



LEADERSHIP IS THE CAPACITY TO
TRANSLATE VISION INTO REALITY

A journey through the times,
passing many milestones.





PNC Menon

Founder & Chairman, Sobha Group

Sobha Realty is the personal obsession of our Founder Chairman, Mr. PNC Menon, founder of one of the world's most successful and respected real estate companies – Sobha Realty. The legend was born in 1976 in Oman where Mr. Menon established the roots of company with very humble beginnings but with a passion and determination to create the very best in terms of quality and craftsmanship. Within a very few years through sheer perseverance and demonstrated excellence, the company went on to work for the royalty of Oman, Bahrain, Brunei, Qatar and the president of Tajikistan. He spent the most glorious part of his career designing and developing palaces, royal facilities and mosques. The Grand Mosque in Muscat bears testimony to his work.

Over the course of 8 years, he developed a strong bond with Oman, a country which provided him with a strong foundation and “backbone” that has enabled him to achieve greater success in the years ahead. In 1995, he and his family were granted Omani citizenship and this recognition symbolizes Mr. Menon's strong and lifelong connection with the Gulf. Mr. Menon expanded his business footprint in 2003 to Dubai, the business capital of the Middle East. Dubai's world-class infrastructure, sustainable economic growth and access to international talent made this an ideal location to establish PNC Investments, a privately held company with plans to diversify across GCC and some other regions in Asia and Europe with focus on luxury residential development, construction, glazing, metal works and furniture manufacturing.

Domain Expertise



Real Estate
(Residential/Commercial)



Contractual
(Civil contracts, mechanical & electrical plumbing contracts)



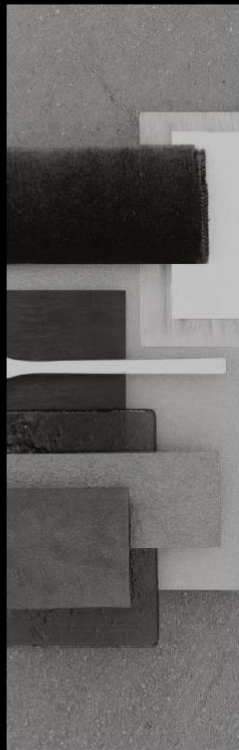
Design & Engineering
(Interiors, Glazing & Metal works, concrete products, spring mattresses)



Construction and material support
(Civil contracts, mechanical & electrical plumbing contracts)



Design



Material
Sourcing



Craftmanship



Quality
Control

Our USP: Backward Integration

The foremost backward integrated company known in the world with all the key competencies and in-house resources to deliver a project from conceptualization to completion ensuring:

Timely Delivery | Unmatched Quality

Sobha Group

Backward Integration Verticals



PNC INVESTMENTS LLC
Holding Company



SOBHA LLC
Real Estate Developer



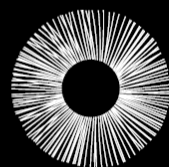
PNC ARCHITECTS
Design and Architect firm



