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## SOBHA Tops National Ranking in Global Buyer Report 2020 by Track2Realty

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Bengaluru, February 24, 2020: India's most admired and trusted real estate brand, SOBHA establishes its brand leadership amongst globally travelled Indians. The company has received the vote of confidence to become the Top Realty Brand Nationally in the Global Buyer Report 2020, a study conducted recently by Track2Realty.

The comprehensive report has recognised SOBHA as the Top Realty Brand Nationally, Top Real Estate Brand in South India and Top Choice of HNIs. Additionally, SOBHA emerged as one of the top three choices of NRI community.

Speaking on the occasion, Mr. Ravi Menon, Chairman, SOBHA Limited **said**, "We are happy to be **recognised as the top national brand by Track2Realty's first Global Buyer Report 2020**. Global home buyers are well-travelled, well-researched and have a sound understanding of the international as well as Indian real estate market. Their vote of confidence for SOBHA reinforces the strength of our product, distinct processes and customer-centric approach. More importantly, it is a reflection of our deep-rooted commitment to quality and timely delivery of products with transparency. The aim is to continuously build upon our skills while raising the **bar of brand SOBHA.**"

The methodology employed towards this in-depth study was stringent and the survey respondents were picked up, based on their profile, financial depth and global exposure. The respondents were NRIs and only those HNIs who have at least travelled to two or more countries and are exposed to the realities of housing market overseas. Developers were evaluated on 10 parameters – Property Options; Lifestyle & Amenities; Status Statement; Risk Free Reputation; Hand Holding; Best Practices; Global Competitiveness; Brand Trust; Online Reputation and Project Differentiation. A sample size of 1500 respondents comprising 1000 HNIs and 500 NRIs were targeted through online and offline survey. This survey was conducted in 20 cities of India along with UAE, Saudi Arabia, Malaysia, UK, Australia, Mauritius, South Africa, USA, Canada and Singapore.

The result of the survey was based on a set of 25 open-ended and close-ended questions. Participant responses were grouped into five key areas – Trust over Indian Economy; Trust with Real Estate Investment; **ROI Concerns; Developers' Trustworthiness and Global Lifestyle Aspirations**. Further, the developers were also evaluated on unstructured buzz that tracks social media and other open forums online, along with image vis-a-vis visibility.

Mr. J.C. Sharma, Vice Chairman and Managing Director SOBHA Limited said, "This recognition is significant for us since it comes at a time when the Indian real estate sector is witnessing a tough environment. Despite this, we have been able to make an impact with our persistent efforts in enhancing the brand reputation and strengthening our position. Leveraging our strength of backward integration model, we are focused on delighting our customers with our international quality **products.**"



The overall vote of confidence score of SOBHA is 81.2. On each metric of 0-10 scale, SOBHA could earn 7.6 for property options; 8.2 for lifestyle & amenities; 8.0 for status statement; 8.4 for risk free reputation; 7.6 for hand holding; 8.2 for best practices; 8.0 for global competitiveness; 8.4 for brand trust; 8.4 for online reputation and 8.4 for project differentiation.

In South India, the vote of confidence achieved by SOBHA has an overall score of 82.3. On each metric of 0-10 scale, SOBHA could earn 7.6 for property options; 8.2 for lifestyle & amenities; 8.4 for status statement; 8.5 for risk free reputation; 7.6 for hand holding; 8.2 for best practices; 8.0 for global competitiveness; 8.8 for brand trust; 8.6 for online reputation and 8.4 for project differentiation.

Similarly, SOBHA clocked an overall score of **83.9 in HNI's Choice**. On each metric of 0-10 scale, SOBHA could earn 8.0 for property options; 8.4 for lifestyle & amenities; 8.4 for status statement; 8.4 for risk free reputation; 7.8 for hand holding; 8.5 for best practices; 8.2 for global competitiveness; 8.8 for brand trust; 8.6 for online reputation and 8.8 for project differentiation.

According to the report, NRIs prefer to invest in homes in tier-II cities and their hometowns, while HNIs prefer homes in metros and tier-I cities. With a residential footprint in 10 cities, SOBHA has product offerings across all major cities, including tier-II markets.

Notes for the editor:

Methodology:

- Based on perception survey
- A sample size of 1500 respondents of 1000 HNIs & 500 NRIs
- Survey was conducted in 20 cities of India along with UAE, Saudi Arabia, Malaysia, UK, Australia, Mauritius, South Africa, USA, Canada and Singapore
- Participants were asked 25 open-ended and close-ended questions
- Responses were grouped in 5 areas - Trust over Indian Economy; Trust with Real Estate **Investment; ROI Concerns; Developers'** Trustworthiness and Global Lifestyle Aspirations

About SOBHA Limited:

Founded in 1995, SOBHA Limited is one of the fastest growing and foremost backward integrated real estate players in the country. It means that the company has all the key competencies and in-house resources to deliver a project from its conceptualization to completion. SOBHA is primarily focused on residential and **contractual projects. The Company's residential projects include presidential apartments, villas, row houses, super luxury & luxury apartments, plotted developments and aspirational homes.** In all its residential projects, the company lays strong emphasis on environmental management, water harvesting and highest safety standards. On the contractual projects side, the Company has constructed a variety of structures for corporates including offices, convention centres, software development blocks, multiplex theatres, hostel facilities, guest



houses, food courts, restaurants, research centres, and club houses. For more information on SOBHA Limited, please visit: [www.sobha.com](http://www.sobha.com)

For further information, please contact:

SOBHA Limited  
Abhinav Kanchan  
Senior Vice President & Head Corporate Communications  
Off: +91 80 49320000 Ext. 6029  
Mobile: 9741773269  
[abhinav.kanchan@sobha.com](mailto:abhinav.kanchan@sobha.com)