

NEWSLETTER

BUILDING BEYOND BOUNDARIES

“A Monthly Window into MFAR Constructions”

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Compiled & Designed: Adith Arun, Manager BD

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Message from CEO:

In today's dynamic construction environment, working in silos can hinder both innovation and progress. True strength lies in collaboration — when teams communicate openly, share expertise, and align their goals. Each department plays a vital role, but our greatest achievements come when we work as one cohesive unit. Let's continue fostering a culture of transparency, trust, and teamwork to ensure seamless project delivery and sustained organizational growth.

Zakir Hussain Shaik

CEO, MFAR Constructions Private Limited





Revenue is Vanity, Profit is Sanity, But Cash is Reality

"This is a classic Business adage that has held good over the ages."

- Gopalan Srinivasan
Chief Finance Officer

Several companies across the Globe have been seen opting for the more attractive but risky and economically unviable results to primarily bolster the topline and turning Nelson's eye to caution and economic sensibility. There are several factors giving wind to this trend, some of which are the lens of stock markets and analysts for which market share growth is the a key point of discussion, padding of business or share valuation for investors, marriage of personnel bonuses to topline growth, availability of debts in different forms and shape of course at a cost though etc.

Revenue looks impressive giving the impression of a successful company. But unless priced correctly with ability to recover all costs and targeted to right customers, revenue while reflecting growth could be coupled with losses or Non-performing assets in the form of Bad Debts. Classic examples of companies that continued to make losses despite increasing sales were Kingfisher Airlines, Byju's, Amazon India etc.



Again, while profits are a key validation of the success of Revenue, it certainly does not guarantee sustainability of the company by itself. Book profits could have hidden within it liquidity problems or deceptive accounting policies. Enron and WorldCom are two examples that come to mind proving that even profitable companies can go broke.



In short, unless a transaction loop is closed out through cash inflows it remains incomplete. Any company has to finally keep an eye on cash flows to ensure sustainability ensuring it can meet all it's liabilities on time and remain intrinsically strong.

Yes, **CASH IS KING** and it needs our constant attention.



Industry Pulse

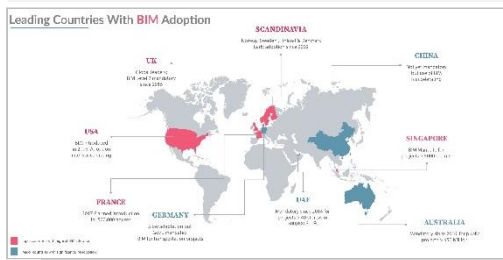


The construction industry has a productivity problem: How **Gen AI** can help fix it

The construction sector — which makes up about 14.2% of global GDP — has seen productivity stagnate and even decline, while other industries have grown steadily.

The Future of Commerce Major issues include cost overruns, schedule delays (only 8.5% of mega-projects meet time & budget expectations) and a looming labour shortage as many older workers retire.

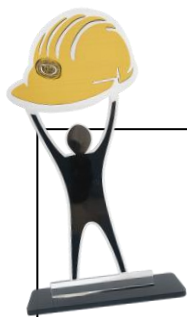
India's construction industry, contributing nearly 9% to the national GDP and employing over 50 million people, faces a persistent productivity challenge. Project delays, cost overruns, and inefficient coordination among multiple stakeholders are widespread. According to NITI Aayog, nearly 80% of Indian infrastructure projects face time or cost overruns, largely due to poor planning, manual processes, and data silos.



In infrastructure and real estate, AI-driven drones and computer vision tools are improving progress tracking and safety, minimizing errors and rework. A Tata Elxsi case study showed that Gen AI-based equipment monitoring achieved 90% accuracy in damage detection and cut maintenance costs by 40%.

Moreover, when integrated with Building Information Modelling (BIM) platforms, Gen AI can simulate thousands of design and scheduling options, ensuring better resource planning and cost optimization—critical for India's growing smart city and infrastructure programs.

In conclusion, while the adoption of Gen AI in Indian construction is still in its early stages, its potential is immense. As companies upskill their workforce and embrace data-driven collaboration, Gen AI can help the industry move from reactive problem-solving to proactive innovation—transforming how India builds its future.



MFAR Constructions WINS **GOLD 4-STAR TROPHY** for Outstanding OHSE Performance

Industry Recognition:



MFAR Constructions Private Limited has been honoured with the 'Outstanding Performance – Gold 4-Star Trophy and Certificate' by the World Safety Organization (WSO) – India under the Karnataka State Construction Sector (Buildings) category.

This recognition celebrates our excellence in Occupational Health, Safety, and Environment (OHSE), awarded after a rigorous multi-level assessment and presentation before WSO Assessors.

