

FRACTAL ENTERPRISE forms part of the engineering industry whose activities encompass On-site fabrication of structures, Piping, Installation, Testing & Commissioning of Mechanical equipment, repair works, AMC's and man power supply.

We are known for our creative solutions and hands-on approach with our clients. This is especially important for mechanical upgrade projects, where thorough investigation of existing building/structural conditions is paramount to ensure well-planned designs and that projects consistently meet the owner's budget and scheduling criteria. Our experience has been welcomed in the industry because of our superb job management skills.

By combining professional know-how and proven technology with an approach tailored to your specific needs, we help you improve efficiency and performance to reduce facility operating and lifecycle costs. These savings are delivered through best practices and superior designs as a result of our wealth of knowledge, and our vast design and project experience.

## Company Mission

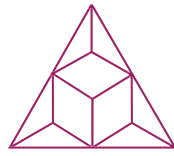
To provide the highest level of service in fabrication and erecting of structural steel, fabrication and installation of pipes, service and repairs to rotating equipment, installation and laser alignment of new and existing equipment, condition monitoring and the supply of Labor.

### a. Company Profile

We know the key to sustainable success lies not only in envisioning and planning for the future but also in solving today's challenges. We are committed to helping our customers find engineering solutions that deliver immediate and long-term, bottom line results.

We have segmented our main objects into six categories as follows

- Pipe Fabrication/Installation and Steel Erection (Workshop Component Manufacture and Site Fabrication and Installation)
- Rotating equipment (Pumps, Motors) overhaul, management of change, selection of new equipment, service/ manufacture of spare parts.
- Installation, and
- Laser alignment
- Recruitment, Selection, Placements and Outsourcing
- Condition Monitoring.



## b. Industrial Sectors

We are capable of rendering our specialty service to the following industrial sectors, among others:

- General Industry
- Mining
- Petrochem
- Pulp and Paper
- Power Generation
- Sugar
- Pharmaceutical

## c. Critical Factors

- Tailor-made services to suite clients
- Affordability of services
- Intensive customer care, i.e. strong monitoring and after care service, and
- Management expertise

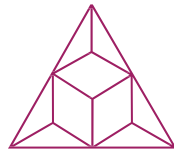
## d. Business Strategy

There are a multitude of fundamentals which constitute our business strategy. They can be summarized as follows: -

- Continuous market analysis
- To continuously seek ways and means to improve our services.
- To continuously look for ways and means of communicating with our market
- To ensure the wellbeing of our personnel which allows clients to concentrate on the core business

## e. Quality Policy

- The Management of FRACTAL ENTERPRISE is committed to a policy of total quality and excellence in everything we do, and shall ensure that this policy as well as ISO 9001 based quality systems are reviewed on a regular basis for continuing suitability that is understood, accepted, implemented and maintained throughout our organisation.
- FRACTAL ENTERPRISE shall provide satisfactory products, structural steel, piping fabrication, pumps laser alignment, as well as all General Engineering. We shall strive to satisfy all customers by keeping standards and continually improving our Quality Management System.



- Management has recognised the necessity to maintain the Quality Management System to enhance the overall profitability of the Company and add value to our customers and business.
- In fulfilment of this policy FRACTAL ENTERPRISE shall ensure that products and services are supplied to meet their intended purpose and performance criteria in accordance with our customer specifications and requirements.
- The quality objectives will be established and renewed annually for effectiveness and suitability. These objectives will be directed towards our success drivers.

## f. Safety

FRACTAL ENTERPRISE throughout its management, is committed to the prevention of occupational illness and injury.

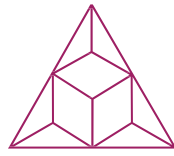
Our company carries on a continuous program of providing a safe and healthy environment for all of our employees to identify hazards and minimize risks.

Our company commits itself to placing accident prevention among its paramount objectives and expects every Owner, Section-Chief, Supervisor and Worker to contribute their part to maintaining a safe, healthy workplace, by ensuring all legislative requirements are understood and observed, and thus improve the quality of life of all employees as well as those around them on our jobsites. Our health and safety policy demands that every possible precaution be taken to perform all work in the safest, most efficient manner possible.

## g. Clients

FRACTAL ENTERPRISE focus on full satisfaction of its client's expectations in accordance with best practice, principles of integrity and responsibility. Some of the clients for whom we had the opportunity to offered our services so far

- Sri Sai Welding Works – HPCL refinery
- Gyana Sai Enterprises – HPCL refinery
- Jaya Lakshmi Engineering Woks – HPCL refinery
- Bio-Max Fuels - Visakhapatnam
- Sri Vijaya Engineering Works – Hyderabad
- IVRCL – East Godavari
- Sri Venkata Ramana Enterprise – Steel Plant
- Virgo Engineering Works – HPCL refinery
- Ratna Engineering – HPCL refinery
- Globe Infra Cons Private Limited - Visakhapatnam



## h.Resources

### **Management**

FRACTAL ENETRPRISE is headed by a hard core Project Executive Mr. K Raja Sekhar with vision and foresight to efficiently lead the organization to higher plateau in line with the Company's Mission. Having completed his Bachelor's Degree in the year 2005 from Anna University Chennai and with 13 years of pure onsite and hands on experience which includes 6 years in Jordan – representing WHARTON OVER SEAS for Jordan Phosphate Mining Corporation and 4 years in Qatar – representing DESCONE ENGINEERING for Qatar & RAS gas. FRACTAL ENTERPRISE was established on 13-10-2014 to best use the experience acquired working for some of the best clients in the world.

FRACTAL ENETRPRISE is a professionally managed organization. Every client and its project is of utmost importance. Every project is overseen by a senior official with in depth experience in the particular field. MS Project and Primavera Packages are used for project planning and monitoring along with frequent visits to the concerned sites by the respective In-Charge / General Manager (Projects).

A project management system is in place that provides integrated baseline management of scope, budget, schedule, and financial data to document plans, progress, expenditures, and funding. It also uses a well-understood planning and budgeting process; performance analysis and trending; project reviews; and timely, consistent, and accurate reporting.

The project team is supported by various service departments such as Finance, Asset Management, HRD, etc.

### **Engineers and Supervisors**

FRACTAL is proud to have on roll a team of well qualified and experienced Engineers and Supervisors, who are with the organization for considerable amount of time. This technical team administers and monitors the day-to-day progress of the work at site.

### **Technicians**

FRACTAL has vast number of experienced workers like Welders, Gas Cutters, Grinders, Mill Wright Fitters, Pipe Fabricators, Instrument Technicians, Riggers, Drivers etc., who are working with organization from one project to another ensuring productivity norm.

### **Construction Equipment Assets**

FRACTAL has a close association with suppliers having well maintained fleet of construction equipment like Cranes, Tractor Trailers along with all welding, handling and rigging equipment. This equipment is judiciously utilized and maintained in order to mechanize most of the activities at site.