SOBHA CONSTRUCTIONS LLC
Contractor for construction activities



SOBHA FAÇADE LLC
Glass & Aluminium Company



SIA LANDSCAPING

SIA LANDCAPING LLC
Landscaping company

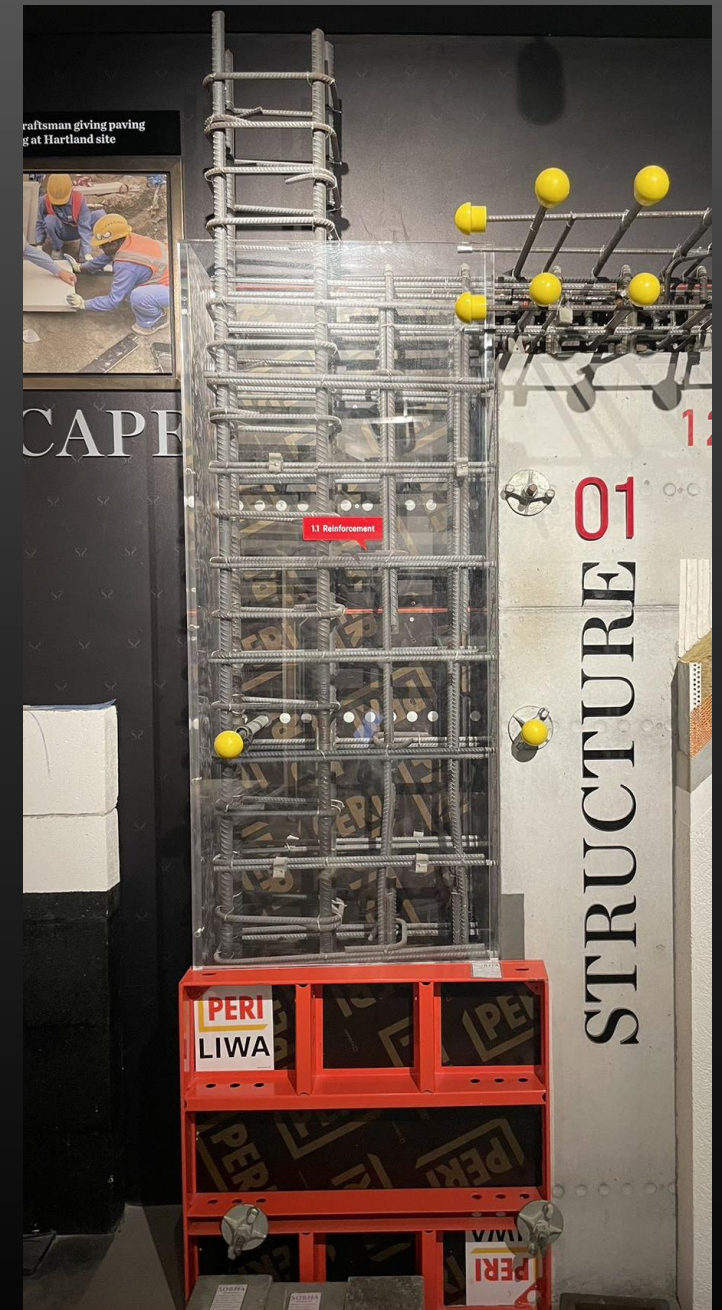
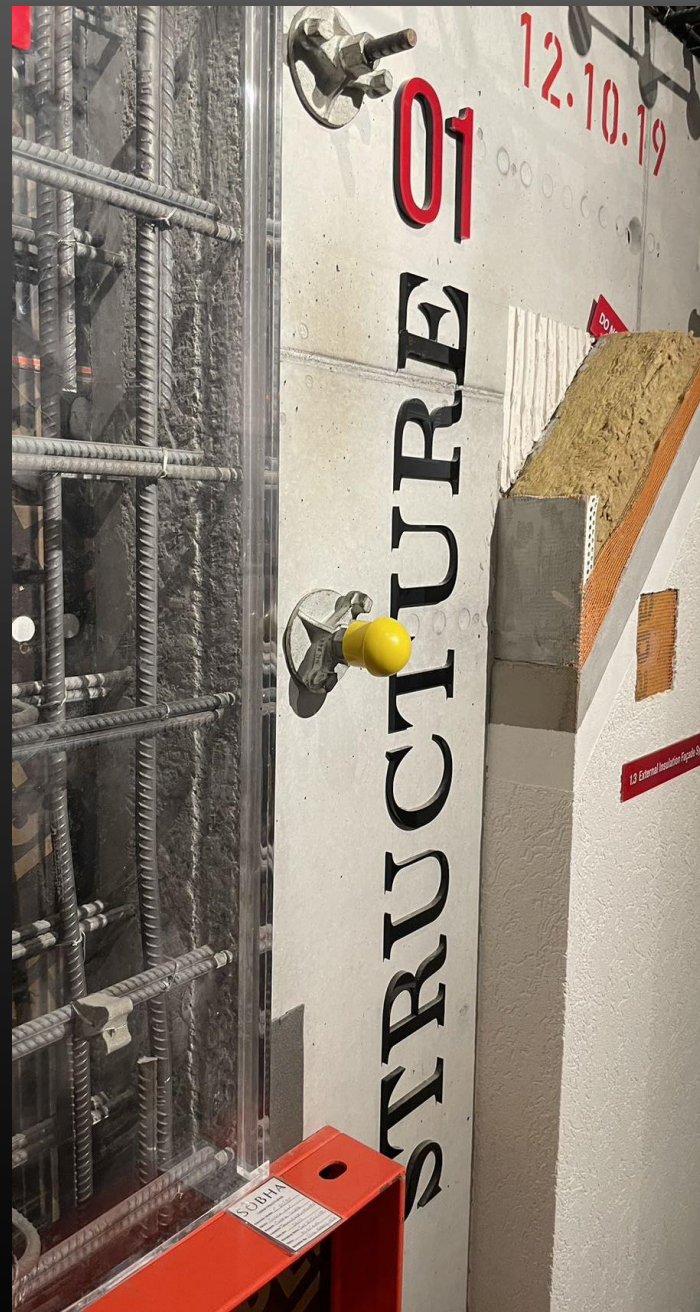


