the bag, folding it up 4 inches (10 cm) from the bottom.
- b. Prop open the bottom to form a square edge, revealing a triangle of folded paper on either side.

### 07 Piecing together the bottom

- a. Fold the top and bottom sides of the open bottom completely down, using the interior triangles as a guide. When you're done, the bottom area should have 8 sides like an elongated octagon instead of 4 sides like it had before.
- b. Fold the bottom strip of the 'octagon' upwards towards the centre and glue.
- c. Fold the top strip of the 'octagon' downwards towards the centre and glue, ensuring the bottom is neatly folded shut.

### 08 Adding handles

- a. Punch two holes at the top of the bag for handles.
- b. Reinforce the holes with tape or glue.
- c. Insert the ends of the handle through the holes and make a knot inside the bag.

Ensure the bottom is closed, and there are no gaps in the glued edges. Add any optional decorative materials like stencils, feathers, glitter, or paint to enhance the appearance of your bag.

Your newspaper bag is ready for use!







A dimly lit room, possibly a living area, featuring a piano with a red cloth draped over it. In the foreground, several young girls in blue dresses with red accents are visible, some appearing to be dancing or moving. The background shows a window with sheer curtains and a dark chair. The overall atmosphere is quiet and intimate.

# DEVOTION AT WORK

The Human Touch

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1000 Homes, Countless Dreams

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Stories of Impact

# THE HUMAN TOUCH

SOBHA's CSR, facilitated by Sri Kurumba Educational and Charitable Trust, launched 'Graamasobha,' an innovative social development program spanning three panchayats—Vadakkenchery, Kizhakkenchery, and Kannambra—in Kerala's Palakkad district. This initiative excels in various areas, including providing education opportunities for girls, healthcare services, support for the elderly and underprivileged, and empowerment programs for women.

Some of the key social projects undertaken by the Trust are:



## SOBHA Hermitage

A leading senior care facility, providing outstanding amenities and services. It also manages a hostel for senior girls affiliated with The SOBHA Academy.

1





2

## **SOBHA Academy**

An exclusive educational institution, from LKG to Class 12, for underprivileged children.

## **SOBHA Icon**

Another educational initiative to improve the standards of other Government school students in higher classes.



3



4

## SOBHA Young Mothers Rehabilitation Program

Established in 2006, it provides free accommodations, secure housing, employment opportunities, and educational support to young widows and their children.

5

## SOBHA Health Care

A primary health centre with best-in-class facilities for medical treatment. The facilities include free consultation, diagnosis, tests, treatment, and medicines. More than 2.5 lakh patients have been treated so far.







6

## **SOBHA Rural Women Empowerment**

The initiative provides financial assistance and clothes to 50 widows, offering a monthly pension of Rs. 5000.

## **SOBHA Dowry-free Social Wedding**

It helps approximately 40 women get married each year and provides basic resources to the couples to help them begin their wedded life. It has carried out 684 marriages successfully to date.

7



# SOBHA COMMUNITY HOME PROJECT

## 1000 HOMES, COUNTLESS DREAMS

Despite being a fundamental human need, millions worldwide lack access to decent and affordable housing. In response, SOBHA, through the Sri Kurumba Educational and Charitable Trust, initiated the SOBHA Community Home Project. This innovative social development endeavour aims to construct 1000 houses for less fortunate families in the Kizhakkenchery Panchayat of Palakkad district, Kerala. As of the fiscal year 2023-24, the Trust has completed Phase I of the project.



*From right to left:* Mrs. Sobha Menon (Trustee, Sri Kurumba Educational and Charitable Trust), Mr. Ravi Menon (Chairman, SOBHA Limited) and Shri K Rajan (Revenue and Housing Minister, Kerala) handing over home keys to one of the beneficiaries.





**D**uring the pilot phase in May 2023, a foundation stone laying ceremony was held for 100 houses, with 10 homes delivered to deserving families.

In March 2024, Phase I saw the handover of keys for the first set of 100 homes, completely free of cost to the beneficiaries. These homes were constructed between July 2023 and March 2024.

Continuing this commitment, Phase II commenced in March 2024 with the laying of foundation stones for an additional 120 homes, bringing the total commitment to 1000 homes for women from economically disadvantaged backgrounds.

Significantly, Phase II includes 13 landless families who will each receive 5 cents of land for their new homes.



