

12 Reasons - Why You Should Choose ADCPL



12 Reasons



01

Cost Optimization

Reduce your project cost by 15%



02

Fast Project Completion

Reduce your project timeline by 20%



03

Experience Of 3 Decades

Leverage the advantage of our learnings over 30 years



04

Pan India Presence

No geographical barriers on our services



05

Steel Building Projects

Pioneers in Steel - successfully completed over 400 projects



06

Integration Of Technology

BIM | Vehicular Simulation | 360° views
Construction Simulation | Walkthroughs



07

Organized Workflow

Faster response | Dedicated Project Managers | Involvement of Mgmt



08

Green Building Design

Sustainable Building Design
Certification - IGBC/GRIHA/LEED



09

Post Pandemic Scenario

Work from Home | Virtual Meetings |
Cloud Storage | Modular construction



10

Turnkey Solutions

Turnkey services for selective projects



11

Integrated PMC Services

In-house project management team
On-site engineers



12

Recognition in Industry

Awards | Publications | Exhibitions

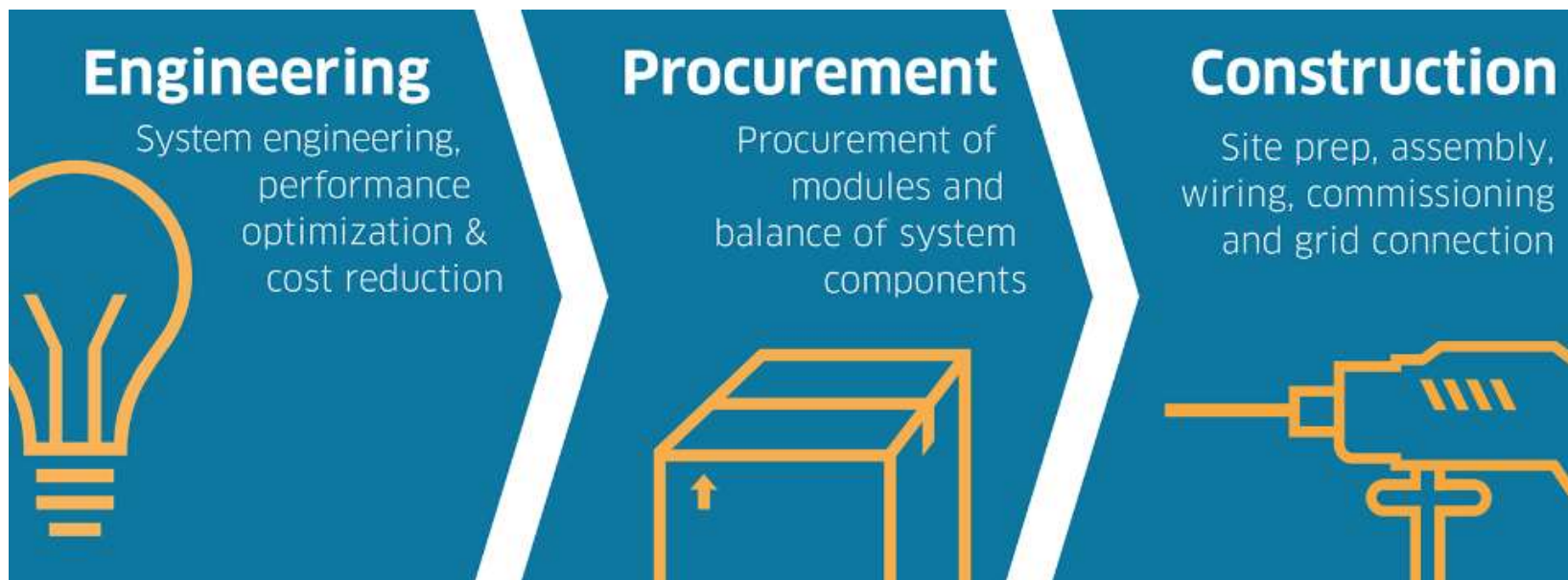


12 Reasons - Why You Should Choose ADCPL

01. Cost Optimization

Cost Optimization






- Capex (Architectural + Structural + MEPF + Construction Wastages) optimization
- Opex (Maintenance + Renewal + Energy sources + Natural resources + Ambient Losses) optimization
- Combined cost optimization
- Direct cost + Indirect cost optimization
- Construction materials and equipment procurement assistance for supply chain cost optimization to overcome deadweight losses
- Labour and equipment productivity analysis for efficient use of available resources
- Project planning and control to minimize cost and time overruns
- Utilization of available lead time to minimize idle recurring costs
- Timely delivery of drawings and material specifications





12 Reasons

02. Fast Project Completion

	<p>Modular Design Concept with pre-cast / pre-fabricated / readymade materials - helps the contractor in faster completion of the project</p>
<p>Personalized attention - Direct involvement of the Sr. Management for the exclusive projects resulting in improved flexibility and adaptability</p>	
	<p>With dedicated project manager for each project and having fewer layers of management makes our response time faster</p>
<p>Consistent adapting to Latest Technology (software, automation etc.) – for faster project completion</p>	
	<p>Detailed project planning by analyzing & removing bottlenecks in advance with planning the overlapped activities – can reduce total project duration</p>



12 Reasons

03. Experience of 3 Decades

What differentiates us from others?

- With almost 3 decades of experience in architectural designing infused with latest AEC technology, we can suggest and provide best possible design solutions to suit your requirements keeping all automation/modernization and Future Expansion in mind.
- Almost handled all typologies of industrial / warehouse buildings including cold storages
- Exposure in Greenfield / Brownfield / Redfield Projects
- Handled retrofitting / Rehab projects
- Worked in all types of soil conditions i/c 12m deep slushy soil by 3D anchoring in rocks below to arrest the uplift of building, Executed multi-level basements in hard rock conditions
- Handled sites with high variation in contours
- Under pinning technology used in creating basement in existing G+1 building to add basement & 2 more floors without dismantling
- FM-2 flooring
- Traverser

Heavy Duty Cranes

Have dealt with heavy duty EOT crane capacity to handle the Boilers of 200 MT

Weld Deck Design

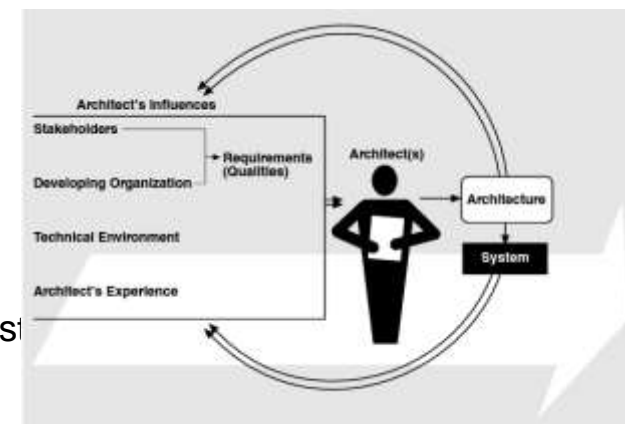
Analytical Based Weld Deck Design for most optimum design for Neel Metal – Haridwar

Heavy Duty Flooring

Flooring with piles designed to take 27 MT point load

Large Column Free spaces

Upto 56 m column free structure of height 39 m with G+21 racking sys





12 Reasons

03. Our Experience – Highlights

•Industrial

- **Automobiles**
- Roto Moulding
- Injection Moulding
- Press Shops i/c in places with High water level
 - Hydraulic Presses
 - Mechanical Presses
 - Press line with Tunnels, conveyors – upto 7 m deep
 - Transfer Presses – 2500 MT
 - Forging Pressshop – 3200 MT, 4000 MT
- Weld Shops
 - Weld Deck
 - Robot Welding Machines
- Surface Treatments
- Paintshop
 - Liquid Paintshop
 - CED Paintshop (Largest for complete Tipper)
 - Wagon Paintshop
 - Railway Coach Paintshops
 - Tipper Paintshop – Many Locations
 - Powder Coating Paintshop
 - Shot Blasting Paintshop
 - Zinc Plating Plant
- Pickling Plant