SOBHA FURNITURE
Interior and Furniture company



LATINEM FACILITY MANAGEMENT LLC
Building Security and
Maintenance company

- **Reinforcement:** An essential component of our load-bearing concrete element section is the steel bar embedded in the concrete. The steel cage resists tensile and shear forces in the RCC element, making it a composite material which safely resists all forces.
- **Concrete:** Our focus on mixing, pouring, compacting and curing of concrete ensures durable, dense, dimensionally accurate and high-strength load-bearing concrete elements.
- **External Insulation Façade System (EIFS):** This system provides external concrete walls with an insulated, weather-proof and water-resistant surface. The 7 layers showcased reveal the 100mm thick fire-proof, rock-wool insulation as the centrepiece of the system. It is glued and anchored to the concrete element and finished with a glass fiber reinforced mineral topping with an aesthetic textured topcoat.

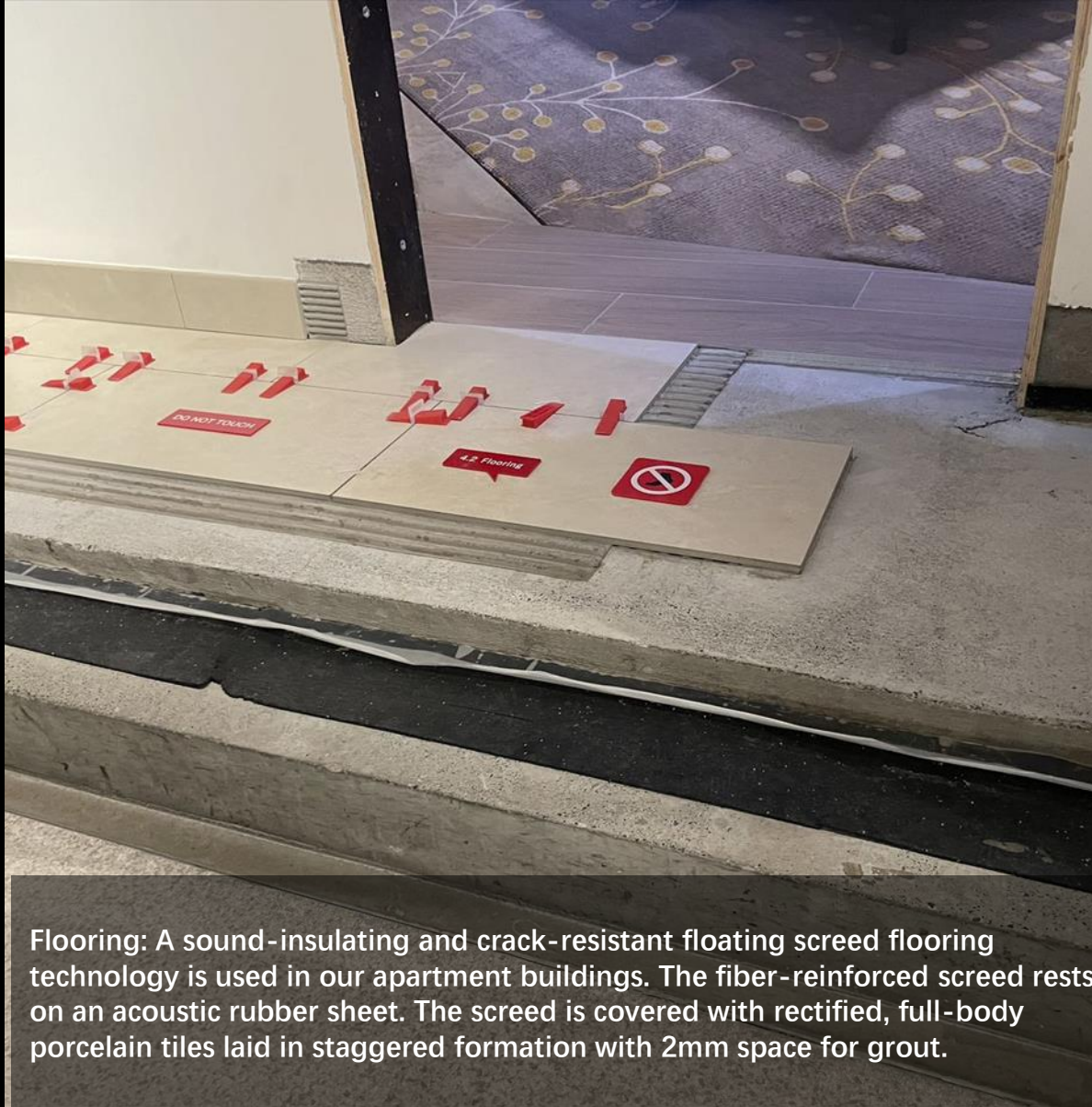




Dry Cladding: A mechanical installation method is employed to secure the ventilated natural stone cladding system to walls. This method will permanently secure the large stone slabs on to the wall and allows for expansion and contraction under the extreme UAE weather conditions.



Void Former: An innovative raised-floor system designed to accommodate level changes for the landscaped podium areas. It provides crawl space for technical service installations and is also a safe alternative to hazardous filling materials like expanded polystyrene.



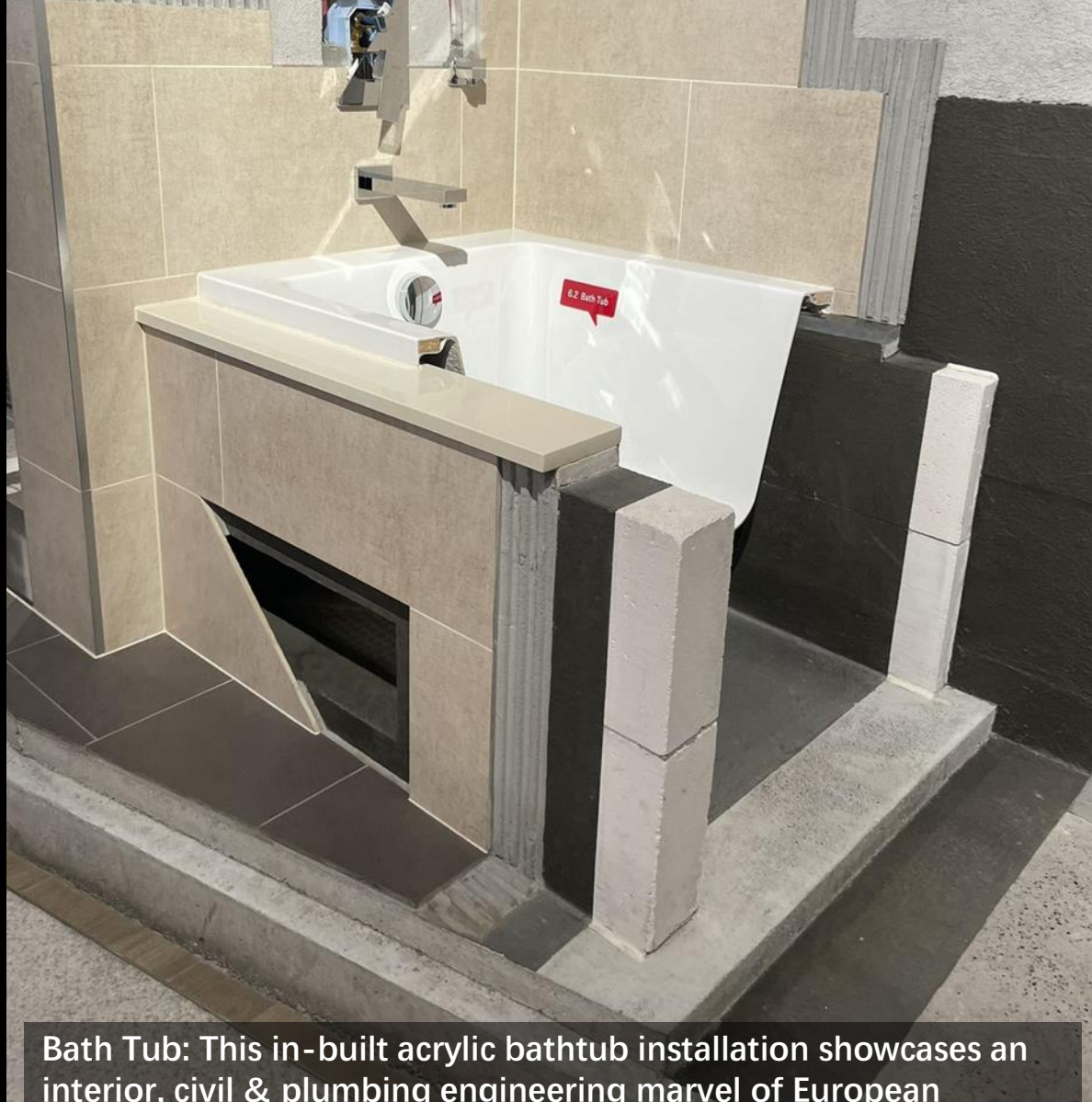
Flooring: A sound-insulating and crack-resistant floating screed flooring technology is used in our apartment buildings. The fiber-reinforced screed rests on an acoustic rubber sheet. The screed is covered with rectified, full-body porcelain tiles laid in staggered formation with 2mm space for grout.

