



Telecom || Solar || Construction Materials

Corporate Profile

October 2023



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Executive Summary



Business Overview

- An ISO 9001:2015 certified integrated infrastructure company
- Established in 2012 and headquartered at Hyderabad
- PAN Indian presence
- Engaged in the business of providing EPC and O&M services in telecom and solar energy industries.
- Also engaged in business of manufacturing and supply of LED Lights, building materials and u-PVC products
- As on March 31, 2023, gross order book of the company was ₹ 1,520 Crore
- For Fiscal 2023, total consolidated revenue was ₹ 370.59 Crore with a growth rate of 10%
- CAGR of revenue over last 5 years was at 48%
- Asset light business model while maintaining high margins.

Business at a Glance (FY 2023)

Business Segments

- Telecom Tower
- Telecom OFC
- Solar Energy
- Construction Materials

Revenue[^]

₹ 370.59
Crores

EBITDA[^]

₹ 31.18
Crores

PAT[^]

₹ 18.25
Crores

Order Book^{*}

₹ 1520
Crores

ROCE (%)[^]

35.63%

ROE (%)[^]

22.77%

* On standalone basis

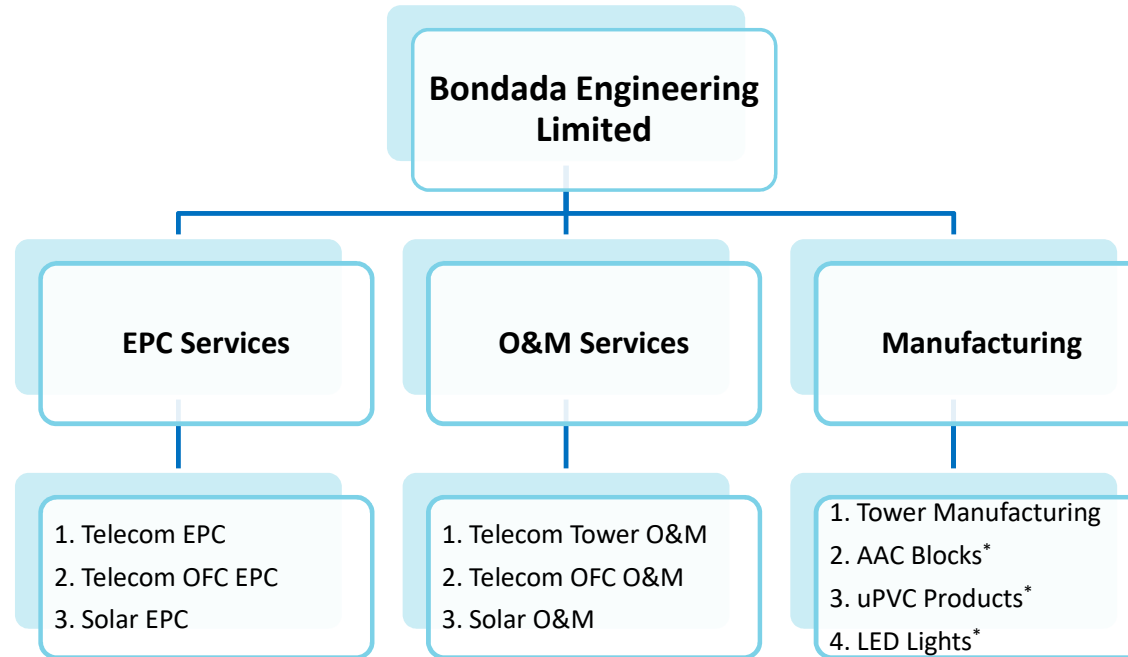
[^] As per restated consolidated financial statements



About the Company



Corporate Structure



* Through the subsidiaries of the company i.e., SmartBrix Infra Technologies Pvt Ltd ,Bondada Abodes Pvt Ltd and Bondada E&E Pvt Ltd.



Business Segments

EPC Services

Telecom

- ⑩ Erection of telecom towers
- ⑩ Cell site construction
- ⑩ Civil, electrical, and mechanical works
- ⑩ Laying of optical fiber cables
- ⑩ Supply of poles and towers
- ⑩ Supply of power equipment
- ⑩ Other telecom infrastructure related services

Optical Fiber Cable

- ⑩ Site Survey
- ⑩ Route selection and planning
- ⑩ Trenching, ducting and lying of cable
- ⑩ Splicing
- ⑩ Testing and commissioning

Solar Energy

- ⑩ Site Survey
- ⑩ Land levelling and grading
- ⑩ Designing and installation of solar system
- ⑩ Designing and installation of mounting structure and foundations
- ⑩ Installation of various solar components
- ⑩ Other electric related works

O&M Services

Telecom

- ⑩ Maintenance of electrical and mechanical systems, backup power systems and security systems
- ⑩ Maintenance of environmental monitoring systems
- ⑩ Testing and analysis of tower equipment

Optical Fiber Cable

- ⑩ Monitoring, troubleshooting, repairing OFC network
- ⑩ Upgradation of OFC network

Solar Energy

- ⑩ Inspections, testing, and cleaning of solar panels
- ⑩ Repair and replacement of damaged or malfunctioning components
- ⑩ Monitoring and analysis of key performance indicators

Manufacturing/Supply

Telecom Towers

- ⑩ Ground Based Towers
- ⑩ Ground Based Mast
- ⑩ Roof Top Towers
- ⑩ Roof Top Poles