Other Selected Industries

- Thermocole manufacturing plant
- Packaging Plants
- Boiler Manufacturing Plants – Transparent Energy
- Pharmaceutical Industry (Ahlcon Parenteral India Ltd)
- Food Industry (Mahesh Edible Oil Industries Limited)
- Film Processing
 - Reliant Packaging
 - Kathuria's – Dhuruv Industries
 - KSP
- Steel Rolling Mill – Norma Steel
- Railway – VRC Continental
- GIS Substation – Kharbao
- VOITH – Paper Fabrics
- Carpet – Pant Nagar
- Air-Conditioned – Clean Room – Mahindra Defence
- Tube Mill (Rolling)
 - Slitting
 - Multi Gutters
 - Balancing
- Steel Processing Centers
 - Neel Metals
 - RDC Steels
- Al. Die Casting Plants (10-12 Plants)

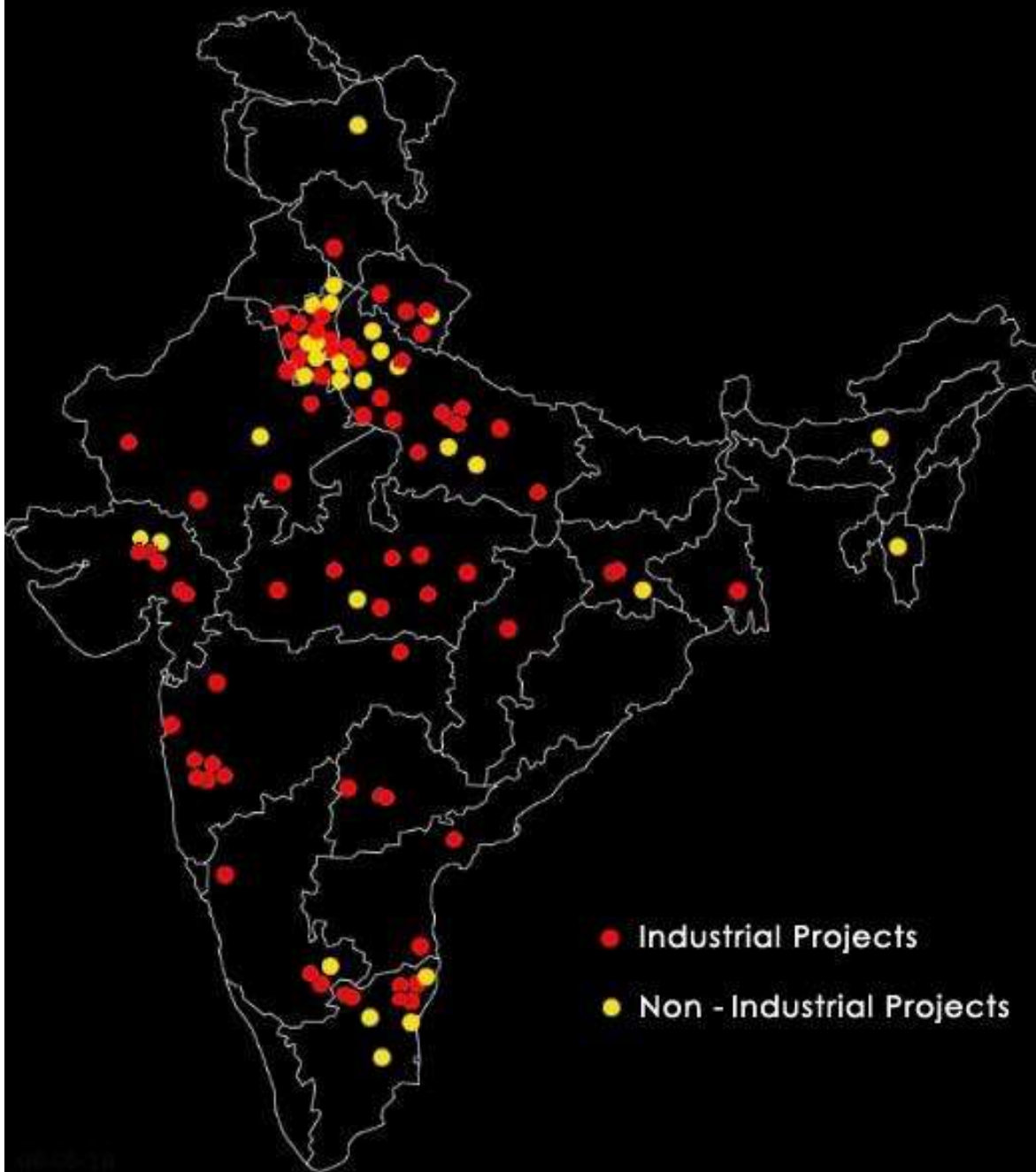
Other Selected Industries

- Leather Industry (Bata India Ltd)
- Manish Vinyl (Leatherite Factory)
- CCIL (Carbon Factory)
- Mundhra Chemical – Master Batches
- Large Size including Moulding – TACO
- Long Member Factory – Omax (Fully Automated)
 - Slitting
 - Blanking
 - Rolling
 - Punching
- Spokes & Nipples Plant
- Gas Cylinder Plant
 - CGIPIL
 - Gurera Gas
- U Foam – Foam Manufacturing Plant
- Test Track
 - Two Wheelers – Suzuki Motorcycles (I) Pvt. Ltd.
 - Four Wheelers – Mahindra Defence
- Battery Manufacturing Plant – JGES, Bawal
- Waste Management – Urbaser



