

*From SGEF*

*Nalla Suresh Reddy*

Entrepreneur

Educationalist

Social Activist

Nalla Suresh Reddy was an entrepreneur with a vast experience in Reddy decided to start his own business and the Company was created out of a very few team members and assets, it has come a long way since then in terms of the execution capacity and the jobs undertaken by it. Today it is actively involved in the execution of 1X600 MW Boiler, ESP, Bunker Structure & Power House Building Fabrication and Erection works at Kakatiya Thermal Power Plant at Chelpur, Dist. Warangal, A.P. which is an APGENCO Project and the work order is received from BHEL-PSSR Chennai against very stiff competition from all the Power Projects Construction majors. Also the Company is executing Unit I of 2X210 MW Boiler and ESP for Surana Power Limited, at Raichur, Karnataka, which is again a Project received from BHEL-PSSR Chennai against stiff competition from all the major Construction Companies operating in this part of India.

Looking at the investment on the part of NSR INFRA, in terms of key technical persons, highly skilled Fitters, Welders and Riggers and also the major T& Ps required for doing such Projects, the Company is well on the track to become a name to reckon with in years to come in this region.

#### **GROUP ACTIVITIES IN GENERAL**

NSR INFRA is presently undertaking the Erection, Testing and Commissioning of Boilers, ESP, Coal Structure, Ash handling systems, Sugar Plants etc., in addition to the Overhauling and Maintenance of these facilities. It is also actively involved in the annual shut down jobs of these Thermal Power Stations which are very particular about the minimum time schedules for completing the assignments by working round the clock & without any offs in between. It has successfully executed some very critical assignments against all odds and has earned the reputation by way of its performance in the eyes of its Customers.

It will not be out of place to mention over here that today NSR INFRA is offering one of the finest Erection Schedules among its competitors i.e., the real value for money to its valuable Customers.

Activities in future will also expand in terms of area of operation which is presently limited to doing only Mechanical jobs by entering into Civil works also related to these Projects, which has huge potential in terms of business growth.

#### **POLICY & FUTURE OUTLOOK**

NSR Infra strongly believes in owning the Projects till completion i.e., meeting all the Customer requirements to their level of satisfaction by sincerely executing the works meeting all the

stringent Quality norms and that too well within the critical time schedules. NSR Infra believes that only hard work and commitment will not be all that sufficient unless the belief to own the Project comes, to really expect performances at Site meeting customer requirements in totality.

It is this driving force behind NSR Infra that has led it to this stage now and the future looks quite bright with smooth and continuous in flow of fresh orders further expected during 2011-12 and 2012-13. NSR Infra looks to venture out into a new Project at least every six months, if not in every quarter at present. In May'2011 it was the starting of Boiler & ESP for 1X600 MW KTPP at Chelpur, Dist. Warangal, A.P and in Oct'2011 it was the starting of Boiler for Unit I of 2X210 MW at Raichur, Karnataka followed by Bunker Structure & PHB of 1X600 MW at KTPP, Chelpur in Dec'2011. Given the going at present it can pretty well expect to start off another project before the end of current financial year i.e., 2017-18.

### **ORGANISATION STRUCTURE**

The Organizational set-up of NSR Infra is so very well knit that it is able to absorb all types of emergencies that are quite natural in the Power Sector Projects. The Organization is a mix of Young and hard working Engineers along with seniors who have huge Credits to their account just by way of sheer performance in some of the major Ultra Mega Power Projects in India, supported by a good team of Sub-Contractors. Today NSR Infra is pretty well placed to undertake construction of Power Projects worth 2000 MW capacity at the same time by involving itself in undertaking the Erection, Testing & Commissioning of Boilers, ESPs, Coal Bunker/TG Structure, Ash Handling Plants etc., limited to the extent of Mechanical works only. Hence this leaves ample scope for further assignments in the immediate near future for the Company.

The Company's H.O is situated at Palvancha, Badradri Kothagudem Dist. Telangana, India, present and all the Site facilitation activity is being managed from H.O only (H.O is expected to be shortly re-located at Hyderabad). However all Sites are fully functional and independent offices managed by the Project Managers/Site In-charges to manage their monthly, quarterly and yearly targets based on the outcome of Customer requirements and also Site emergencies. The same has been depicted in the enclosed organization chart. Plans are already in place to re-locate the H.O to Hyderabad looking at the future business scenario, when possibly it would be more convenient to manage affairs from Hyderabad than our present office.

