

Dynamic Blueprint

Rudrabhishek Enterprises taps the capital market to ride the ongoing infrastructure boom and record higher growth in coming years.

Rudrabhishek Enterprises Ltd (REPL) is an integrated urban development and infrastructure consultancy company, with a legacy of 25 years. The company offers an integrated range of services to deliver end-to-end consultancy solutions in diverse sectors. REPL is uniquely positioned to manage projects right from the ideation stage and carry it through planning, designing, execution and marketing.

The diverse consultancy services offered by REPL include viability analysis, infrastructure services, urban planning and GIS, building area and design, structural design, project management consultancy and strategic marketing advisory.

The company has designed and managed complex projects in sectors as diverse as real estate, retail, hospitality and healthcare, and hi-tech cities, among others. It is also involved in the Central government's Smart City initiative in Varanasi, Kanpur, Indore and Dehradun.

REPL and its group/subsidiary companies, such as Rudrabhishek Infosystem, IM + Capitals, REPL Singapore and Shing Design Atelier, Singapore, provide focused solutions for its vast clientele. The urban development and infrastructure company derives its strength from in-house team of qualified and experienced financial analysts, engineers, urban planners and project managers.

REPL is an ISO 9001:2008 certified organisation empanelled with more than 30 government department and agencies. The company has the privilege of serving a number of esteemed clients from the government, public and private sectors. Pan-India projects are handled from REPL's branch offices located in Delhi, Noida and Lucknow and project offices in Varanasi, Indore and Kanpur. After consolidating its position in the South-East Asian region, the integrated infrastructure company is now eyeing to get aggressively into the global market of infrastructure consultancy.

Rich legacy

Set up by Pradeep Misra, the promoter and managing director of REPL, in 1992, the New Delhi-based company has grown from strength since inception. Mr Misra



Pradeep and Richa Misra: Steering REPL from success to success

had visualised the increasing gap in supply of expertise and specialised organisations catering to growing demand for infrastructure development consultancy services.

In the early years, REPL had an immediate objective of providing quality consultancy services in areas of urban planning, building design services and civic services planning. However, Mr Misra soon realised that the age of fragmented services would not last long, and REPL needed to have holistic expertise that would cater to integrated infrastructure development needs of its clients.

Mr Misra, along with REPL Promoter and Director Richa Misra and a crack team of consultants, engineers and managers, has put the infrastructure company on the fast growth track. With over 250 consultants, more than Rs 210 crore worth of projects in hand and over

Rs 10,000 crore worth of projects and investments being managed, REPL has evolved as one of the leading companies in the infrastructure arena. Besides, the company has already completed more than 300 projects in over 100 cities across India as well as around the globe.

Bright future

With the government laying major emphasis on infrastructure development, companies, like REPL, see a chunk of big projects coming their way. REPL has rightly chosen to tap the capital market and list on NSE Emerge, the SME platform of the country's leading stock exchange, to fund the execution of such projects and expand rapidly. The company recently received foreign direct investment (FDI) of Rs 5 crore at attractive valuation. Moreover, the government's huge infrastructure spending will come in handy for REPL to post greater growth in coming years.

Today, REPL is uniquely positioned to take up big projects right from the ideation state and carry it through viability analysis, planning, execution to finally strategic marketing. With 25 years of rich and diverse experience across the vast segments of infrastructure and urban development, REPL is exploring new horizons, new associations and new opportunities to script newer success stories in years to come. ■