The Godrej Park Retreat Phase 2 Project was chosen for evaluation, showcasing our team's steadfast commitment to maintaining the highest safety standards.

This achievement reflects our enduring dedication to a strong safety culture—where safety is not just a rule, but a way of life.



Our CHRO Honoured with **HR LEADERSHIP AWARD 2025**

We are pleased to announce that our CHRO, Ms Rekha Nagaraj, has been honoured with the HR Leadership Award for her commitment to strengthening people-practices. The award was presented by Mr J.A. Chowdary at an event organised by IEM and UEM held at IISc Bangalore. This recognition underscores our dedication to leadership and inclusive culture.

Cheers to Our Birthday Stars!

- | | | |
|---------------------------------------|---------------------------------------|--------------------------------------|
| 1. Gopalan Srinivasan, CFO | 8. Basi Reddy, Project Engineer | 15. Ajith T P, Assistant (EOHS) |
| 2. Zaffer Mumtaz, Sr. VP | 9. Rangalu Sudarshan, Engineer (P&M) | 16. Md Imran, Supervisor |
| 3. Vaibhav Saini, VP (Projects) | 10. Afsar Ali, Engineer(BBS) | 17. Abhishek Sharma, Store Assistant |
| 4. Hariprasad, AGM(Contracts) | 11. Chandresh Kumar, Jr. Engineer | 18. Dwipen Barman, Jr. Officer |
| 5. Madhava Bhandary, Manager (F&A) | 12. Mohammed Anees, Jr. Engineer | 19. Rajesh P J, Nursing Officer |
| 6. Geethanjali P G, Quantity Surveyor | 13. Prashanth Safaliga, Jr. Engineer | 20. Md. Aquib Raj, Assistant (EOHS) |
| 7. Mohammad Ansar, Executive (Proc.) | 14. Abhishek Giridhara, Site Engineer | |

Team Transitions

Onboarding Highlights

1. **Vasantha Kumar G E,**
VP (Projects), H.O
2. **Praveen K,**
AGM (Projects), Yamuna Sky city
3. **G Prabu,**
Construction Manager, Birla Ojaswi
4. **Raju,**
Manager (EOHS), Godrej MSR
5. **Nitin N Murgod,**
Manager (Contracts), Yamuna Sky city
6. **Sumathi R,**
Manager (Planning), Cloud Forest
7. **Sooraj Vishwanath,**
Senior Project Engineer, Arkay Towers
8. **Rangaswamy,**
Sr. Engineer Surveyor, Lodha Mirabelle T 3 &4
9. **Sunil Kumar V,**
Executive Procurement, HO

Offboarding Summary

1. **Bir Bhupesh,**
Project Director, Signature Global
2. **Manivannan G,**
Jt. AGM (Contracts), Birla Ojaswi
3. **Sidharth M V,**
Dy. Construction Manager, Arkay Tower
4. **Manikandan S V,**
Sr. Quantity Surveyor, Lodha Mirabelle
5. **Mohd Akram,**
Sr. Quantity Surveyor, Signature Global

Initiatives & Moments



Expedeon ERP Training Begins!

We are pleased to announce the commencement of the Expedeon ERP Training program across departments. This initiative aims to enhance efficiency, streamline processes, and promote digital integration within our operations.



 Brain Builder: This Month's Quiz!

READY TO GET REWARDED?

Test your knowledge and stand a chance to be featured as our **Quiz Champion of the Month!**

Question:

Which is the tallest railway bridge in India?



 Send your answer to: [bd@mfarconstructions.com]

 **The first correct response received by email will be declared the winner in next month's issue with an exciting reward!!**

SCAN

For Previous Editions



Order Book Position

**Total Order Book Value
INR 1500 Cr.**



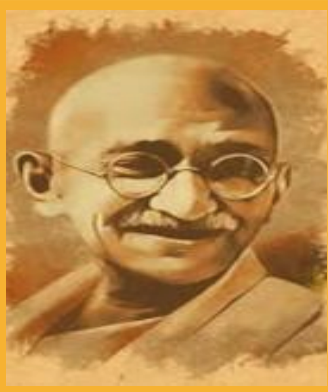
Residential Projects
23 Projects, INR 1445.19 Cr.



Commercial Projects
3 Projects, INR. 45.26 Cr.



Institutional Projects
2 Projects, 10.13 Cr.



Gandhi Jayanti, 2nd October – remembering the vision of MK Gandhi

“Service without Humility is Selfishness and Egotism.”

– Mohandas Karamchand Gandhi

From the Editor's Desk

We sincerely appreciate your responses and feedback on our first edition. As we bring you the second edition, we look forward to your continued thoughts, suggestions, and ideas for improvement."

Kindly share your thoughts at: bd@mfarconstructions.com

— Adith Arun, Manager Business Development (Infrastructure)



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