



BEST IN THE BUSINESS

BONDADA GROUP

A Diversified player in the construction sector focused on excellence in project execution

BONDADA

WINGS

www.bondada.net

Volume 1, April 2022





EDITOR'S NOTE

Mr. Kumar Vangara



The 1st Volume
By The Editor
07 April, 2022

Bondada Engineering Private Limited

(BEPL or the Company) was founded in 2012 by a group of qualified professionals with the goal of serving the infrastructure sector by providing end-to-end solutions. The company is headquartered in Hyderabad and has a presence throughout India. BEPL's specialisation ranges from core services to infrastructure operations and maintenance.

The company takes pride in its knowledge-based approach, highly experienced team, strong multi-disciplinary capabilities, and an exceptional culture. SmartBrix Infra Technologies Pvt Ltd (AAC blocks and other building materials) and Bondada Abodes Pvt Ltd are the company's two subsidiaries (uPVC windows and doors).

The company provides services and products in three key segments: telecommunications (4G and 5G networks), renewable energy, and green construction products.

The company is delighted to announce the launch of the First Edition of **Bondada Wings** firms magazine, launched on **7th of April 2022**. Our magazine focuses on informing employees and stakeholders about the company's activities.

Our magazine contains vital information about our culture, history, business updates, rewards and important events. The major benefit of this magazine is that it will keep all the employees, stakeholders and service seekers up to date with the latest information about our company.

Favorite Quotation BY THE EDITOR

"When people and technology work together, anything is possible."



CHAIRMAN'S DESK

Mr. Bondada Raghavendra Rao

Chairman &
Managing Director

Bondada Engineering Private Limited

Following the success of my first innings, I began my second innings in 2012 under the name Bondada Engineering Pvt. Ltd. (BEPL). My vision is to establish and lead a respectable infrastructure organisation that provides world-class services and products. To achieve this vision, I founded this company on the same principles as my vision statement.

BEPL is a diverse player in the infrastructure sector that focuses on project execution excellence. It primarily focuses on three key business segments: Telecom Infrastructure (we have been working on advanced technologies 4G & 5G networks), Renewable Energy (we undertake Solar EPC projects on a MW scale), and Green Construction products (AAC Brix and uPVC windows and doors).

For all of our Green construction products - AAC Brix, uPVC Windows and Doors - we have established state-of-the-art ultra-modern Manufacturing Facilities. We see enormous business potential in all three of the aforementioned segments over the next decade.

Our mission is to continuously incorporate cutting-edge technology in order to complete projects on time and within budget. Our business development strategy is to obtain repeat orders from our valued customers by delivering projects on time, providing 100 percent quality assurance, and placing the highest priority on environmental safety.

The team is built on strong values and strives for customer satisfaction at all times. We are growing year after year, and we believe that growth is essential to life.

Bondada Engineering Private Limited

Bondada Group has established strong strategic priorities for the future, which are Sustainability and Innovation | The Environment and Society | Orientation towards Execution | Reputation of the Organization

Reliance JIO, Airtel, KP Group, Tata Group, L&T, and Adani are among our valued customers.

This Group currently employs over 500 people. Our main motto and goal in the coming days is to create more and more employment. We take care of our employees in every ways possible because they are our greatest assets and source of strength. We should thank our team for working so hard, even during COVID's difficult times, to meet our customer expectations. In this company, we directly or indirectly provide a living for approximately 10,000 families. My goal is to make it even bigger.

Since the beginning of our journey, we have been very active in CSR initiatives (Corporate Social Responsibility). Every year, we have spent more than the mandated amounts, as per statutory obligations on CSR to improve the livelihoods of people in rural areas.

Rural Education - We primarily focus and spend CSR funds on Rural Education needs, such as providing basic amenities in schools, sponsoring education for low-income students, and providing scholarships to meritorious students.

Rural Health Care - This includes medical camps for health check-ups, the provision of oxygen cylinders, concentrators, and covid medical kits at specific times, the provision of medical equipment to primary health care centres, and so on.

Rural Infrastructure - We have provided basic amenities in rural and remote villages, such as solar street lights, graveyard development, and the establishment of drinking water treatment plants, among other things.



Quote BY THE CHAIRMAN & MD

"Talent allows you to grow and learn more, whereas hard work leads to success".

**CFO
DESK***Mr. Baratam Satyanarayana***Director &
CFO**

Bondada Engineering Private Limited

As you are aware, we founded this company in 2012 and have now completed a ten-year illustrious journey. I am overjoyed and proud to be a part of this journey of development. We primarily work on telecom and solar EPC projects that are associated with maintenance activities. Later, we expanded our product lines to include green construction products such as AAC blocks and uPVC windows and doors.

