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era infra
Ushering transformation

ERA INFRA ENGINEERING LIMITED
(Formerly known as Era Constructions (India) Limited)

Era group of companies - A snapshot

Era is a world-class engineering, construction & services conglomerate, well positioned in key and fast-growing markets of infrastructure development, pre-engineered buildings, real estate, hospitality & entertainment and power, all of which offer long-term growth potential.

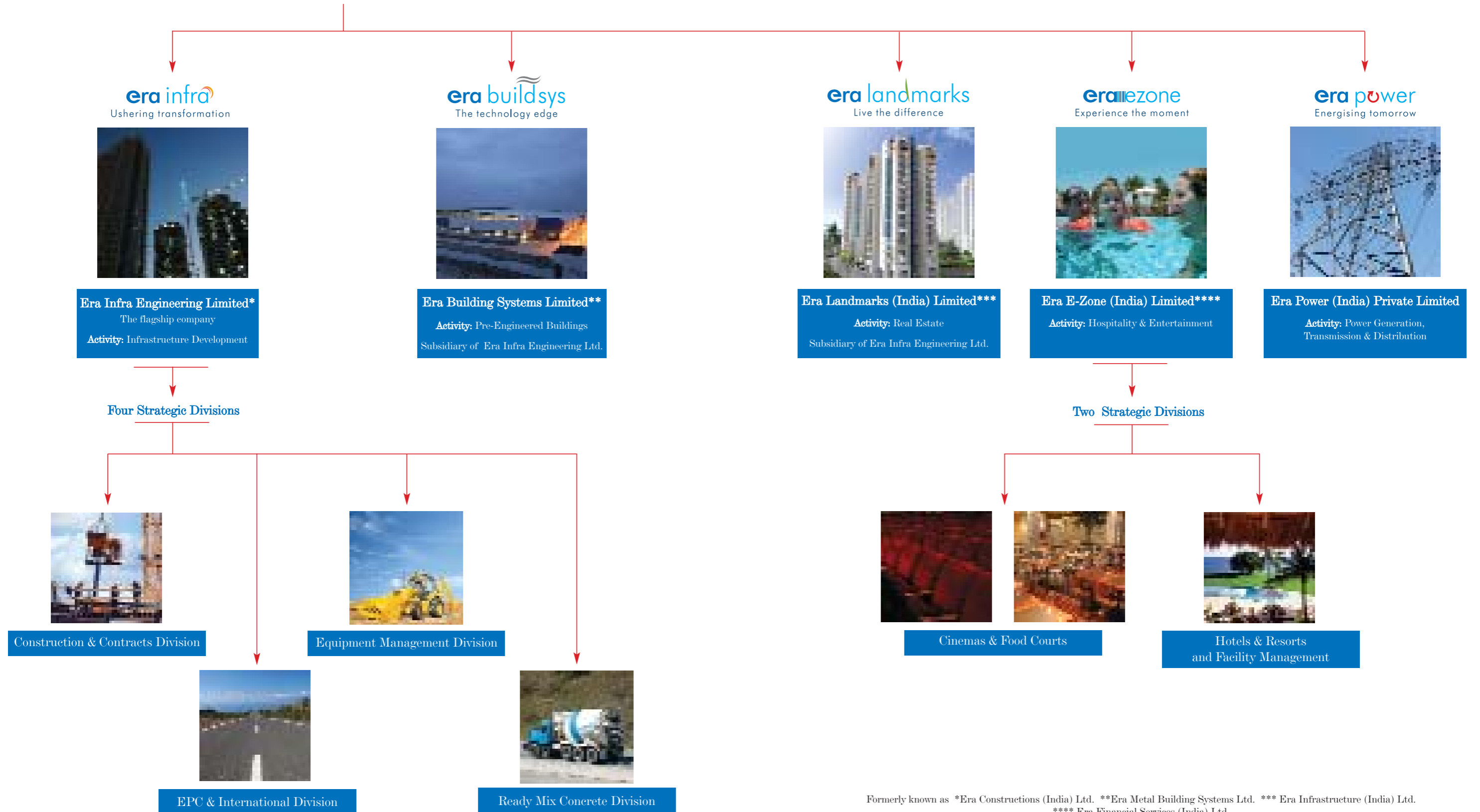
A versatile organization comprising five companies, Era's success has been largely driven by the valuable guidance provided by an eminent board of directors and a strong intellectual capital that have not only added immense value to the business, but have also demonstrated entrepreneurial drive and flair to move the organization forward without compromising on sound corporate governance.