*A home is more than just a shelter; it's a foundation for a better life. At Sri Kurumba Educational and Charitable Trust, we are committed to transforming lives through holistic social development, starting with the provision of housing security. We believe that by addressing the basic needs of individuals, we can create a ripple effect that positively impacts families, communities, and society at large."*



**Mr. PNC Menon**

Founder

SOBHA Group and Sri Kurumba Educational and Charitable Trust

# STORIES OF IMPACT

SOBHA has consistently dedicated time and resources to improve the lives of those less fortunate, aligning with its CSR philosophy of 'Devotion at Work.' This dedication is reflected in the stories of individuals the organisation has been privileged to impact, showcasing the genuine commitment and meaningful contributions made to their lives.

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The sudden passing of my husband, Anandan, in 2005 brought financial struggles and the grief of widowhood. Yet, in the stillness, I rebuilt for my sons, Anunandan VA and Adithyan VA. Thanks to Mr. PNC Menon and the Sri Kurumba Educational and Charitable Trust's Young Mothers Rehabilitation Program, we found hope. In 2007, with a room, educational support and medical facilities, our journey from despair to hope is a testament to the transformative power of support and opportunities provided by the initiative."

**Archana Anandan**

Young Mothers Rehabilitation Program's Beneficiary





Facing health challenges and substantial medical expenses, SOBHA Health Care has been my beacon of hope. Struggling with coronary artery disease, high blood pressure, diabetes mellitus, and thyroid issues, their invaluable support became a lifeline for my family. I am immensely grateful for the hope and relief provided amid my health and financial challenges.”

**Rosely Johnny**

SOBHA Health Care Beneficiary



Coming from a humble family with special needs, SOBHA Icon became my sanctuary in 2016. Warm smiles welcomed me, nurturing my ambition. Teachers and staff empowered me to find my voice and participate in assembly programs, boosting my confidence. Principal Gangadharan Sir’s support remains invaluable. It’s been a life-changing journey.”

**Sneha S Moorthy**

Alumna of SOBHA Icon



Forever grateful to Mr. PNC Menon, SOBHA Academy is the reason for the wonderful turn in my life. It’s a dream-like place, filled with supportive teachers who go beyond textbooks. They not only guided me academically but instilled in me the value of giving back to society. Now, as I pursue my dream of becoming a doctor, I reflect on the transformative journey shaped by SOBHA Academy.”

**Boomika R**

SOBHA Academy Graduate









# LEISURE LOUNGE

Lights, Camera, History!

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Grammy Glory

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From Pictograms to Posts

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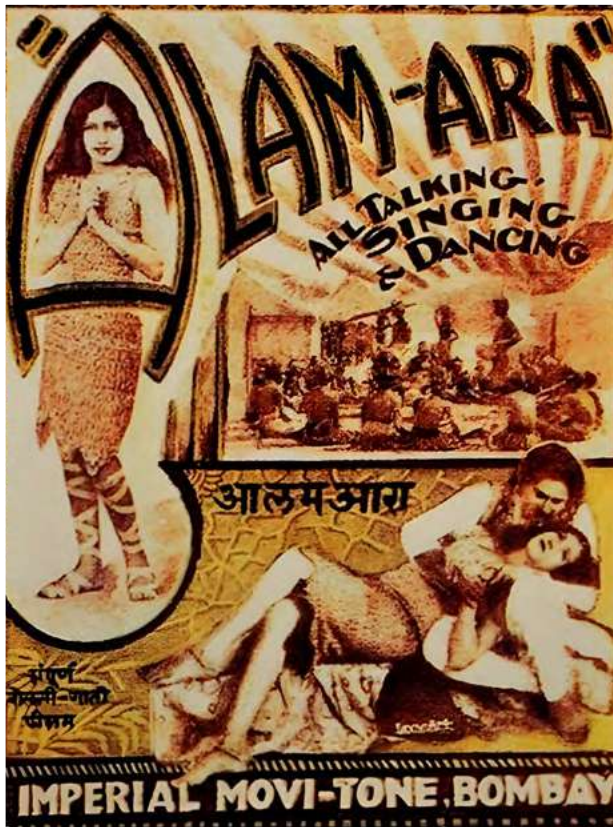
Passport to Architectural Marvels



# LIGHTS, CAMERA, HISTORY!

## Unveiling cinematic landmarks in India

Embark on a captivating journey through the history of Indian cinema, exploring two of the groundbreaking works that have shaped the nation's film heritage!