12 Reasons

04. Pan India Presence





12 Reasons - Why You Should Choose ADCPL

05. Pioneers in Steel Building Projects



NATURAL LIGHT AND VENTILATION



GABLE AND FACIA TRUSS WITH CABLE TRAY



ADVANCED LASER FLOORING SOLUTION



PEB – OPTION OF FABRICATION ON SITE



FLEXIBLE COLUMN FREE SPACE



LARGE SPAN STRUCTURES



12 Reasons

06. Integration of Technology

100% Software Compliant

2D Software



Autodesk
Autocad

3D Software



SketchUp



Autodesk
3ds Max

Rendering Software



V-Ray



Photoshop

Structural Software



Staad.Pro



Robot
Structural
Analysis
Professional

BIM Software



Autodesk
Revit



Autodesk
Navisworks

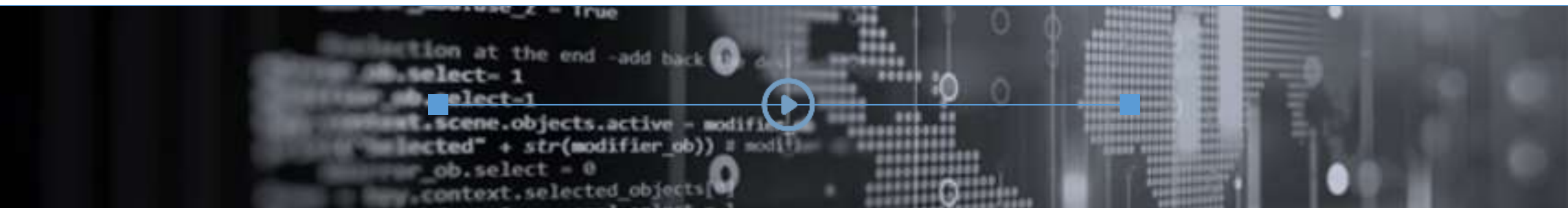
PMC Software



Gantt Chart



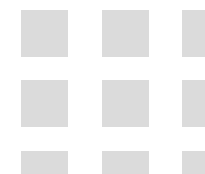
MS Project



[CLICK HERE](#) to view our YouTube channel



Multi-Layered Backups

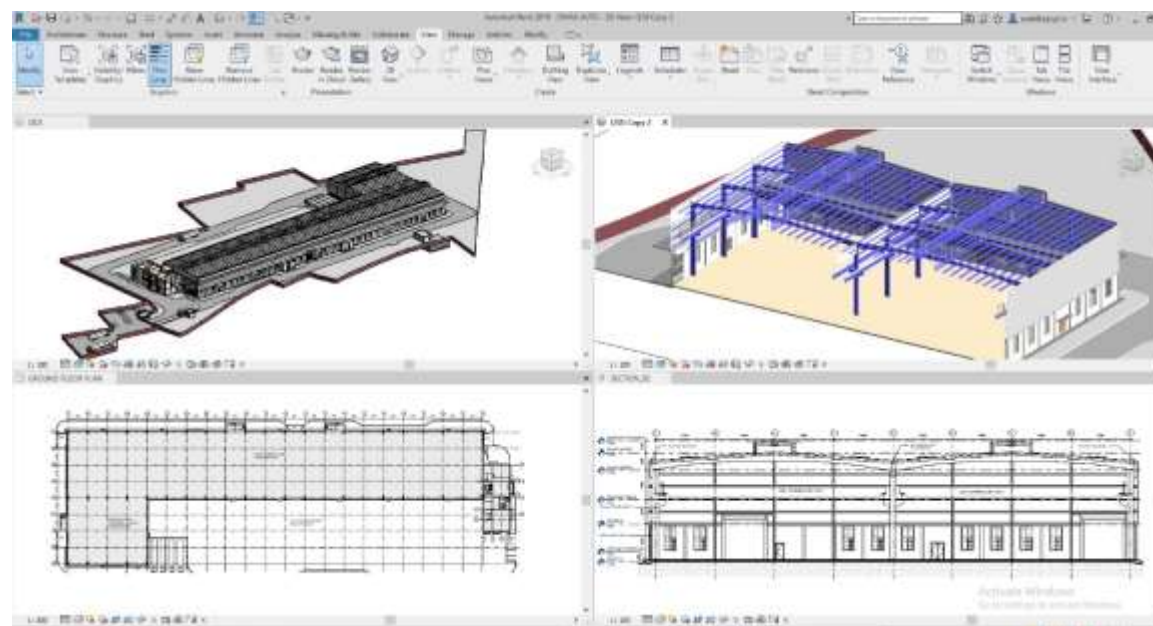




12 Reasons

a. Building Information Modeling

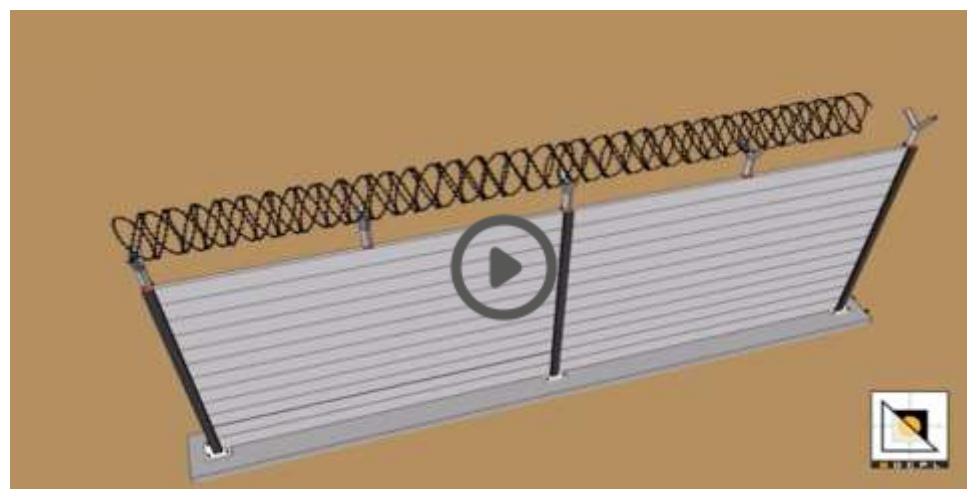
- Drawings are prepared in 3D models accurately to the scale
- All the information about the building is fed in 1 single model which shows all the building components & services like plumbing line, electrical line, firefighting lines, etc. in one click at any point of the building
- Each and every detail here is worked out in 3D model.
- Easy to find the clash detections, if any



Autodesk Revit



Autodesk Navisworks



b. Construction Simulation

- Explanation video of the construction procedure
- In case of any new construction practice is to be followed, we prepare construction simulation video which shows each and every steps & method of construction
- 30 Km long modular Boundary Wall for JSW – Bellary, Karnataka in 30 days

[CLICK HERE](#) to view the video

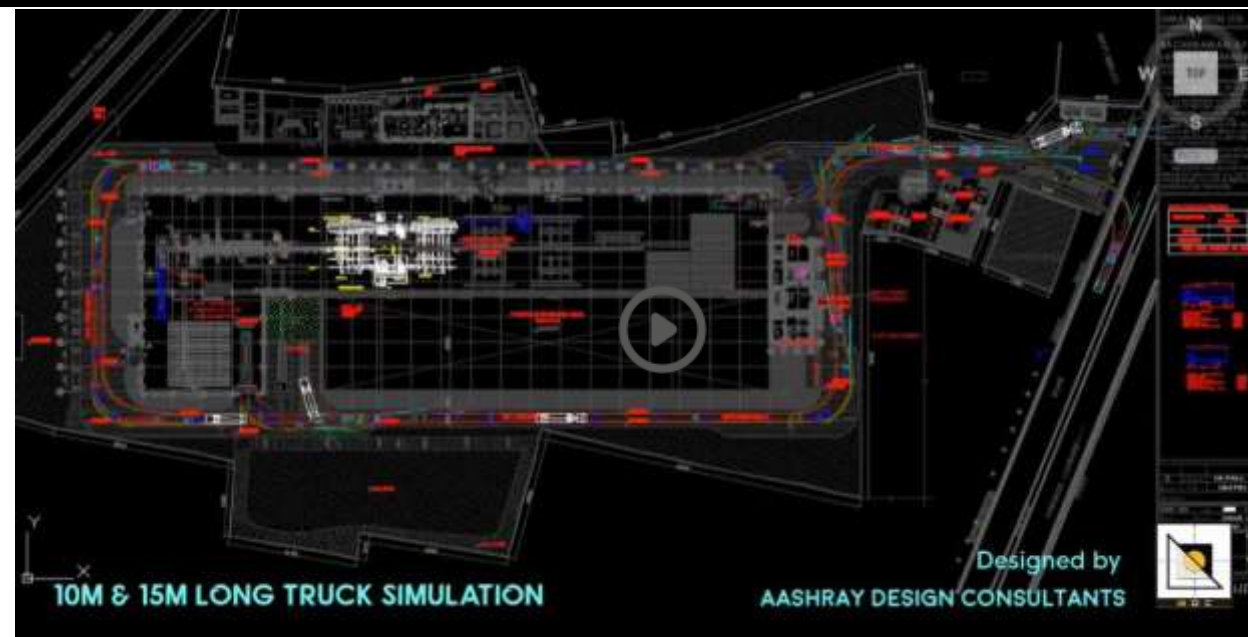
Modular Steel Boundary Wall **Construction Simulation** for JSW Energy Ltd



