

The Creators - Sobha Developers

It was in the year 1995 that Mr. P N C Menon founded Sobha developers with the clear vision to "transform the way people perceive quality" in the real estate industry returned home from the Middle east where he was acclaimed for quality interiors and construction since 1977. His intuition and business sense buttressed with the exhilaration of returning to his homeland led him to believe that he could make Quality the key differentiator between his proposed venture and other construction companies. Over the intervening years this vision continues to be the bedrock of all endeavours.

Today Sobha developers is one of the largest and only backward integrated real estate player in the country.

Since its inception Sobha's reputation is built on rock solid values, benchmark quality standards, uncompromising business ethos, focused customer centric approach, robust engineering, in-house Research & Development and transparency in all spheres of conducting business, which have contributed in making Sobha a preferred real estate brand in both residential and commercial segments. This was emphatically endorsed during its IPO in 2006 when the issue was oversubscribed by 126 times that created history, being the first event of its kind in Indian capital markets.

In the past 15 years since its inception, Sobha has completed 47 residential projects, 13 commercial projects and 166 contractual projects covering about 36.62 million sq. ft. area in 18 cities across India. The company currently has 21 ongoing residential projects aggregating to 8.5 million sq. ft., while 4.24 million sq. ft. of contractual projects are under various stages of construction. On an average, Sobha has constantly executed about 6 million sq. ft. of work on an average basis over the last 5 years. In the current year, which will be the 15th year of establishment, Sobha Developers have already stepped into the 50th million sq. ft. of execution, which itself is a landmark in the real estate industry.

The who's who of Corporate India form the client list including stalwarts like Infosys Technologies, Hewlett Packard, Dell, The Taj Group, Mico, Timken and others. Residential projects include premium apartments, villas and row houses with amenities like club houses, shopping centres and swimming pools as a value addition to the Sobha lifestyle that the company brings home to all its clients.

Marketing Office Sobha Developers Ltd. Gera Sterling, 3rd Floor, North Main Road, Koregaon Park, Pune 411001	Call 020 41301005 99756 40000 99756 50000 95612 88666	Email punemarketing@sobha.com Website www.sobha.com	Sms sobha <space> pune <space> your e-mail id to 56767
--	---	--	--

Corporate Office:
Sobha Developers Ltd.
#4, Neeladri Plaza, Raja Ram Mohan Roy Road, Richmond Road Circle, Bangalore - 560 025, Karnataka, India.
Tel : + 91 80 2210 4561 / 2 / 3 / 4 / 5 / 6, Email : sdplsrc@sobha.com



class is timeless...

Creation

Sobha Ivory, an exclusive project located off NIBM road, Kondhwa offers 3 BHK Super Luxurious Apartments. These apartments are designed especially for the few who are looking for something unique and contemporary for their family. It has all the elements to give you a grand lifestyle and quality living at the same address.

Lifestyle

...the grand way of living!

One aspires to live the way he dreams and at Sobha Developers we strive to convert your dreams into reality. At our new creation, we have an elegant architecture that will please your eyes and spacious apartments that will take care of your comfort. The amenities are also specially designed to suit the lifestyle of Kings, Queens and You.

Classic

...only known to the connoisseur!

A home should confer pride on its owner as a throne brings to its king. We have designed our new project Sobha Ivory to bring you pride, joy and gratification that you always aspired. We present you a magnificence which is an epitome of class, quality and luxury!



Exclusive

...designed to pamper the
epicure in you!

Architectural Design

- Two towers designed with compact detailing to maximize open space and green area
- Architecture maximizes light and ventilation without compromising privacy
- Contemporary style with extreme emphasis on functionality and comfort
- Podium space effectively utilized as a community space, green lawns and play area
- Emphasis on easy parking and smooth internal drive way circulation



SOBHA

IVORY

Off NIBM Road, Kondhwa, Pune

Neighbourhood

...reviving the spirit of community living!



Highlights of Kondhwa

- Planned development and good roads complimented with expanses of greenery all around
- Proximity to Camp and Pune station is 15-20 min drive (7-8 kms)
- Easy accessibility from Hadapsar, Hinjewadi and Baner adds to the demand from IT/ITES
- Close proximity to NIBM campus and Salunke Vihar road
- Approximately 3.5 kms from the property is Wanworie - Fatimanagar road connecting to Pune Solapur Highway, this road connects to the Empress Garden / Pune Race Course road leading you to the Pune Airport via Koregaon Park and Yerwada
- The uptown area of Pune, Koregaon Park is approximately 20 min drive
- The Katraj junction or rather the other end of Pune - Mumbai Highway leading towards Bangalore / Mahabaleshwar is 4.5 kms away. This proximity is of great convenience to customers from Mumbai / Kolhapur / Bangalore
- Surrounded by commercial complexes and major retail outlets namely Reliance Fresh, More and many others

Proximity

- M.G.Road: 7 kms
- Pune Railway Station: 8 kms
- Pune - Mumbai Highway: 4.5 kms
- Pune - Solapur Highway: 4 kms

Nearby Schools

- Bishop High School Undri (ICSE): 7 min drive
- Bishop High School Camp (ICSE): 15 min drive
- Delhi Public School (CBSE): 15 drive
- VIBGYOR High School: 10 min drive

Nearby Play School

- The Scholar's Nursery School
- Learning Rewards
- Tiny Tots Nursery
- Whizkids

Nearby Hospitals

- Jehangir Hospital (affiliated to Apollo Hospital): 20 min
- Ruby Hospital & Cancer Centre: 20 min
- Jehangir on road to Salunke Vihar: 10 min
- Sancheti Orthopedic Hospital Shivajinagar: 30 min
- Sai Sneh Orthopedic Hospital and Diagnostic Centre Pvt. Ltd.
- Situated at Katraj opp PMT Bus depot is a Charitable Hospital
- Satyanand Hospital is opp. Konark Puram Kondwa
- Kamal Nursing and Maternity Hospital
- Indrayani Neuron Diagnostic Centre
- Noble Hospital
- Inamdar Hospital

Blood Bank

- Akshay Blood Bank

IT Parks

- Magarpatta IT Park: 20 min
- Hinjewadi IT park: 30 min via Pune - Mumbai Highway
- S.P. Infocity, Phursungi: 35 min via Solapur Highway

Shopping Malls

- Vishal Mega Mart on Wanworie - Fatimanagar Road: 4 kms
- Reliance Mart on Wanworie - Fatimanagar Road: 4 kms
- Big Bazar on Fatimanagar Road and Solapur Highway: 4 kms
- Few more are opening up at Wanworie - Fatimanagar road and Kondhwa

Food and Dining

- ZK's (Zaheer Khan's Restaurant): 2.7 kms
- The Beverly Hill Hotel: 5.5 kms
- Jyoti Restaurant: 2 kms
- Kalyan Bhel: 2.7 kms
- Baan Thai: 2.5 kms

Clubs

- Corinthian: 4 kms
- Turf Club and Race Course: 5 kms
- Poona Club: 7 kms
- Residency Club: 7 kms