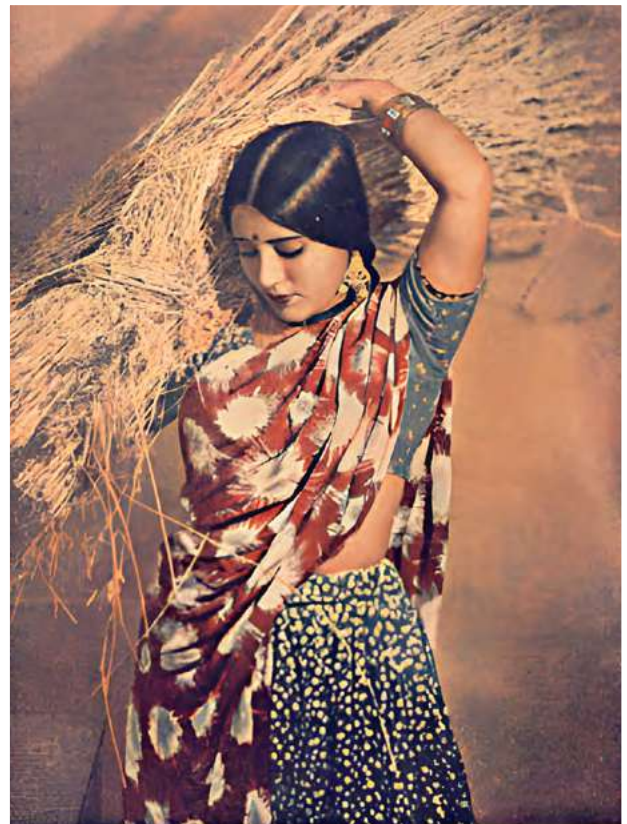


First Sound Film

### **Alam Ara (1931)**

Inspired by Harry A. Pollard's American romantic drama part-talkie, *Show Boat*, which is based on a novel of the same name, Ardeshir Irani directed and produced India's first sound film, *Alam Ara*. The film was released in 1931 and was 124 minutes long. Saregama released the film's soundtrack, comprising a total of seven songs.

(Image source: Wikipedia, CC BY-SA 4.0)



First Indigenously Made Coloured Film

### **Kisan Kanya (1937)**

*Kisan Kanya*, the first indigenously made colour film, was directed by Moti Gidwani and produced by Ardeshir Irani of Imperial Pictures. This 137-minute cinematic venture, inspired by a novel by Saadat Hasan Manto, revolves around the struggles of impoverished farmers.

(Image source: Wikipedia, CC BY-SA 4.0)



The renowned sitar player and composer is arguably one of the finest names in Hindustani classical music the world has seen. He was the first Indian to win a Grammy. He won in four categories, including the Lifetime Achievement Award. His first Grammy came in 1968 for the album "West Meets East," winning in the 'Best Chamber Music Performance' category.

In 1973, he was awarded the 'Album of the Year' award for "The Concert for Bangladesh," a collaboration with guitarist George Harrison. In 2002, Shankar earned the 'Best World Album' Grammy for "Full Circle: Carnegie Hall 2000."