Construction Materials

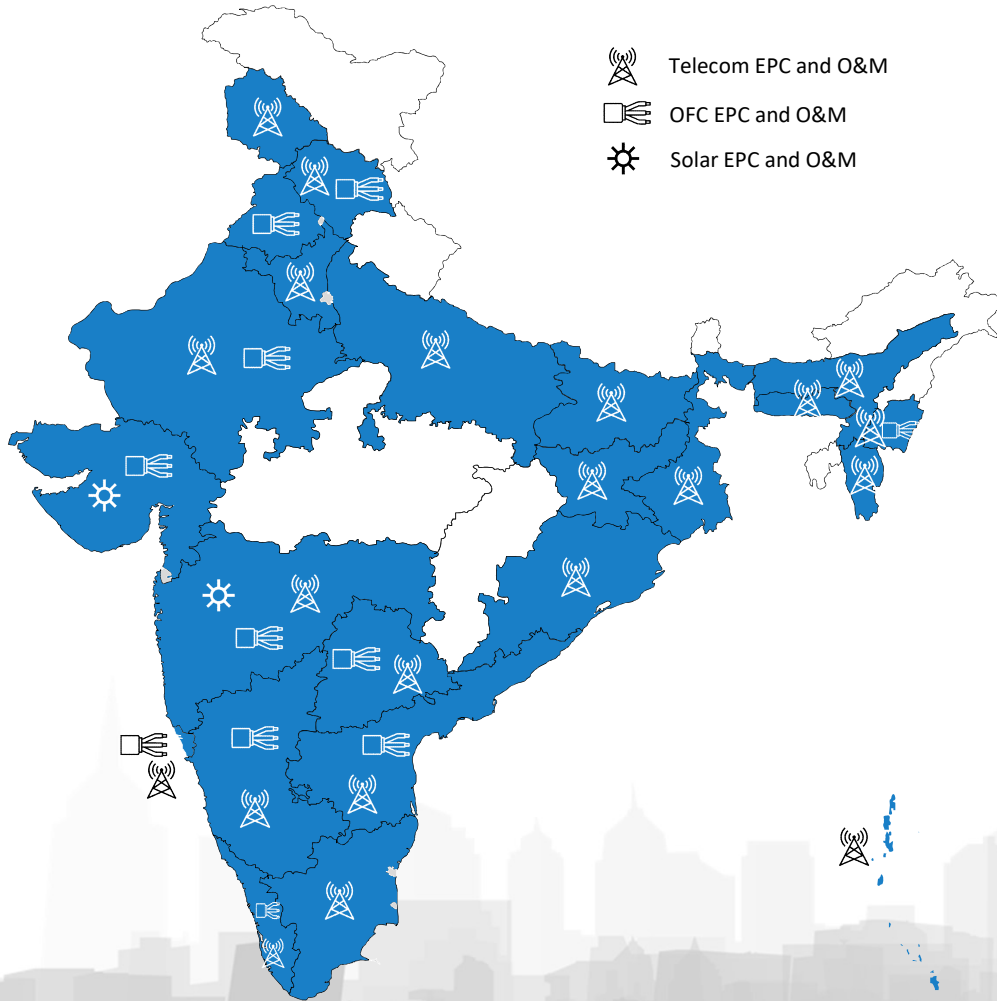
- ⑩ Autoclaved Aerated Concrete Blocks
- ⑩ Jointing Mortar
- ⑩ Ready Plaster
- ⑩ Wall Putty

uPVC Products

- ⑩ Doors
- ⑩ Windows

LED Lights

Our Geographical Presence



- Till March 31, 2023, we have provided EPC services for more than 11,600 telecom towers, 3,432.74 RKM of OFC and 198 MW of solar power plant.
- We have also provided O&M services to more than 38,500 telecom towers and 20MW of solar power plant.
- Following is the summary of projects executed by us:

Particulars	Nos. of States	Business Volume
Telecom EPC	7	11,616 towers
Telecom O&M	19	38,598 towers
Solar EPC	2	198.06 MW
Solar O&M	1	20.00 MW
OFC EPC	4	3,432.74 RKM
OFC O&M	4	1,10,872 RKM

- We, through our subsidiary SITPL, also have manufacturing facility at Jaggaiahpet, Andhra Pradesh, used in manufacture and supply of AAC blocks and other construction materials with total manufacturing capacity of ~1.50 lakhs m³/annum.
- We also, through our subsidiary BAPL, also have manufacturing facility at Vishakhapatnam and Hyderabad, used in manufacture and supply of uPVC products with total combined manufacturing capacity of ~2.88 lakhs sq.ft. p.a.

Telecom EPC and O&M

Telecom EPC



Telecom O&M



Solar EPC and O&M

Solar EPC



Solar O&M



Optical Fiber Cable and O&M

OFC EPC and O&M



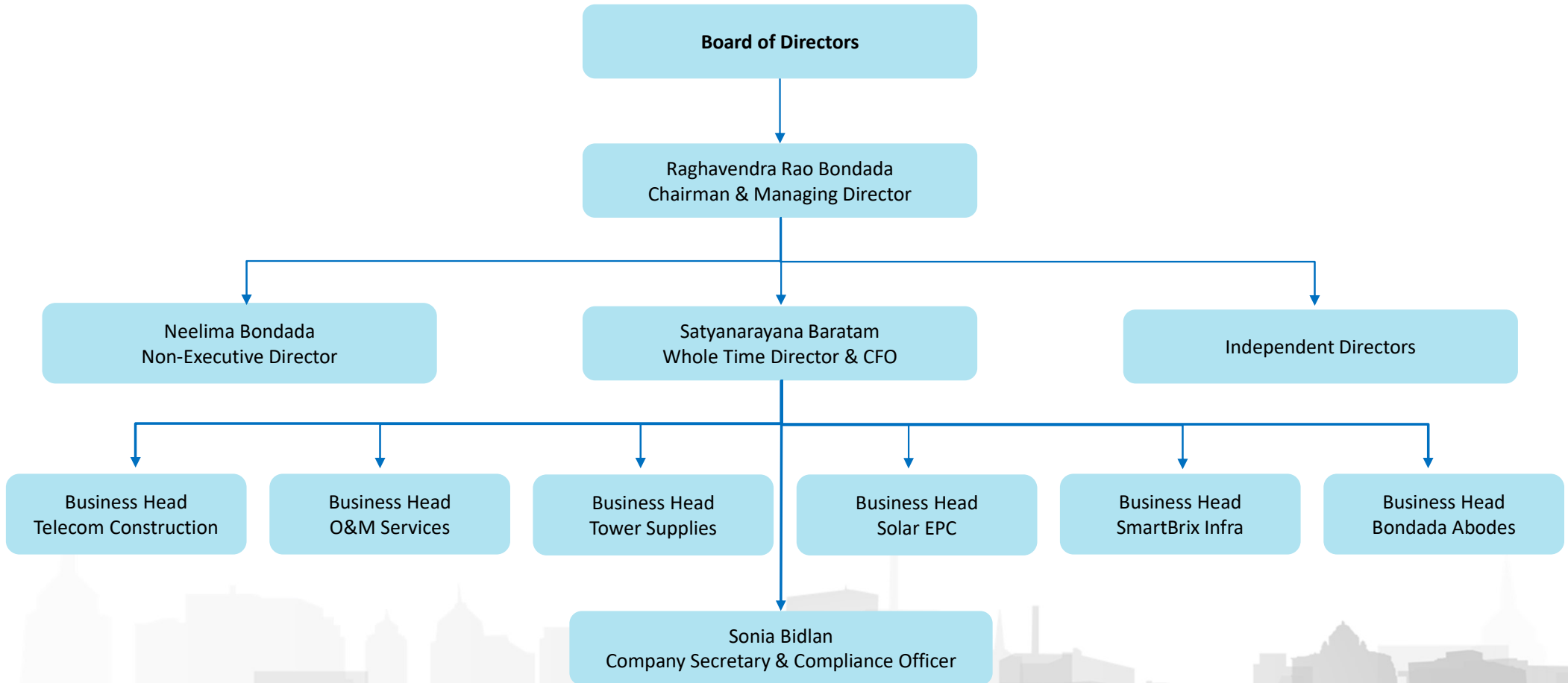
Construction Materials



Construction Materials



Organisation Structure



Board of Directors...