Health Clubs

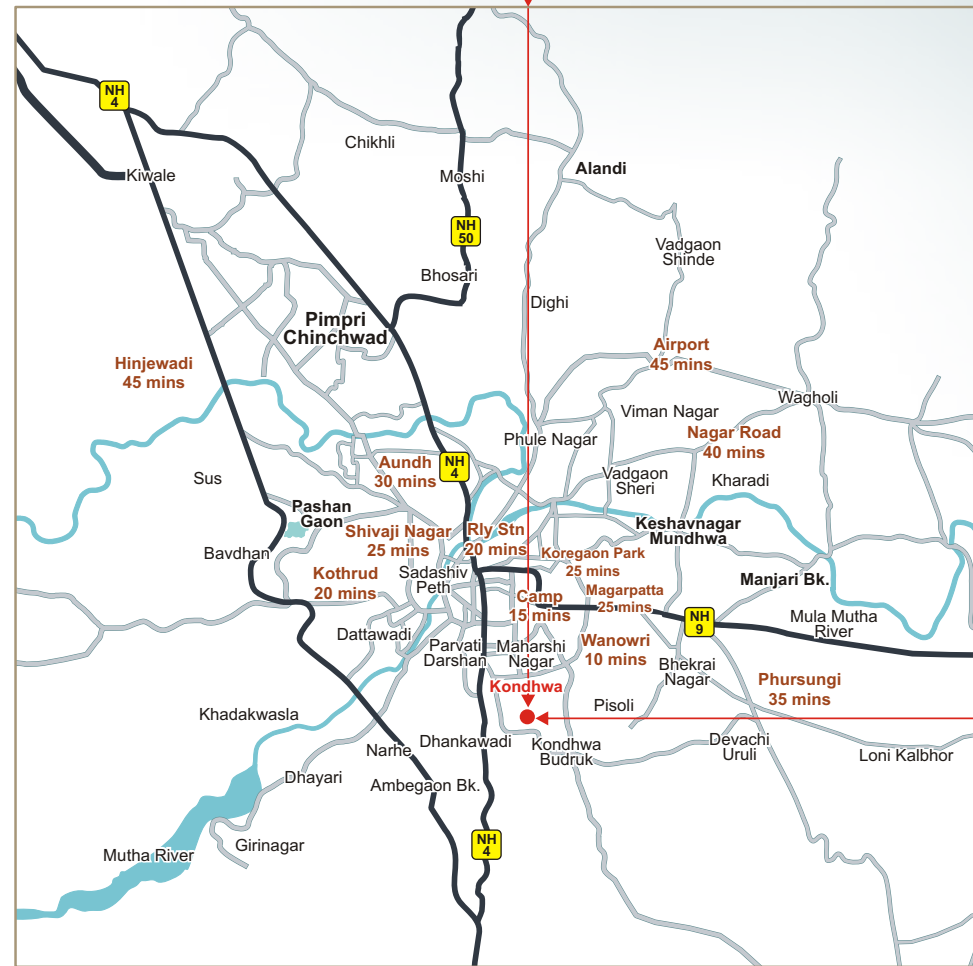
- Stretch Fitness and Health Club: 3 kms
- Tushar's Fitness Studio: 2 kms
- Fab Gym: 3.5 kms

Private Cab Services

- Wings Radio Cab: 020 4010010 0/8
- Pune - Mumbai Taxi Service: 020 26145365



Location



Detail

...importance given to the minute entities!



Every magnificent structure or a monument is not only admired for its grandness but is also acclaimed for the minute details that the creator ensured. We at Sobha Developers have a keen eye for detail and firm belief in optimizing things at very fine levels. At Sobha Ivory, every minuscule aspect has been inspected comprehensively so as to match your taste and style. Rest assured; your new home is going to be one of the finest masterpieces from the experienced creator Sobha Developers.

Project Specifications

Exclusively designed 140 numbers 3 bedroom super luxurious apartments with basement and ground covered car parking plus 11 floors

STRUCTURE

- 1 Basement + ground + 11 storey RCC framed structure with concrete block masonry walls
- Covered car park in basement and ground floor

FOYER/LIVING/DINING

- Superior quality vitrified tile flooring and skirting
- Plastic emulsion paint for walls & ceiling

BEDROOMS

- Superior quality vitrified tile flooring and skirting
- Plastic emulsion paint for walls & ceiling

KITCHEN

- Superior quality ceramic tile flooring
- Superior quality ceramic wall tiling upto lintel
- Plastic emulsion paint for ceiling

TOILETS

- Superior quality ceramic tile flooring
- Superior quality ceramic wall tiling upto false ceiling
- False ceiling with grid panels

BALCONIES/UTILITIES

- Superior quality ceramic tile flooring and skirting
- Granite coping for parapet/MS handrail as per design
- Plastic emulsion paint for ceiling
- All walls painted in textured paint

SERVANTS ROOM (wherever applicable)

- Superior quality ceramic tile flooring and skirting
- Plastic emulsion paint for walls & ceiling

SERVANTS TOILET (wherever applicable)

- Superior quality ceramic tile flooring
- Superior quality ceramic wall tiling upto false ceiling
- False ceiling with grid panels

DOORS & WINDOWS

Main / Bedroom / Toilet Doors

- Flush doors
- All other doors to be manufactured in specially designed heavy-duty powder coated aluminium extruded frames

Windows / Ventilators

- Heavy-duty powder coated aluminium glazed windows and ventilators made from specially designed and manufactured sections

COMMON AREA LOBBY

- Granite flooring in lobby
- Superior quality ceramic wall tile dado upto ceiling
- Granite coping for parapet/MS handrail as per design
- Plastic emulsion paint for ceiling

FIRE EXIT STAIRCASE

- Cement concrete treads, risers and landing
- Parapet wall with granite coping
- Plastic emulsion paint for ceiling
- Textured paint for walls

LIFTS

- Total 4 numbers of lifts of reputed make
- Capacity - 2 lifts of 8 passengers and 2 lifts of 15 passengers

PLUMBING & SANITARY

- Sanitary fixtures of reputed make in all toilets
- Chromium plated fittings of reputed make in all toilets

ELECTRICAL WORKS

- Split AC provision in living room and all bedrooms
- MSEDCL powder supply: 10kW 3 phase supply for 3 bedroom units
- Standby power of 1kW for apartments and 100% power backup for common area facilities
- Exhaust fans in kitchen & toilets
- Television points in 2 bedrooms and living room
- Telephone points in living rooms and all bedrooms
- Intercom facility from security cabin to each apartment

LANDSCAPE

- Designer landscaping

Leisure

...rejuvenate, relive and refresh yourself!



At Sobha Ivory you will have numerous ways to rejuvenate yourself. Go for a refreshing swim or choose a quiet corner in the library with your favourite book. You can also workout at the fully equipped Gymnasium or tone up at the Aerobics Room. We encourage you to display your skills at the Amphitheatre and Billiards table. If you are too tired for all the above, we have a Jacuzzi to soothe you down and help you freshen up for a beautiful evening ahead.