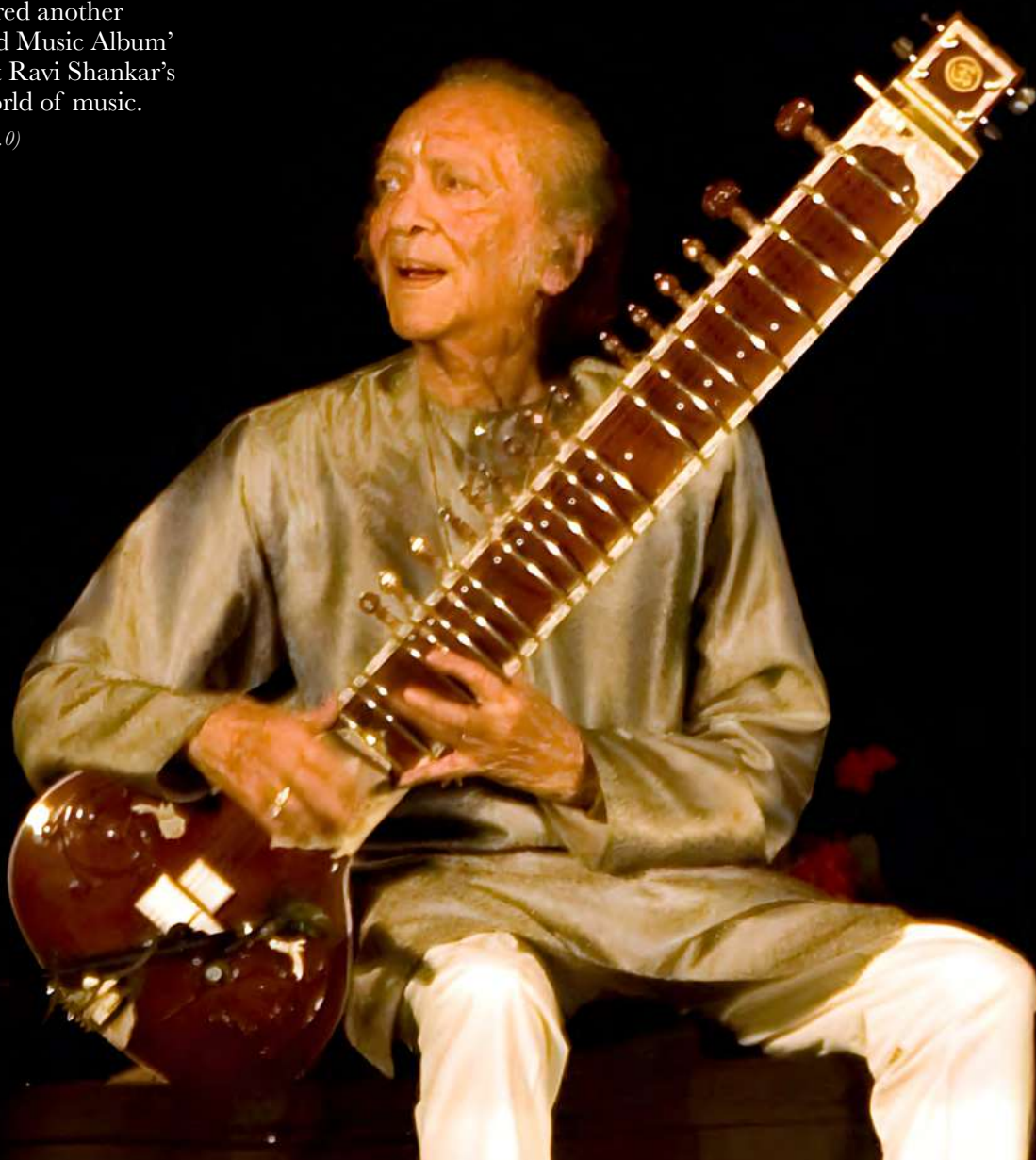
In 2013, the musical virtuoso was posthumously honoured with a Grammy for 'Lifetime Achievement Award.' Simultaneously, his album "The Living Room Sessions Pt. 1" secured another Grammy in the 'Best World Music Album' category, cementing Pandit Ravi Shankar's enduring impact on the world of music.

*(Image source: Wikipedia, CC BY-SA 4.0)*

# GRAMMY GLORY

Pandit  
Ravi Shankar

India's Debut Grammy Triumph





# From Pictograms to Posts

Ever wondered how we went from scratching pictures on cave walls to typing “LOL” on our phones? Buckle up, because we’re taking a whirlwind tour through the fascinating evolution of written language!



## The Doodle Days (3500-3100 BCE)

Imagine communicating with pictures – that’s the world of proto-writing. Think of early Mesopotamians and Egyptians drawing little stick figures and squiggles to represent things like “food” or “danger.” Not exactly Shakespeare, but a pretty cool first step!

## From Pictograms to Pottery (3400-2000 BCE)

Fast forward a few millennia, and things get a bit more sophisticated. We meet cuneiform, where Mesopotamians used wedge-shaped marks on clay tablets to write. Meanwhile, the Egyptians were rocking hieroglyphs, a complex system using pictures, symbols for ideas, and even sounds. And in China, characters began to emerge, combining meaning and sound – the ancestors of modern Chinese characters!