FY 2021-2022 is a special year for us because we have crossed another revenue milestone of over 300 million. We made ₹340 crores in revenue this year, compared to ₹7 crores in the previous year. Over the last ten years, we have had an average annual revenue growth rate of 65 percent year on year, which is a remarkable achievement. We should thank our team for working so hard, even during COVID's difficult times, to meet customer expectations.

Mr. BRR, our Chairman and Managing Director, is always concerned with employee well-being. Employee care, in my opinion, is one of the most important factors in our company's phenomenal success; employees are our strength and our assets. In true spirit, we have best corporate governance practises in terms of management policies, law compliance, management information systems, adherence to ethical standards, and discharge of social responsibility.

We bank with Federal Bank and are pleased to be associated with them. As of March 22, the company had an order booking of ₹270 Crore, which needed to be delivered within the next 6 to 8 months. We hereby pledge to protect the interests of all stakeholders in our company, including shareholders, employees, bankers, suppliers and contractors, the government, and the general public.

With this decade of experience, I am confident that we will celebrate many more years of success with this company for the rest of its life.



Bondada Engineering Private Limited

We work on an EPC basis with all telecom operators and tower owners to meet their passive infra requirements. We build towers of all types for the 5G network, beginning with design services. We have helped to build a national telecom network by delivering over 30,000 towers in the last ten years for all customers.

We also lay fibre cable both within and between cities. BEPL has laid 5,000 kilo metres of cable for various customers over the last decade. We also conduct fiber-to-home connection activities, having delivered over 1.5 Lakhs home passes in the last five years.

Across India, we have built over 100 retail outlets and facilities. We have a presence all over India, with a particular emphasis on the southern states. We have received numerous compliments on our work from clients such as Reliance JIO, Indus, and ATC. Our team's characteristics such as discipline, commitment, hard work, and technical expertise set us apart with each customer.

I am in charge of a tower manufacturing plant in Hyderabad. The plant has a capacity of 24,000 metric tonnes per year and a total revenue of more than INR 200 crore.

Aside from fabrication, the plant has an in-house galvanization facility, vwe design and build telecom towers, telecom poles, transmission towers, and substation structures.

So far, we have supplied over 30,700 metric tones to various customers. Reliance JIO, Airtel, ATC, Adani, Mahanet, AP Transco, TS Transco, and OPTCL are among our clients.

We have exported telecom towers to countries such as Denmark, as well as transmission line towers to Nepal.

“ No doubt, there is no second thought with regards to your performance. Indeed, you have been a great support to the project from the day one. We personally take up with our management regarding your achievement. Wish you all the best in all your efforts.”
*Appaji Rao,
Head P&C, South, Reliance*

THE YEAR OF FOUNDATION

7 CR. IN 6 MONTHS

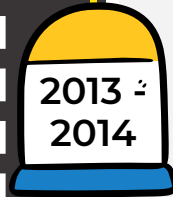
- Achievement of ₹7 Cr. in revenue in the first six months of operations
- First order from a multinational corporation – SEPCO



THE YEAR OF MASSIVE CUSTOMER SIGN-UPS

ERICSSON & RELIANCE ON BOARDED

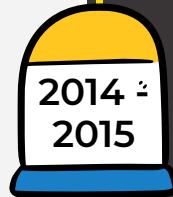
- Reached the ₹20 crore yearly revenue milestone
- Secured a three-year contract with Ericsson
- Settled on credit limits with SBI and AXIS banks
- Reliance has placed a Rs. 25 crore order for their 4G network.
- Create a business segment called "Designs."



THE YEAR WHEN UPVC MFG. STARTED

40 CR. + REVENUE MARK

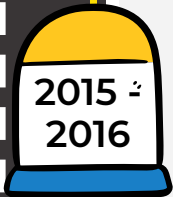
- Began manufacturing of BEPL uPVC Window and Door Systems in Visakhapatnam, Andhra Pradesh
- Acquired land, had it converted to non-agricultural use, and performed bhoomi pooja to begin construction of an AAC plant in Jaggayapeta
- In terms of revenue, there has been a 100% increase ₹40.70 Cr.
- Securing a T&D order from APTransco for a Bay extension and a 132kV D/C transmission line for ₹7.80 crore
- Received in-principle approval from the Federal Bank for ₹7.5 Cr.