Raghavendra Rao Bondada
Chairman and Managing
Director

- An accomplished leader with over 25 years of experience across many sectors including projects in Telecom, Power, Transmission, Renewable Energy, Pre-Engineered Buildings and Industrial infrastructure.
- Prior to founding the Group, BRR was heading the overall operations as COO and Executive Director of Aster Pvt. Ltd where during his 14+ year tenure, he has contributed to its phenomenal growth by handling projects worth over INR 1,500 crore for clients across private and public sector including multiple international clients.
- Raghavendra Rao Bondada has played a key role in formulating policies & procedures and devising organizational development plans.



Satyanarayana Baratam
Whole Time Director & CFO

- A qualified Chartered Accountant with than 20 years of experience in corporate finance, taxation & accounting.
- He is one of the promoter of the Group and has contributed to the growth of the Group by successfully establishing credit limits with SBI in first year of operations of BEPL.
- Prior to BEL, he served as Chief Financial Officer at Aster Private Limited where he handled matters related to accounts, finance, commercials and taxation.
- He has played a vital role in creating the various processes and frameworks in the Group which have propelled the Group to the next stage of growth. He has handled various Finance & Accounts, Taxes & Compliances, Commercial, Budgetary Controls, Internal Controls, and Procurement assignments for the Group.

Board of Directors...



Neelima Bondada
Non-Executive Director

- A science graduate from Nagarjuna University, Andhra Pradesh with vast experience in administration and HR related matters.
- She handles matters related to human resource, administration and accounting in the Group.
- She is a member of Audit Committee, Nomination & Remuneration Committee and Stakeholder Relationship Committee.



Sarveswar Reddy Sanivarapu
Independent Director

- A qualified Company Secretary, law graduate and a certified Insolvency Professional with more than 29 years of experience in company law and secretarial functions related matters.
- In past, he was associated with various reputed Sagar Cements Ltd and Sigachi Industries Ltd. He serves as Chairman and Independent Director on the board of Sigachi Industries Ltd. He was also associated Hyderabad Stock Exchange and served in various capacities as Administrative and Company Affairs Officer, Secretary and Executive Director.
- He also served as member of Investor Grievance Resolution Panel of NSE and MCX and he was member of Capital Markets Team of The Federation of Telangana Chambers of Commerce and Industry (FTCCI)



Pasupuleti Venkata Subbarao
Independent Director

- Special Diploma in Electrical Engineering from Govt Polytechnic College, Hyderabad having a rich experience of 39 years in the field of power systems, over head transmission lines, maintenance of all electrical and mechanical equipments, stores/purchases and material management and information delivery systems.
- He is member of various professional bodies such as Indian Institution of Plant Engineers, Mining Engineers Association of India, Confederation of Engineers CE India, Engineering Council of India, Solar Energy Society of India, Indian Society of Technical Education, Association of Energy Engineers International Association of Engineers and Member Society of Energy Engineers and Managers