Amenities

Designer Landscaping | Club House | Swimming Pool | Jogging Track | Children's Play Area | Gymnasium | Amphitheatre
Tennis Court | Table Tennis | Steam, Sauna, Jacuzzi | Aerobics Room | Crèche | Half Basket Ball Court | Cards Room
Billiards | Multipurpose Hall | Reading Area

Highlights

Spread across 3.8 acres | 80% Open Space with well spread landscape and amenities | Rainwater harvesting |
Power backup of 1 kW | Reticulated gas supply | Metal strip reinforcements between walls and ceiling to avoid cracks |
Rubber fenders on the pillars of parking area | Thermal insulation on terraces to ensure protection from weather extremes |
Sewage treatment plant | Organic waste converter | Corner beading- Metal strip reinforcements to avoid damages to corners |
Project located in an upcoming area of Pune | Approx.15 min drive to Pune camp and Pune railway station |
Close proximity to Pune – Mumbai expressway |



Disclaimer - The views shown are artist's impression only. Sobha Developers reserves the right to change the specifications and amenities without prior notice in the interest of quality and timely delivery. We assure that any such changes made will not, in any way, be detrimental to the quality of the building.

Aerial View



Future Expansion

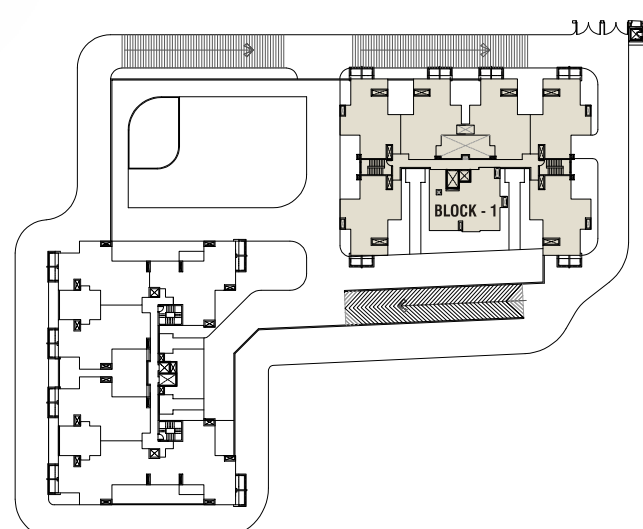
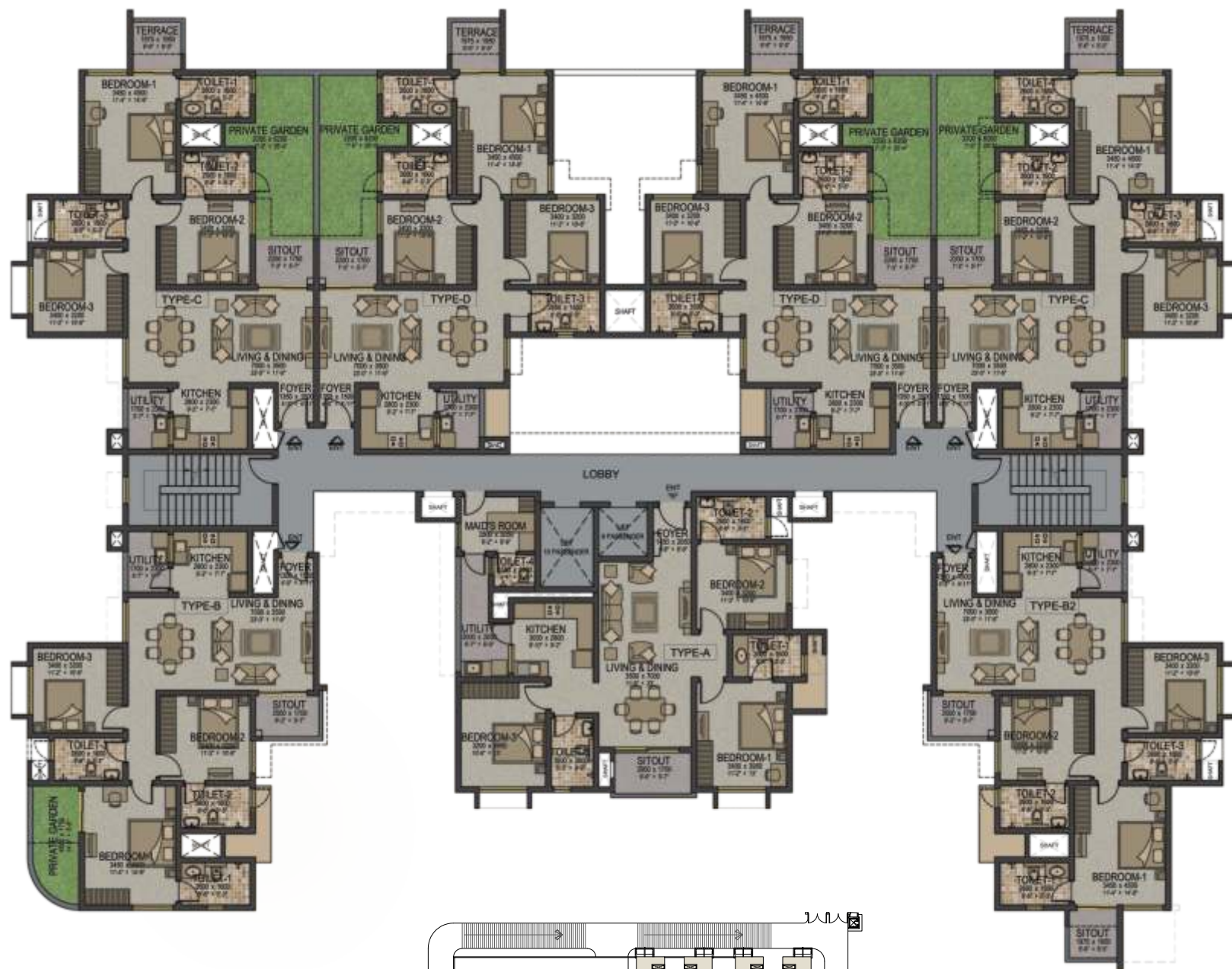


