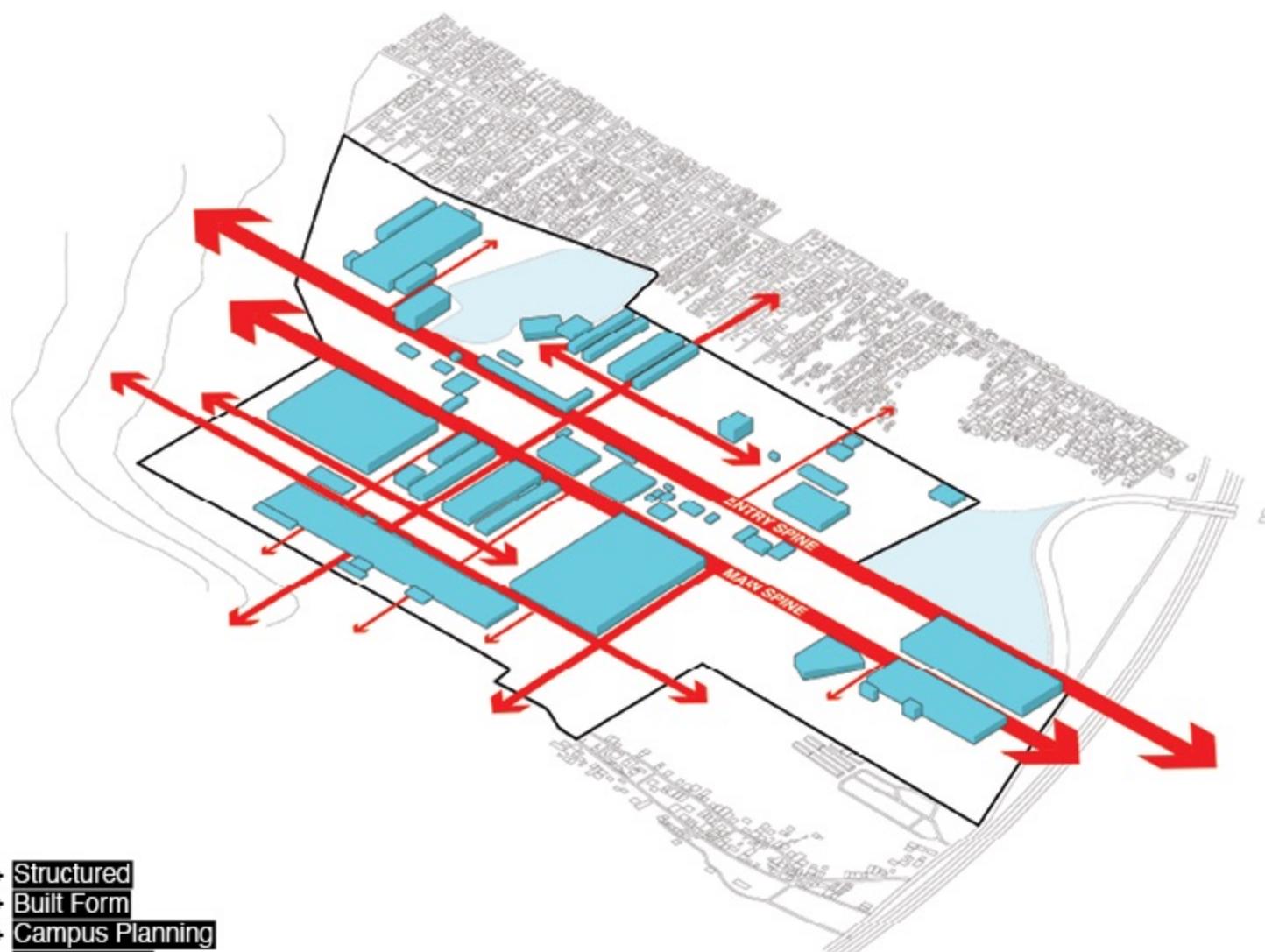
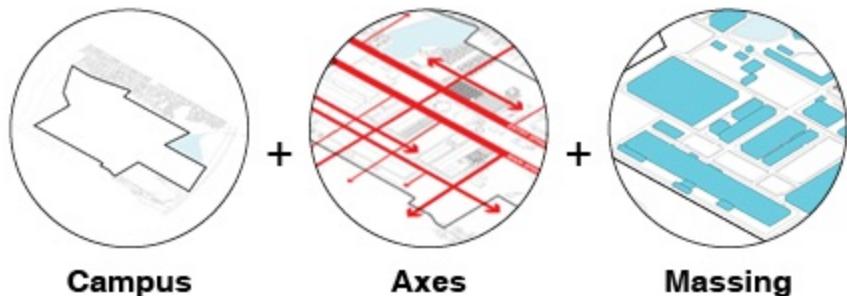