KMP and Senior Management Team



CS Sonia Bidlan
Company Secretary



D Umamaheswara Rao
Senior Vice President



MVD Prasad
Senior Vice President



A Nandha Kumar
Senior Vice President



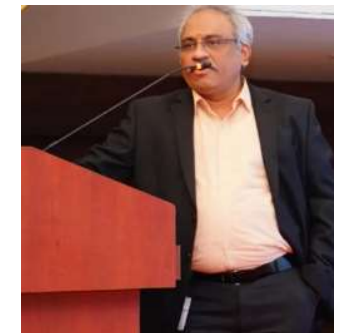
A. Vara Prasad
General Manager - SITPL



V Lakshmana Rao
Head – Solar Division



Pradeep Alaparthi
Director - BAPL

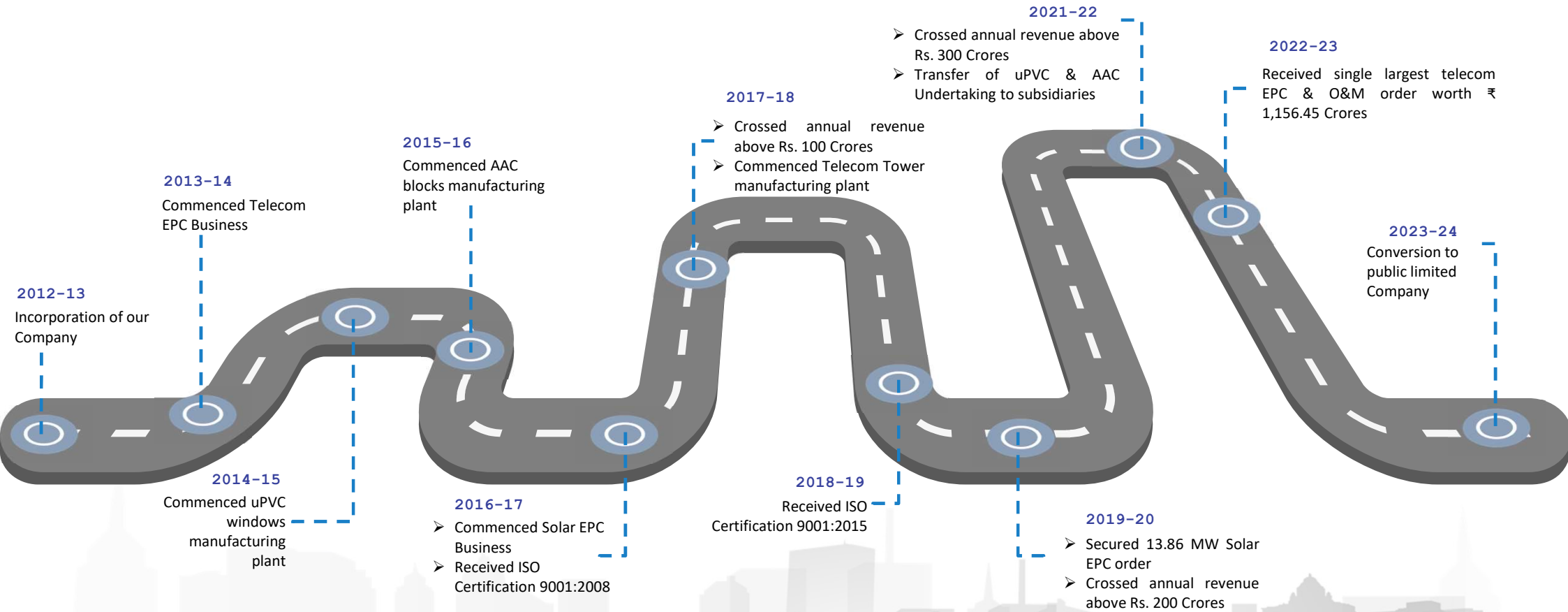


Y S Surya Murthy
Senior Vice President

Our Clientele



Journey so far





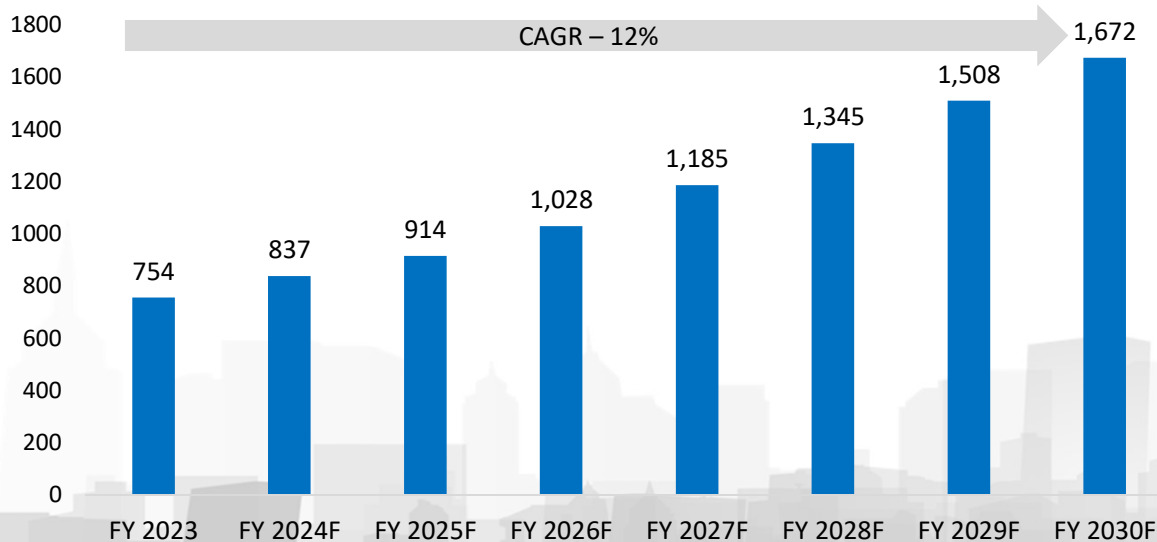
Market Opportunity



Cumulative addition of 9 lakh towers between FY 2023 and 2030

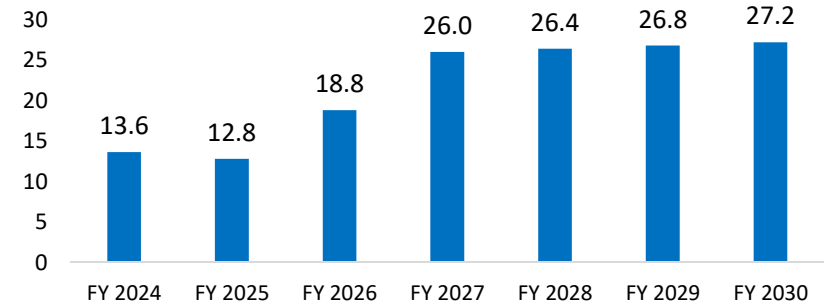
- Total telecom tower base in India is expected to reach nearly 16.70 lakhs by FY 2030, from current base of 7.54 lakhs towers.
- This would result in addition of 1.30 lakhs towers per annum, up from current yearly addition of 60 to 70 thousand telecom towers per annum.
- Cumulative capex required for addition of 9 lakhs telecom tower would be approx. ₹ 150,000 crores (assuming avg. capex of ₹ 10-25 lakhs per tower).
- Depending upon location, annual cost for operating a telecom tower per annum is in the range of INR 3.00 – 6.00 lakhs, out of which maintenance cost of tower is ~10% of total opex incurred.

Telecom Towers in India (in 000s)



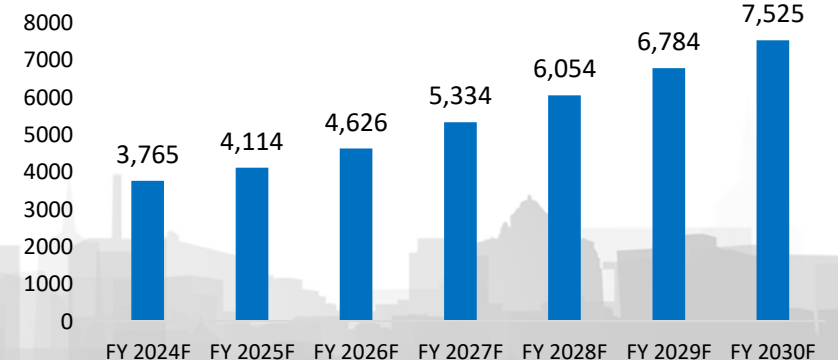
Annual capex pattern

Annual Capital Expenditure Incurred in Setting up New Telecom Towers in India (in INR 000 Crores)



Annual opex pattern

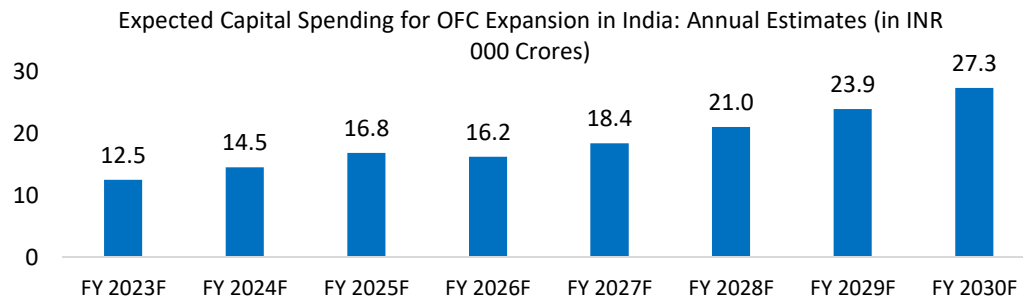
Expected Business Spending: Operating & Maintenance of Telecom Towers (in INR Crores)



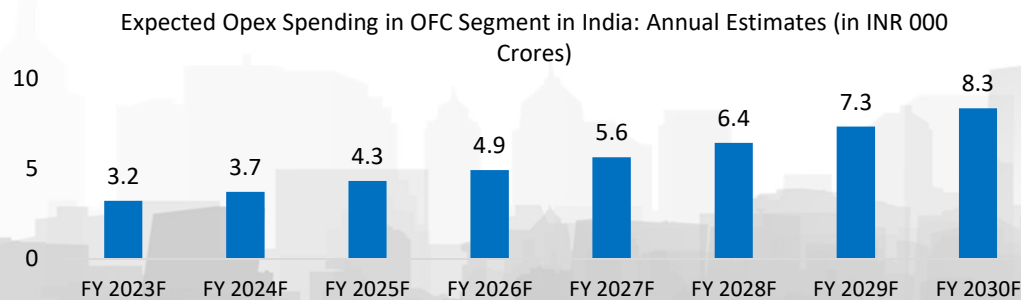
5G adoption and FTTX penetration to drive OFC demand

- Telecom sector is the largest consumer of OFC, accounting for more than 40% of global OFC consumption.
- As per TRAI's, India had only 30 million fixed broadband internet users – as against 816 million mobile data users, as on quarter ending September 2023, resulting in huge market opportunity for OFC related industries.