Site Layout

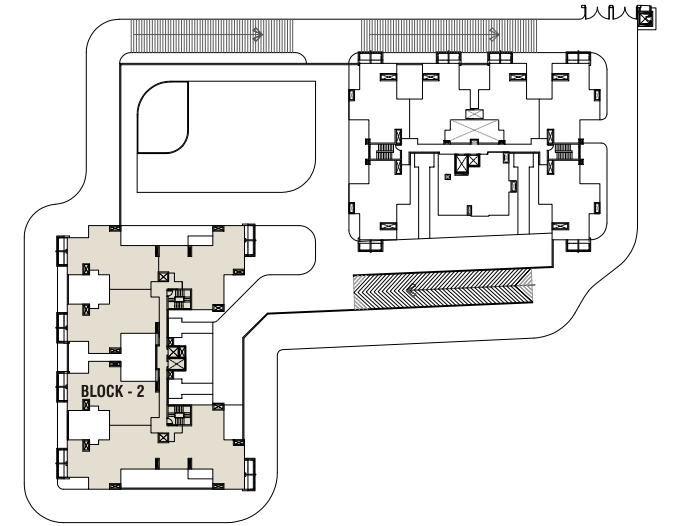
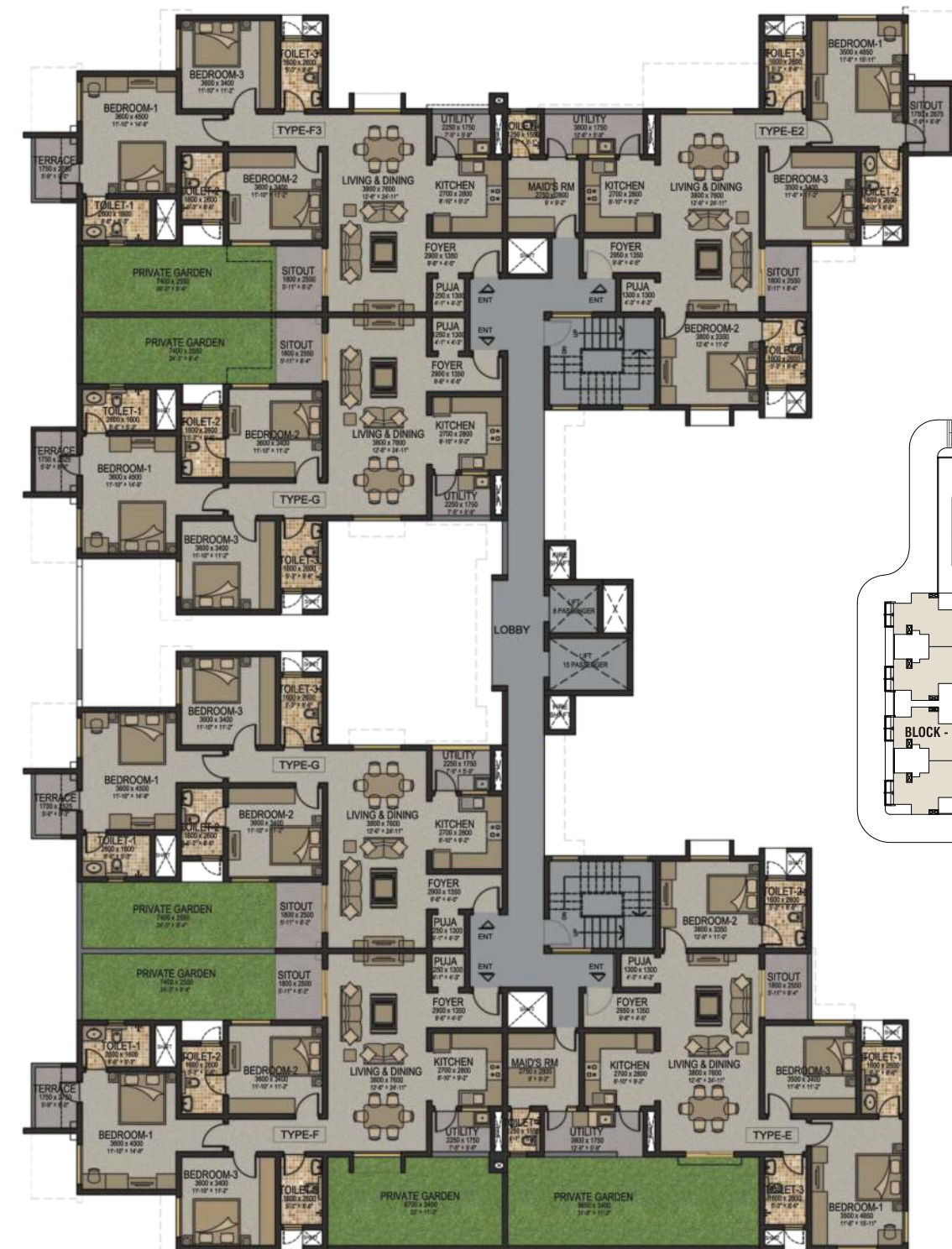


cluster plan - Block 1

cluster plan - Block 2



First Floor



First Floor



Quality

...simply, passion at work!



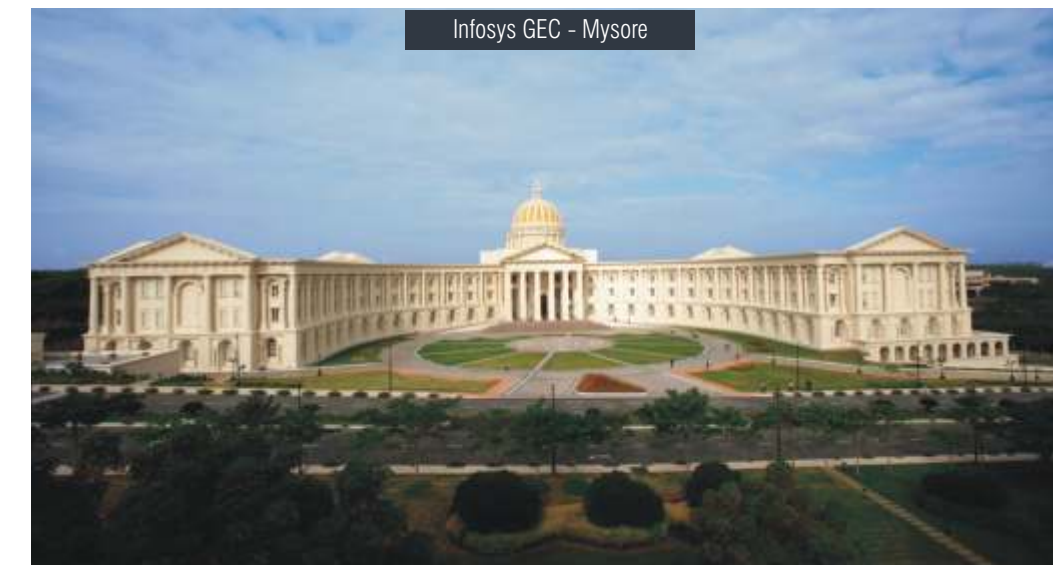
The Sobha Group believes in developing and constructing aesthetically designed, functionally efficient residential and commercial complexes of international quality, offering "more value for money". We believe our buildings should reflect engineering excellence with a view to provide complete customer satisfaction. It is our intention that the quality of our products and services should result in complete value for our clients. While rendering our construction services, we emphasize on Environmental, Health and Safety (EHS) standards as an integral part of our business practices.

