



## Corporate Profile

### **IVRCL Assets & Holdings**

This Hyderabad-based company was established in 1996 as a subsidiary of the renowned infrastructure giant IVRCL Infrastructures & Projects Ltd (IVRCL). Previously known as IVR Prime Urban Developers Ltd., it became IVRCL Assets & Holdings (IVRCL A&H) following its amalgamation with IVR Strategic Resources & Services Ltd. and IVRCL Water Infrastructures Ltd. It is now the holding company for the infrastructure assets of IVRCL.

IVRCL A&H's foray into real estate began with it being selected for the development of a residential complex for the athletes and officials of the 32<sup>nd</sup> National Games held in Gachibowli, Hyderabad. Gachibowli Village, as the project is known, is a township spread over approximately 38 acres near Cyberabad. It consists of villas, apartments, a hotel and offices amongst other features. Following Gachibowli, IVRCL A&H began an increased focus on integrated townships, residential development and commercial projects including hotels, retail experiences and technology parks in various locations across India.

Today, IVRCL A&H has offices across the country and a land reserve of around 2500 acres spread across Chennai, Hyderabad, Bangalore, Noida and Pune.

Aside from quality real estate projects, IVRCL A&H is also known for highways, water and environment projects, oil & gas as well as port & power projects. It has strongly benefitted from its in-house execution expertise as well as the expertise of its Parent Company. Some of its landmark projects are the Chennai Desalination Plant, the Kumarapalayam – Chengapally highway, the Goa - Maharashtra highway, Perambur Bridges, Indian Oil Tankages, Patalganga Truck Terminal and the Multilevel Parking Terminal in Chennai.

### ***IVRCL A&H's Board of Directors:***

E.Sudhir Reddy – Chairman  
E.Sunil Reddy – Vice Chairman & Managing Director  
S.Ramachandran – Managing Director (BOOT Projects)  
R.Balarami Reddy – Director  
V.Murahari Reddy – Director  
G.Ananth Sena Reddy – Director  
P.R.Tripathi – Director  
T.N.Chaturvedi – Director



### **IVRCL Hotels & Resorts**

This is a special purpose vehicle of the IVRCL A&H. It is under this entity that Aavisa is being developed in Sriperumbudur.

### **IVRCL Infrastructures & Projects Ltd**

IVRCL Infrastructures & Projects Limited, the parent company of IVRCL A&H, is ISO 9001-2008 certified and based in Hyderabad. IVRCL is one among the largest and fastest growing companies in the infrastructure construction sector in India, firmly engaged in core sector projects related to Water & Environment, Irrigation Projects, Transportation (Highways, Tunnels, Bridges & Railways), Buildings & Industrial Structures, Power Transmission, Oil & Gas and Mining.

With the acquisition of Hindustan Dorr-Oliver Ltd – a leading Engineering, Procurement and Construction company - and Davy Markham (UK) – a manufacturer of large equipment used in Mining, Power Generation, Gas, Oil and Nuclear Sectors – IVRCL is now a full-fledged knowledge Process Outsourcing Hub for Engineering Solutions.

### **IVRCL is:**

- The Fourth largest Infrastructure company in India by turnover
- One of the Top 20 Indian stocks to invest in 2010-11 – Forbes, 2010
- 'A stock gem in India's Infrastructure Growth Story' – Reuters, July 2010
- One of Twenty Indian companies have made the cut to enter Forbes' list of 200 best companies having sales less than \$1 billion in the Asia-Pacific Region

### **Kotak Realty**

Kotak Realty Funds is a division of Kotak Investment Advisors Ltd (KIAL) and focuses on Real Estate Investment opportunities.

**Websites:** [www.aavisa.in](http://www.aavisa.in) | [www.ivrclholdings.com](http://www.ivrclholdings.com) | [www.ivrcl.com](http://www.ivrcl.com) | <http://realtyfund.kotak.com/>



## Spokespeople Profiles

### **Mr. E. Sunil Reddy, IVRCL A&H**

The brain behind Aavisa, Mr.E. Sunil Reddy, is a lawyer turned Promoter Director turned Managing Director and Vice Chairman of IVRCL Assets & Holdings Ltd. This is the person who has been keenly paying attention to every detail in the design and development of Aavisa. It is under his guidance that Aavisa is taking shape as a living experience where living and working with nature are fundamental. Mr.Reddy's has keenly woven together his inspiration to cherish nature with urban designs and rigorous standards.

### **Mr.Nagarajan, IVRCL Assets & Holdings**

Mr.Nagarajan is the Vice President at IVRCL Assets & Holdings. Based in the Chennai office, he heads the Aavisa project. Prior to joining IVRCL A&H in 2006, Mr.Nagarajan was with Tata Steel for 17 years and prior to that with TVS. HR is Mr.Nagarajan's forte.

### **Mr. Russell Sheehan, Golfplan Architects**

Mr.Sheehan has been with Golfplan since 1989. He has around 24 years of experience in designing and executing golf course designs. Much of his experience has been spread across South East Asia. Mr.Shaheen has been overseeing the development of the golf course at Aavisa since May this year. The golf course itself has been designed by Kevin Ramsey, the Vice President at Golfplan Architects.

### **Mr.Sriniwasan, Kotak Realty Fund**

Mr. Sriniwasan (Srini) is the founder of the Real Estate Fund Management Business at Kotak. He launched the first fund of \$ 100 Mn which closed in Feb 2006 and is fully committed. The real estate fund management team he has built has concluded over 15 transactions across geographies and formats. The Real Estate Fund Management business of Kotak has now scaled up with over \$ 800 Mn AUM. Srini has been with the Kotak Mahindra Group since 1993, prior to which he was part of Kotak's investment banking joint venture with Goldman Sachs from inception.

### **Ms. Lakshmi Rebecca, IVRCL A&H**

Ms.Lakshmi Rebecca (Lakshmi) recently became engaged as a Marketing Consultant with IVRCL A&H. Lakshmi helps steer the Marketing of Aavisa and other projects at IVRCL A&H. She has a strong research and consultancy background, and was an Associate Lecturer at Sheffield Business School. She graduated with an MSc in International Marketing from Sheffield Business School and a Professional Postgraduate Diploma with the Chartered Institute of Marketing (UK) in 2008.