Group vision

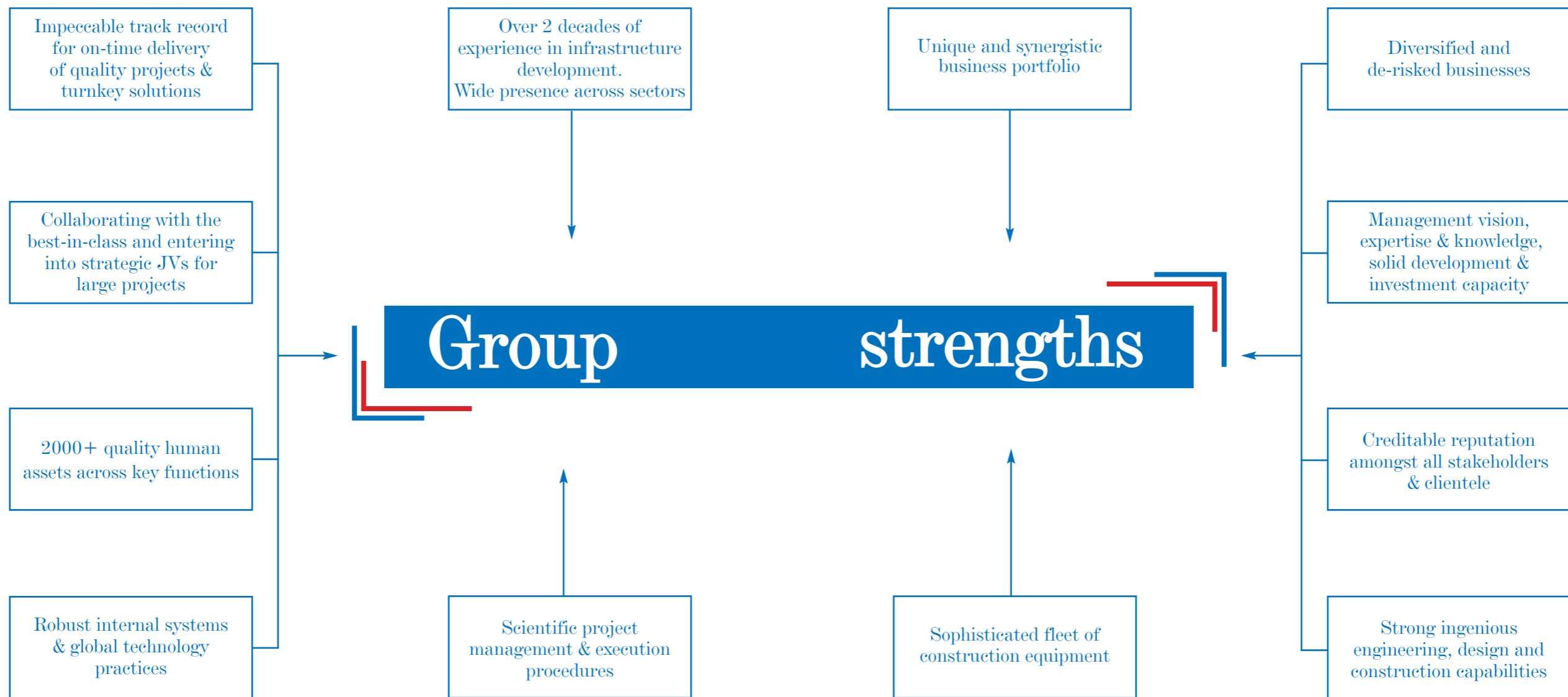
“To be the group of first choice in engineering, construction, real estate, entertainment & hospitality and project management through committed focus on quality, innovation, technology, stakeholders’ growth and social responsibility.”