OUR Vision - Transform the way people perceive 'Quality'
Mission - No Short Cuts to Quality
Philosophy - Passion at Work

Accolades

- **"India's Top 10 Builders Award 2010"**: 5th CWAB Award (Construction World Architect & Builders Awards)
 - **"Best Real Estate Developer for IT Infrastructure 2010"** by Construction Source India
 - **"The Best Contractor Award, working with safe practices at the Site 2010"** by Bayer Technology Services
 - **"ICI-KBC Birla Super Endowment Award 2010"** for Outstanding Concrete Structure of Karnataka for Infosys Global Education Centre II
 - **"Special Award 2009"** for The Terminal Building, Bangalore Infosys Food Court by Architecture, Design and Spectrum Foundation
 - **"Best of the Best Award for Employee Care Centre (ECC) – 2008"** for Infosys, Hinjewadi, Pune by Builders Association of India, Pune Centre
 - **"Best Executed Project in India Award for 2007"** for Sobha Malachite jointly by CNBC, ICICI & CRISIL
 - **"Global India Splendor Award 2007"** by University of California, Los Angeles
 - **"India's Top 10 Builders 2007"** by Construction World Awards
 - **"Building Industry Leadership Award 2007"** by Builders Association of India
 - **"ACCE Sarvamangala Award 2006"** for Infosys Mysore Campus, Phase II by Association of Consulting Civil Engineers, India
 - **"Project of the Year 2005"** for Infosys Mysore Project by Builders Association of India, Mysore Centre
 - **"Project of the Year 2005 Award"** for Infosys Pune Project by Builders Association of India-Birla Well Built Structures
-many more

Ongoing / Completed Residential & Contractual Projects (Actual Photographs)

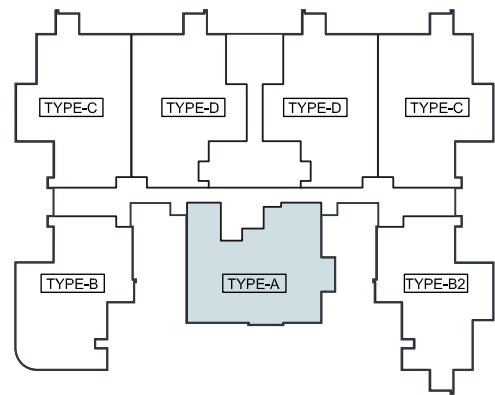


Type A

isometric view



key plan



BLOCK - 1

Type	Super Built Up Area
A	1668.36 sq.ft.

floor plan

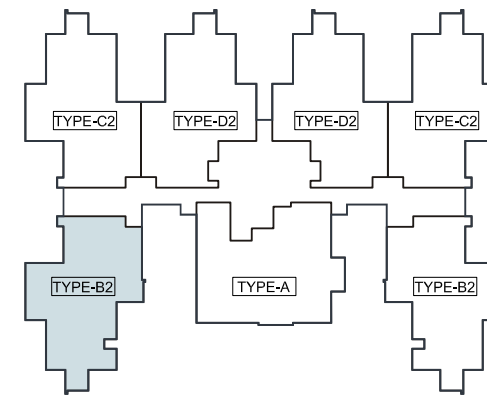


Type B2

isometric view



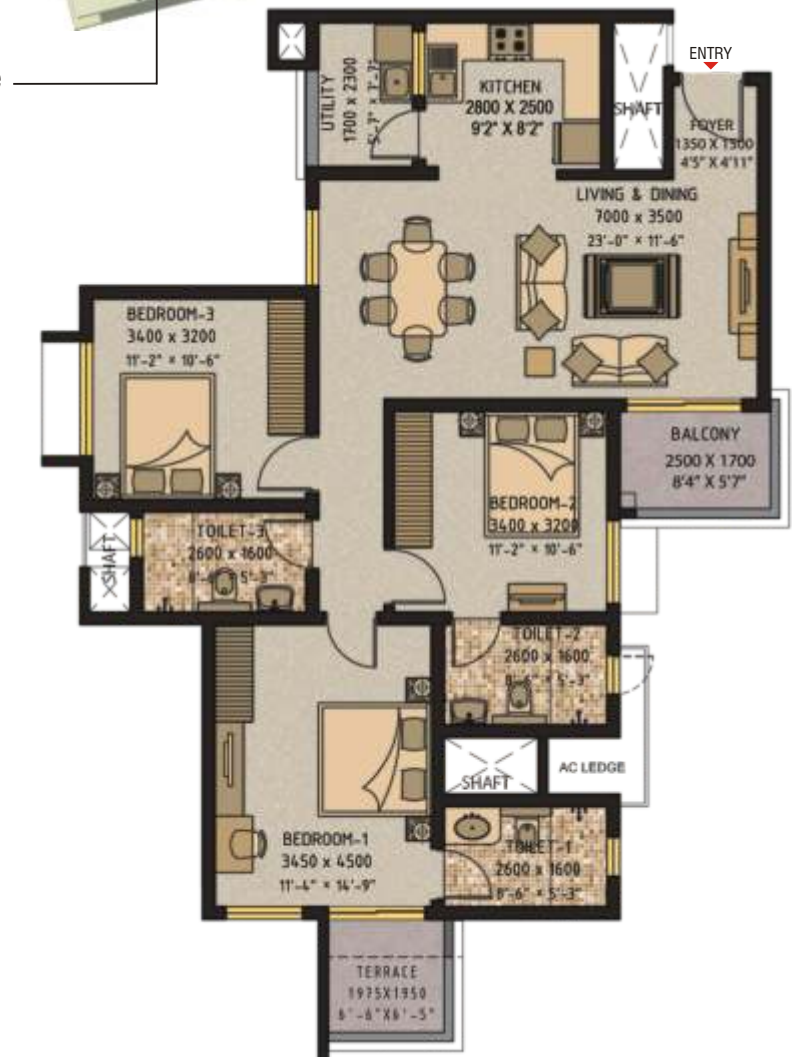
key plan



BLOCK - 1

Type	Super Built Up Area
B	1472.59 sq.ft. (with private garden)
B1	1463.51 sq.ft.
B2	1469.31 sq.ft.
B3	1469.64 sq.ft.