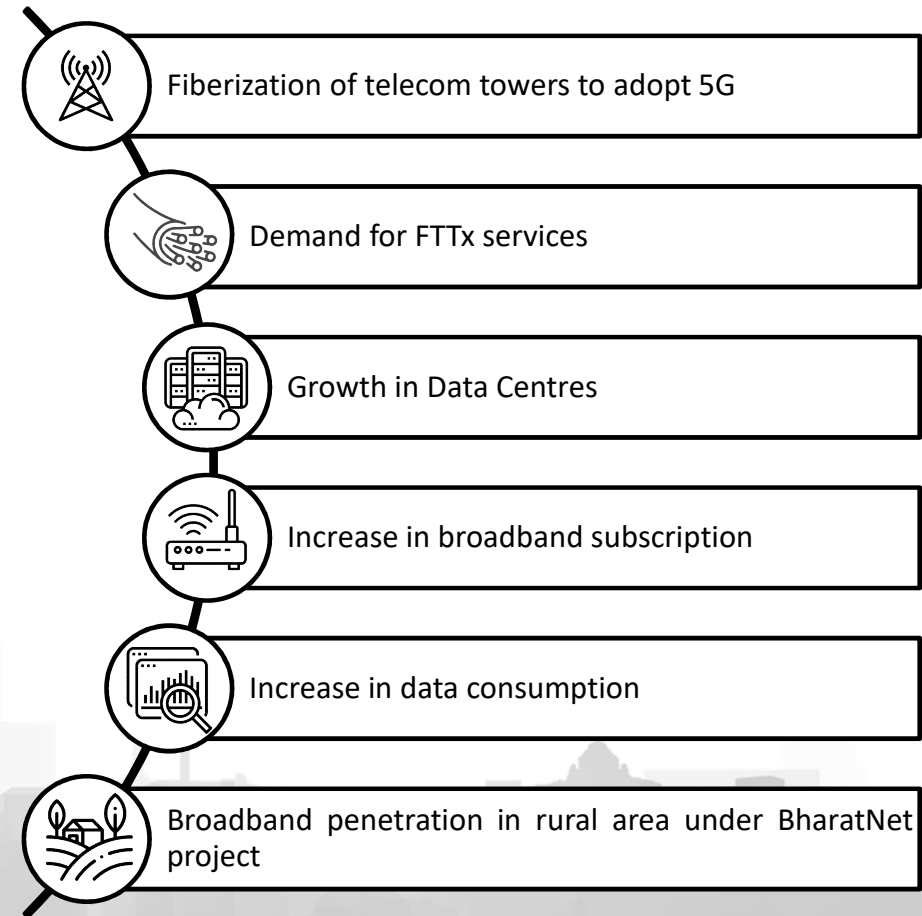
Annual capex pattern



Annual opex pattern

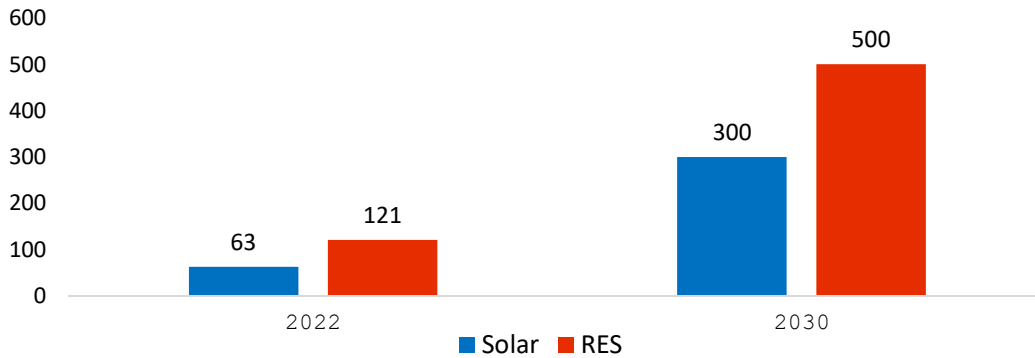


Key Demand Drivers for OFC in India

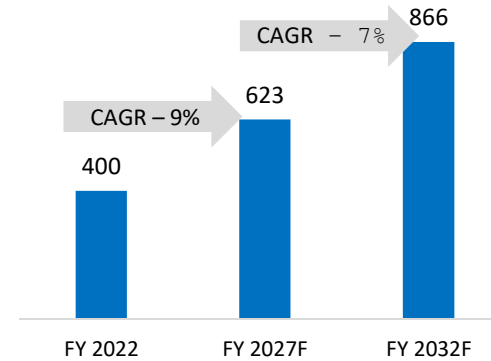


Approx. 237 GW of solar capacity would be added by 2030

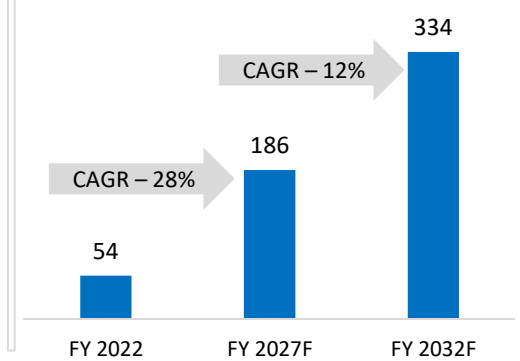
Cumulative Installed Capacity in Renewable Space: Government Target in 2030 (in GW)