1. Campus Character



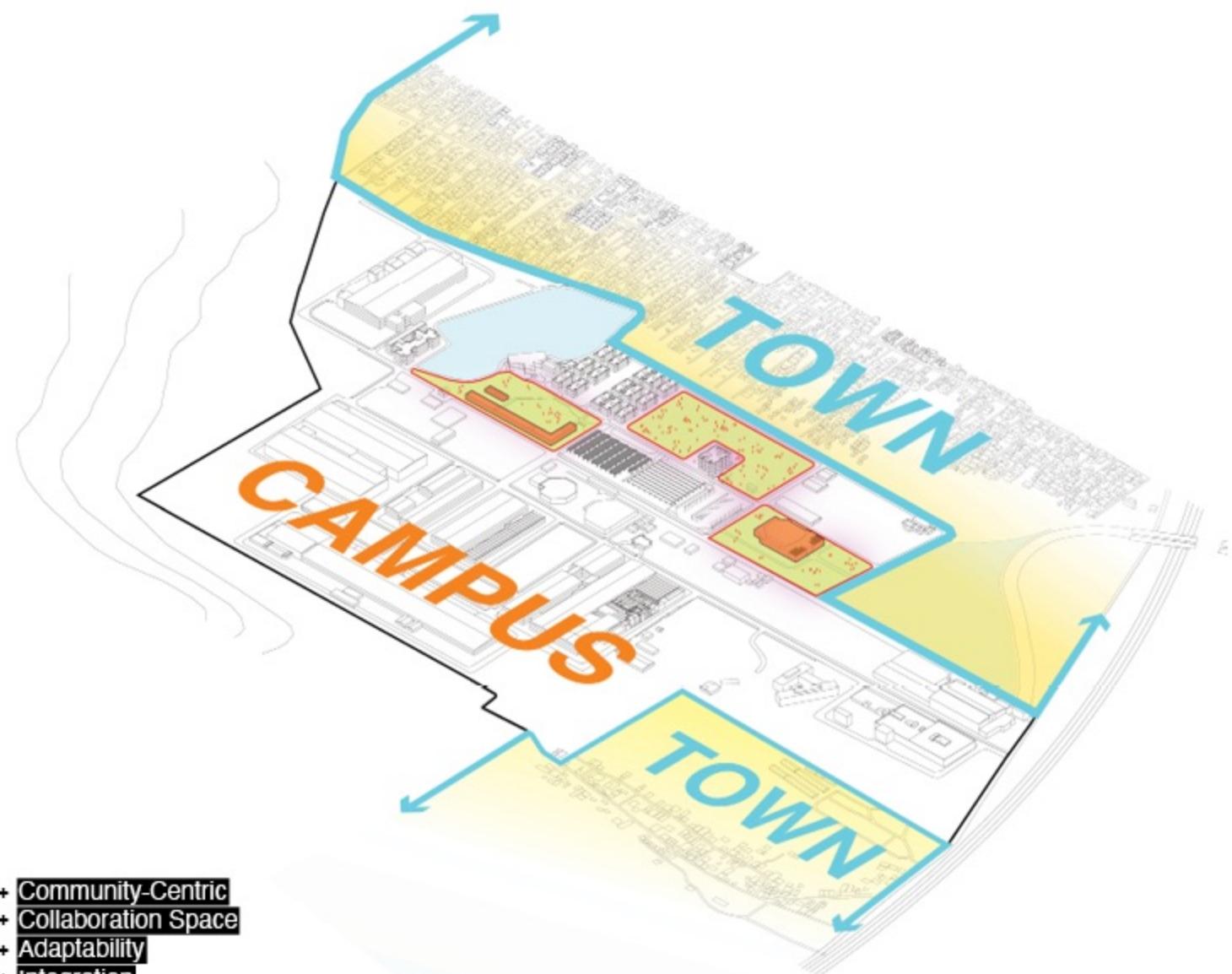
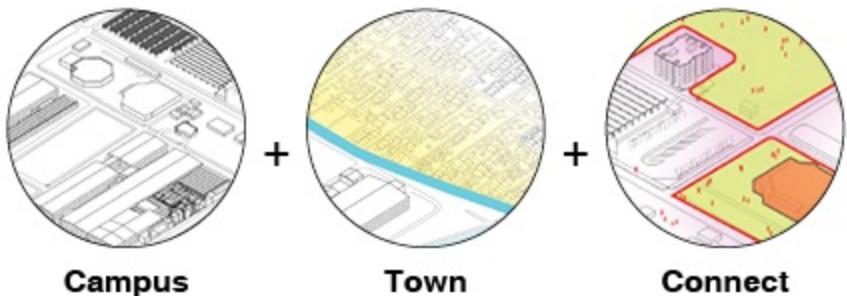
- + Structured
- + Built Form
- + Campus Planning
- + Connectivity