### **PLANNING AND MONITORING**

NSR Infra strongly believes that because of the very nature of these Power Projects lot of its successful execution depends on the Planning and continuous monitoring till its completion. More particularly, since the completion time cycle is continuously getting reduced because of the continuous improvement in the T&P side, the Project Co-ordinators and the Planning Engineers need to continuously improve or look out for improvisation on their last decision every now and then. Otherwise it would become very difficult to meet even the first months erection schedule, why to talk of further months when the work will add up to alignment, Welding and other protocols. As a matter of fact today this Planning of the works at site and co-ordination from H.O for the specific and timely requirements at Site has earned the reputation of being the most important area for a successful handling of a Project. The following few lines

will illustrate in a simple way the importance of planning in today's difficult Power Projects Erection Scenario in particular reference to the feeding of materials to site from material yard:

- Planning for the smooth & continuous availability of materials.
- Planning for the speedy availability of the available materials.
- Planning for the availability of the non-available materials.
- Planning for the timely action for replacement of the non-available materials above by available materials.
- Planning for the timely incoming of fresh brought out items against the non-available materials & so on.

#### **FINANCIAL CAPACITY**

NSR Infra is pretty well placed in terms of meeting its financial commitments in the running Projects at various places in Telangana, A.P. and Karnataka. State Bank of India is the Bankers for the Company and the Company has availed facilities 'both' in terms of fund based and non-fund based to meet its requirements. Also the payments against Retention Amount Bills are on monthly basis and this keeps the total equation quite satisfactory.

Given the situation today NSR Infra is comfortably placed to take-up further work orders to the tune of Rs. 30.00 Crores in this financial year. Budgeted orders expected during the financial year 2024-25 are at Rs. 50.00 Crores from the Mechanical Constructions leaving aside the civil side where the Plans are afoot to develop some Projects in the near future.

#### **MOBILISATION SCHEME FOR A NEW SITE TAKEOVER**

NSR Infra offers one of the shortest mobilization schedules in today's environment in Power Sector Construction business. NSR Infra is well placed to mobilize facilities at a new Site within 4 - 6 weeks of the receipt of LOI (Letter Of Intent) subject to the availability of materials at Site and readiness of Site for physical handover of pedestals to initiate Erection work at Site.

The following are the minimum facilities to reach Site confirming mobilization action:

- Fully functional Site Container Office.
- Site Container material store.
- Office vehicles for travelling.
- Crawler Cranes with 70T, 30T capacity.
- Material transporting Hydras, Trolleys etc.
- Site Engineers, HR, Safety Personnel.
- Sub-Contractor manpower.

#### **Specialization works**

NSR Infra now entered in Railway Works since 4 years i.e., Bund Formation, Rolling, Laying of PSC Sleepers, Rail linking works and all types of points and crossings & thermite welding works.

## Philanthropist

Mr. Suresh Reddy is a young entrepreneur who is leaving no stone unturned to bring about a remarkable change by making a positive impact in the fields of Education, Health, Environment Sustainability and Social Service in India. His Philosophy, Passion and belief have guided countless people to find the truth in their lives.

He founded Shyamala Educational Foundation with the inspiration of Dr. Shyamala Gopalan, a woman of Indian origin & influential figure in American academia who created a lasting impact as a Scientist, a Mentor, a Mother and an Activist.

Sri World School exemplifies his unwavering commitment to education. His dream to establish a sprawling enclave of globalized education in India turns into reality with SRI WORLD SCHOOL. He is all set to inspire the next level of changes in the education ecosystem with his dream project SRI WORLD SCHOOL, his vision for the future of education and he's ready to lead the way with it.

Mr. Suresh Reddy is well-known for his extensive philanthropic efforts, particularly in the areas of education and health care for the poor. In addition to his extraordinary leadership skills and resources, he has the ability to mobilize people over an issue, plan and implement training programs with a special focus on gender issues as well as encourage, create and sustain SHGs(Self Help Groups).

## Personal Details

- Father Name : N. Rami Reddy
- Mother Name : N. Srilatha
- Date of Birth : 23/08/1988
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