VISION
To be the most endorsed integrated urban development & infrastructure consultants

MISSION
Facilitate best living conditions by designing buildings and infrastructure that are proudly inherited by coming generations

CORE VALUES

QUALITY QUINTESSENTIAL
Strive for delivering the best standards of services by following stringent quality management protocols and processes.

TIMELINESS
Pay special attention on delivering within a time frame. Fulfil promises of quality and timely delivery of services, far beyond the commitments.

INNOVATIVE EXCELLENCE
Invest in keeping ahead of technological excellence and new innovations.

TRANSPARENCY
Work as a trusted and reliable partner to our clients; deliver services with utmost integrity and transparency.

ENVIRONMENT FRIENDLY
Contribute to the planet by working in an environmentally responsible manner with utmost focus on "Reduce, Reuse and Recycle". Build responsibly, use sensibly.

SOCIALLY RESPONSIBLE
Work as a responsible corporate citizen and give back to the society with a special contribution towards education for the underprivileged.
A forward thinker, Mr. Misra saw the immense potential of the infrastructure domain in India. He clearly understood that a huge demand-supply gap existed in the industry and there was a need for an integrated player. It was in this context that he founded REPL.

Mr. Pradeep Misra
Chairman and Managing Director, REPL

REPL is extensively associated with GOI’s flagship programs such as Smart Cities, PMAY & AMRUT at multiple locations under various capacities. Our strength lies in integrating a range of services and providing end-to-end solutions to the clients. Providing customized, technologically advanced, innovative and yet cost-effective solutions is our trademark approach.

A number of group companies, joint ventures, strategic partnerships, empanelment with government department & agencies, in-house team of sector experts and clientele spread across countries are testimony of our growth story.

When knowledge integrates with performance
WE CREATE
When endeavour integrates with expertise
WE REVOLUTIONISE

REPL: In a Nutshell

27+ Years of Legacy
An established urban development & infrastructure consultant offering integrated services.

30+ Empanelments
Government department & agencies in infrastructure and urban planning domains.

Listed on NSE
REPL is listed on country’s largest stock exchange NSE-Emerge.

Committed to the Society and Environment
Extensive educational and sports programmes initiated to empower underprivileged children.

300+ Consultants
Financial analysts, urban planners, GIS experts, infrastructure experts, engineers, interior designers, project managers, BIM managers and strategic marketers.

Integrated yet Diversified Services
Viability Analysis
Infrastructure Services
Urban Planning
Geographical Information System (GIS)
Building and Area Design
Building Information Modelling (BIM)
Structural Design
Services Design (MEP)
Project Management Consultancy
Strategic Marketing Advisory

Strong Network of Group Companies
IM+ Capitals Limited
Rudrabhishek Infosystem Pvt. Ltd. (RIPL)
Rudrabhishek Singapore Pte. Ltd. (RSPL)
Shing Design Atelier Pte. Ltd.

<table>
<thead>
<tr>
<th>Key Milestone</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>27+ Years of Legacy</td>
<td>300+ Consultants</td>
</tr>
<tr>
<td>300+ Projects Completed</td>
<td>Rs. 375+ Crores of work in-hand</td>
</tr>
<tr>
<td>30+ Empanelment</td>
<td>Rs. 10,000+ Crores</td>
</tr>
<tr>
<td>100+ Cities Covered in India</td>
<td>20+ Awards &amp; Recognitions</td>
</tr>
<tr>
<td>150+ Institutional Clients</td>
<td>Worth of Projects &amp; Investments Being Managed</td>
</tr>
<tr>
<td>12,60,000+ People Offered Residential Units</td>
<td>12,00,000+ Hectare Total Area Planned</td>
</tr>
<tr>
<td>4,500+ MW Planned Electric Distribution System</td>
<td>2,50,000+ Planned Residential Units</td>
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RIPL (Rudrabhishek Infosystem Pvt. Ltd.)
Set up with the aim to provide comprehensive and state-of-the-art software services to the real estate industry.
www.replinfosys.com

RSPL (Rudrabhishek Singapore Pte. Ltd.)
RSPL, a subsidiary of REPL, delivers building and urban design services including BIM consultancy in Singapore and South East Asia region.
www.replurbanplanners.sg