Investing in a vibrant campus culture can lead to a 25-30% reduction in recruitment costs and a 15-20% increase in employee tenure.

Source: Society for Human Resource Management, "The Business Case for Corporate Culture"



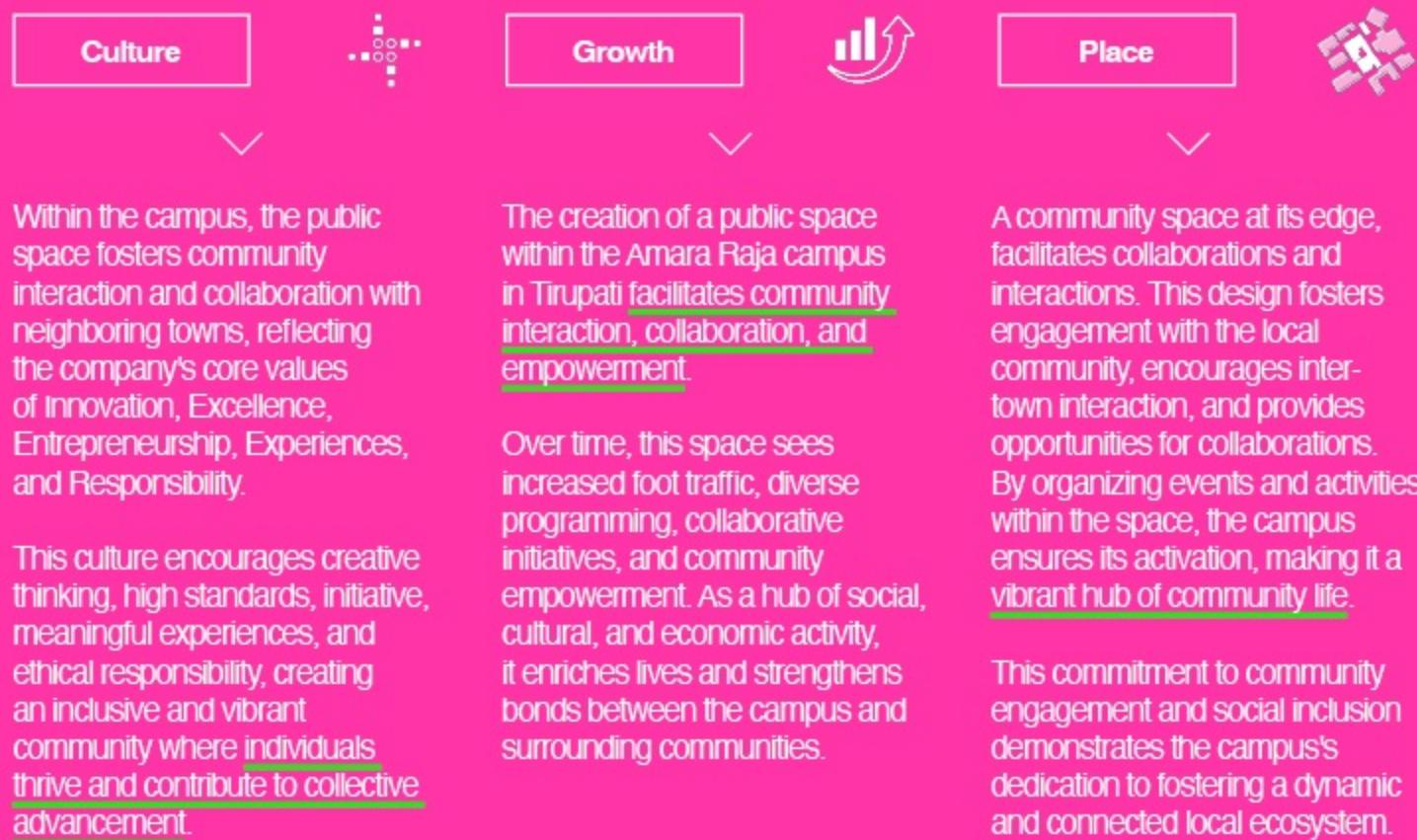
2.Campus Edge



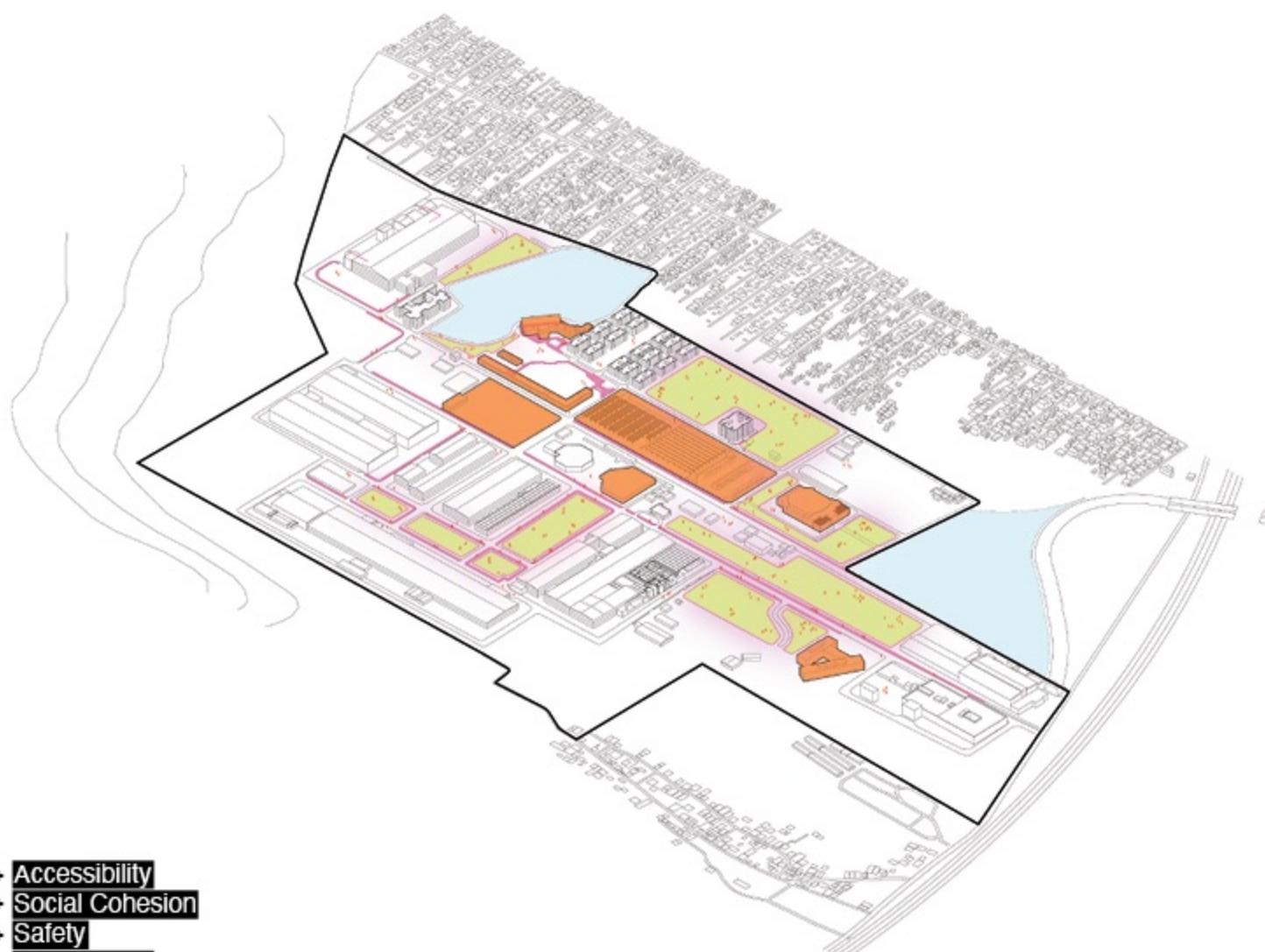
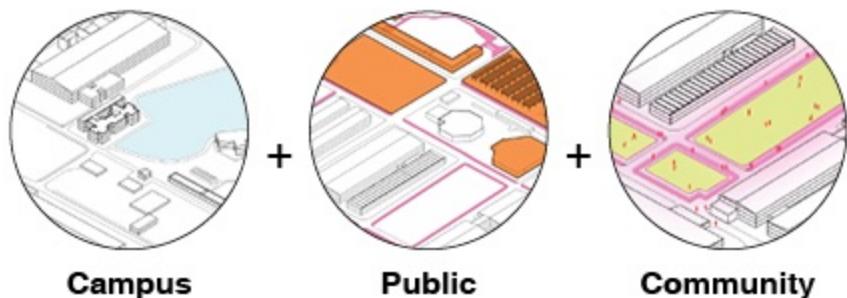
- + Community-Centric
- + Collaboration Space
- + Adaptability
- + Integration

A well-integrated campus edge fosters social cohesion and community well-being, resulting in a 23% increase in overall community well-being in cities with active industrial campus edges.

Source: World Economic Forum, "Building Better Cities: The Role of Industrial Campus Integration"