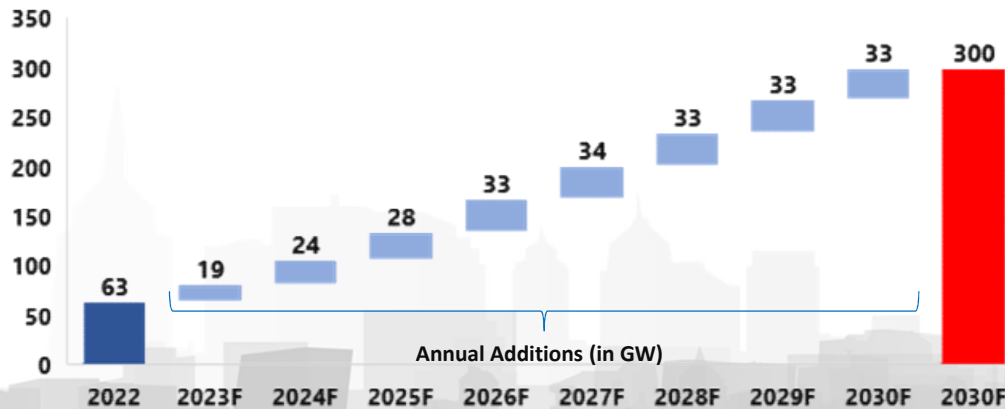
Overall Installed Power Generation Capacity in India (in GW)



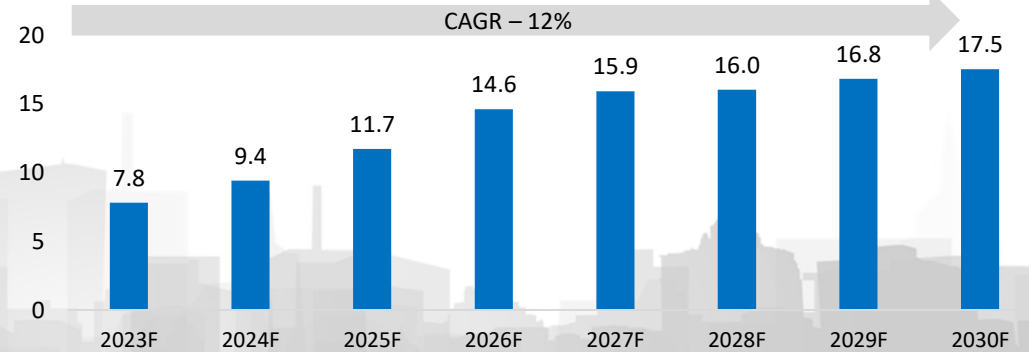
Solar Power Generation Capacity in India (in GW)



Conservative Estimate: Yearwise Capacity Addition in Solar Power Generation Segment (in GW)



Expected EPC Spending from Capacity Expansion in Indian Solar PV Space (in INR 000 Crore)





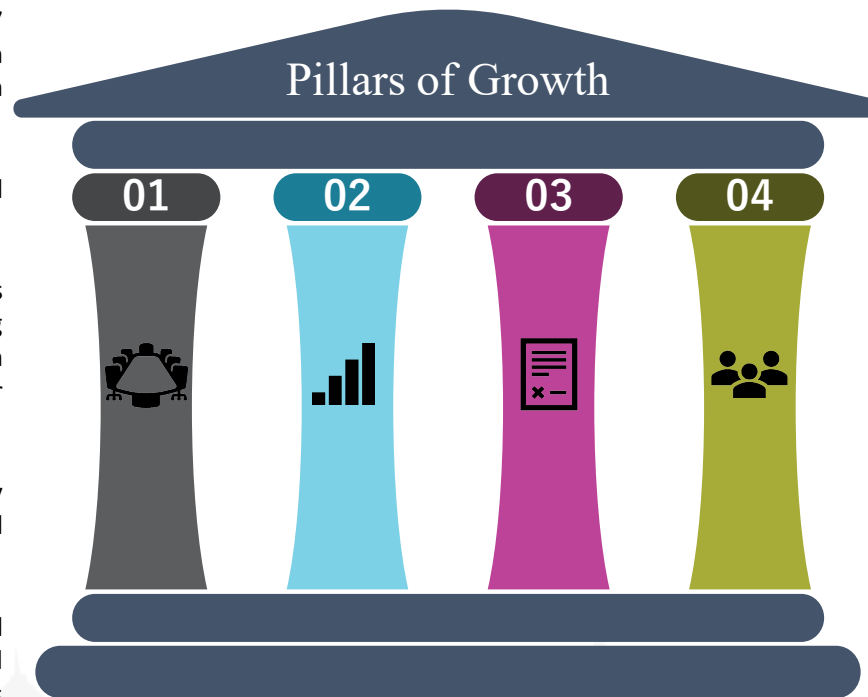
Business Strengths & Strategies



Business Strengths...

Strong project management and execution capability

- Worked on more than 11,600 telecom sites in 7 states in India and completed contracts worth more than ₹ 51,510.32 lakhs in the last 3 Fiscals in Telecom Tower EPC and Solar EPC segment.
- Provided EPC services to 3,432.74 RKM of OFC and 198 MW of solar power plant.
- Strong execution team of 550+ employees including 170+ engineers and technicians along with maintaining a network of contractors in various states who assist in executing work in their respective areas.
- Focus on completing the projects in a timely manner while maintaining high quality of work and profitability.
- Impressing on operational excellence and efficiency to manage costs and working capital requirements while ensuring delivery of services that meet or exceed customers' expectations



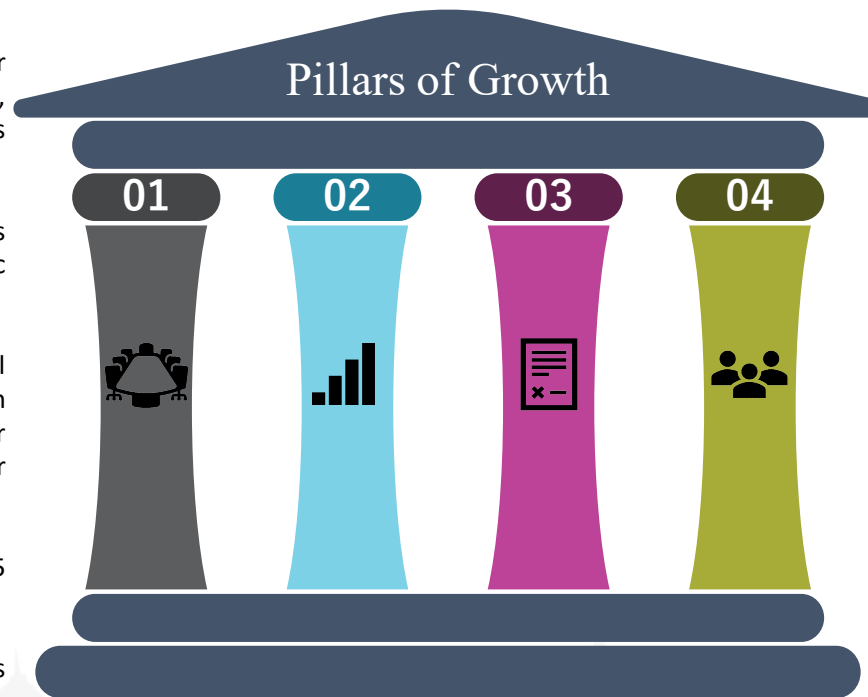
Managing diverse business operations amidst growing demand

- Unique combination of expertise in multiple segments with distinctive blends that sets us apart in the industry and provides with a distinct advantage over competitors.
- Not dependent on a single revenue stream, providing with greater flexibility and adaptability during economic slowdowns for a particular industry.
- Diverse range of business operations allows us to not only weather economic downturns but also position ourselves for sustained growth in the long run.
- Ongoing projects having gross order value amounting to ₹ 1,51,996.55 lakhs in various fields, including solar, telecom, OFC networks demonstrating our diverse range of services and expertise.
- Reputation for delivering high-quality services and products has contributed to our success in gaining new clients and retaining existing ones.