IM+ Capitals Limited
Formerly known as Brescon Advisors & Holdings Ltd, it is a leading Corporate and Transaction Advisory company with specialized focus on Real Estate sector. IM+ Capitals is listed on Bombay Stock Exchange (BSE).
www.imcapitals.com

Shing Design Atelier Pte. Ltd.
REPL has equity investment in Singapore based architectural services company.
www.shingatelier.com

WE GROW
When ability integrates with capability
The REPL Legacy
Proposed Smart City Bhopal

Smart City Consultancy

Indicative Projects

<table>
<thead>
<tr>
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<th>Description:</th>
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<tbody>
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<td>Varanasi Smart City</td>
<td>REPL with its consortium partners is working as project management &amp; development consultant for Varanasi Smart City. The approach of Area Based Development (ABD) and pan city solutions is being undertaken. This will include retrofitting of old city along river Ganga comprising of major temples, heritage sites &amp; cultural places with emphasis on socio-economic growth.</td>
<td>1369 acres (ABD)</td>
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<tr>
<td>Kanpur Smart City</td>
<td>REPL Consortium is providing consultancy for preparation of ABD Master Plan/ detailed layout plan for earmarked area, preparation of DPR for various packages and PMC support. The earmarked area is proposed to be retrofitted with smart features/infrastructure wherein out of total proposed area, 164 acres of land will be redeveloped.</td>
<td>742 acres (ABD)</td>
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<tr>
<td>Indore Smart City</td>
<td>Providing consultancy for designing, developing, implementing and supervising the ABD master plan, layout plan, DPR and PMC support.</td>
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<td>Dehradun Smart City</td>
<td>REPL is providing consultancy for preparation of ABD plan of the earmarked area. The ABD will focus on, rejuvenation of cluttered market spaces in city core through pedestrianisation of market looped with parking facilities; recreation of urban green; environment friendly public transport, intelligent traffic &amp; parking management. Core infrastructure will be strengthened and heritage structures will be restored as per colonial architecture.</td>
<td>875 acres (ABD)</td>
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<tr>
<td>Moradabad Smart City</td>
<td>REPL is providing consultancy for preparation of ABD master plan for earmarked area and Pan City solution. Project includes Management, Project Design and Development, Feasibility Study, Detailed Project Report, etc. The retrofitted area is aimed to become a new socioeconomic engine for the city’s infrastructure.</td>
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<td>REPL assists Itanagar Smart City in preparation of retrofit &amp; redevelopment ABD master plan for the earmarked area &amp; Pan City solution which includes project planning, designing, development, management and supervision.</td>
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<td>Jabalpur Smart City</td>
<td>REPL is supporting Jabalpur Smart City in overall smart city project management, including project planning, budgeting, supervising, managing, monitoring &amp; evaluating, reporting and coordination to ensure timely project development and implementation along with Bid Process Management &amp; Quality control.</td>
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<td>Smart City plan for Bhopal prepared by REPL Consortium, got selected among top 20 Plans by the GOI under smart city challenge. It is envisioned as 24X7 activity based integrated live-work-play-learn-shop concept. The planning approach was based on Transit Oriented Development (TOD) with social inclusiveness. It embodies ToD principles to provide a compact, walkable &amp; sustainable spatial morphology.</td>
<td>348.419 acres (ABD)</td>
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Paarth Arka

With the partnering company, New Modern Buildwell Pvt. Ltd. (NMBPL), we take up EPC projects where our offerings cover everything from concept to delivery. The company is focused on the construction of residential, commercial, retail, hospitality, IT parks and educational institutions providing end-to-end EPC solutions and deliver quality within dynamic timelines. At present we have 7.29 Mn Sq.Ft. built up area to construct which are on-going & additional 8.23 Mn. Sq.Ft. at the stage of finalization. We use latest technologies in the world of construction like BIM (Building Information Modelling) to take project management practices to the next level of refinement & transparency. We offer services which include technical diligence of projects, purchase & procurement, construction execution, liaison and overall project management.

Description:
It is residential group housing project launched in 2014, which has 5 phases of construction, and to be handed over in 2021. Situated in upcoming IT hub of Lucknow, the project provides amenities like more than 40% Green Landscape area and 35% Water saving over IGBC Green Homes Baseline. Total cost of construction is approx. Rs. 466 Cr.

Project: Paarth Arka
Area: 1.90 Mn. Sq. Ft.