12 Reasons

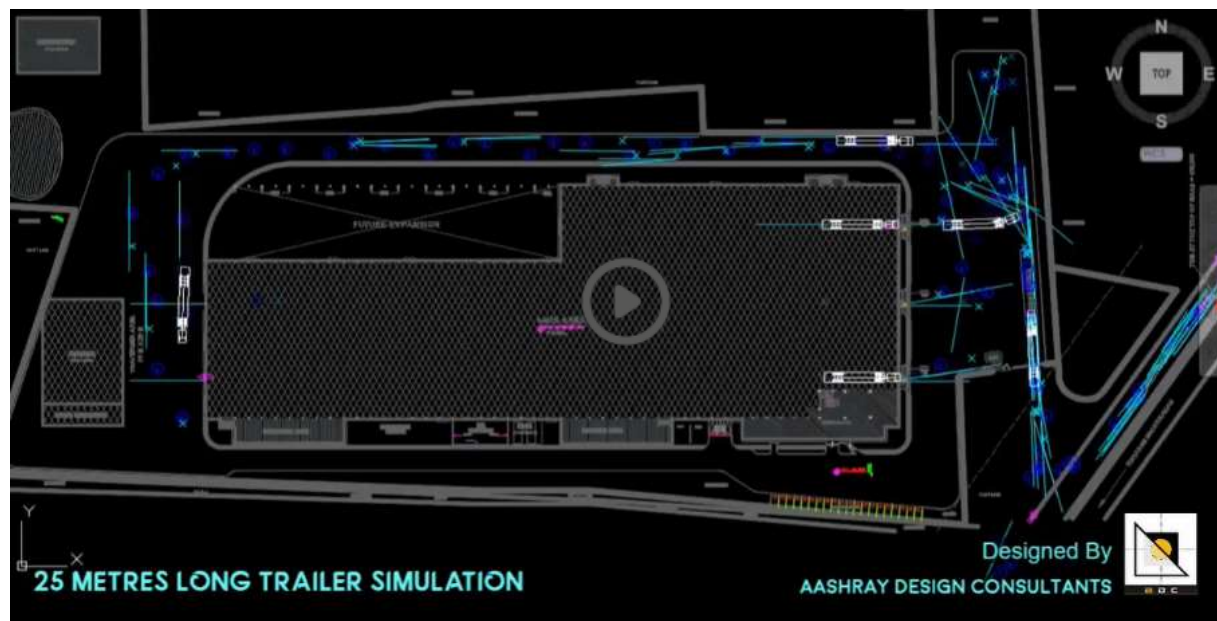
C. Vehicular Simulation

- Used to analyze the truck movement in real time. It helps in :
 - optimizing road area
 - Ensure smooth movement of trucks – Assures proper truck movement for JIT concept
- We have done up to 26 m long trucks used to transport railway coaches



[CLICK HERE](#) to view the video

Truck (10m & 15m long) **Simulation video** of our Long Member project for Omax Autos Ltd



Trailer (25 m long) **Simulation video** of our Railways project for Omax Autos Ltd

[CLICK HERE](#) to view the video



12 Reasons

. 3D Walkthrough

- Used to provide a virtual visit to the proposed construction works
- Visualize the buildings & spaces prior to start of construction in a macro level
- Most understandable & presentable way of understanding the proposals



[CLICK HERE](#) to view the video

3D Walkthrough/Flythrough video of Conceptual 3D Model of Pre-Engineered Building (PEB)

3D Walkthrough/Flythrough video of our Long Member project for Omax Autos Ltd

[CLICK HERE](#) to view the video



[CLICK HERE](#) to view the video

3D Walkthrough/Flythrough video of an **Warehousing Park (78 Acres)** project in NCR

e. Virtual Reality

- Creates an immersive environment for the client
- The client gets to visualize and experience the designs we create
- The client can engage, explore and react to the virtual space
- They can mark-up, annotate and provide design feedback

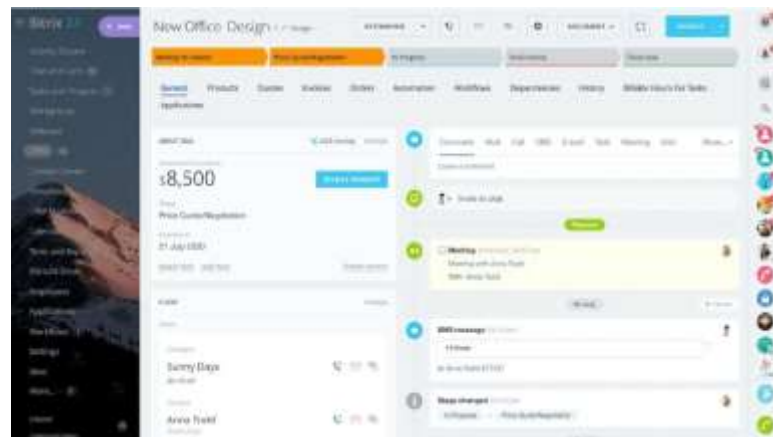




12 Reasons

f. Application of BITRIX24

- Advanced collaborative software for task management and streamline working.
- Creates a systematic database of Tasks and stages of every project.
- Helps in increasing the work efficiency which will help in eventually delivering the work to the client on time.



CRM

Lead acquisition

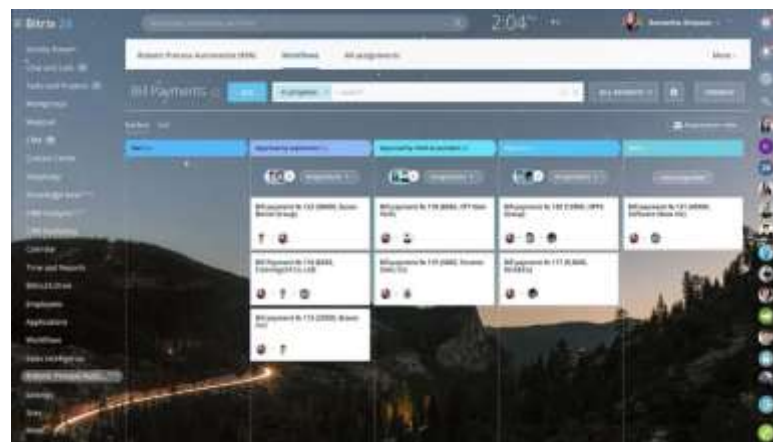
It Generate leads via multiple channels: web forms, live chats, phone calls, or social media, and have them added to our CRM automatically.

Lead management

It uses built-in lead scoring tool which updates us with new projected clients and their needs so that we can approach them without any delay.

Marketing automation

It has various marketing automation rules and triggers to save our time and increases our productivity.



TASKS & PROJECTS

Workload management

It monitors the project activity, receive work reports, and distribute workload more evenly.

Task templates & automation

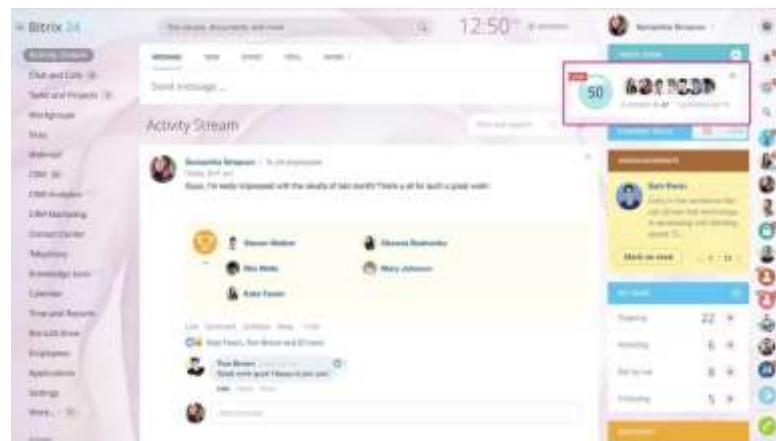
It saves time on recurring tasks by automating them (e.g., “daily SEO report”).

Visual project management

Printable Gantt charts, customizable Kanban boards, and plenty of other visual representations for your projects.



12 Reasons



COMMUNICATIONS

HD video calls & conferences

It create conferences for up to 48 participants, talk without any time limit & records the meetings with the client which can be used in reviewed in future by the team.