3. Public Realm



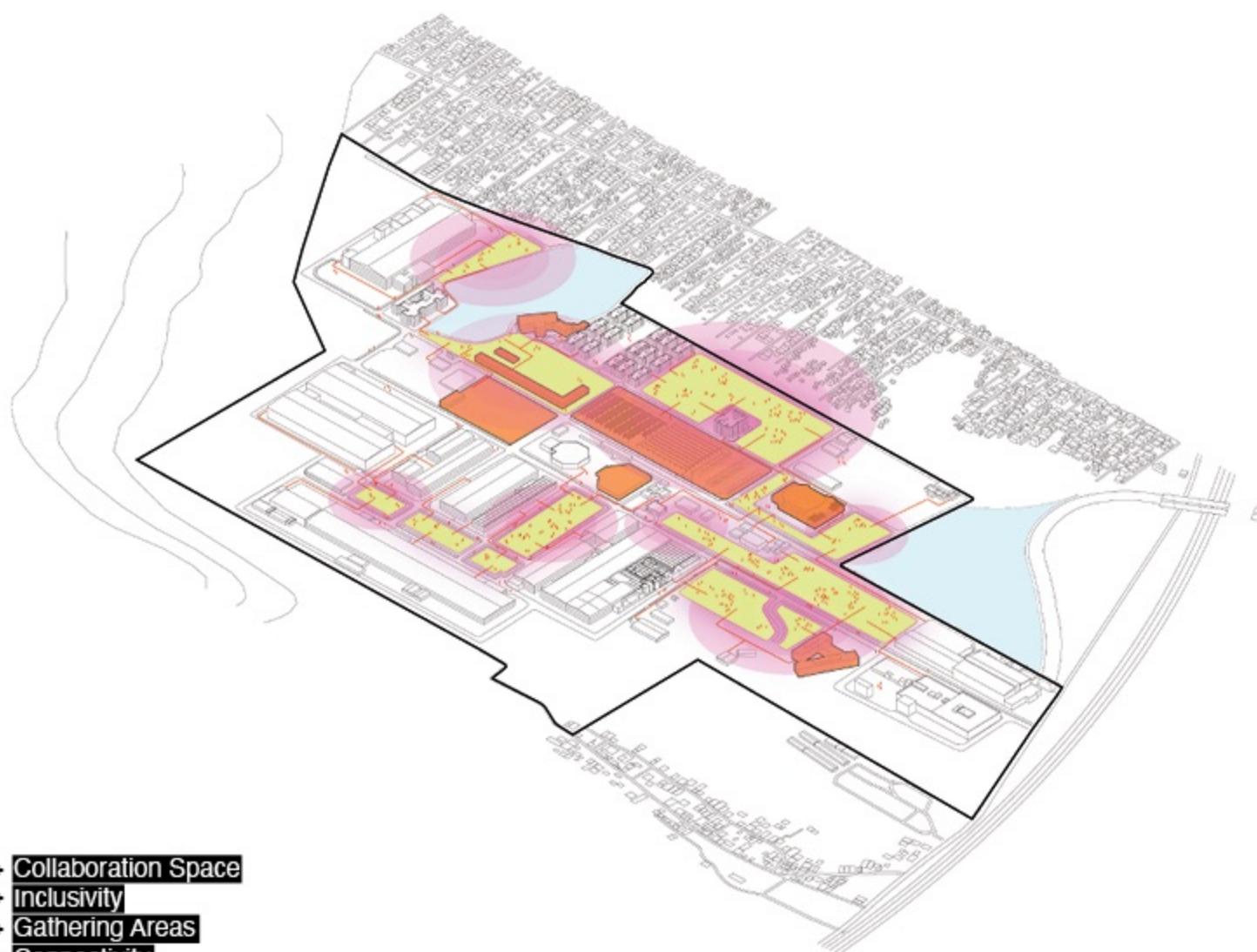
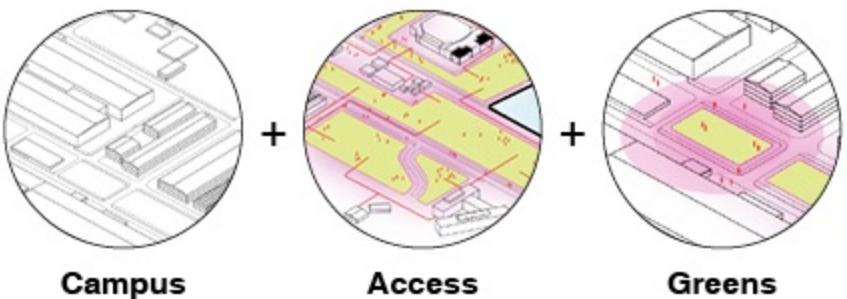
- + Accessibility
- + Social Cohesion
- + Safety
- + Connectivity

Employees working in environments with ample green spaces report a 45% decrease in stress-related absenteeism.