...Business Strengths

Long term contracts providing visibility on future revenues

- We act as long-term services providers for our customers who leverage our technical knowledge, manufacturing strength and execution capabilities to plan their capex and opex operations smoothly.
- Industry knowledge and expertise have enabled us to provide quality service that meet the specific needs of each client.
- For the Fiscal 2023, more than 90% of total consolidated revenue from operations derived from clients who have been doing business with us for more than 3 years, demonstrating strength of our customer relationships.
- Outstanding gross order book of ₹ 1,51,996.55 lakhs.
- Received a large contract worth ₹ 1,15,645.33 lakhs for IaaS and O&M services in FY 2023



Experienced management team and dedicated employee base

- MD and WTD each having overall experience of more than 2 decades in telecom, power, transmission, renewable energy, pre-engineering buildings & industrial infrastructure sector.
- Delivering consistent financial performance and lead to growth of our total consolidated revenue from operations from ₹751.10 lakhs in Fiscal 2013 to ₹ 37,058.85 lakhs in Fiscal 2023, representing CAGR of 47.68%.
- Group human resource strength of 564 permanent employees as on March 31, 2023, which includes more than 185 engineers and technicians.
- ~75% of the employees are under the age of 30 years. which enables us in implementing our strategy to maintain long term cordial relationships with clients.
- Company has well-defined SOPs with strong MIS processes, cost control measures, and periodic evaluations of operations across every facet of the company.

Business Strategies

Capitalise on growth opportunities in telecom infrastructure and data services

The widespread adoption of 4G and the implementation of 5G networks, along with the Digital India campaign and the BharatNet project, are among the key factors driving growth of the telecom industry in India.

1

Increase geographical spread

- Executed various projects in more than 23 states for our telecom, solar and OFC related services.
- Intend to further deepen in other geographies where we have good on-ground presence.

3

Deepen our client engagement

- Intend to deepen our relationship with our Telecom clients by providing cost effective O&M services to them.
- intend to provide exclusive O&M services to Solar IPP and CPP for their installed and upcoming plants.

5

2

Capture the growth opportunities in renewable energy sector

- Grown our revenue from solar power EPC projects segment at a faster pace in last 3 years as compared to our other business activities.
- Intend to expand our Solar O&M services operations for plants not constructed by us.

4

Expansion of existing service portfolio

- Intend to expand our O&M operations in locations where we have EPC contracts and then venture into contracts in other geographies.
- Intend to deepen our relationship with our Telecom clients by providing cost effective O&M services to them.



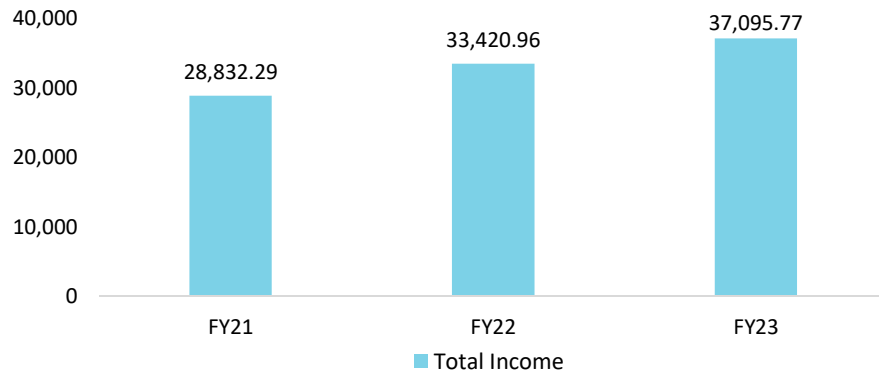
Financial Snapshot



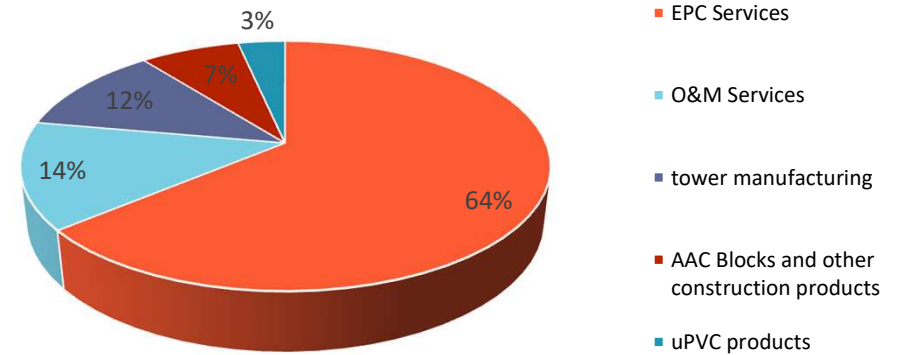
Consistent Growth and Profitability - Story in Numbers...

