



ROBO

TM

The Future of Sand

**FOR A SOLID FOUNDATION
START AT THE SOURCE**

www.robo.co.in

Company Overview

Robo Silicon Private Limited - Headquartered in Hyderabad, since its incorporation in 1999 & subsequent product launch in 2001, the endeavour has been to offer the best in every aspect - be it mining, quarrying, processing, right up to the delivery of the products.

Robo Silicon, the pioneer of manufactured sand, plaster sand & aggregates, was the first company to brand its sand as "RoboSand™".

Robo Silicon, for the first time in India, introduced "manufactured sand". It is not only the perfect substitute to the precious & fast depleting natural resource - but is also a viable, cost-effective and an eco-friendly product. The pillars of faith stand firmly on RoboSand™ because it protects environment, promotes ethical and legal construction activities & also eliminates the many disadvantages of using river sand for construction. In a very short span, RoboSand™ has earned the respect & patronage of leading Industry, including Real Estate and Construction giants in the country.



Our Vision :

To attain leadership in providing quality manufactured sand and aggregates with employee centric focus leading to finest customer experience.

To lead to our vision the following two are vital aspects we believe in:

- **Product and Process Innovation** is at the heart of everything we do at Robo Silicon. We are proud that this drive to innovate has led us to create the perfect substitute for river sand in the form of RoboSand™. This success has spurred us on to launch another first in the form of RoboPlast - a unique concept for brick work and plaster applications.
- Aligned with our values, **Health, Safety and Environment** are crucial aspects of all Robo's operation. Our commitment is based on a fundamental belief that all work related injuries & illnesses are avoidable by adopting safe workplace & transportation practices.

Insights on Investor

In 2007 December, True North (formerly known as India Value Fund) took over the stake in the company. True North, a premier private equity investment fund owns 77% stake in the company.

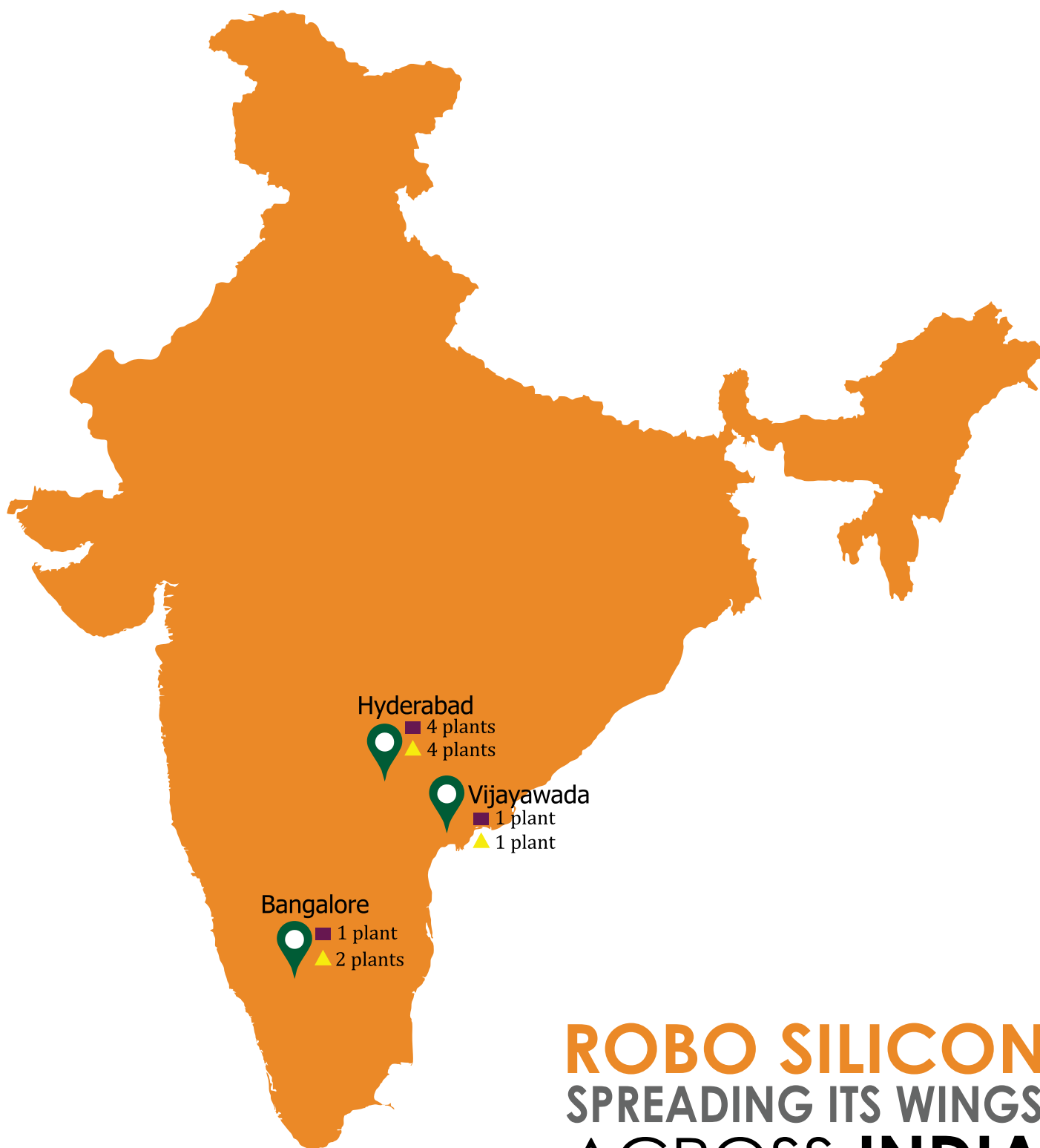
True North was established in 1999, with a focus on investing in and transforming mid-sized profitable businesses into industry leaders, built on strong foundation of True North values. Steered since its inception by Mr. Vishal Nevatia, True North has built deep knowledge & skill in the Indian market. It has successfully launched five separate investment funds with a combined corpus of over US\$ 2 billion. Thirty-Five high quality international institutions with a combined investible capital base of over US\$ 1 trillion have provided capital for the fund.