Group business portfolio



Formerly known as *Era Constructions (India) Ltd. **Era Metal Building Systems Ltd. *** Era Infrastructure (India) Ltd. **** Era Financial Services (India) Ltd.



With this formidable and unique combination of strong core business strengths, Era is confident of unlocking the potential of sectors that are the true catalysts of tomorrow's India.

“You and I come by
road or rail,
but economists
travel
on
infrastructure...”

Margaret Thatcher

Era Infra Engineering Limited

Infrastructure transforms the way we live,
travel, connect, work and even think.

A transformation that we have
constantly striven to usher across
all critical sectors, right from
highways to airports.

From industrial projects to power plants.

From institutions and railways to
residential & commercial complexes.

Just to bring about good cheer, comfort and
happiness in your lives.





A transformation
that allows
India to enjoy its moment of
pride when it hosts the
Commonwealth Games
in 2010.

(Our NTPC Dadri and Jhajjar project will not only expand the power plant capacity but also serve as the prime source of power for the Commonwealth Games.)

Infrastructure transforms the way we

live, travel, connect, work and even think.



A transformation
that will help decongest
one of the most crowded areas
in one of the fastest growing cities
and put an end to long queues
of vehicles snaking through
a single road.

(Our BOT/Annuity based project for the construction of a highway - a 8 lane expressway in Hyderabad will ease traffic and link key destinations via the outer ring road).



A transformation
that will help thousands
in the country live their dream
of having an affordable roof
over their heads.

(Our two DSIDC projects to build over 3000 cost effective houses deploying the pre-cast/fabricated technology and design recommended by the Indian Institute of Technology (IIT) will address the needs of low cost housing in the country.)

Infrastructure transforms the way we

live, travel, connect, work and even think.



A transformation
that promises to bring states and
people closer than
ever before.

(Our BOT Delhi - Bahadurgarh - Rohtak highway will convert the bumpy 5 hours drive to a pleasant 2 hour one through the construction of a 6 lane highway. 6 railway projects currently being executed by us aim to connect people and blur the boundaries between states.)



And a transformation
that will surely make an
evening out a sheer delight by
completely taking care of your
parking woes.

(Our proposed foray into the automatic parking lot space
will ensure that cars entering the parking lots are gently cradled down into the underground levels.)

Infrastructure transforms the way we

live, travel, connect, work and even think.



Diverse sectors.
Diverse geographies.
Diverse needs.
One common factor.

era infra
Ushering transformation

Era Infra Engineering Limited

About Era Infra Engineering

Era Infra Engineering Limited is a fully integrated infrastructure development company participating in India's core infrastructure and construction projects. With nearly two decades of solid experience in the infrastructure development space, the company has established wide presence across various sectors in the industry and today ranks as one of the few fully integrated infrastructure players in the country. An ISO 9001:2000 and ISO 14001:2004 certified company, Era Infra Engineering has successfully executed over 200

projects across the country with over 90 projects in progress.

As a prudent backward and forward integration initiative, Era Infra Engineering has two subsidiaries – Era Building Systems Limited and Era Landmarks (India) Limited - the former company embraces and applies the globally popular pre-engineered building standards to construction practices and the latter addresses the growing realty space in the country.



Unique value proposition

At Era Infra Engineering, while we are excited at participating in the lucrative infrastructure development opportunities and ushering in a whole new level of transformation in the country, we also realise that to take this challenge head-on requires an eclectic mix of robust design, technical & engineering prowess, proven project management & execution capabilities, impeccable track record, hands-on management team and skilled manpower, amongst others.