## Alphabets: The Game Changer

(2000 BCE-Present)

Here comes the real game-changer: the alphabet. The Phoenicians get the gold medal for creating the first true alphabet, using symbols for individual consonants. This brilliant idea inspired the Greeks, who added vowels and paved the way for many European alphabets, including Latin. And guess what? Latin gave birth to many of the languages we speak today, like English, French, and Spanish – a linguistic family tree worth bragging about!



अ	क	आ	का	अँ	कँ	आँ	काँ	इ	कि
ई	की	उ	कु	ऊ	कू	ऐ	के	ए	के
ऐ	के	ओ	को	औ	कौ	औ	कौ	ऋ	कृ
ऋ	कृ	ऌ	कळ	ऍ	कँ	अः	कः		
क्	कँ	क	ख	ग	घ	ङ	च	छ	ज
झ	ञ	ट	ठ	ड	ढ				
ध	न	प	फ	ब	भ				
व	श	ष	स	ह	क				
ड़	ढ़	फ़							
१	२	३	४	५	६	७	८	९	०

ア	イ	ウ	エ	オ	カ	キ	ク	ケ	コ
サ	シ	ス	セ	ソ	タ	チ	ツ	テ	ト
ナ	ニ	ヌ	ネ	ノ	ハ	ヒ	フ	ヘ	ホ
マ	ミ	ム	メ	モ	ヤ		ユ		ヨ
ラ	リ	ル	レ	ロ	ワ	ヰ			エ
									ヲ

## Beyond the Alphabet Soup

But the story doesn't end there! We have syllabaries like Japanese Kana, where each symbol represents a syllable, and abugidas like Devanagari (used in Hindi), where characters are based on a single consonant sound with different vowels.

## Modern Twists

Today, languages are constantly evolving, thanks to standardisation (think spelling bees and grammar rules) and digitalisation. We've got emojis adding a whole new layer of expression, and online slang creating a unique language all its own. Who knows what the future holds for written language? Maybe we'll be communicating with mind-reading technology or telepathic emojis!





# Passport to Architectural Marvels

Embark on a journey exploring a diverse collection of archival hotspots and architectural wonders — museums — where innovation intertwines with history, promising a captivating glimpse into the future. These must-see global structures captivate with cutting-edge technology and timeless charm, offering endless fascination to both first-time visitors and seasoned explorers.

## Louvre Museum

Paris, France

From the renowned painting of the *Mona Lisa* to the beautifully sculpted *Venus de Milo*, the Louvre Museum houses an extraordinary collection of masterpieces spanning centuries. Situated within the grand palace of Philip Augustus' 12<sup>th</sup> century fortress, it stands as the world's most-visited art museum, showcasing works from ancient civilisations to the mid-19<sup>th</sup> century.



## The Museum of the Future

Dubai, UAE

A stunning architectural and engineering marvel, standing at 225 ft. tall, seamlessly blends traditional art with advanced technology. Featuring quotes from His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the circular design embodies humanity, a green mound symbolises Earth, and the void represents the unknown future. Designed by Killa Design architects and engineered by Buro Happold.



## National Museum of Qatar

Doha, Qatar

French architect Jean Nouvel designed the museum, drawing inspiration from the desert rose found in Qatar's desert region. Completed in 2019, the museum is constructed around Sheikh Abdullah bin Jassim Al Thani's original palace which was meticulously restored as a historical centrepiece. The building also houses a 220-seat auditorium, two restaurants, a café, and a traditional food forum.



## Albert Hall Museum

Jaipur, India

Conceived by architect Samuel Swinton Jacob with support from Mir Tujumool Hoosain, the Albert Hall Museum stands as an architectural marvel, embodying the Indo-Saracenic style. Initiated during the visit of Albert Edward (King Edward VII), the Prince of Wales, it was intended as a platform to nurture local artistry, connecting craftsmen with enthusiasts, and enchanting rulers and wanderers.

## Guggenheim Museum Bilbao

Bilbao, Spain

Designed by architect Frank Gehry, the Guggenheim Museum Bilbao stands as an iconic example of 20<sup>th</sup> century innovation. Centered around Gehry's hallmark Atrium, which serves as the heart of the museum, the building is organised into three levels connected by curved walkways, titanium and glass elevators, and stairs. The versatile space also hosts 20 galleries with diverse proportions and designs.











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