Painting: 6-layered internal wall finishing technology made of readymade lime cement plaster, primer, 2 layers of acrylic putty and 2 layers of acrylic emulsion paint roller applied. Surface undulations are minimized by applying 2 layers of putty with subsequent sanding machine surface treatment.

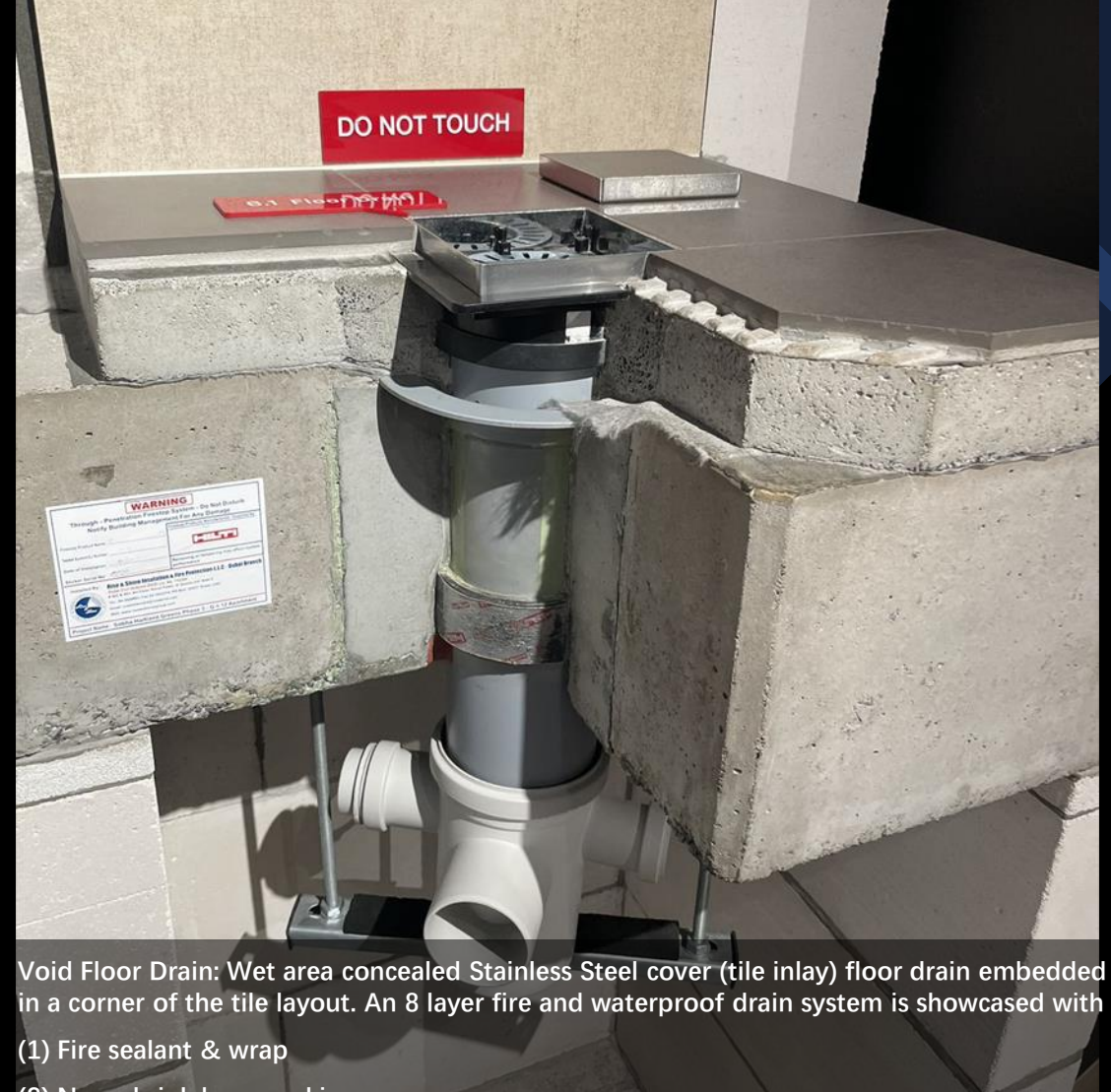


False Ceiling: The dropped gypsum ceiling hung below the main structural slab is suspended at different finishing levels using European standard gypsum and metal frame technology. Within the suspended ceiling cables, pipes and ducts can run to service installations such as lights, ACs and sprinklers.

Partition: Versatile partition wall solutions can be used for nearly every internal wall performance requirement. Showcased here is a metal stud frame with acoustic wool filling covered with moisture-resistant double boarding of green colour which is suitable for wet area partition walls finished with a tiled/painted surface.