Just what we have been working on for the last 20 years.

We call it the Era Value proposition. Where our:

- In-depth understanding of the complexities of this business has helped put in place specialized teams to undertake and seamlessly execute diverse projects across varied sectors.
- Robust internal systems & global technology practices have helped consistently maximize productivity & cost efficiencies and at the same time meet stringent delivery systems.
- Detailed centralized procurement, inventory & project management systems coupled with excellent vendor management system/interface has significantly strengthened our position in the rigorous global bidding process and helped win prestigious projects against stiff competition.
- Customized ERP system automates critical functions, facilitates real-time data accessibility & helps in monitoring, resulting in faster deployment, better strategic planning & decision and increased efficiencies.
- Prudent segregation of activities into clear-cut divisions and the subsequent integration of divisions allows us to cover the rapidly growing infrastructure markets in a faster, scientific and profitable manner.
- Robust engineering & design cell along with a dedicated & competent team comprising technical experts, financial professionals and domain specialists has helped Era evolve as

a knowledge base, technology-driven and highly professionally managed company rather than simply another construction company.

- Global outlook has helped us imbibe and institutionalize the best-in-class international construction practices.
- Proactive investments in modern, sophisticated and state-of-the-art equipment have always stood us in good stead.
- Unwavering focus on safety & environmental issues and positive human resource policies makes us one of the most admired and respected companies in the sector.
- Flexible approach has helped execute a diverse contracts portfolio and our robust business lines have helped us offer one-stop infrastructure solutions to clients both in the country and overseas.
- Strengthened our pre-qualification parameters through alliances, Joint Ventures with Indian and international players and creation of Special Purpose Vehicles (SPVs) has helped us venture into new fast evolving sectors and also take on and excel in complex and larger projects.

Result: Today, we have an enviable track record of profitable growth offering the highest return on net worth and operating margin.

Strategic Business Divisions

With the objective of capitalizing on the prospects unfolding in the infrastructure development space and simultaneously increasing the efficiency in executing its own large projects, Era has set up strategic business divisions representing well structured, robust and scalable business lines:

Construction & Contracts Division



EPC & International Division



Equipment Management Division



Ready Mix Concrete Division



Result: A clear demarcation of strengths and responsibilities. Synergizing the best of

Era's in-house partnerships. Bringing about lateral integration of specialized resources.

Strategic Business Division 1

Construction & Contracts

Overview

This is the mother Division of the company engaged in executing infrastructure development contracts across the full spectrum for both external customers as well as for the Era group of companies.

The biggest value driver for Era's Construction & Contracts Division is that it is a completely diversified Division enabling it to enhance its focus on sectors witnessing an upswing at any given point of time and concurrently, insulating the company from possible sector slowdowns, public investment cycles and

geographic and client dependence.

Diversified presence across sectors:

Airports. Railways. Highways. Pre-Engineered Buildings. Power. Industrial projects & Institutions. Urban infrastructure. Residential & commercial complexes. Hydroelectricity. Covering the entire spectrum of infrastructure development. Major portion of the public sector thermal projects is being executed by this Division.

Diversified customer base

- Executed major projects both in the public and private sectors.
- Strengthened exposure to private sector projects.
- Executed projects for some of the best known brands in the industry.

Diversified geographic presence

Endowing it with a pan-India status and is now spreading wings in emerging markets overseas.

Diverse size & scale of contracts

Within its product portfolio and ability to offer single-point turnkey solutions.



National Thermal Power Corporation Ltd.



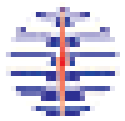
National Hydro-Electric Power Corporation Ltd.



Cadila Pharmaceuticals Ltd.



Hindustan National Glass & Industries Ltd.



Power Grid Corporation of India Ltd.



National Highways Authority of India



Rail Vikas Nigam Ltd.



Bharat Heavy Electricals Ltd.



Madhya Pradesh Road Development Corporation Ltd.



Delhi Metro Rail Corporation Ltd.



