



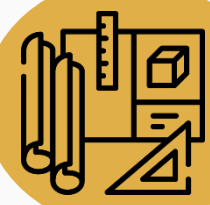
## Business Description

- The company is established in 1990 with operations based in Bellamy district, Karnataka.
- It has 40+ years of experience in building and infrastructure and expanded into major infrastructure projects.
- It is re-established from sole proprietary to a Pvt Ltd firm in 2020.
- As of 2021, the company has 17 ongoing projects worth 30Cr from JSW group.
- Their 12 years of association with JSW makes it easy to penetrate into large-scale projects.



## Marketing Strategy

- Local Search Engine Optimization
- Magazine Advertisements
- Bill-Boards – At strategic locations in the city
- Direct Sales through sales team
- Partners / Lead Generation Agencies
- Niche audience targeting
- Follow-up with past customers



## Major Projects

- Airport runway
- Pellatt plant #3 terracing works and infrastructure
- Vidyanagar and HST township roads and buildings
- Major road works at steel plant, cement plant, Pellatt plant, reality infrastructure etc. at **JSW**
- First constructors in laying SBM slag for roads which is taken from **GGBS** blast furnace at **JSW** in entire south India
- **DRDO** – national & state highways
- Also handle projects including roads infrastructure, Bridges ,canals, blasting, buildings, real estate.