THE YEAR WHEN AAC MFG. PLANT STARTED

ISO 9001 : 2008 CERTIFICATION WAS OBTAINED

- In terms of revenue, there has been a 40% increase (₹57.10 Cr.)
- Reliance has entered the O&M services market in the AP and TG circles
- Construction of an AAC manufacturing plant.
- All business segments have received ISO 9001:2008 certification.



THE YEAR OF GREEN ENERGY GAINS

BAGGED MASSIVE ORDERS

- CRISIL has assigned MSE-1 to our company as part of their Performance and Credit Rating. MSE-1 denotes the highest level of financial strength and operational performance
- ISO certifications have been obtained for all of our services and products, including the AAC Plant and the uPVC Plant
- Set up an uPVC plant in Hyderabad with a capacity of 50,000 square feet per year, resulting in a 33 percent increase in revenue (₹76.16 Cr.)
- ZTE order was bagged in the O&M segment
- Strong presence in the Green Energy sector – Bagged orders from industry titans such as Adani Solar, Sterling & Wilson, L&T, Karvy Solar, Axis Energy, and Greenko



2016 -
2017

THE YEAR OF ENTERING INTO 100 CR. CLUB

SUCCESSFUL COMPLETION OF THE ADANI PROJECT

- Achieving the remarkable milestone of ₹100 Cr. / \$15 Mn USD. in revenue in our sixth year of operations only.
- In the first month, we entered the tower supplies segment and received an order worth ₹8 Cr.
- Banks' exposure to working capital has increased from ₹7.50 Cr. to ₹12.50 Cr.
- Adani Group – The construction of transmission lines, including ROW, was completed successfully.
- During the previous fiscal year, telecom OFC received orders totaling ₹39 Cr.(1400 kilometres).
- CRISIL rating to continue for a second year of success.

₹ 100 Crore
In Revenue

2017 -
2018

THE YEAR OF SIGNIFICANT GROWTH

AN AWARD FROM TATA

- Revenue growth of 124% (CAGR of 79%).
- The Tower supply segment grew to become the largest revenue contributor (with 34% share)
- CRISIL rating to be maintained for a third consecutive year of success
- ICRA's rating of our bank debts – consistent and low risk profile
- Bank exposure was increased to ₹24.50 Cr. (from initial ₹1.70 Cr. in 2012)
- TATA has awarded us an O&M contract to manage 60,000 RKM fibre cable across southern India.

2018 -
2019



THE YEAR DOUBLE CENTURY IN CR.

DEVELOPMENT OF WEATHER RADAR

- CRISIL rating to continue for a fourth successful year (SME-1)
- ICRA's rating on our bank debts – BBB Stable – Consistent and low risk profile – 2nd year in a row
- Achieving the remarkable milestone of ₹229 Cr. revenue
- Recovered O&M contract from TCTS of JIO customer in MH & Goa circles
- Tata Group has awarded an annual O&M contract worth ₹65 Cr.
- IMD is developing India's first tower-mounted Doppler Weather Radar.



2019 -
2020

THE YEAR OF BEING PROUD (ET AWARD)

HON'ABLE HOME MINISTER PRESENTED AN AWARD TO OUR CHAIRMAN & MD

- Hon'ble Home Minister Shri Md. Mohamood Ali presented us with the ET Excellence Award for "Best Telecom Infrastructure Services Provider" for the year 2020
- The solar business segment has recovered well, with revenues more than doubling, and CRISIL expects it to be a successful fifth year (SME-1)
- ICRA rating on our bank debts – BBB stable – Classified as consistent and low risk profile – 3rd year in a row
- Added Airtel account in all South circles with over ₹250 Cr. revenue despite COVID AAC Product accreditation with IGBC, ISI, and ISO Army OFC Network maintenance in Northern region (via ITI).

IS 2185 Part 3 L-660060811	IS 2185 PART 3:1984 Concrete Masonry Units Part 3 Autoclaved Cellular (Aerated) Concrete Blocks	Grade Density in oven dry condition Kj/m ³	Grade 1 351 to 650	Rs.17.3 per unit for the 1000 units. Rs. 8.7 per unit for remaining all units with a minimum marking fee of Rs. 4000/- for an operative period of one year. Unit – 10 Cubic Meter Minimum marking fee for one operative year payable in advance which will be carried over to next renewals
		Nominal Sizes	610X210X240 610X210X210 610X210X160 610X210X110	



2020 -
2021

CELEBRATION OF TEN YEARS OF SUCCESS

THE CHAIRMAN & MD HAS BEEN NAMED A PHILANTHROPIST

- A prod journey of a decade has been successfully completed
- Revenue of ₹335 Cr. has been achieved
- The solar segment has become a major contributor to revenue, and the CRISIL rating is expected to remain positive for the sixth consecutive year (SME-1)
- ICRA's rating on our bank debts – BBB Stable – Classified as consistent and low risk profile – for the fourth year in a row
- Shri B Raghavendra Rao has been named a philanthropist by the District Collector of Krishna District, Andhra Pradesh.