Description:
It is residential row housing project in Lucknow, launched in May 2015. Cost of construction is approx. Rs. 20 Cr.

Project: Gardenia Residency
Area: 0.87 Mn. Sq. Ft.

Description:
The residential affordable housing project located in Lucknow, was launched in August 2015, and expected handover in October 2022. It consists of 5 towers with total 750 planned units. Cost of construction is approx. Rs. 381.5 Cr.

Project: Humming Retreat
Area: 1.91 Mn. Sq. Ft.

Description:
The residential group housing project in Lucknow was launched in Sept 2014, and expected to be handed over in July 2020. Cost of construction is approx. Rs. 143 Cr.

Project: Goldfinch State
Area: 0.8 Mn. Sq. Ft.

Description:
It is a residential project in Varanasi, having 2 Towers of Residential Apartments with 240 flats. The project is equipped with special amenities like Club house, Clinical Care Centre, Pool, Covered Parking, Stack Parking etc.

Project: Shi Krishna Vilas
Area: 0.35 Mn. Sq. Ft.

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Description:
REPL has cross functional teams to efficiently deliver the consultancy on High Tech Townships, which includes developing and designing the layout plans; Infrastructure services such as sewerage, drainage, water supply, rainwater harvesting, roads, electrical substations, landscape design, traffic design; feasibility reports; GIS mapping; DPRs etc.

Indicative Projects

Project: Megapolis Hi-Tech City, Dadri
Area: 2504 acres
Description: Scope of work included preparation of complete documentation drawings and designs, as required under policy including the master plan for the Hi-Tech City. Based on field layout plan, the DPR was prepared. Land related documents and ownership documents were submitted to the concerned authorities for approval. In addition to infrastructure services, it also included detailed architectural design for row housing, individual housing & group housing.

Project: Sushant Golf City, Lucknow
Area: 3504 acres
Description: This project consists of the parent city and its two extensions. Prepared master plan, concept layout, and a final layout plan detailing areas of various sub-divisions proposed, and sealable area. Also prepared all drawings, layout and documentation required for submission to the Lucknow Development Authority. We prepared detailed infrastructure designing (water supply, drainage, sewerage, electrical etc.) and also architectural design for approx. 800 units. Consultancy entailed other activities such as preparation of BOQ, tender documentation, structure & services design etc.

Project: Wave City Hi-Tech Township: NH-24, Ghaziabad
Area: 5965 acres
Description: Conceptual planning and detail phase-wise planning. Consultancy involved submission of feasibility report & DPR. DPR included land acquisition strategy, planning infrastructure and services (roads, water supply, sewers, electrification and telecommunication), solid waste management, financial statistics, projects maintenance, etc.

Project: Hi-Tech City, Allahabad
Area: 1535 acres
Description: Project involved preparation of Master Plan, DPR, designing of all services including estimates, BOQ, rate analysis, tender documents, designing of electrical distribution, etc. There is effort to impart state-of-the-art office complexes, special entertainment zones, educational institutes, health club, supermarkets, hospitals and everything that one can get in a metropolitan with revitalizing greens. This Township has specialty of water body at the front side.
REPL has been providing integrated consultancy on affordable housing projects of several private builders’ projects. The services include building design, engineering & services designs, project management consultancy, strategic marketing advisory etc.

Under the HFAPoA (Housing for All Plan of Action), the Urban Planning & GIS team of REPL has been providing consultancy in various parts of the country. Scope of work typically includes assessment of present slum situation, slum mapping, socio-economic survey and formulation of various slum development options. We also do the analysis of existing housing market; selection of beneficiaries; costing & financial operating plans; preparation of project implementation plans; and assisting the ULBs to prepare tender documentation.

Affordable Housing Projects

Paarth Samriddhi

Project: Paarth Samriddhi (Canary State) Under PMAY
Area: 19,13,687 Sq. Ft.

Description: The Paarth Infrabuild’s residential housing project in Lucknow includes 2146 units with flats starting from 530 Sq. Ft. area. It comprises of EWS flats (817), LIG flats (460), and HIG Flats (869).

Navyug Smart Mini City

Project: Navyug Smart Mini City
Area: 92,000 Sq. Ft.

Description: It is an integrated housing project of New Modern Buildwell, with all supporting amenities and modern features. The affordable housing units start from 835 Sq. Ft area. The project located in Allahabad, constitutes 2 and 3 BHK apartments.