floor plan

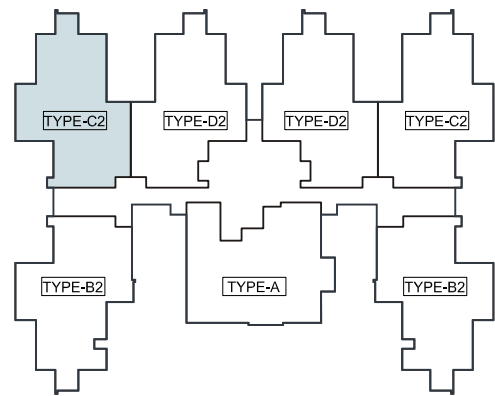


Type C2

isometric view



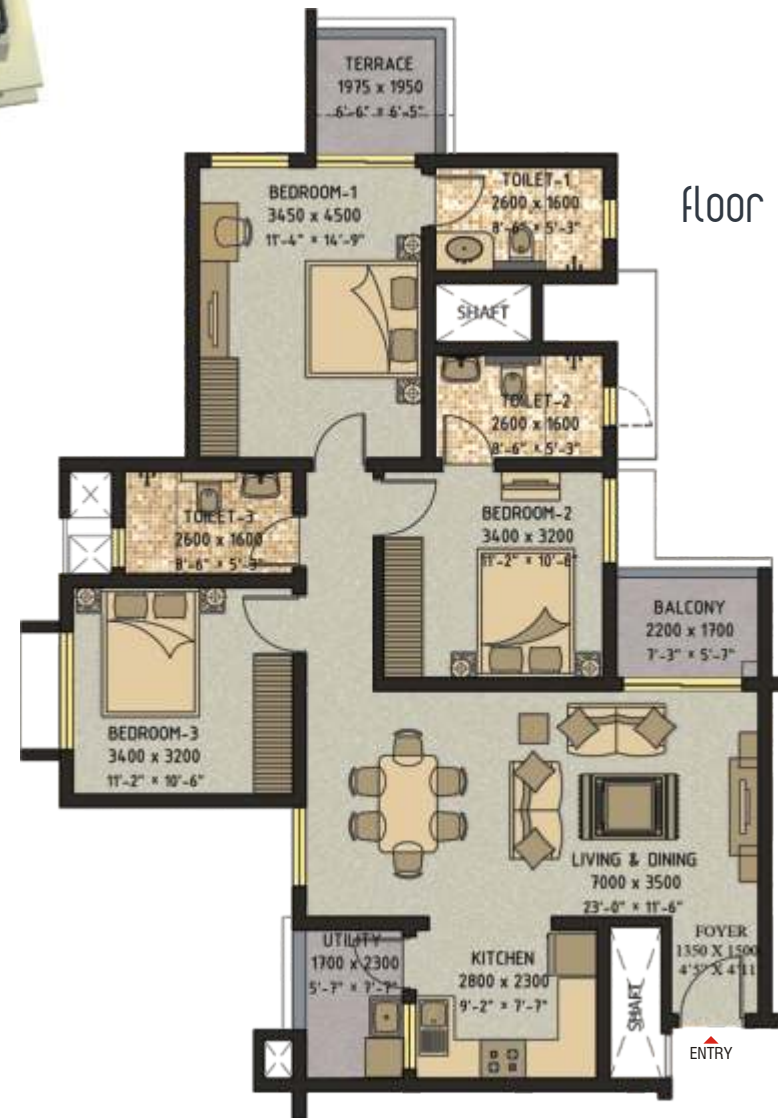
key plan



BLOCK - 1

Type	Super Built Up Area
C	1512.21 sq.ft. (with private garden)
C1	1456.01 sq.ft.
C2	1455.68 sq.ft.