All figures in INR Lakhs except for ratios

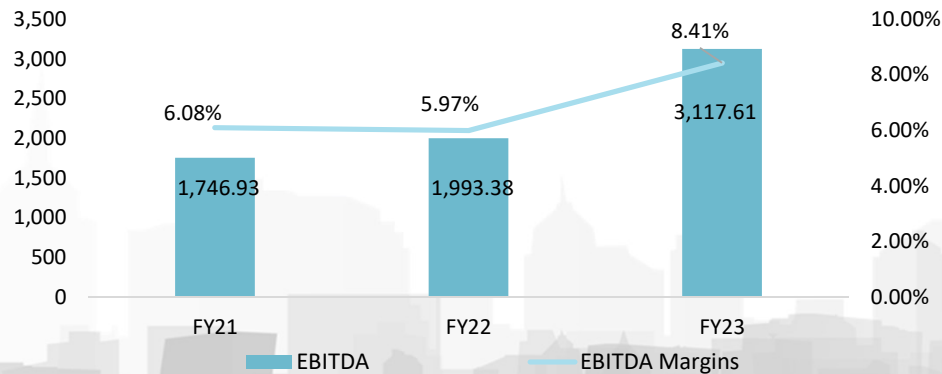
Total Income*



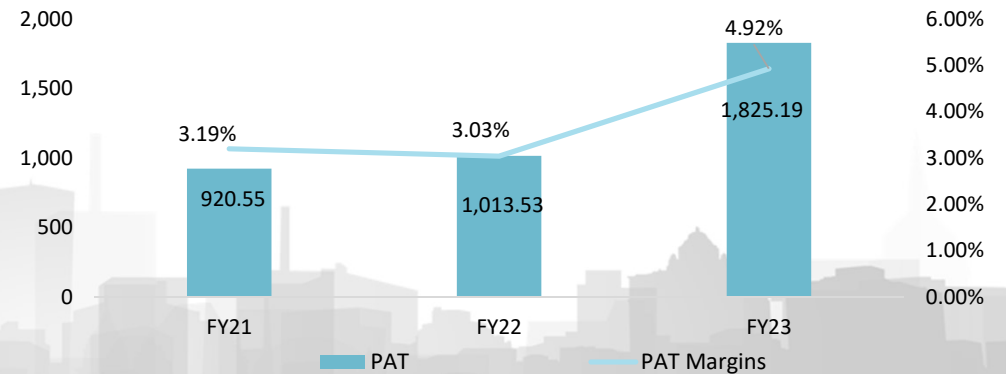
Revenue Breakup (FY 2023)*



EBITDA & EBITDA Margin*



PAT & PAT Margins*

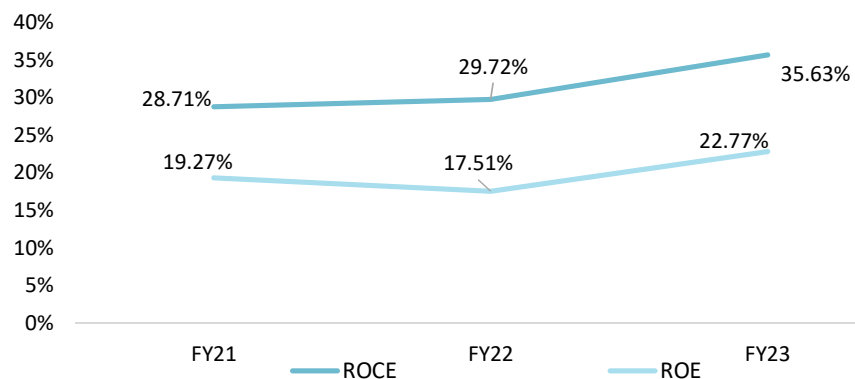


* As per restated consolidated financial statements

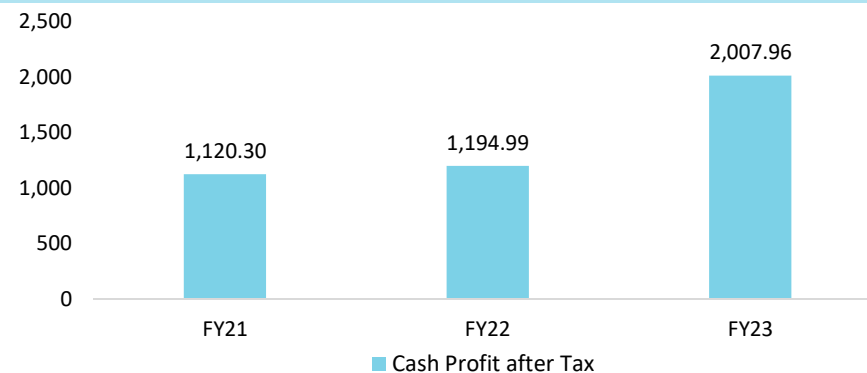
...Consistent Growth and Profitability - Story in Numbers

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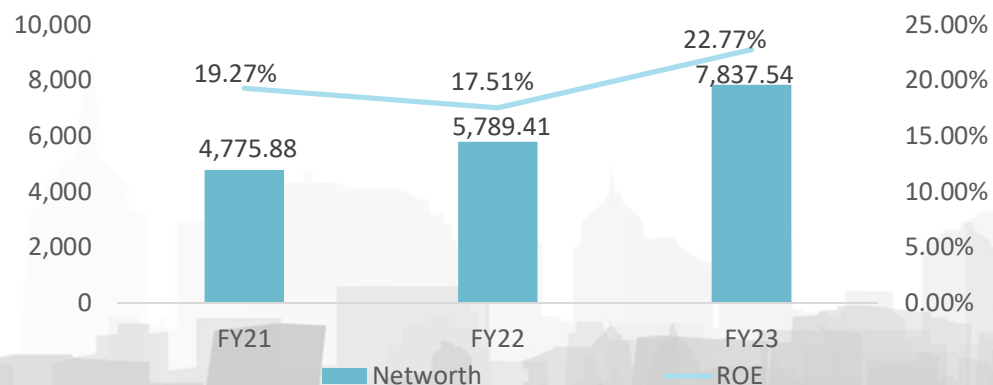
RoCE and RoE*



Cash Profit after Tax*



Net Worth and RoE*



From Fiscal 2021 to Fiscal 2023:

- Total revenue has from operations grown from ₹ 28,709.30 lakhs to ₹ 37,058.85 lakhs, representing CAGR of 13.61%;
- EBITDA has grown from ₹ 1,746.93 lakhs to ₹ 3,117.61 lakhs, representing CAGR of 33.59%;
- Net profit after tax has grown from ₹ 920.55 lakhs to ₹ 1,825.19 lakhs, representing CAGR of 40.81%.

* As per restated consolidated financial statements



IPO Success Metrics



IPO Success Metrics

- Issue size ₹ 42.72 Crore with fresh issue of 56.96 Lakhs shares (Lot Size of 1600 Shares at ₹75)
- Issue opened on 18th Aug 2023 till 22nd Aug 2023
- One time full subscription completed within 3 hours of the issue opening
- Over subscribed by 106x in 3 Days (124x by HNIs & 100x by Retail Investors)
- Full subscription amount by single application in HNI category – 7 applications
- Total demand raised ₹ 4560 Crore
- Total no of applications received – 2,10,215
- Applications were received from USA, Australia, Dubai, Mauritius, Qatar, Singapore & Kuwait
- Listed at BSE on 30th Aug 2023
- Listing started at a price of ₹ 142.50 and closed at ₹ 149.62 on the first day of listing with 100% gain
- In terms of trading volumes, our scrip is always among Top 3 since listing day
- Pursuant to BSE approval on 03rd Oct 2023, our lot size will get reduced to 800 shares effective from 03rd Nov 2023



Thank You!

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