Aryavrata Empire, Shushant Golf City

Project: Aryavrata Empire, Shushant Golf City
Area: 1,10,634 Sq. Ft.

Description: The project of New Modern Buildwell in Lucknow, offers affordable housing units from the flat size of 720 Sq. Ft. There are total 622 units, comprising of 1,2,3 BHK & Penthouse accommodation along with 5 shops and a megamart under the project.

Housing for All Plan of Action

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Indicative Projects

Project: HFAPoA for UP, MP, Rajasthan, Bihar, HP & Maharashtra

Description: REPL is working on HFAPoA for UP (128 towns), MP (2 towns), Rajasthan (10 towns), Bihar (80 towns), HP (10 towns) & Pune (9 talukas). DPR & PMC services in UP and Maharashtra for BLC Component under PMAY Scheme.
Paarth Republic

When diversity integrates with offerings
WE EXCEL

Viability Analysis
A group company IM+ Capitals Limited is listed on Bombay Stock Exchange (BSE). The company manages AIF & NBFC, primarily with focus on Real Estate sector. The AIF is SEBI – registered. The fund invests in the mid-segment affordable housing projects in tier I and II cities.

Complete asset management firm that caters to diverse needs of the projects from conceptualization to completion.
Equipped to deliver projects of varying sizes, from complex municipal projects involving multi-disciplinary teams to small development projects.

**Infrastructure Services**

Backed by experience, strong engineering capabilities in innovation and superior project delivery, REPL has created a niche for itself in the infrastructure domain. It focuses on Water Supply Scheme Design, Sewerage System Design, Treated Wastewater Recycling and Reuse, Municipal Solid Waste Management, Storm Water Drainage System Design, Rainwater Harvesting Systems Design, Internal Plumbing & Fire Fighting System Design and Electrical Infrastructure Design. The company also actively undertakes preparation of tender documents, evaluation of bids and contract management for clients.

**Indicative Projects**

**Project:** Augmentation of Water Supply Scheme, Blantyre City, Malawi, Africa

**Description:** The scheme focuses on addressing the acute problem of piped drinking water supply in rural areas of Bundelkhand region. Project work includes Engineering Survey, Planning, Designing and Preparation of DPR for clusters.

**Project:** Water Supply Scheme in Bundelkhand region, U. P.

**Area:** Hamirpur, Banda and Chitrakoot Districts

**Description:** The project was funded under the Central Government’s flagship program JNNURM and involved Survey, Analysis and Preparation of Detailed Project Report for Sewerage Scheme of District 2 and District 4 in Lucknow city.

**Project:** Sewerage Scheme, Lucknow

**Area:** 20,000 acres

**Description:** To augment water supply to Blantyre city through Mount Mulanje (Up to 12 mn litres per day). Present water supply is planned to be augmented by Likhubula River, originating from Mulanje Mountain, approx. 60 km from the city. This will address the acute water shortage problem faced by Blantyre city.

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**Urban Planning**

With strong capability in urban planning, REPL has been successful in delivering numerous projects through its integrated approach. The highly experienced and specialized team is proficient in offering services from Feasibility Study, Urban Policy Plans, Regional Plans, Zonal Plans, Master Plans, Special Area Development Plans, Urban Redevelopment/Renewal Plans, Slum-free City Plans to City Sanitation Plans and many more. The team intensively engaged in Smart City Projects and HFAPoA.

**Indicative Projects**

**Project:** Redevelopment Plan of Special Area of Delhi

**Area:** 6,425 acres

**Description:** Identified areas and prepared plans for the redevelopment of built areas “Special Area” namely, (i) Walled City (ii) Walled City Extension (iii) Karol Bagh (iv) Karol Bagh Extension (v) Old Subzi Mandi/Roshanara Road & extension under the Master Plan of Delhi-2021

**Project:** Sub-Regional Plan for National Capital Region, U.P.

**Area:** 26,77,140 acres

**Description:** Project involves formulating new sub-regional plan for areas falling in the National Capital Region of UP namely Meerut, Gautam Budh Nagar, Ghaziabad, Baghpat and Bulandshahr districts on behalf of Ghaziabad-based NCR Cell of the UP State Government.

