



COMPANY PROFILE

ASR HOMES LLP

Plot No. 8, 9, Krithika layout

**Vasantha cyber view apartment, Madhapur,
Hyderabad - 500 081**

Ph:9949947788,8008667766.

email : asrhomes99@gmail.com /info@asrgroupindia.in

visit us: www.asrgroupindia.in

COMPANY PROFILE

OUR VISION

Asr Homes llp., shall be an environment conscious National leader fostering excellence, innovation & **Asr homes** shall enable people to enjoy creativity. delight all who come in its their work and association.

OUR MISSION

Asr homes is committed to develop entrepreneur ship in its people and continuously upgrade and innovative technologies and produces to delight our customers, thus maintaining & improving our market leadership in all our areas of business.

We shall progressively generate higher profits to ensure fair retunes for our shareholders.

Our company's growth has been the outcome of a three faceted philosophy
VISION – PLANNING –

DEDICATION Vision gives us
inspiration

Planning gives us **direction**

Dedication gives us **results**

A Message from Managing Director

The last few years have brought both challenge and change for ASR GROUP. We adopted a corporate structure that allows us to be a more competitive business and market player. The on-going economic and social changes have required the focused attention of all our employees to improve performance and position us for success no matter what kind of markets we encounter. We have made excellent progress, but we have more to do. We will continue to take decisive action to strengthen and grow our group in a sustainable way. Today ASR GROUP is wonderfully reshaped into one interior, construction, elevations, & uPvc windows company as landmark in its own.

We have completed some prestigious projects like C.M camp office, Telangana, restoration works for Jubilee Hall (Public Garden, Hyderabad) and Telangana Assembly, Hyderabad.

As we instantly navigate the short-term challenges, we will not lose sight of our long-term vision to manage to deliver superior sustainable solutions to the Nation. In fact, our senior management team and board of directors approved a new sustainability strategy that potentially increases the number of commitments and targets we intend to reach in the coming five years and also new products and solutions to the market.

This development was reflected by enlarging the product platform and by introducing creative customized end products to the market.

By using external and peer benchmarks, we identified gaps and developed a more integrated and holistic set of goals and targets to drive sustainability further into our core business processes. The ongoing plant integration soundly witnesses this statement.

There are a number of areas for which we can already report progress. We shall continue to undergo gap analysis exercises centered on identifying the need for stronger business governance over strategic and growth matters and on ensuring more direct engagement and adherence to our corporate objectives. We shall also pursue refreshing our company vision and strengthening its connection to our core mission which remain the focal bonding among the three sustainable pillars:

This is the window through which we share our news and key business performances with you. We want to use this information tool to show you how our products are moving in the markets, how we are expanding and refining our operations and how we continue to attract committed, passionate employees who want to help us achieve our goal

The diversity, commitment and expertise of our employees, working interactively with our clients, project suppliers and service partners, inspire our vision:

To make VARIO the defining force in tomorrow's challenges.

We are working tirelessly to improve ourselves to meet the needs of our dynamic society. We are rebuilding our identity and brand image. Now we are corporately transformed to reflect an array of a high-quality Company.

We will continually strive to:

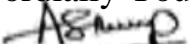
1. Increase Employee Independence and Self-Sufficiency
2. Provide Quality Corporate Social Services
3. Implement Proven Quality & Management Practices
4. Improve our product
5. Create Opportunities for Partnerships

We firmly seek to strike the right balance between profits and principles. We will take courageous stands and we will continue to be active on behalf of issues such as environmental sustainability, equality and corporate social responsibilities

This recognition reflects our commitment to doing what it takes to reach the always rising bar for sustainability performance within the regional and international markets.

Our people will continue to be the driving force behind our success and growth. We zealously believe that the future of our group depends on the way in which VARIO cares for people.

Cordially Yours,



A S RAMA RAJU
Managing Director

ASR GROUP LEADERSHIP:

Asr group is led by an active and experienced senior management team. The chain of command is short. Customers interact directly with decision-makers and, consequently, can get fast response.

Dynamic and management owned Vario emphasizes cooperation among employees and among suppliers and customers, and coordination among facilities.