Source: Journal of Environmental Psychology

- Management**  By focusing on community engagement and enhancing public spaces, implementing measures such as improving pedestrian pathways for safety and accessibility, organizing events to activate public spaces, and providing amenities to facilitate community interaction.
 - Culture**  Enhancing pedestrian pathways and energizing public spaces within the Amara Raja campus nurtures a culture marked by community involvement, accessibility, social connectivity, creativity, and a sense of belonging.
 - Place**  Improving pedestrian pathways and activating public spaces within the campus enhances accessibility and fosters community interaction. These enhancements create vibrant gathering points for employees, residents, and stakeholders, promoting social engagement and dialogue.
- Additionally, they initiate community engagement programs and prioritize sustainability efforts, reflecting a commitment to creating a positive impact both within the campus and in collaboration with the surrounding community.
- By facilitating interaction and collaboration, the campus environment fosters inclusiveness, innovation, and mutual assistance among its members, fostering a lively and dynamic community where individuals flourish and work together towards shared objectives.

4. Third Places

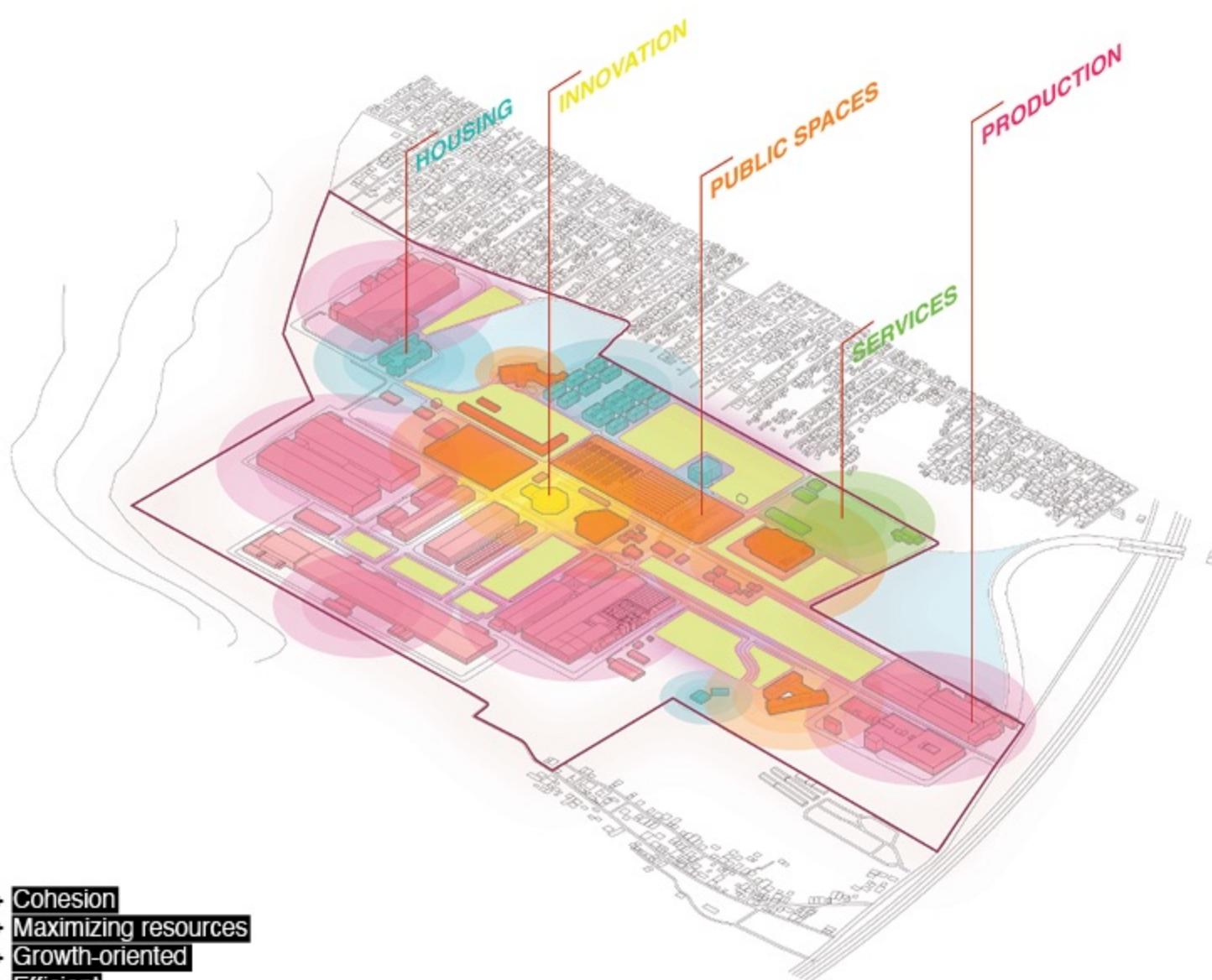
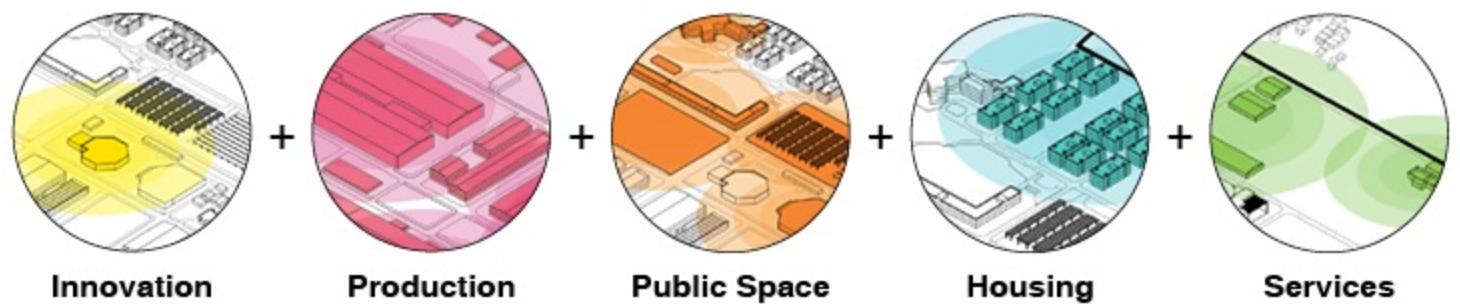