Chats

It provides private and group chats service - a quick and easy way to discuss ideas and share files.

Worktime tracking

Our team can start/pause/finish their working day using an online time clock built into Bitrix24.

CONTACT CENTRE

Telephony

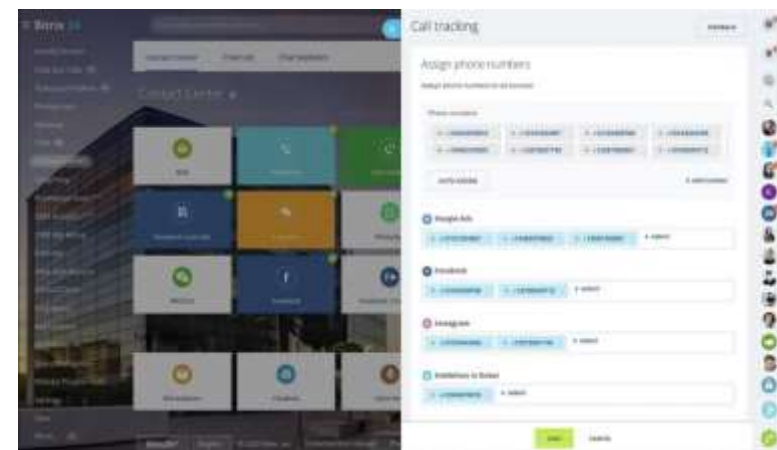
It set up our own call center with smart routing and call tracking.

Live chat

Plenty of advanced settings, including customizable chatbots, canned replies, and more.

Contact forms

It provides Customizable contact, feedback and callback request forms for our website.



COMPANY STRUCTURE

Teams & Tasks

Our company Structure with various teams listed and allotted for designated Tasks and projects.

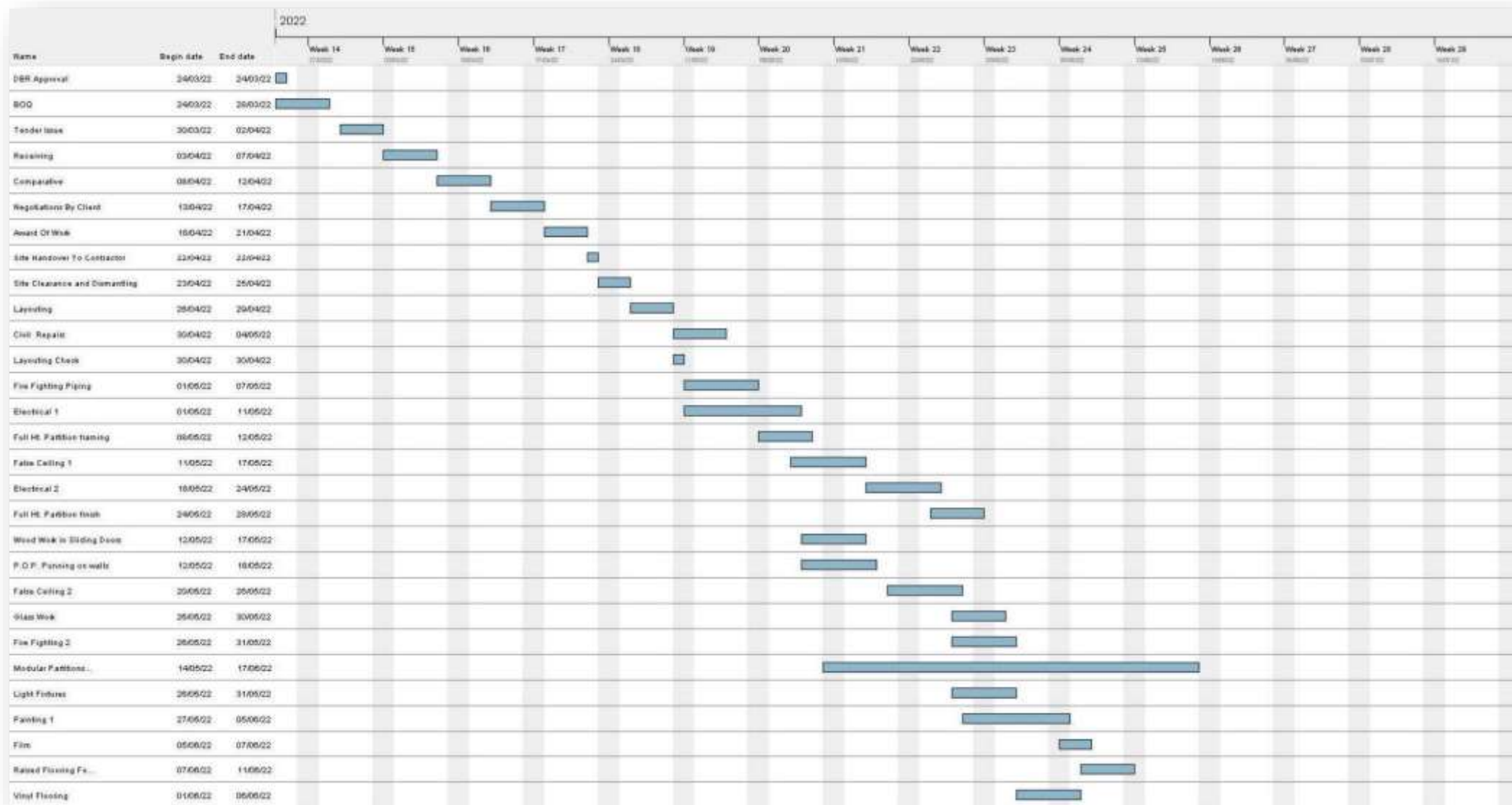
This makes a streamline approach towards a project which helps in avoiding confusions amongst team members.



12 Reasons

g. GANTT CHART

- Implication of Gantt Chart which helps in fruitful planning of projects with step by step working schedule.








Application of Gantt charts for useful planning, time management and scheduling of projects.



12 Reasons

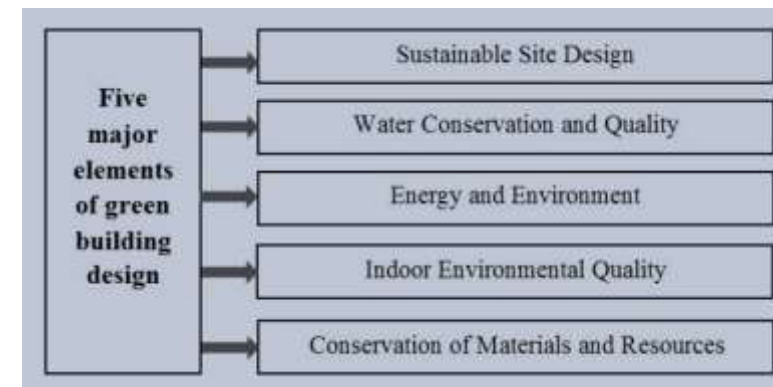
07. Organized Workflow – for faster response

	<p>System Driven working – We use Standard Operating Procedures (SOPs) and templates for error-free and faster delivery of services</p>
<p>Direct involvement of management – Our management serves as Mentors in the projects, so that their valuable experience gives value addition to the project</p>	
	<p>Dedicated project managers – We dedicate a project manager for each given project, who is the Single Point of Contact (SPOC) for the client</p>
<p>Flexible approach – We are quite flexible in our working</p>	
	<p>Independent & competent technical teams for various verticals</p>