Bath Tub: This in-built acrylic bathtub installation showcases an interior, civil & plumbing engineering marvel of European standards. Highest performance requirements towards waterproofing, material interfaces, plumbing connections and accessibility for maintenance are displayed in this highly detailed special workmanship example.



Void Floor Drain: Wet area concealed Stainless Steel cover (tile inlay) floor drain embedded in a corner of the tile layout. An 8 layer fire and waterproof drain system is showcased with

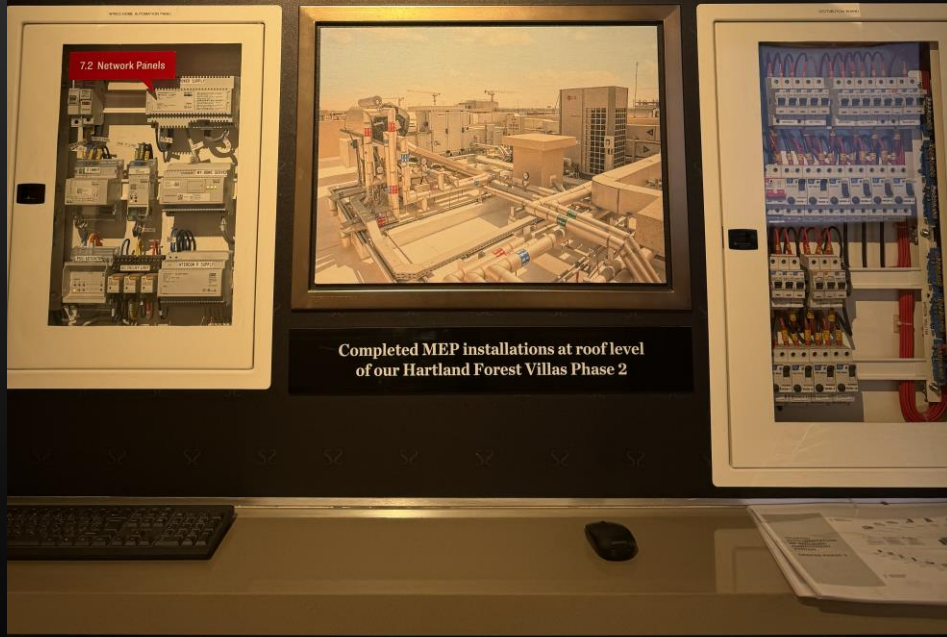
- (1) Fire sealant & wrap
- (2) Non-shrink bore packing
- (3) 1st waterproofing
- (4) Separation sheet
- (5) Fiber screed
- (6) 2nd waterproofing
- (7) Tile adhesive
- (8) Water impermeable full body rectified porcelain tiles.