2021 -
2022

MANY MORE MILES TO GO...

2014

- Donation to Hududh through Eenadu
- 1st Phase Solar Street lights construction



2016

- Construction of Solar Street Lights in the Second Phase
- The much-needed renovation of the cremation ground at Parrachivara has been completed.



2018

- Donation to the Sanjeevani Hospital in Kuchipudi for the construction of a ward room for patients, on the name of B. Nirmalavathi.
- Jaggayapeta Govt School received infrastructure development support for maintenance, and re-painting.



2020

- Donation to Dakshanya NGO, Guntur, which operates a mentally challenged children's school, in order to meet the urgent needs of mentally challenged children.
- Financial help and distribution of scholarship to meritorious students.



2022

- ZPH School in Jaggayapeta, Krishna (DT) in AP, hosted a medical health camp and a blood donation drive. A total of 350 people were checked for health, and 58 people donated blood for a good cause.



2015

- Rama Mandhir in Parrachivara Village is being renovated.
- All students of the Govt. elementary school in Parrachivara village received books, dresses, and school supplies.



2017

- Once again all students of the Govt. elementary school in Parrachivara village received books, dresses, and school supplies. Our MD focuses on education for all...



2019

- Mr. Raghavendra Rao's personal contribution to the yearly scholarship programme for poor children to Nagayalanka and vanigadda mandals who scored highest marks in 10th and intermediate.
- Srikrishna temple in Jaggayapeta received infrastructure development support for renovation.



2021

- During Covid-19, a large amount of equipment was donated to the Indian Red Cross Society's Avanigadda branch in the form of medical kits and oxygen concentrators for the Diviseema area.
- Three needy people in Diviseema, Krishna Dist, were given medical, educational, and financial assistance.
- Edurumondi Health workers-28 members were awarded a cash prize in recognition of their invaluable efforts during the Covid-19 period.



ENVIRONMENT FIRST!

Bondada has always placed a high value on environmental protection

2012



2013



2014



2015



2016



2017



2018



2019



2020



2021



2022





IN SERVICE SINCE, MAY 2012

M KRISHNA SIVAJI DEPUTY GENERAL MANAGER

It was an honour to be a part of it from the start; a systematic and disciplined organisation, the company has provided exceptional support to the project teams. BEPL has been a fantastic experience for me. A lovely and eloquent team, with excellent teamwork. The opportunities I was given during my time at BEPL allowed me to grow professionally and personally. A company I would recommend to young people interested in working in the infrastructure and telecommunications industries. BEPL is committed to both company and employee growth.

IN SERVICE SINCE, FEB 2014

S SANTOSH KUMAR DEPUTY GENERAL MANAGER

My overall working experience with the company over the last eight years has been excellent. Great work environment where people are not only fairly compensated for their efforts, but also given numerous opportunities to grow and learn new things in their field of work. My boss has given me and my team a lot of leeway to do whatever we want. I never felt like we were being micromanaged. What I like about the BEPL leadership team is that they work extremely hard not only to grow the business but also to continuously improve the company culture. I've enjoyed my time here; I've been able to grow professionally and personally, and I've made meaningful friendships and relationships. Every company is a work in progress, but BEPL truly strives to improve in any way they can.



IN SERVICE SINCE, NOV 2012

K POORNESWARARAO DEPUTY MANAGER

Since joining BEPL, I've had a fantastic experience. In this company, I learned teamwork, which will lead to a position of responsibility. The Management has instilled in me a sense of trust and integrity that will be unforgettable. This management has shown me a great deal of respect and fairness. BEPL has ethics, values, is friendly, is motivating in challenges, and stimulates each individualistic. As a result, this greatly benefits my running career. BEPL's working environment is very healthy and competitive, which is a great place to work. Employee engagement caused me to come to a halt in my career when I joined this organisation. BEPL maintains open communication with all of its employees at all levels. Finally, I'd like to express my pride in being a part of the BEPL family.