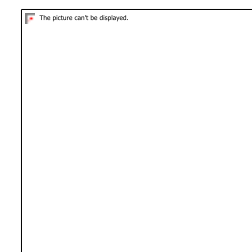
12 Reasons

08. Green Building Design



Green Building Certifications

	 Indian Green Building Council		 GRIHA





12 Reasons

08. Green Building Design

Our ongoing **green** building projects



OMAX AUTOS (LONG MEMBER)
LUCKNOW



OMAX AUTOS (RAILWAYS)
LUCKNOW



SILVER OAK CITY HOUSING
RUDRAPUR



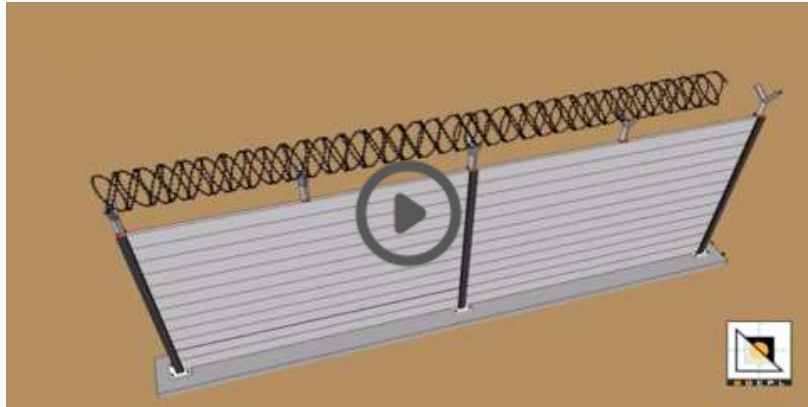
PANGEA WAREHOUSE
FARRUKHNAGAR



12 Reasons

09. Fully Equipped to Work in Post Pandemic Scenario

Modular, Pre-cast and pre-fab structures will be the need of the hour in construction in post pandemic scenario



[CLICK HERE](#) to view the video

Modular Steel Boundary Wall Construction
Simulation for JSW Energy Ltd



Pre-cast structure



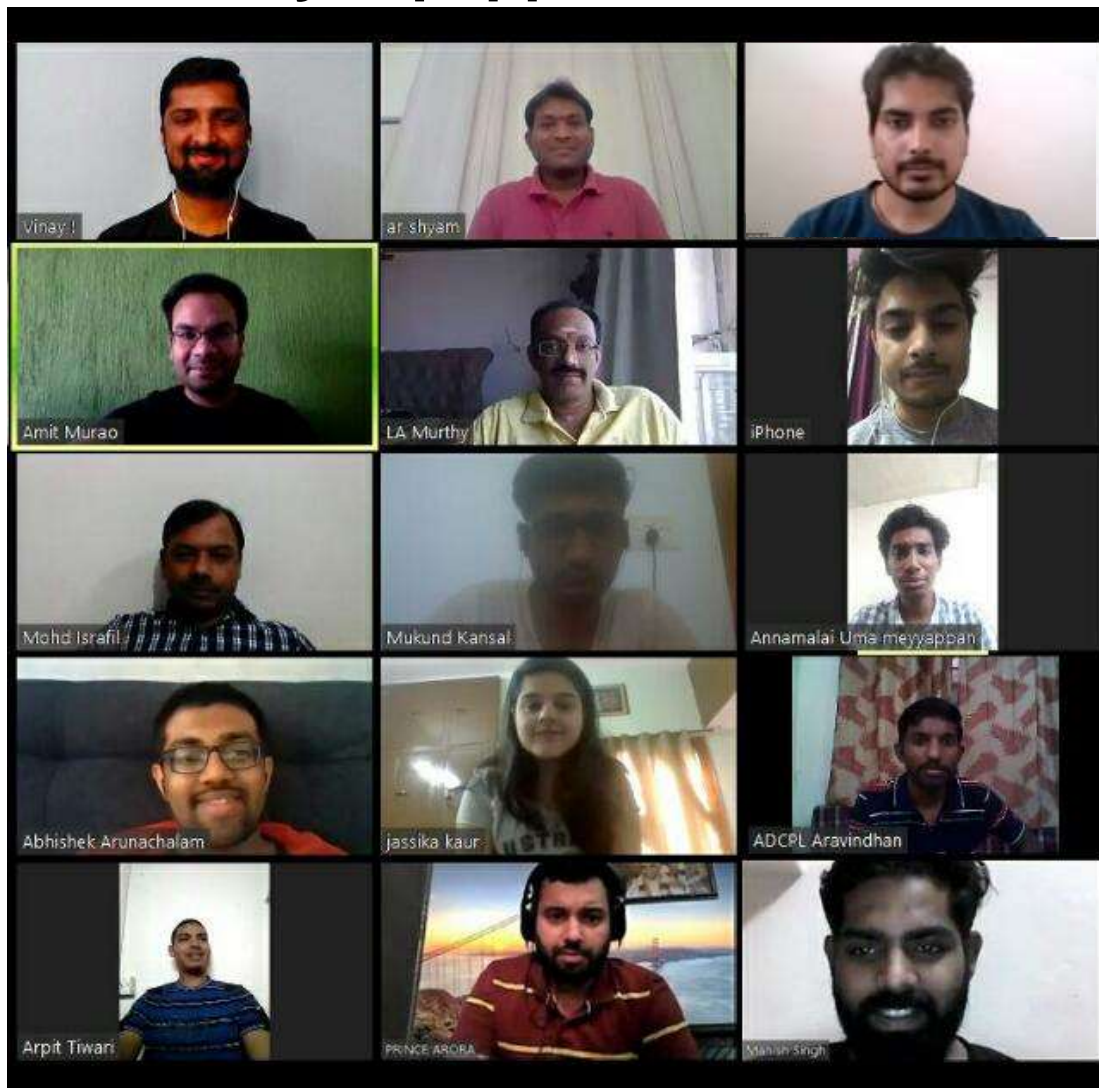
Pre-fabricated structure

	During the Lockdown, we have done couple of more collaborations in order to provide integrated services all across India
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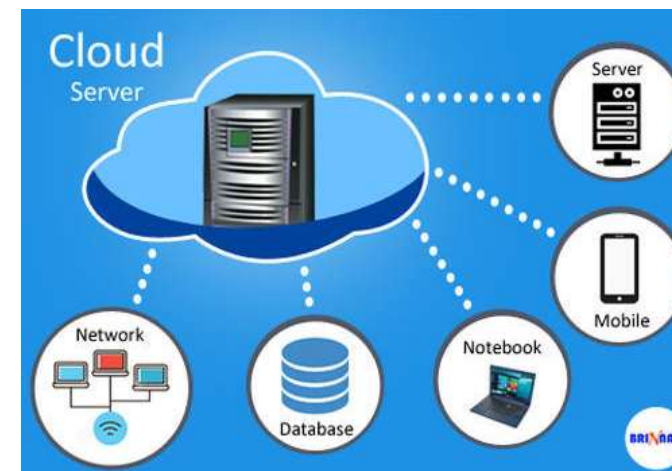