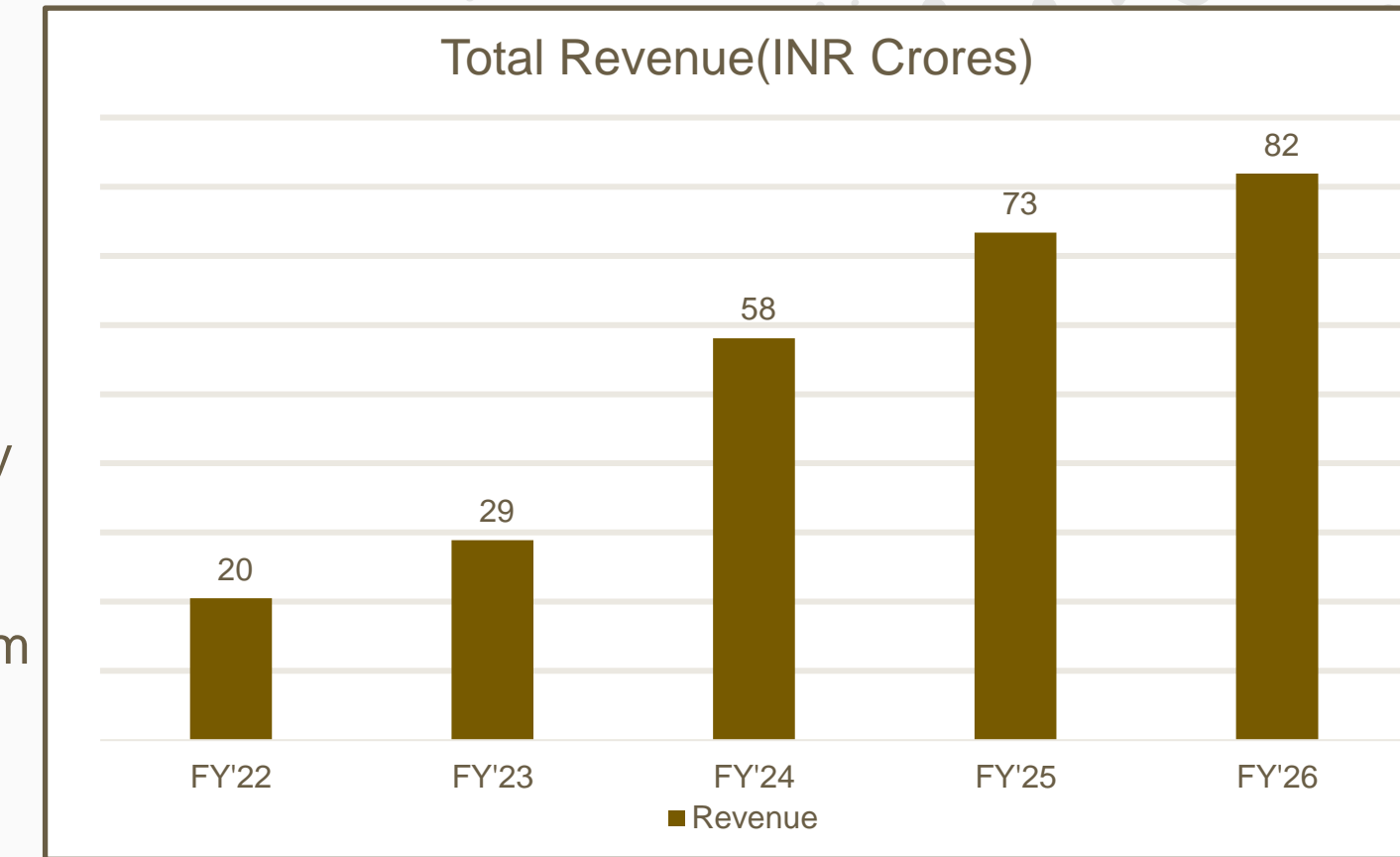


## Strengths

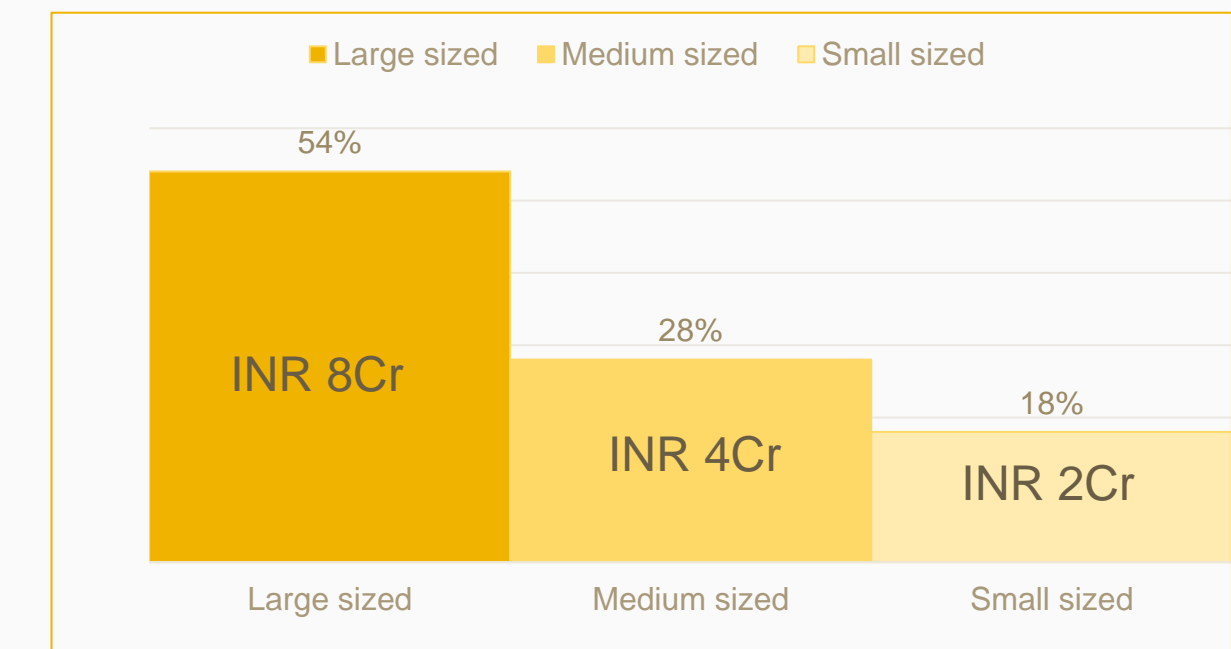
- Superior work quality
- State of the art equipment and machinery
- Highly experienced team
- Researched based construction work
- Strong project management skills
- Efficient Customer service



## Revenue Projections



## Revenue Model



Company is seeking INR 2Crores in equity funding