Bajaj Hindustan Ltd.



Panacea Biotech



Airports Authority of India



Alps Industries Ltd.



Public Works Department



Delhi State Industrial and Infrastructure Development Corporation



Central Public Works Department



Unichem Laboratories Ltd.



Future focus

The Division is now looking at diversifying further by addressing projects across added infrastructure segments such as refineries, hydroelectricity, irrigation and ports.

Strategic Business Division 2

EPC & International

Overview

The explosion in infrastructure development activities has necessitated development of projects based on the Public-Private Partnership concept, which in turn facilitates seamless funding by the entrepreneur, single or in consortium.

Given the opportunities, Era Infra Engineering's EPC & International Division is engaged in Engineering (basic and detailed), Procurement (of man, material and machinery) and Construction (execution of works contracts) on a **Fixed Term basis** – On Turnkey and / BOQ basis and on a **Long Term basis** – BOT (Built, Operate and Transfer) / BOOT (Built, Operate, Own and Transfer) on Annuity and Revenue Collection basis.

The principal areas of focus for EPC projects comprise highways, railways, power, bus terminals, underground parking, airports and other infrastructure development projects.

A number of overseas markets have been witnessing unprecedented growth in infrastructure development activities. Given the huge potential for undertaking infrastructure projects in the overseas markets, the International Division team has been set up to adequately harness these prospects.

Key projects

- The Gwalior Bypass Project (Annuity basis) for the construction of a 42.033 km 4 lane bypass.
- The Hyderabad Outer Ring Road Project (Annuity basis) 8 lane expressway, for a stretch of 12 km.
- The Bahadurgarh-Rohtak Project for construction of a 63.49 km 4/6 lane highway with bypass at Bahadurgarh & Rohtak.
- Group Era India Algeria, Spa bagged the first international project in Algeria involving the construction of a hostel building for students.



Future focus

Having successfully established its presence in the above mentioned sectors, Era is now preparing to venture into new arenas such as metro projects, automated parking lots, large scale housing projects, Railway Freight Corridor project, hydropower, regional airports, ports, passenger and bus terminals amongst others. To achieve this, Era has **forged strategic alliances** with foreign players from Korea, Switzerland, Ukraine, Malaysia and Taiwan for taking up EPC contracts in this segment.

The company is also formulating bidding strategies for the airport and port segment and identifying opportunities and prospects for joint development partners in Africa, UAE to competitively connect to these markets. In addition to the above initiatives, Era also intends to expand its presence in large value railway, roads and hydel power segment, where it has already demonstrated its strengths.



Strategic Business Division 3

Equipment Management

Overview

This Division has been especially set up to address the huge in-house requirements for a range of specialised machinery for multiple projects which will help Era lower its dependence on vendors, increase efficiency, enhance utilisation & productivity of in-house machinery and in turn give an impetus to the Era brand through timely delivery of quality work.

This Division has also been conceptualized with the aim of harnessing the boom in the infrastructure industry which has generated a strong requirement for state-of-the-art heavy-duty construction machinery and equipment, to improve the quality of works delivered.

The synergistic play among the various divisions of Era Infra Engineering is the biggest strength of the Equipment

Management Division which shall not only provide a ready machine pool for Era projects but also emerge as a huge independent revenue earner for the company through supply of critical equipment to clients.

With the distinction of being one of the few units in India to be equipped with such an extensive machine pool in the construction and infrastructure related segments, this Division will also enhance the pre-qualification strength of the company to undertake large-size projects across sectors and states.

Key developments

Aiming at total self-sufficiency in critical equipment used in the construction and infrastructure segments, this Division has

created a pool of high-end construction and infrastructure machinery under the brand extension of 'Era Machine Mart' to offer a range of equipment such as Hydraulic Piling rigs and Pile Driving Equipment, Butt Welding Machine for joint welding of tracks, Sensor Paver for Wet Mix and Asphalt, Stone Crushers (Two Stage and Three Stage), Concrete Batching Plant and associated RMC equipment like Concrete Pump and Transit Mixers, Crawler and Mobile Cranes of various capacities, Hot Mix Plant for Asphalt and other miscellaneous construction and support equipment.