12 Reasons

09. Fully Equipped to Work in Post Pandemic Scenario



Video Conferences with our team / clients



Data Storage in Cloud Server – to ensure data security and accessibility

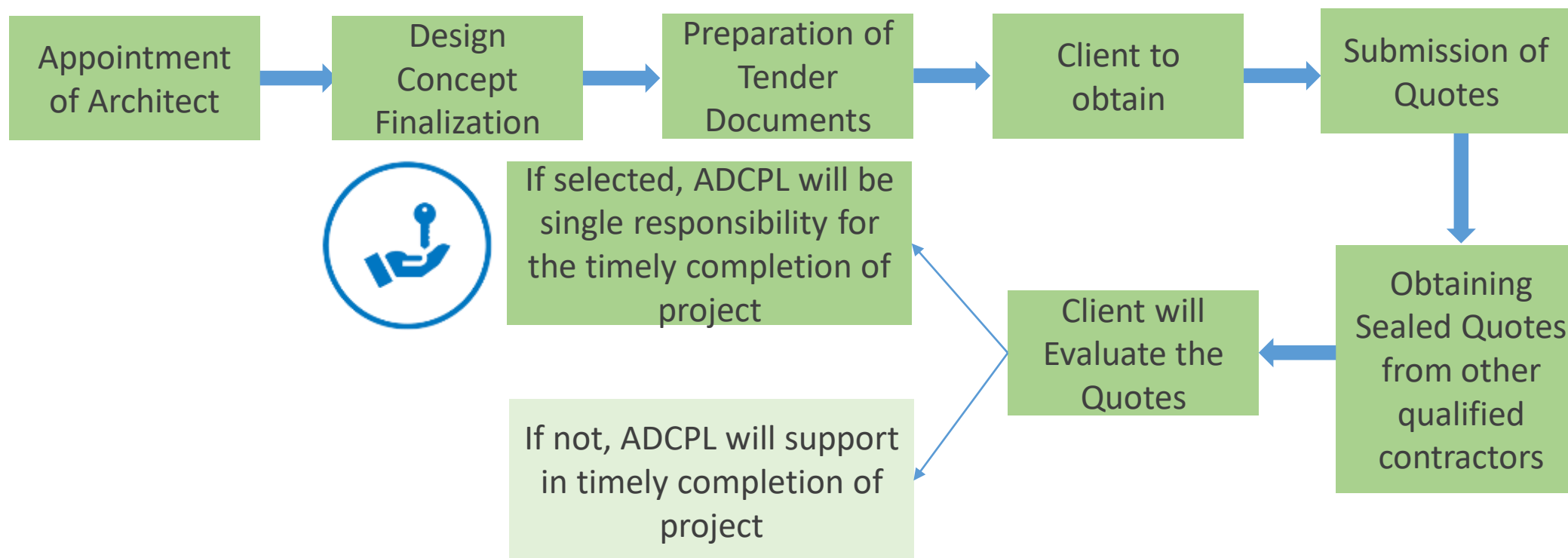
Construction Automation – for minimal human intervention in construction



12 Reasons - Why You Should Choose ADCPL

10. Turnkey Solutions

- ADCPL





12 Reasons

11. Integrated PMC Services



Our Project Management Capabilities:

- In-house PMC Team
- On-site deputation of engineers
- Options for both off-site & on-site PMC



Recognition in Industry



“Best Architecture Design Firm in Delhi”



[Click here](#)
“Award felicitation video”

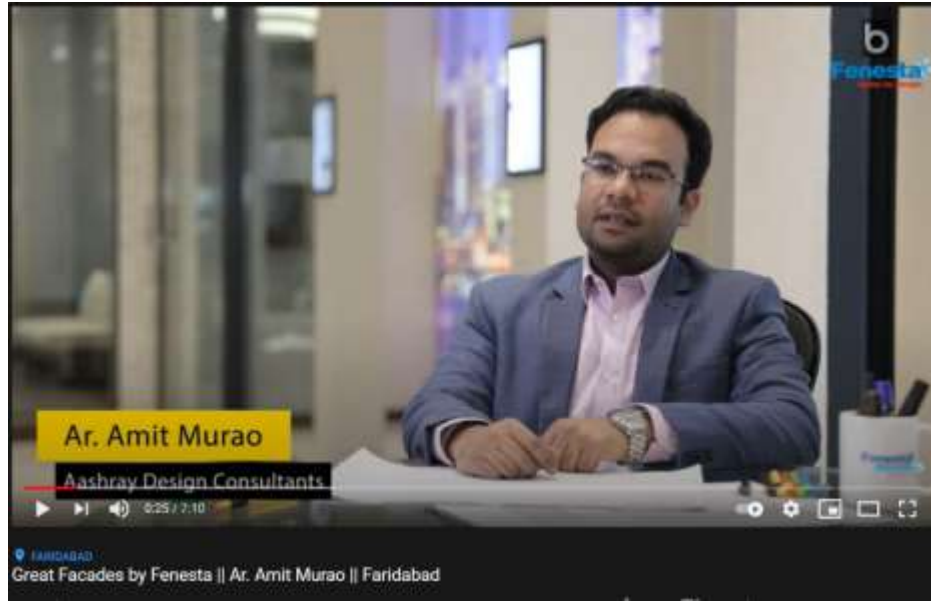


Honors

Recognition in Industry



Interview conducted by Buildofy



Interview -
Talk Of The Town

[Click here](#)

interview





Publications



SSMB - August 2018 Edition

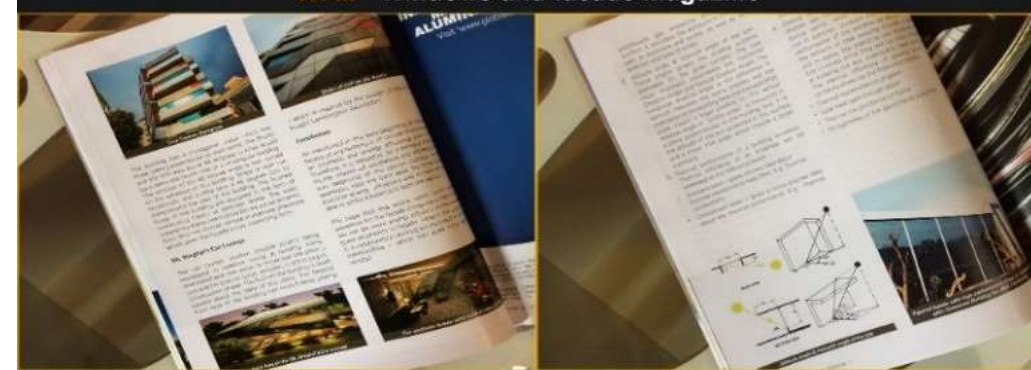


WFM - Windows and facade magazine



SSMB - July 2018 Edition

SSMB - Coffee Table Book



WFM - Windows and facade magazine



SSMB - Me & Steel Edition

STEEL STRUCTURES & METAL BUILDINGS MAGAZINE



DAF Book 2016

The Architect's diary (Digital magazine)



FACT FILE

Project Name: Manufacturing Unit for Tata AutoComp Systems Limited, Lucknow
 Client: Tata AutoComp Systems Limited, Lucknow
 Location: Lucknow, India
 Project Period: 2018-2020
 Project Value: ₹ 100 Crores

PRECISION CREATION



ARUNACHALAM
 VP, Associate, Senior, Design Consultant Pvt. Ltd.

"The innovative design of the Tata AutoComp Systems Ltd. Manufacturing Unit for Tata AutoComp Systems Limited, Lucknow, India, is a testament to the precision and innovation in the AEC industry. The project has been completed and is now operational. The project has been a great learning experience for me and my team, and we are proud to have contributed to the success of the project."



MANUFACTURING UNIT FOR TATA AUTOCOMP SYSTEMS LIMITED, LUCKNOW

STRUCTURAL DETAILS

The structure is a 3-story building with a total height of 12.00 m. The ground floor is a 10.00 m high clear height. The upper floors are 3.00 m high. The building is a rectangular structure with a total length of 100.00 m and a total width of 30.00 m. The building is a 3-story building with a total height of 12.00 m. The ground floor is a 10.00 m high clear height. The upper floors are 3.00 m high. The building is a rectangular structure with a total length of 100.00 m and a total width of 30.00 m.

OVERCOMING CHALLENGES

The project was a challenge due to the tight timeline and the need for precision in the design and construction. The team had to overcome several challenges, including the need for a high level of precision in the design and construction, and the need for a high level of coordination between the different teams involved in the project.

Project presentation at IIT Delhi on Automation in the AEC Industry

AUTOMATION IN DESIGN & EXECUTION OF CONSTRUCTION PROJECTS

Abhishek Arunachalam (2014CE10851), Venugopal Mahajan (2018CET2652), Prateek Garg (2016CE10235), Dr. Purva Mujumdar (2012CE28542)

Student Start-up Action
 Department of Civil Engineering, IIT Delhi

Project Objectives

- Develop a software tool for automating the design and execution of construction projects.
- Integrate BIM and project management software.
- Automate the generation of construction documents.
- Optimize the construction process.