Prioritizing third places in industrial campuses through effective place-making cultivates community and belonging, correlating with a 19-23% increase in job satisfaction and a 13-16% improvement in peer collaboration.

Source: Journal of Environmental Psychology, "The Role of Workplace Design in Fostering Social Interaction"



5. System of Parts



- + Cohesion
- + Maximizing resources
- + Growth-oriented
- + Efficient

Integrated campus elements enhance operational efficiency, leading to a 15-20% increase in production output and a 10-12% rise in profitability within industrial campuses.

Source: McKinsey & Company, "Optimizing Industrial Campus Design for Performance"

Leadership



Management



Growth



Amara Raja's leadership places a strong emphasis on corporate responsibility and sustainability. This is reflected in the functioning of the campus through initiatives aimed at minimizing environmental impact, promoting employee well-being, and contributing positively to the local community.

Entrepreneurial spirit encourages a culture of initiative-taking and risk-taking within the campus. This mindset fosters creativity and innovation, empowering employees to explore new ideas and approaches.

Management teams from various sectors, such as production, innovation, housing, and others, align their strategies with the overall goals and objectives of the campus.

Regular communication, collaboration, efficient resource allocation and sharing across occur among different departments and sectors. This could involve sharing equipment, expertise, or manpower as needed to optimize operations and maximize productivity.

The cohesive functioning of various facilities within the Amara Raja campus, including production, innovation, housing, and others, as a unified unit greatly impacts the campus' growth. Employees are more likely to stay within the organization when they have access to housing, recreational facilities, and other conveniences within the campus. Departments such as production and innovation work closely together, exchanging ideas and insights to drive continuous improvement and development of new technologies.

The Campus Study