**Project:** GIS Based Master Plans for 14 ULBs in Andhra Pradesh

**Area:** 1,80,942.97 acres

**Description:** Project includes Existing Situation Assessment; Vision-2041 & Strategy Formulation; Final Spatial Strategy & Preliminary Master Plan; Draft GIS Based Master Plans with Zoning Regulations; Assistance to Authority in Notification & Finalization of Draft Plans; and Training of Authority Officials.

**Project:** Redevelopment Plan Delhi-MCD-2021

**Description:** Project involves formulating new sub-regional plan for areas falling in the National Capital Region of UP namely Meerut, Gautam Budh Nagar, Ghaziabad, Baghpat and Bulandshahr districts on behalf of Ghaziabad-based NCR Cell of the UP State Government.
Integrating REPL's experience with technological expertise has enabled RIPL to provide effective, high-end software solutions to the industry.

**Indicative Projects**

**Project:** Omaxe Waterfront, Allahabad
**Description:** Application hosted on Cloud which is useful for real estate developers to manage land data and documents through digitisation.

**Project:** Preparation of GIS/RS based Master Plan for SPA Keonjhar, Odisha
**Description:** Base Map Preparation, Land Use Survey conducted and updated. Proposed plan superimposed on it and land parcel was digitized along with data link with land parcels.

**Project:** Preparation of Base Map and Data Analysis for Sub-regional Plan NCR Region, U.P.
**Description:** Project done under National Urban Livelihood Mission (NULM). In Jhansi 7,638 vendors, Bathinda 3,725 vendors and Haryana 1.01,950 vendors required to be addressed. REPL scope of work includes: identifying the street vendors, GIS base mapping and surveys, capturing photo and bio-metric identity of vendors, preparing ID card for vendors, MIS software, vendor census survey, de-duplication software, city street vending plan, and detailed implementation plan (DIP).

**Project:** REPL Knowledge Park, Noida
**Area:** 1,27,678 Sq. Ft.
**Description:** Single-stop destination for automobile industry, having facilities of purchase & exhibition of different brands.

**Project:** REPL Knowledge Park, Noida
**Area:** 7,99,000 Sq. Ft.
**Description:** Architectural services for landmark mixed-use development project in Lucknow providing a whole range of 5-star facilities that combines colonial design with an ultra-modern feel; containing premium retail outlets, spacious office areas and luxurious residential spaces.

**Project:** Pasir Ris Town NRP, Singapore
**Area:** 13,06,800 Sq. Ft.
**Description:** It's an urban design and landscaping project. This entails redevelopment of a portion of Pasir Ris Town, along Sungei API River; redesigning & redevelopment of various public facilities like Covered Linkways, Drop-off Points, Elderly Fitness Corners, Children Playgrounds, Indoor Outdoor Gathering Area, Sheltered Areas and Landscaping. Project done by SDA team, Singapore.

**Building and Area Design**

REPL has diverse experience in Building Design and Consulting. The company offers a portfolio of services covering full Project Development Cycle encompassing Building Design, Site Planning, Building Services, Interior Design, Tender Documentation, Working Drawings, Feasibility Studies, Building Approvals/Submission Drawings, BIM Modelling, Landscape Designing to Green Building Consultancy.

**Indicative Projects**

**Project:** REPL Knowledge Park, Noida
**Area:** 7,99,000 Sq. Ft.
**Description:** It has 2B+G+10 storied tower. LEED-certified Platinum-rated office building has green elements like horizontal green ramps, green balconies and terrace gardens to reduce the carbon footprint. There are amenities like health club, creche, library, office spaces, incubation center, fab lab, food court and open air restaurant.

**Project:** Tulsiani (TCDL) Palacio Imperial White, Lucknow
**Area:** 4,57,000 Sq. Ft.
**Description:** It is an urban design and landscaping project. This entails redevelopment of a portion of Pasir Ris Town, along Sungei API River; redesigning & redevelopment of various public facilities like Covered Linkways, Drop-off Points, Elderly Fitness Corners, Children Playgrounds, Indoor Outdoor Gathering Area, Sheltered Areas and Landscaping. Project done by SDA team, Singapore.