ASR GROUP ETHOS:

Quality: ASR homes primary philosophy has been, and remains, a desire to improve. Our relentless pursuit of excellence has achieved a consistently high level of innovation through the years.

Quality in all that we do is our adage because from quality management come quality products worthy of the most stringent standards anywhere.

Commitment to Investment: Keeping pace with advancements in technology is Asr group's vehicle to improving manufacturing methods and usage of resources.

Investing in state of art technologies puts us in the forefront of the industry. Reinvesting in upgrades keeps us constantly on the leading edge.

Our investment and reinvestment in facilities are ongoing and will continue.

Partnership: Asr groups constantly seeks to establish and maintain alliances with businesses and associates who value the rewards of cooperation.

Our philosophy of partnership extends to all who come into contact with us, be they our business partners, bankers, customers, contractors or governments.

Within our group of companies, we recognize the worth and uniqueness of each and every staff member. Through the spirit of partnership we combine our resources to achieve an exemplary level of excellence.

Businesses Development & Technical Advisory Board:

- | | |
|--|-------------------------|
| 1. Mr. M.Srinivasa Rao | - Architect |
| 2. M/s. Akshya Infra Consultants Pvt Ltd., | - Structural Engineers |
| 3. M/s. Shankar Associates | - Chartered Accountant |
| 4. Mr. Siddhiq | - Director (Marketing) |
| 5. Mr. G S Rao | - Director (Production) |

Backward integration is what drives the organization’s turnkey projects. In a turnkey scenario, we bring the expertise of all our divisions to focus on every aspect of the project. In simple words, everything from precision engineering to aesthetic design, from quality metal glazing to high-class interiors is done in-house. This allows for stringent focus on quality control - which in turn gives our customers a fine combination of precision and aesthetics. The Group’s synergy in turnkey construction.





COMPANY DETAILS

- Kitchens & wardrobe
- Commercial projects/office/restaurants/hospitals
- Layouts
- Construction
- Structural Glazing (ACP)

For more details

Please contact :-

Vamsi : 9908606867(Hardware & Kitchens)

Rama : 8008667766 (Turnkey Projects)

Branch Off. 1: Kalyan Nagar, Bangalore

Branch Off. 2: Bandar Road Vijawada,

Branch Off 3: Vishakhapatnam

FEW OF OUR IMPORTANT CUSTOMERS

S.NO	NAME OF THE CUSTOMER	LOCATION
1	M/s.ICRISAT	HYDERABAD
2	M/s.TCI CONSTRUCTIONS	HYDERABAD
3	M/s.RK DISTILLERIES	HYDERABAD
4	M/s.SAGAR SOFT	HYDERABAD
5	M/s.NIROOP ASSOCIATES	HYDERABAD
6	M/s.DSR CONSTRUCTIONS	HYDERABAD
7	M/s.PRAJAY ENGINEERS SYNDICATE LTD	HYDERABAD
8	M/s.HAULLIBURTON	KAKINADA
9	M/s.WIPRO	HYDERABAD
10	M/s.WIPRO	PUNE
11	M/s.IMPEC SOFT SOLUTIONS PVT LTD.	HYDERABAD
12	M/s.SATYAM COMPUTER SERVICES LTD.	HYDERABAD
13	M/s.UNITED NATIONS ORGANIZATION (PROJECT	HYDERABAD
14	M/s.RALLIS INDIA LTD. (A TATA ENTERPRISES)	HYDERABAD
15	M/s.K.RAHEJA IT PARK (HYDERABAD) Pvt. LTD	HYDERABAD
16	M/s.INDU PROJECTS LIMITED	HYDERABAD
17	M/s.HETRO DRUGS LIMITED	BALANAGAR
18	M/s.HETRO DRUGS LIMITED	SANATHNAGA
19	M/s.PSG ASIA (INDIA) Pvt. LTD.	HYDERABAD
20	M/s.IJM INDIA INFRASTRUCTURE LTD	HYDERABAD
21	M/s.KARNATAKA THERMAL POWER	RAICHUR
22	M/s.SGS OF SWEEDEN	RAICHUR
23	M/s.ISS CALL CENTRE	HYDERABAD
24	M/s.INDIA CEMENTS LTD	HYDERABAD
25	M/s.APEX ADVANCED TECHNOLOGIES LTD.	HYDERABAD
26	M/s.GAYATHRI STAR CHEM LTD.	HYDERABAD
27	M/s.LAILA GROUPS OF COMPANIES	HYDERABAD
28	M/s.KNOAH SOLUTIONS(P) LTD.	HYDERABAD
29	M/s.LANCESOFT INDIA Pvt. LTD	HYDERABAD
30	M/s.LOKESH MACHINES LIMITED	HYDERABAD
31	M/s.HARVY COMTRADE LIMITED	HYDERABAD
32	M/s.PYRAMID SAIMIRA THEATRE LTD	HYDERABAD
33	M/s.WEBEX COMMUNICATIONS INDIA Pvt. LTD	HYDERABAD
34	M/s.PATRA INIDA BPO SERVICES Pvt. LTD	VIZAG
35	M/s.LEE PHARMA PRIVATE LIMITED	HYDERABAD
36	M/s.GEOLOGISTIC Pvt. LTD	HYDERABAD
37	M/s.VERTEX NIRMAN	HYDERABAD
38	M/s.VERTEX HOMES (P) LTD	HYDERABAD
39	M/s.CREATIVE CONSTRUCTIONS	HYDERABAD
40	M/s.MIC ELECTRICALS LIMITED	SECUNDERAB
41	M/s.SIRIMALLE HOMES (P) LTD	HYDERABAD
42	M/s.SWAN ENVIRONMENTAL LIMITED	HYDERABAD
43	M/s.RELIANCE FRESH	SECUNDERAB



