



## Peps Pennar : We are quite optimistic about our growth prospects

**How has the past year been for the pre-engineered solutions that the company provides, considering the economy overall saw a lump?**

We have completed construction of our plant buildings at Sadashivpet near Hyderabad and started production in September 2009. I derive pride in bringing to your notice that our beginning has been very encouraging and motivating with an attractive order backlog. With the economic confidence returning, I am quite optimistic about our growth prospects.

**Who are your biggest customers and why?**

Some of our big customers are Ultratech, Core Green Sugars, MyHome Cements, Bombay Rayon, Nuziveedu Seeds, HBL Nife, White House, Archid Ply, Radiant Cables etc. Each of these customers has followed stringent evaluation criteria before placing orders on us. All of them are impressed with our engineering strength which is the backbone of any PEB company. Our technical collaboration with NCI Group, USA is an added advantage. Moreover, our parent company, Pennar Industries Limited has had an industry dominating presence for the past 30 years in the manufacture & supply of steel buildings components to reputed customers like L&T, Thermax, ITC, Tata Motors, Murugappa Group etc. We are strategically well positioned in the market with excellent products, highly experienced team and customer friendly services offer.

**Your building solutions have a "Prime Build" and a "Value Build". Could you tell us a bit more about both?**



P.V. RAO, *President,*  
Pennar Engineered  
Building Systems  
Limited

While "Prime Build" caters to the Customers desiring premium features, "Value Build" is a perfect solution for those who wish to have economy buildings. In "Prime Build", we offer Double Lok ® leak proof standing seam roofing with 10 years warranty, pre-galvanized purlins and shot-blasted surface with epoxy painting.

**The PEB sector is also fast changing thanks to evolving technology. How do you keep abreast of the same?**

We have got the latest versions of engineering software and proven product range. We are planning to tie-up with some of the leading players in USA/Europe for some more value addition aiming at better cycle times, storage systems and architectural versatility.

**What is the company doing to increase awareness about PEB solutions in the country?**

We are participating in seminars, exhibitions, various steel forums etc and also meeting the key decision makers like Consultants, Architects, and Institutional Customers etc to convince them about the advantages of PEB system. The per capita consumption of steel in India is about 38 kgs where as it is to a tune of about 200 kgs in USA, Europe, Russia, Japan etc. It is a challenge to all PEB players in India to educate the people about the advantages of steel buildings, especially the pre-engineered buildings, compared to concrete buildings.

P.V. RAO  
PRESIDENT