**Geographical Information System (GIS)**

Rudrabhishek Infosystem Pvt. Ltd. (RIPL) was established with the aim to provide comprehensive and state-of-the-art software services to the real estate & infrastructure industry. The company focuses on helping organizations in creation, conversion, updation, integration and evaluation of data through application of GIS, EPR and other technologies. It provides optimum, business driven solutions by undertaking consulting assignments and offers end-to-end geospatial consultancy and development services.

**Description:** Geographical Information System (GIS) Rudrabhishek Infosystem Pvt. Ltd. (RIPL) was established with the aim to provide comprehensive and state-of-the-art software services to the real estate & infrastructure industry. The company focuses on helping organizations in creation, conversion, updation, integration and evaluation of data through application of GIS, ERP and other technologies. It provides optimum, business driven solutions by undertaking consulting assignments and offers end-to-end geospatial consultancy and development services.
** Structural Design & Service Design (MEP)  
Structural design is among the most important and crucial activities to be undertaken in a project which needs high degree of technical expertise. REPL’s dedicated team of expert structural engineers is proficient in working on the latest technologies and software viz. STAAD.PRO v8i, ETABS 13.1.4 and SAFE 2013 to deliver successful outcomes. 
In addition to this, REPL also offers extensive Mechanical, Electrical and Plumbing (MEP) & HVAC design services as a part of its bouquet of services. 

### Cost-effective and optimal services using the latest structural analysis and design software.

<table>
<thead>
<tr>
<th>Description</th>
<th>Project: Paarth Republic Group Housing, Lucknow</th>
<th>Area: 34,84,000 Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Project: Aquapolis S2A Tower, Ghaziabad</td>
<td>Area: 3,00,000 Sq. Ft.</td>
</tr>
<tr>
<td></td>
<td>Project: Silver Lune Urbe, Meerut</td>
<td>Area: 2,439,360 Sq. Ft.</td>
</tr>
<tr>
<td></td>
<td>Project: Foot Over Bridge, Lucknow</td>
<td></td>
</tr>
</tbody>
</table>

### Indicative Projects
<table>
<thead>
<tr>
<th>Description</th>
<th>Project: Tender Palm Hospital, Lucknow</th>
<th>Area: 1,93,000 Sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>It’s a 300 bedded hospital. Tender Palm provides medical services like Cardiology, Cardiac Surgery, Neurology, Neurosurgery, Orthopaedics, Surgical Gastroenterology, Urology, Nephrology etc.</td>
<td></td>
</tr>
</tbody>
</table>

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**Tender Palm Hospital**
Project Management Consultancy (PMC)
REPL’s expertise in planning, organizing and managing resources along with proven project management approach helps deliver an effective service with significant benefits. The company offers comprehensive solutions ranging from Project Planning & Scheduling, Preparation of Tender Documents & Floating of Tenders, Assistance in Appointment of Contractors, Cash Flow Projections and Resource Allocation, Site Control, Progress Monitoring, Project Coordination, Quality Assurance to Value Engineering for many projects across the globe.

Indicative Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf View Apartments, Lucknow</td>
<td>Premium high-end cluster of 3 &amp; 4 BHK apartments. PMC involved consultation and supervision of the project.</td>
<td>9,77,000 Sq. Ft.</td>
</tr>
<tr>
<td>Ginger Hotel, Lucknow</td>
<td>The hotel has double basement and G+5 floors. The hotel has been designed and built to cater to affordable hotel section. There are 72 rooms, along with the restaurant and gym.</td>
<td>33,280 Sq. Ft.</td>
</tr>
<tr>
<td>Hotel Clarks Inn, Lucknow</td>
<td>Fully furnished studio apartments, which has tie-up with Clark Group of Hotels to maintain and provide services. Designed to offer luxuries of a hotel and warmth of a home. It includes club, banquet and pool.</td>
<td>7,50,000 Sq. Ft.</td>
</tr>
<tr>
<td>DG MAP, Meerut</td>
<td>REPL is working on Construction of Married Accommodation for Defence Personnel (DG MAP) project at Meerut (U.P) to facilitate construction of quality accommodation including all infrastructure facility for the Armed Forces. Site Sofipur has S1+11 Floors, it has 2 towers for Junior Command Officers (JCO’s) and 34 towers for Other Officers (OR's).</td>
<td>Sofipur Site: 80 Acres Dabatwa Site: 6 Acres</td>
</tr>
</tbody>
</table>

Strategic Marketing Advisory
REPL has a strong in-house team for providing strategic marketing services for various projects including Brand Strategy, Customer Relationship Management, Sales Optimization, Channel Strategies, Pricing, Marketing Collaterals, Customer Segmentation, New Product Development, Product Portfolio Optimization And Marketing Strategy. The company also offers Project and Site Branding, Assistance in Tie-ups with Banks/Financial Institutions for HNI/Direct Marketing Activities & Home Loans, Developing Sample Apartment Concept, Marketing Roll-out Plan, and Follow-up Campaigns.