floor plan

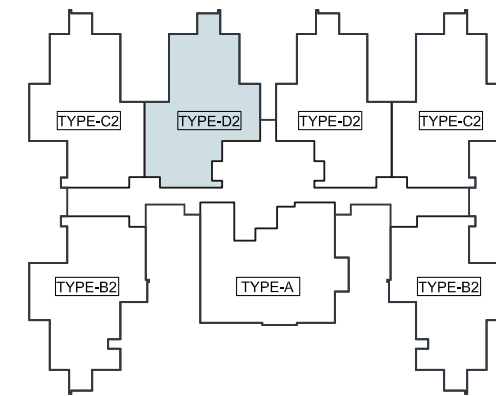


Type D2

isometric view



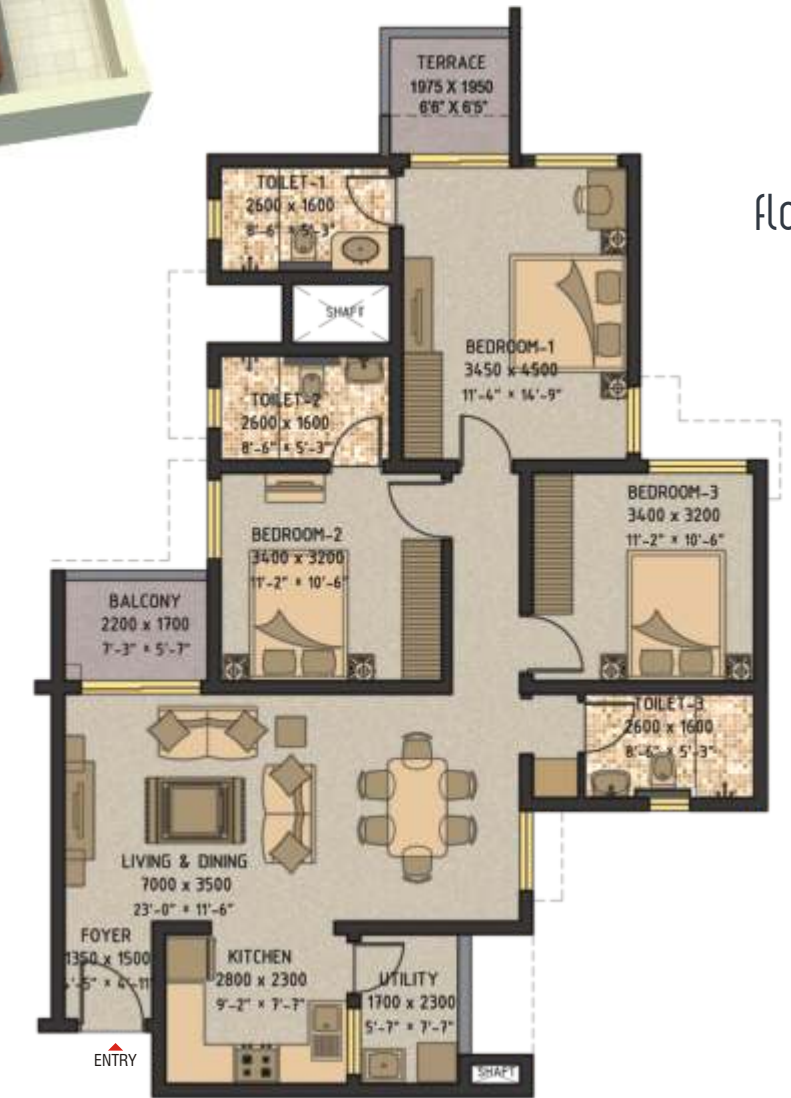
key plan



BLOCK - 1

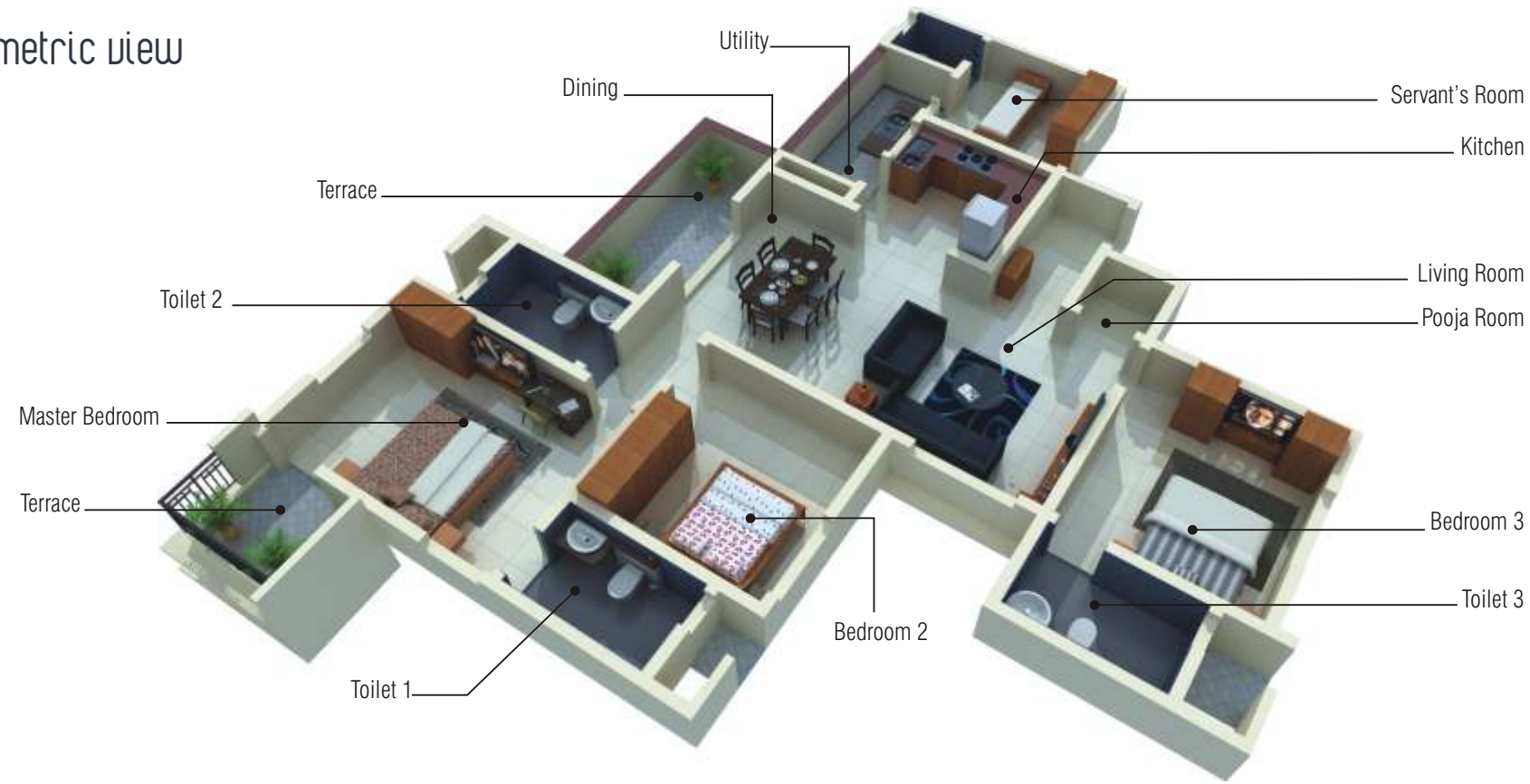
Type	Super Built Up Area
D	1528.42 sq.ft. (with private garden)
D1	1472.22 sq.ft.
D2	1471.90 sq.ft.

floor plan

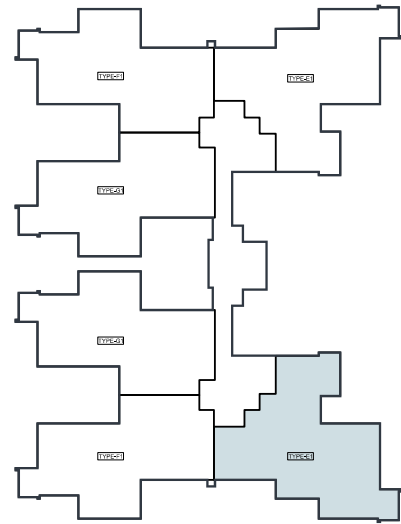


Type E1

isometric view



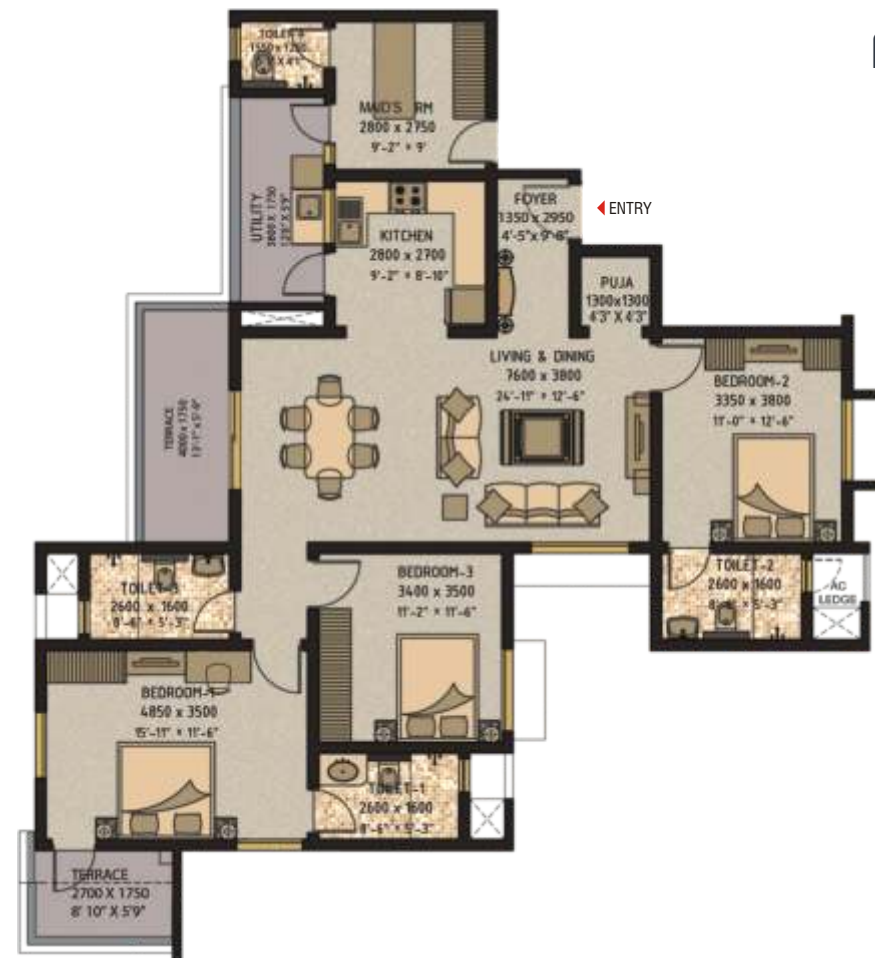
key plan



BLOCK - 2

Type	Super Built Up Area
E	1896.55 sq.ft. (with private garden)
E1	1814.61 sq.ft.
E2	1801.32 sq.ft.