44	M/s.NETTAPES Pvt. LTD	HYDERABAD
45	M/s.CARE HOSPITAL	HYDERABAD
46	M/s.WEATHER FORD OIL EXPLORATION LTD	KAKINADA
47	M/s.INFOTEK LTD	HYDERABAD
48	M/s.BHEL	HYDERABAD
49	M/s.LEPAKSHI	HYDERABAD
50	M/s.AKSHAYA INFRA CONSULTANTS (P) LTD	VIZA
51	M/s.HIAGREEVA CONSTRUCTION LTD	VIZA
52	M/s.HOTEL MAYURI	VIJAYNAGAR
53	M/s.COSTAL AUTO MOBILES	RAJAMUNDA
54	M/s.TIRUMALA HOSPITAL	VIJAYNAGAR
55	M/s.BCC INFRA CON PVT LTD	HYDERABAD
56	M/s.NBLOC INFRASTRUCTURES PVT LTD	HYDERABAD
57	M/s. HINDUJA LEYLAND FINANCE LTD	HYDERABAD
58	M/s.ANKURA CHILDREN'S HOSPITAL	HYDERABAD DEVARAPAL LY, RJY
59	M/s. KARUTURI FUNCTION HALLS	

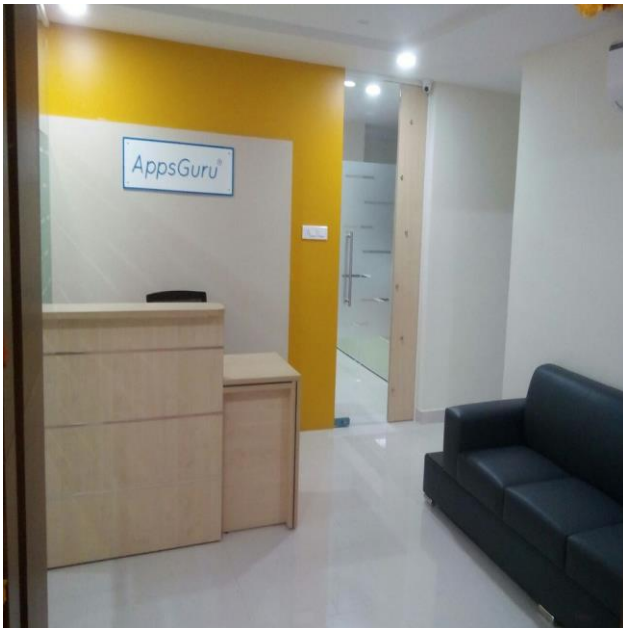
**Our prestigious residential projects completed nearly 4000
to 5000 nos of flats & villas in the following ventures:**