Some of the landmark projects undertaken by Strategic Marketing division include Paarth Aadyant and Arka in Lucknow, Tulisi Grace in Allahabad and Paarth NU in Lucknow where we have a tie-up with Clarks Group of Hotels to maintain and provide services for studio apartments, etc. The team has been instrumental in various strategic tie-ups and alliances with domestic and international groups for REPL clientele.

This team has proven expertise in developing extensive customer and marketing insights to identify new opportunities for clients.
When perfection integrates with principles
WE ACHIEVE

- The Economic Times “Promising Entrepreneurs of India” Award for CMD-REPL, 2014
- WCRC Leaders Asia Award for Project “Paarth Aadyant”, 2014
- India’s “Most Trusted Real Estate Brand” Award, 2014
- “Most Innovative Real Estate Consultancy of North India” Award, 2014
- Brand Excellence Award for Consistent Achievements & Contribution in its Field, 2014
- AIESAC Excellence Award for Individual Achievements and Social Responsibilities, 2014
- “Most Innovative Real Estate Consultancy of North India” Award, 2014
- Becomes a member of Indian Green Building Council (IGBC), 2014
- Be Inspired Awards for “Water Supply Distribution System for Lucknow City” Organised by BENTLEY, 2011
- Be Inspired Awards for “Sewerage Network Project for Lucknow City” Organised by BENTLEY, 2011
- Received ISO 9001:2008 certification for Quality Management in Services, 2006
- Received ISO 9001:2015 Certificate for Quality Management in Services, 2018

Mr. Pradeep Misra, CMD of REPL (Rudrabhishek Enterprises Ltd.) has been recognized by Economic Times among Promising Entrepreneurs of India 2016, for “LEADING DISRUPTIVE CHANGE” BUSINESS MODEL.
When synergy offers leverage, WE ASSOCIATE

Shing Design Atelier Pte. Singapore (SDA)
REPL has done strategic investment in SDA for diversified architectural and planning projects in South-East Asia region.

RIPL-Graphisoft for ARCHICAD
REPL’s subsidiary RIPL (Rudrabhishek Infosystem Pvt. Ltd.) has associated with GRAPHISOFT (Hungary) as the exclusive partner for distribution of BIM Application Software ARCHICAD, in north and NE states of India. The association is also working for training of industry professionals.

RIPL-TeamSystem SPA Partnership
RIPL is associated with TeamSystems SPA (Italy) for the promotion and distribution of their product STR Vision CPM (Construction Project Management) in India.

RIPL Microsoft Partnership
RIPL (Rudrabhishek Infosystem Pvt. Ltd.) has been a partner of Microsoft Software (MS). With team of Microsoft certified professionals our expertise spans across the entire MS products including Active Directory, System Centre, Office 365 and Azure. Our partnership approach involves License Advisory & Delivery, Solution Deployment and Post Deployment Support.

MoU with Graphisoft SE for Smart City Varanasi
REPL has entered into an agreement with Graphisoft for providing advance technological solutions on Varanasi Smart City project, using ARCHICAD BIM.

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When cause integrates with concern, WE COMMIT

Pradeep Richa Educare Foundation
At REPL contributing positively to the society and the environment has always been an integral part of the value system. Serving the society with full passion is at the heart of everything that REPL does. With this mission, REPL established the ‘Pradeep Richa Educare Foundation’ (PREF), its CSR wing in 2010. Based out of Delhi, PREF carries out interventions in Allahabad and Lucknow. The company’s initiatives and outreach activities are primarily focused on education and skill building of underprivileged children and are aligned to the REPL way of doing things for the community. What comes from the people goes back to the people many times over.