IN SERVICE SINCE, NOV 2012

VINOD KUMAR CHAUHAN

SENIOR ENGINEER

I've been with BEPL for ten years and it's been a wonderful experience. BEPL's functions and events are enjoyable, and I am proud to be a part of each one. All of the reporting authorities I've worked with have treated me with the utmost respect, and they're pleased to work with me. BEPL has a welcoming environment, and employees are treated with the utmost respect. The company is always striving for both its own and its employees' growth, and it is constantly motivating its employees. My reporting authorities' trust in me on the job is unforgettable. I saw myself developing professionally and personally as a result of my involvement with BEPL. The employee's concerns are immediately addressed by the company. Finally, I'd like to express how grateful I am to be a part of this prestigious organisation.

IN SERVICE SINCE, FEB 2014

V RAMA VARA LAKSHMI

ASSISTANT MANAGER

I've been working with BEPL for the past five years, and it's been a fantastic experience. BEPL has a very positive work environment, with supportive and encouraging management. At BEPL, I developed professionally. A company where an employee would be happy to work in the long run due to its flexible work culture and friendly management. The trust that has been bestowed upon me is unforgettable, and it has motivated me to achieve my role's objectives. Throughout my BEPL journey, my reporting authority has been supportive. Freshers who are passionate about the company are given opportunities. BEPL cares deeply about the safety of women.



GREAT PLACE TO WORK!

WHAT NEXT?

TELECOM - 5G NETWORK

5G technological innovations will reshape the future of telecom in India.

Private networks are expected to be in high demand from businesses in industries such as healthcare, education, fintech, e-commerce, and entertainment in the near future.

Telecom has played an important role in changing consumer usage patterns. The government, telecom regulators, telecom service providers (TSPs), and original equipment manufacturers (OEMs) must work together to meet the huge demand. With fibre infrastructure connecting only 30 percent of India's telecom towers, this number must multiply quickly enough for a successful roll-out across India.

How can IoT in the telecom sector help businesses meet the diverse needs of their customers?

Smart homes, utility metres, autonomous vehicles, asset tracking, and security are just a few of the areas where the enterprise service portfolio is expected to grow exponentially.

Leading telecommunications operators have launched IoT platforms that will seamlessly integrate data and connect billions of devices in order to deliver IoT solutions that can adequately cater to diverse customer needs.

The telecom industry has emerged as the primary driver of industry-wide convergence.

TSPs can offer a variety of services to consumer and enterprise customers via the one-stop OTT app, such as virtual classrooms for education, at-home medical consultation, self-launch platforms for artists, a common app for movies and soundtracks, travel booking, live event experience from home, and so on.

5G will be a game changer in the near future and **BEPL** is committed to accept this opportunity!



WHAT NEXT?

RENEWABLE ENERGY – SOLAR

Solar power in India is a fast developing industry as part of the renewable energy in India.

The country's solar installed capacity was 50.303 GW as of 31 January 2022. The Indian Government had an initial target of 20 GW capacity for 2022, which was achieved four years ahead of schedule. Solar power in India is a rapidly growing industry that is a component of renewable energy in India. As of January 31, 2022, the country's installed solar capacity was 50.303 GW. The Indian government set an initial capacity target of 20 GW for 2022, which was met four years ahead of schedule.

At the moment, coal supplies nearly 53 percent of India's energy needs; according to projections, the country's coal reserves will not last beyond 2050.

Solar energy has emerged as the most viable and environmentally friendly option for India to meet all of its energy needs, including the 50 percent of its rural residents who still live without electricity.

The future of solar energy in India is as bright as the sun! Know why?

- **Geographical Advantage** - India's geographical location allows it to produce not only enough energy to meet its own needs, but also enough energy to power the entire world! Because it is located in the tropical region, it receives abundant solar radiation throughout the year, amounting to nearly 3,000 long hours of sunshine.
- **India's Upcoming Solar Projects** - Andhra Pradesh, Gujarat, Madhya Pradesh, Rajasthan, Punjab, Haryana, and Maharashtra have enormous potential to harness solar energy.
- **Highly Beneficial at a Low Cost** - To begin with, solar panels and solar systems are somewhat expensive to purchase. However, it is also true that solar systems, once installed, help to save money.

There is still a long way to go before India becomes a fully solar nation, and BEPL is ready to take part to build a solar power nation.





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SmartBrix

BEST IN THE BUSINESS

Volume 01

April 2022



REGISTERED OFFICE

Bondada Engineering Private Limited
Plot No: 37, Ashok Manoj Nagar, Kapra,
Hyderabad – 500062
Telangana, India

CORPORATE OFFICE

Bondada Engineering Private Limited
P No: 11 & 15, Surya PPR Towers,
Kapra, Hyderabad – 500062
Telangana, India

Our magazine focuses on informing employees and stakeholders about the company's activities.
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