Future focus

Our future plans include investment in more critical assets

which will help create one of the largest fleet of construction machinery in the industry. **In the first phase**, we also intend to commission at least four regional workshops across India. Thereafter each regional workshop shall have a number of yards/stores/sites to cover the respective areas – nearer to Era's/clients' workshops.

This revolutionary concept of workshops will be well equipped with state-of-the-art repair facilities for sophisticated machines and shall also house training centres to impart valuable guidance to the operations and maintenance staff for enhancing utilization and productivity of machines.



Era MACHINE MART



Strategic Business Division 4

Ready Mix Concrete

Overview

Over the past two decades Era has extensively manufactured & used high-quality RMC for its own projects such as construction of buildings, massive foundations, dams, bridges, highways, etc.

As a result, Era has developed solid wherewithal & understanding of the technicalities & specific requirements of RMC that is to be used in quality & speedy completion of diverse construction projects.

In addition to the robust expertise Era possesses in the RMC business, the RMC industry, which currently is at an infancy stage in India, (using only 4-5% of the total cement production), is expected to go upto 45% of the total cement production by 2020 with the annual industry growth pegged at 30-35%.

This offers an excellent platform to companies like Era.

The Ready Mix Concrete Division was formed with the objective of leveraging this strong in-house technical expertise in the manufacturing & customization of RMC and simultaneously, exploiting the immense untapped potential to emerge as an early entrant in possibly one of the fastest growing opportunity spaces: Ready Mix Concrete.

Key developments

Era RMC will have six plants in the first phase strategically located in National Capital Region (NCR) i.e. at IMT Manesar, Greater Noida, Murthal, Faridabad, Sahibabad and Sohna Road having a production capacity ranging from 30 cum/hr to 60 cum/hr.

The company has carefully selected these locations for its foray as these regions are witnessing the maximum construction & infrastructure development – from commercial & residential development to futuristic infrastructural planning. With their proximity and easy connectivity to the national capital, positive state government policies fuelling economic progress and resulting in the announcement of several mega projects, these regions are already home to several well-respected global brands and set to become tomorrow's commercial and residential destinations.

The unprecedented growth in construction activity in these regions has triggered a huge demand for high-quality RMC on a short-term and long-term basis. With the demand likely to witness further boom in the coming years, particularly in the run-up to the Commonwealth Games, the potential for growth for Era RMC is immense.

Given the scope, the company has already embarked on creating a unique value proposition for its customers.

From capitalizing on its expertise and know-how, to investing in robust infrastructure, to manufacturing superior quality in fully automated batching plants, to ensuring speed in delivery using sophisticated equipment, methods & means, to customizing the product and providing flexibility in concrete design mixes for addressing the discerning needs of customers, Era RMC is all set to garner a significant share of this business.

Our investments in state-of-the-art laboratories facilitate testing of raw materials and fresh concrete. Further, using our large fleet of transit mixers & mobile and stationary pumps we help discharge concrete even at high elevations and over long distances at the customer's site.

Our experienced technical and marketing team enables us to define & specify quality standards and also design concrete mixes to meet clients' specific requirements while our strong R&D and market knowledge helps avoid setting of RMC, which are critical aspects in the RMC business.

Lastly, Era RMC is well poised to raise the quality bar by virtue of its ability to integrate backwards and carry out mining and crushing activities using the latest technology crushing equipment.

Result: Era possesses the capability to straddle the entire RMC value chain and hence emerge as a one-stop solution provider for its clients.

Future focus

Era RMC's short-term expansion plan comprises setting up 50+ plants over the next 3 years.



Disclaimer

“The pictures so depicted may vary from the actual. The text in the print is correct to the best of our knowledge and carries only factual aspects of the organisation.”