MEP Installation: Completely exposed high-level services installation featuring a detailed and coordinated mechanical, electrical and plumbing installation provided in a fully-fitted Sobha standard bathroom, with a view of attached riser shaft revealing our latest addition in European drainage technology – the sustainable single stack drainage system network.



Floor System: 6-layered wet area flooring technology displayed with a European standard tile leveling and spacing technology to avoid any offsets and ensure uniform spaces between tiles. The shower area features a flush-fitted barrier-free acrylic design shower tray showcasing the option of integrating a readymade, pre-manufactured product. One of the highlights are our flexible sealed junctions and corners in the bathroom using colored sanitary silicon.



- **BMS/TMS:** Live display of the Intelligent and sustainable Building Management System (BMS) used in our apartment project Greens Phase-I and the Total Management System (TMS) used in our Villas & Town houses. Our cloud representation on the wall highlights all the BMS parameters monitored and controlled using this sensed IT technology for FM operations.
- **Network Panels:** An electrical, a home automation and an optical network panel are displaying connectivity requirements inside each Sobha unit. Here we can follow how electrical networks, internet provisions and home automations are connected & functioning. Here 2 different home automation systems can be experienced adjusting light, thermostat and audio/video functions manually as well as via a smart app.
- **Mini Models:** 2 Intelligent & sustainable building service equipments are displayed along with their control panels. State-of-the-art technology for solar water heating and Variable Refrigerant Flow (VRF) space cooling are represented by each mini model. originally those systems are installed and connected on the service roof top of our villas and Town houses.



- Cabinetry: Floor and wall-mounted European modular kitchen with glossy finished cabinet shutters, waterproof sealed and rounded edges, soft closing shutters and drawers with hinges and guide rails. A continuous flush-fitted grip handle makes projecting handles obsolete. Branded appliances such as oven, hob, refrigerator, dishwasher etc. are inbuilt to underline the high-quality of design & build.
- MEP Services: A minimum of 3 power sockets are placed at strategic positions, the inbuilt appliances are all switchable to ensure electrical safety. Switches and sockets are placed in alignment with the wall tile joint layout for better aesthetics. The Dishwasher is directly connected to the SS-sink supply & drain and a dedicated gas detection and alarm system ensures complete protection from gas-related danger.



Main Door: 55mm thick, fire-rated, solid core main entrance door with cut back design revealing layers of the door shutter and the architrave/frame. The veneer on the frame is a quarter-cut engineered, closed grain walnut which is especially used in Sobha Projects. The fire strip seal around the door frame is visible and the architrave has an exclusive Sobha detail which makes it possible to adjust the architrave to any wall thickness.



Glossy Finished Cabinet Shutters: Glossy-finished shutters to amplify the perception of light and space. Made with eco-friendly PET laminate with rounded edges glued with PUR glue for complete waterproofing.

Architrave: Medium density fiber board with glossy laminate, with colour matching the shutters in same finish quality like the cabinet shutters are ecstatically covering the wall opening tolerances for fitting the wardrobe within the wall.

Soft Close Drawer: Branded and Concealed European make soft close runners integrated into the drawer sides provide silent closing for small or large, light or heavy drawers.

Balcony Flooring: Floor finish system of fibre-reinforced screed on a separation layer ensuring thermal expansion properties. A liquid applied under tile waterproofing membrane is then over tiled with signature full-body porcelain tiles laid to a subtle slope of 2mm/m towards the German manufactured floor drain with SS grating.