Project Outcomes

- Developed a software tool for automating the design and execution of construction projects.
- Integrated BIM and project management software.
- Automated the generation of construction documents.
- Optimized the construction process.

Project Details

Project Name	Client	Location	Project Value	Project Period	Project Status
Manufacturing Unit for Tata AutoComp Systems Limited, Lucknow	Tata AutoComp Systems Limited	Lucknow, India	₹ 100 Crores	2018-2020	Completed

Project Schedule

Activity	Start Date	End Date	Duration	Progress (%)
Project Initiation	2018-01-01	2018-01-31	30 days	100%
Project Planning	2018-02-01	2018-02-28	28 days	100%
Project Execution	2018-03-01	2018-03-31	31 days	100%
Project Closing	2018-04-01	2018-04-30	30 days	100%

Project Budget

Category	Actual Cost	Budgeted Cost	Variance
Personnel	₹ 50,00,000	₹ 50,00,000	₹ 0
Materials	₹ 30,00,000	₹ 30,00,000	₹ 0
Equipment	₹ 20,00,000	₹ 20,00,000	₹ 0
Other	₹ 10,00,000	₹ 10,00,000	₹ 0

Project Risks

Risk	Impact	Probability	Response
Time constraints	High	Medium	Monitor and report
Budget constraints	Medium	Low	Control and report
Quality constraints	Low	Low	Monitor and report

Project Deliverables

- Software tool for automating the design and execution of construction projects.
- Integrated BIM and project management software.
- Automated generation of construction documents.
- Optimized construction process.

Project Presentation by Er. Abhishek in SSMB October 2020 issue

[Click here](#) **ARTICLE**



REQUIREMENTS

The project required a clear height of 12.00 m for the ground floor. The upper floors were required to have a clear height of 3.00 m. The building was required to have a total length of 100.00 m and a total width of 30.00 m. The building was required to have a total height of 12.00 m. The ground floor was required to have a clear height of 10.00 m. The upper floors were required to have a clear height of 3.00 m. The building was required to have a total length of 100.00 m and a total width of 30.00 m.

CONCLUSIONS

The project was a success due to the precision and innovation in the design and construction. The team had to overcome several challenges, including the need for a high level of precision in the design and construction, and the need for a high level of coordination between the different teams involved in the project.



As jury in competition
- ACE Tech



Ar. Amit Murao
giving presentation in SCS Summit'19



Er. Abhishek during
a presentation on "Tubes & Pipes"
at Mumbai

IBC 2015 ENTREPRENEUR OF THE WEEK

MR. LAKSHMANAN AGDRAMURTHY (L.A.MURTHY)

Spouse Name : Mrs. A.Vijayalakshmi
E-mail : lamurthy@gmail.com
murthy@adcl.in
Kavali: Mathoor (Oralysar)
Native: Devakottal

This week, we are writing to you about an entrepreneur who was once a small town boy from South India, who travels all the way to the nation's capital to establish a leading Architecture and Interior Design Consultancy company. Our entrepreneur of the week is architect L.A.Murthy from New Delhi.

NATURE OF BUSINESS:
Design Consultancy Services - Architecture & Interiors

Ar. L. A. Murthy as
Entrepreneur of the week



DAF Exhibition – Shortlisted as one of the 20 leading
Studios in India



SPARK Exhibition

Exhibitions

Panelist on e-Conclave on possibilities in Furniture Hardware during Covid Era

Ply Reporter FURNITURE DESIGN & TECHNOLOGY e-CONCLAVE
 POWERED BY Greenlam LAMINATES
 31 MAY 2020 / SUNDAY / 11 AM

INNOVATION & POSSIBILITIES IN FURNITURE HARDWARE DURING COVID ERA
 EMERGING OPPORTUNITIES FOR DEALERS & FURNITURE -KITCHEN DEM SEGMENT TO MEET POST PANDEMIC CONSUMER NEEDS



AR AMIT MURAO
 Ashray Design Consultants

WEBINAR ON ZOOM

Note: Registration is compulsory to join the webinar
 For any Queries - WhatsApp - 9867333972, www.plyreporter.com

Ply Reporter FURNITURE DESIGN & TECHNOLOGY e-CONCLAVE
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 JATIN WOLF Managing Director India India Pvt Ltd.	 AKSHAY KOUL Managing Director South Asia AGLA BUILTY Group	 RAJESH BHANDAL President, Chairman & Managing Director Bajaj Group	 RAVI DESHPANDE 2nd Floor, 2nd Floor Furniture Pvt Ltd	 ALOK AGARWAL Managing Director, Sales Dussehra
 TAREK UTTAM Senior India Sales Exec - Workday Head Office/UK Partner	 SHASHIT KAMBLE Marketing Manager Tumkur, Mumbai	 AR AMIT MURAO Bajaj Design Consultants	 SHANTIMAL DANDESHKAR Head Hardware Mumbai, Chennai	 PRAKASH JAYVICK Founder, Furniture Export & Technology IT Reporter

Note: Registration is compulsory to join the webinar
 For any Queries - WhatsApp - 9867333972, www.plyreporter.com



STEEL: AN INTEGRAL & VERSATILE ELEMENT IN ARCHITECTURAL DESIGN

MEET THE BEST FROM INDUSTRY



HOTEL LE MERIDIEN
 24 APR. NEW DELHI

STEEL CONSTRUCTION SUMMIT

For more event info... Write: conference@steelconstruction.in | 992027626 | 9868711048

Connect | Explore | Collaborate
Eldrok India Architecture Summit
 Leela Ambience, Gurugram, 19 February 2021

#Panel- Parametric Design: Newage Methodologies
 Changing the FACADE Concepts Way Forward

 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design
 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design	 Ar Amit Muroa Managing Director Ashray Design

For more information, visit us at: www.eldrok.com | www.eldrok.com/Architecture



Panelist on Parametric Design in Façades





SCS TECHNICAL WEBINAR SERIES

GREEN & SUSTAINABLE DESIGNS FOR INDUSTRIAL STRUCTURES

4.30 PM FRIDAY **23 OCT.**

POWERED BY

SPECIAL CONSTRUCTION SUMMIT

EXTRA CREDIT **SSMILM**

SUPPORTING PARTNER

TATA BUJESCOPE STEEL

MODERATOR

SPEAKER

SPEAKER

SPEAKER

SPEAKER

PRASHANT DEBEMUKH

DR. RGN SRINIVASAN

MAHEENDRA PINGALE

SUNIL MURTHY

SCS TECHNICAL WEBINAR SERIES

GREEN & SUSTAINABLE DESIGNS FOR INDUSTRIAL STRUCTURES

4.30 PM FRIDAY **23 OCT.**

POWERED BY

SPECIAL CONSTRUCTION SUMMIT

EXTRA CREDIT **SSMILM**

SUPPORTING PARTNER

TATA BUJESCOPE STEEL

1:25:50 / 1:38:10

Panelist on SCS Technical Webinar On Green And Sustainable Designs for Industrial Structures

[Click here](#)

WEBINAR

SCS WEBINAR SERIES

TRANSFORMING CONVENTIONAL STRUCTURES USING STEEL

Friday, 4th SEP. 2020

04:30 PM

REGISTER NOW

SPEAKER

ABHISHEK ARUNATHALAM

V.P. - STRUCTURES

AASHRAY DESIGN CONSULTANTS PVT LTD

SCS WEBINAR SERIES

TRANSFORMING CONVENTIONAL STRUCTURES USING STEEL

Friday, 4th SEP. 2020

04:30 PM

REGISTER NOW

SPEAKER

AMIT MURAO

CEO

AASHRAY DESIGN CONSULTANTS PVT LTD

Ar. Amit Murao and Er. Abhishek as panelist on SCS Webinar on Transforming Conventional Structures using steel

Exhibitions

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