KEY INITIATIVES
- Scholarships for underprivileged meritorious students of Class 11th & 12th in Allahabad
- PN Misra Merit scholarship and Gyanwati Misra Merit Scholarship for meritorious students of Classes 9 to 12 of MP Intercollege, Bampur Village, Allahabad
- Support to schools through donation of books and career counselling sessions
- PN Misra Post Graduation Merit Scholarship for M.A. and M.Sc. students of mathematics from the University of Allahabad
- Swavlamban: Training centre established in Village Karchana, Allahabad for skill development training of youth

Rudrabhishek Trust for Sports & Education (RTSE)
RTSE has always endeavoured to make a humble contribution to the society in a unique manner. The company has instituted a first-of-its kind initiative in domestic cricket under which it identifies, encourages and hones the hidden talent of underprivileged children and aims at providing them with international exposures.

KEY INITIATIVE
In 2015, RTSE organised the REPL Cup tournament giving opportunity to 2,000+ children. 15 top performers of the tournament were given an opportunity to play 8 county matches in London and Staffordshire and also visit Lords, the Mecca of Cricket.
When excellence integrates with reach, WE CONNECT

| Ministry of Urban Development, Govt. of India, New Delhi for Smart Cities, Hi-way Scheme & City Development Plan (JNNURM) | U.P. RERA |
| Export - Import Bank of India (Exim Bank) for Preparation and Evaluation of DPR | Yamuna Expressway Industrial Development Authority, Greater NOIDA, U.P. |
| Regional Centre for Urban & Environmental Studies, Lucknow | Greater NOIDA Industrial Development Authority |
| U.P. Project Corporation Ltd., Govt. of Uttar Pradesh | Lucknow Development Authority |
| Uttar Pradesh Tourism | Bhubaneshwar Development Authority |
| Uttar Pradesh State Road Transport Corporation | Jaipur Development Authority |
| Construction and Design Services, Uttar Pradesh Jal Nigam | Agra Development Authority |
| Odisha Urban Infrastructure Development Fund, Govt. of Odisha | Mathura Vrindavan Development Authority |
| Town Development Department, Govt. Of Jharkhand | Guwahati Urban Development Department |
| Madhya Pradesh Jal Nigam, Maryadit | Moradabad Development Authority |
| Uttarakhand Pay Jal Nigam | Musoorie Dehradun Development Authority |
| Tamil Nadu Housing Board for Architectural Services | Municipal Corporation, Shimla |
| Gujarat State Police Housing Corporation Ltd. | Puri Municipality, Odisha |
| Planning & Development Department, Govt. Of Assam | Harpur Pilikhua Development Authority |
| Chhattisgarh Housing Board For Engineering Services | Environmental Planning & Coordination Organisation (EPCO), Govt. of Madhya Pradesh |
| Bihar Industrial Area Development Authority (BIADA) | Uttar Pradesh State Industrial Development Corporation Limited (UPSIDC) |
| | Goa State Industrial Development Corporation Ltd. (GSIDC) |

Our Clients

Corporate
- Ansal API
- Emaar MGF Land Ltd.
- Garrison Dunkerley & Co. Ltd.
- Hyundai Motor India Pvt. Ltd.
- Lakshya Real Infra Pvt. Ltd.
- Omanex Ltd.
- Sunity Hi-Tech Infrastructure Pvt. Ltd.
- Paarth InfraBuild Pvt. Ltd.
- PACL Ltd.
- Rebita Developers
- Sunshine Infraestate Pvt. Ltd.
- Tulsi's Construction & Developers Ltd.
- Shreeamah Infrarealty Pvt. Ltd.
- Waterfront LLP

Government
- National Capital Region – Planning Cell
- National Building Construction Corporation (NBCC)
- Varanasi Smart City Development Ltd. (VSCDL)
- Indore Smart City Development Ltd. (ISCDL)
- Kanpur Municipal Corporation (KMC)
- Moradabad Smart City Ltd.
- Bhopal Municipal Corporation for Smart City
- Municipal Corporation of Delhi
- Varanasi Municipal Corporation (VMCL)
- Urban Administration & Development Department, Govt. of Madhya Pradesh
- Industrial Infrastructure Development Corporation, (IDC, Gwalior) Govt. of Madhya Pradesh
- Town & Country Planning Department, Govt. of Himachal Pradesh
- Town & Country Planning, Govt. of Jharkhand
- Planning & Development Department, Govt. of Assam
- Rajasthan Urban Infrastructure Finance Development Corp. Ltd.