The firm has invested in promising companies, partnered progress and has seen successful exits. In each prudently selected investment, it developed resilient partnerships with management teams based on mutual respect, integrity and transparency. This along with an ability to deliver appropriate support in building business has created great value for all stakeholders.

True North is primarily focused on businesses in three industries i.e. healthcare, financial services, food & consumer. It has now decided to add a fourth pillar & also focus on businesses in technology enabled products & services. True North specializes in making financial & intellectual capital available to growing mid-size Indian companies to help them realize their true potential. Some big investments of True North - RDC Concrete, Fincare, VKL, Hi-care, ACT, Seed works, Magma, Cloud Nine, KIMS Hospitals, etc.



Our Manufacturing Footprints



ROBO SILICON
SPREADING ITS WINGS
ACROSS **INDIA**

Customer Value Proposition



Quality and Reliability :

☑ **Guaranteed Availability**

- ✧ Throughout the year & not subjected to seasonal fluctuations

☑ **Consistent Quality & Delivery of Services**

- ✧ Delivery Note & Royalty Slips with every order
- ✧ Sieve Analysis Report

🕒 **Timely Communication of**

- ✧ Product Availability
- ✧ Plant stoppages & any new developments

☑ **Capability & Ownership in resolving any issues at Customers' end**

- ✧ Trained and Qualified Manpower for technical support



Customer Friendly Process :

☑ **Trouble-free Ordering Process**

- ✧ Company has invested in ERP & CRM system for hassle free order process

☑ **Distinctive Customer Experience**

- ✧ SMS based Sales Order & Dispatch Status
- ✧ Quantity & Quality Assurance - for every truck
- ✧ Complaint resolution & general enquiry through a dedicated customer cell

☑ **Unique experience of dealing with well trained Sales Force**

☑ **Customer Delight is always our first priority**



Quality Control at Robo

Lab facilities at all locations with a dedicated Lab Technician to monitor quality of the products.



Quality Control - Customer Interfaces

Customer Visit to QC Lab :

- Comments from **L&T Metro Rail Project Quality Head** during his visit to our crusher
 “Never seen a crushing unit with such a Quality Monitoring Process and Setup.”
- Regular customer visit to crusher to showcase our product quality and attributes

Lab Technician Visit to Customers' site :

- Weekly our Lab Technician visits customers' site for feedback on quality and attributes

Quality Tests Performed :

- Sieve Analysis
- Silt Test
- Impact and Crushing Value Test
- Mix Designs for optimum ratio