Exploded View: Deconstructed view of all parts that go into the assembly of a hinged door frame and shutter, which includes the double glazing, EPDM rubber seals, handle and lock with key. In total, 125 different parts are required to assemble the European standard hinged balcony door.

10 STEPS FOR A MASTERPIECE

01



Details
Peer Reviews
Mock-ups

02



Piling
RCC
Post Tensioning

03



Masonry
Plastering
Screed

04



Internal
External
Finishes

05



MEP
Building
Services

06



Doors
Windows
Facade Systems

07



Landscape
Podium
Basement

08



Completion
Snagging
Keep Out

09



Home Orientation
Inspection
Handover

10



Facility Management
Warranty
Technical Know How

For our backward integrated Construction Processes we engage Sobha specific 10-Step Sequence Maps embedded in a unique and cloud based 3 Tier In House Quality Management System, guided and controlled by our independent Team of German Master Craftsmen answerable only to the Chairman of Sobha Group

10-Step Approach: Breaking down highly complex and sophisticated work processes into 10 steps has been our process specialty successfully developed over the past years. This approach enables us to break down the complex work requirements into manageable and schedulable tasks. It is the small and refined steps which lead us to the big and successful ones.

TRIPLE QUALITY CONTROL

24/7 German Master Craftsmen Audit

A Sobha Tradition for Over 3 Decades



Create - Effective Process

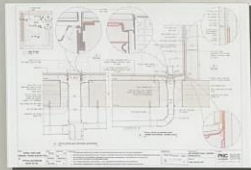
A

100,000+ 10-step process stamps (structure, finish and MEP related) are created over the past 2 years and on the job with our German quality force using our smart field software to take paper less construction process control to the next level.



As we grow so grows our digital data pool of quality specific project data which is represented in this year to year analytics page.

Develop - Refined Detail

B

400+ project specific standard details have gone through a meticulous review and mockup process in our early projects cycle to ensure total control of execution standards later through clear and precise details.



Hand sketched detail development based on German and International standards is the basis of our Sobha standard detail collection. Every line matters to us.

R&D - Leading Technology

C

100+ innovation and technology introductions, using industry leading manufacturers and suppliers to build and fit our homes with the best in class products are enabling us to operate both smart and sustainable.



Supplier and manufacturer facility inspections, exhibition visits, mock-up presentations, value engineering and peer approvals are part of our quality culture so that we keep our product innovative with the best brands available.

Transfer - How To Knowledge

D

600+ Sobha specific visual instruction sheets are created to communicate our way of working effectively within our multilingual workforce through training, briefing and work specific site displays.



Technician training and trade specific work permits based on our standard details and work instruction visuals is an important part of our quality control and assurance process. All recorded on our smart field audit software.

Monitor - Site Execution

E

85 German approval steps are to be passed digitally for a 1 bed Sobha unit from foundation concrete to finishing before it can be considered for final sign off. Inspection by one of our German Master Craftsmen.



Meticulous rounds of inspection through fixed process milestones are required to reach the completion stage related to any part of our product; all of course using the sharp eye of a German Master Craftsman recorded on our smart field audit software.

Certify - Sobha Product

F

100% success rate at client hand over is our achieved benchmark since we use a German Master Craftsman final sign off process called The Keep Out Clearance.



Our Chairman Mr. PNC Menon personally inspects certified units randomly to be convinced his highest standards towards design and execution are met with before a unit is shown to the client.

Triple Quality Control: Three independent and backward integrated quality control layers are tirelessly working towards the perfection our product is known for using the core principles exhibited on wall A to Wall F here supported by iPad information related to this wall topics.

The first layer is our In-house contractor with a strong set up of quality control personnel lead by a 20 strong group of experienced Turkish foreman engaged at site reporting directly to the CEO of the group.

The second layer is our In-House design consultant capable not only to design and engineer our projects but also rigorously supervise the implementation at site and certify the quality of the executed design in line with authority requirements.

The third layer of quality control is filled by the German Master Craftsmen of different trades who are directly reporting to the Chairman of the Sobha Group. The German team supported by experienced Indian engineers is escorting, scrutinizing, training and challenging each and every aspect of our project design and execution at any stage with the ability to even bring works to a standstill if quality is found not to be in line with our promise we make. No shortcuts to Quality.