

# SHARE *Bazaar*

RNI Regd. No. - MAHMUL02501/13/1/2008-TC

Price - Rs.125/-



Clifton Desilva  
Director  
Altina Securities



Pradeep Misra  
CMD  
Rudrabhishek  
Enterprises Ltd



Anil Somani  
CMD  
Shubham Polyspin Ltd



Praveer Sinha  
CEO & MD  
Tata Power Co. Ltd



Varinder Gupta  
MD  
IOL Chemicals &  
Pharmaceuticals Ltd



Hrishikesh A. Mafatlal  
Executive Chairman &  
Promoter Director  
Nocil Ltd

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Anirvan Ghose - MD



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# A COMPANY WITH PROVEN PERFORMANCE

## Rudrabhishek Enterprises Ltd



**Pradeep Misra - CMD**



our projects that enable the optimization of resources, reducing the cost and avoiding the time over-run.

### 3. What have been the major achievements of your company?

REPL was established in 1992. Last year we completed 25 years of our corporate journey. Recently our company stock was listed on National Stock Exchange, under NSE Emerge platform. Over such a long journey, we have been part of many projects of national importance and social concerns. We derive a sense of satisfaction from these projects and consider those our true achievements. As mentioned, we are providing Project Management Consultancy (PMC) for various Smart City projects; we are working on PMAY-HFA Projects (160 towns from 4 states); and City Street Vending Plans. Recently we have started working on construction of accommodation for defense personnel (DG MAP) in Meerut. In multiple states we are working on the projects related to water supply systems, sewerage system designs and municipal solid waste management.

### 4. How much strong is your brand?

We have very strong brand presence among our target client groups, both from the government sector and corporates. We have been getting

### 1. What is your core business?

REPL is an integrated urban development & infrastructure consultants. We integrate a range of services to deliver end-to-end consultancy in diverse sectors. We have designed and managed complex projects in sectors such as Real Estate (Residential, Commercial, Group Housing & Integrated Township projects), Retail (Malls & Office Complexes), Hospitality & Healthcare, Recreation (Sports Stadium, Clubs), Water Sanitation & Environment, Solid Waste Management, Hi-Tech Cities, Smart Cities etc., just to name a few. REPL also provides geographical information system and cloud computing data management solution for larger townships and urban development projects.

The group is intensively involved in Smart City Mission of Government of India. We have been providing consultancy in conceptualization, planning and implementation of multiple smart cities viz., Varanasi (U.P.), Indore (M.P.), Kanpur (U.P) and Dehradun (Uttarakhand).

### 2. What are the unique strengths of your company?

REPL group is uniquely positioned to manage projects right from the ideation stage and carry it through planning, designing, execution, and finally marketing. We can take up a Greenfield or Brownfield project and convert it into an integrated Hi-tech Township, Smart City, IT Park or SEZ. We also use latest technology like BIM (Building Information Modelling) on



repeat consultancy assignments from many of them. This itself speaks for the strength of our brand. We as a company are very conscious of quality and timeliness in delivery of our assignments. Nonetheless, we are also committed to further strengthen our brand position and place the REPL among the forefront of the consultancy fraternity in the country.

### **5. How do you look at the opportunities?**

India is chasing the double-digit growth path. Inevitable, the infrastructure sector has to grow on matching pace as an essential enabler. We see our company as very suitable poised to become part of this growth story. We have experience and credential of working in multiple sector across territories. The coming years should be full of opportunities for consultancy companies like ours, especially those who can provide end-to-end solutions.

### **6. What would you like to say about quality standards, R&D and innovation?**

REPL is an ISO 9001:2008 certified organization for quality management in services. We have been always proactive in adapting to new technologies. This is the only way you can infuse the quality and also bring down the operational costs, which is essential from the client's perspective. Our subsidiary company RIPL (Rudrabhishek Infosystems Pvt. Ltd.) keeps exploring the opportunities of strategic tie-ups with the global leaders in technology related to the infrastructure and construction industries. Recently RIPL signed an exclusive agreement with the Hungarian multinational company Graphisoft for promoting BIM application software ARCHICAD

in North & Eastern states of India; subsequently it has also associated with Italian firm Team Systems SPA for promoting and distributing their product STR Vision CPM (Construction Project Management) in India.

### **7. What would you like to highlight about your team?**

We have multi-disciplinary teams working under one roof in conjunctions. This is the primary reason, we are able to provide end-to-end consultancy services on projects so such diverse nature. The team consists of financial analysts, urban planners, infrastructure experts, engineers, building design experts, GIS experts, project managers and strategic marketers.

### **8. What are your financial strengths?**

REPL is on a very sound financial position. We have been consistently growing in terms of our revenue. We are zero-debt Company. We have been continuously giving dividends over the last 11 years!

### **9. Who are your blue chip clients?**

We had the privilege of serving many esteemed clients both from the public and private sectors. Some of those include- NBCC (National Building Construction Corporation), VSCDL (Varanasi Smart City Development Ltd), ISCDL (Indore Smart City Development Ltd.), KMC (Kanpur Municipal Corporation), MDDA (Mussoorie Dehradun Development Authority), MCD (Municipal Corporation of Delhi), DG MAP, Ansal API, Emaar MGF, Gannon Dunkerley, Hyundai Motor India, Tulsiani Construction & Developers, and many others.

### **10. What are your expansion plans?**

First, we want to further consolidate our position in the sectors and geographies that we have been working in recent past which is Northern, Central and Eastern parts of India. Simultaneously, we would like to expand in Western & Southern states of the country, where our presence is limited. We have already started working on it. It can be mentioned here that REPL has strategic partnership with equity investment in the Singapore based firm SHING Design Ateliers (SDA) for diversified architectural and planning projects in South East Asia region. This is an additional area where we are looking for further international expansion.

### **11. What is your message for the shareholders?**

We believe in inclusive growth and sharing our profits with our stakeholders.

### **12. How do you foresee the future of your company?**

REPL has sustainably consolidated its position in the industry. We are strongly determined to add new projects, clients and sectors to our portfolio. We are firmly committed to maximize the interests of our stakeholders and meaningfully contributing to the nation's growth. Presently we have work order to the tune of Rs. 210 crores in hand, which is continuously growing further.

### **13. Any other important point you may like to share?**

I think we have covered most of the important aspects about REPL, as of now. On any new significant developments, we will keep updating all the stakeholders and also the people from media.