floor plan

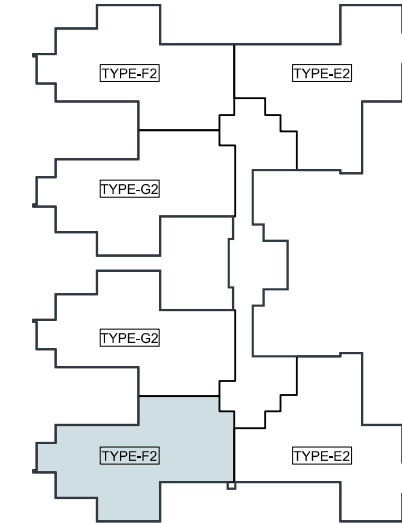


Type F2

isometric view



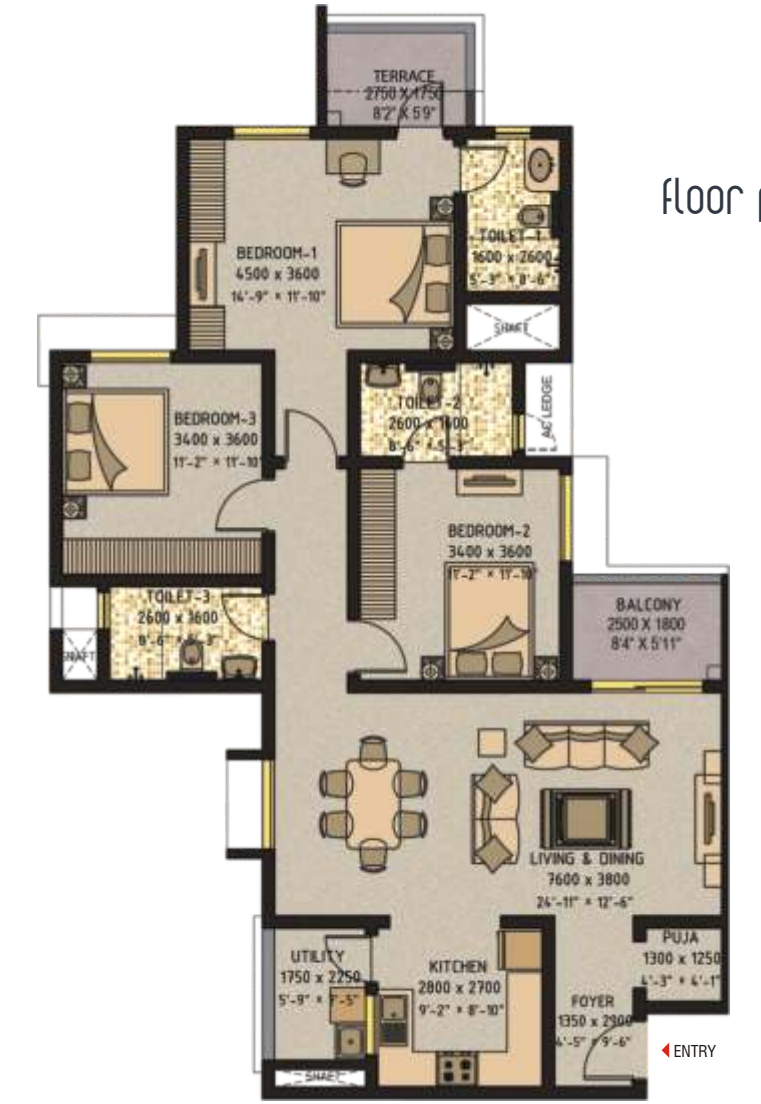
key plan



BLOCK - 2

Type	Super Built Up Area
F	1857.98 sq.ft. (with private garden)
F1	1694.90 sq.ft.
F2	1694.58 sq.ft.
F3	1771.43 sq.ft. (with private garden)

floor plan

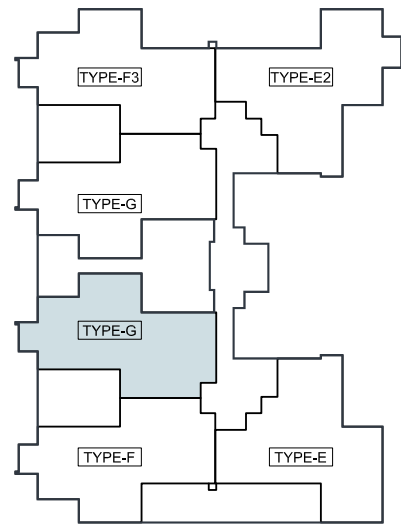


Type G

isometric view



key plan



BLOCK - 2

Type	Super Built Up Area
G	1775.57 sq.ft. (with private garden)
G1	1699.04 sq.ft.
G2	1698.72 sq.ft.

floor plan



Completed Landmarks



...and many more leading towards the 50 million square feet mark!

Actual Photographs

Corporate Social Responsibility (CSR)



Actual Photographs

CSR at Sobha Group is a sincere devotion that stems out of genuine concern and the drive to provide comprehensive and sustainable social development to rural India. Sobha Academy has been created to empower the rural poor to break away from the vicious circle of poverty, ignorance, deprivation and exclusion by providing their children the best of schooling possible anywhere in the world. This state-of-art school is free for the children of two panchayats, adopted by Mr. PNC Menon. The school commenced its first session on June 1, 2007 and can accommodate around 1,300 students and will follow ICSE syllabus.

Sobha Hermitage is the epitome of humanity, tendering love, care and support to the neglected segments of society - senior citizens as well as young widows and their children. The 50 spacious double rooms at Hermitage are furnished with a spacious bedroom, sit-out, attached western styled water closet, built-in cupboards, safety lockers, intercom and array of facilities for leisure, entertainment and relaxation. 50 percent of the accommodation is reserved for the senior citizens, free of cost.

Sobha Health Care is a medical centre with resident doctor, visiting consultants and paramedical persons and all the staffs are specially trained professionals. Equipped with facilities like treatment room, nurse station, ECG, X-ray room, ultrasound scanning and fully computerised biochemistry and haematology laboratories, Sobha Health Care Center has redefined the limits of a primary healthcare institution run anywhere in the country.

Sobha initiatives are undertaken with huge investment for designing, developing and delivering state of the art infrastructure to the poorest of the poor without any discrimination of caste.

Backward Integration

The backward integration model is one of the key competitive strengths of Sobha Developers Ltd. This literally means that the company clearly has all the key competencies and in-house resources to deliver a project from conceptualization to completion. Backward integration includes an interiors division, a metal and glazing factory, interiors and wood working factory and a concrete block making plant. These factories are state-of-the art and have a built up area of over 600,000 sq. ft, comparable to the best the world.

In-house Capabilities -

- Architectural Expertise
- Mechanical, Engineering & Plumbing
- Project Execution
- Interiors Division
- Glazing & Metal Division
- Concrete Block Making Division