1	MANJEERA MAJESTIC	HYDERABAD
2	MANJEERA TRINITY	HYDERABAD
3	INDU FORTUNE FIELDS	HYDERABAD
4	RAMKY TOWERS	HYDERABAD
5	RAMKY PEARL	HYDERABAD
6	VERTEX SADGURU	HYDERABAD
7	MY HOME JEWEL	HYDERABAD
8	WESTERN PLAZA	HYDERABAD
9	MEENAKSHI TOWERS	HYDERABAD
10	RAINBOW VISTA	HYDERABAD
11	APARNA SAROVAR	HYDERABAD
12	APARNA CYBER COMMUNE	HYDERABAD
13	LANCO HILLS	HYDERABAD
14	L & T	HYDERABAD
15	M K SIGNATURE	RAJAMUNDR
16	M/s. ABLICK SOLUTIONS PVT LTD	HYDERABAD
17	M/s. NEWGEN INFRA	HYDERABAD
18	APARNA HILLPARK	HYDERABAD
19	APS RTC-KACHIGUDA	HYDERABAD
20	APS RTC - MIDHANI	HYDERABAD
22	MANJEERA MAJESTIC	HYDERABAD
23	RAINBOW VISTA	HYDERABAD
24	SS GRANUL	HYDERABAD
25	INCOR – BONSAI HOMES	HYDERABAD

Our running projects

- | | |
|------------------------------|---|
| 1. TULASIVANAM | HYDERABAD |
| 2. LANCO HILLS | HYDERABAD |
| 3. MY HOME – VIHANGA | HYDERABAD |
| 4. LUDHA – MERIDIAN | HYDERABAD |
| 5. LUDHA | HYDERABAD |
| 6. FUNCTION HALL | MUDNEPALLY
(KRISHNA
DST) |
| 7. LUDHA (SANTHNAGAR) | HYDERABAD |
| 8. APP GURU | HYDERABAD |
| 9. Mr. Vasu Deva Rao | HYDERABAD |
| 10. Mr. Rajashekar | VERTEX |
| 11. Mr. GOPI | VERTEX |

M/s. Apps Guru



M/s Interfurn



M/s Influx

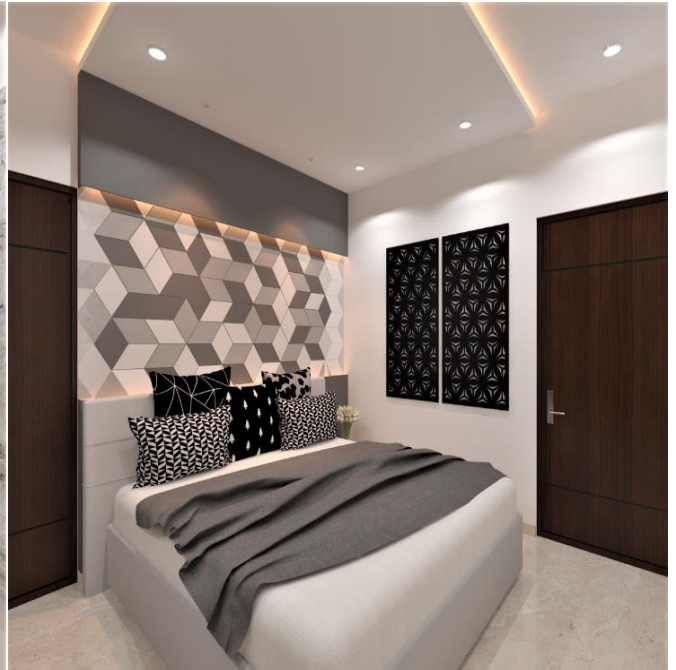


LGS



Completed Projects

Mr. Vamsi



Mr. Lokesh



Mr. Murali



Mr. Vasu



Construction



ASR HOMES LLP
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