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# Sobha Realty marks debut in UK market

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(Supplied)

Sobha Realty has announced the launch of its new 4,800sqf Sobha Global Studio at 92 Park Lane, overlooking Hyde Park, in Central London's Mayfair district.

The expansion to the UK market follows Sobha's foray into China with the opening of its first sales offices in Shanghai. Sobha Global Studio, in London, is set to showcase the company's brand and luxury residences to potential investors. The developer's presence in London will facilitate brand alliances and joint ventures with London-based luxury brands and relevant real estate partners.

PNC Menon, chairman and founder of Sobha Realty, said: "We are pleased to announce the launch of the Sobha Global Studio in London. This realises our long-term plans to enter the UK property market and list on the London Stock Exchange. London is a world city. Just last year, it attracted over 40 million visitors for business and leisure, and we are confident that it is the right platform to showcase our projects to the world."

Set for an official opening on April 30, Sobha Global Studio will leverage state-of-the-art marketing, scale-models and luxurious interiors, the studio will guide visitors through the history of Sobha Realty, promote Sobha Hartland, the company's flagship UAE development, and highlight the refined luxury and quality of the brand's exclusive residences.