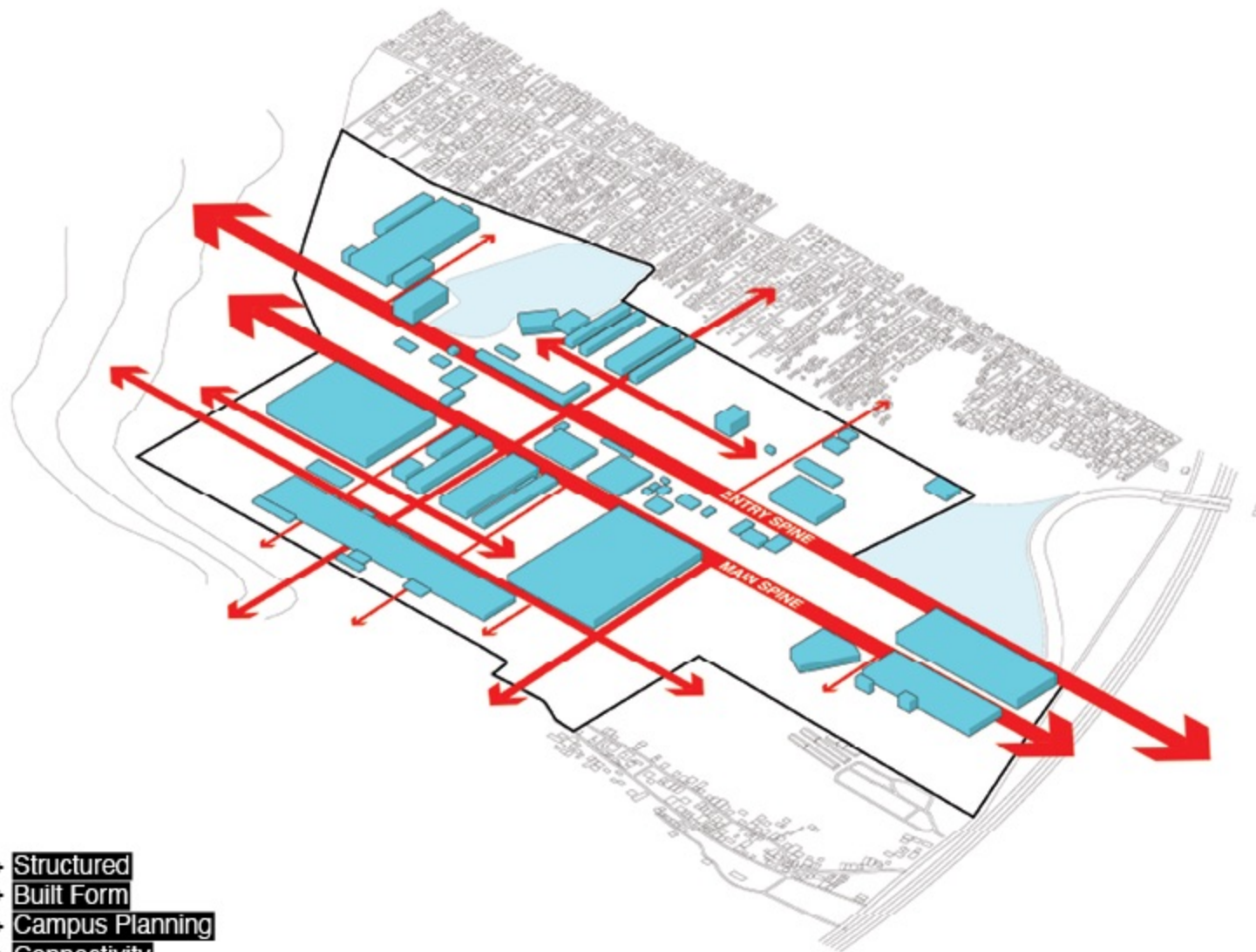
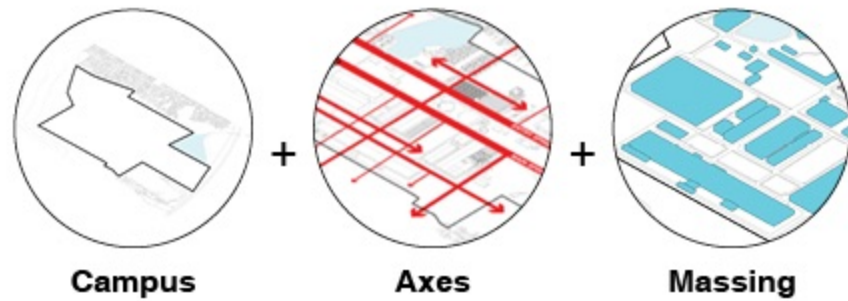


# 1.Campus Character



- + 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"

## Management



The management at Amara Raja's Tirupati campus has prioritized employing the rural population, with around 80% of manufacturing plant employees being first-time workers from simple or poor backgrounds.

Recognizing the need for stable employment in rural areas, the company aims to create a nonmigratory labor force. These values have been reflected in the way the campus has been structured helping the administration manage this facility and resources effectively.

## Growth



The initial growth of Amara Raja Campus in Tirupati for Amaron battery production is fueled by its strategic location, government support and market demand.

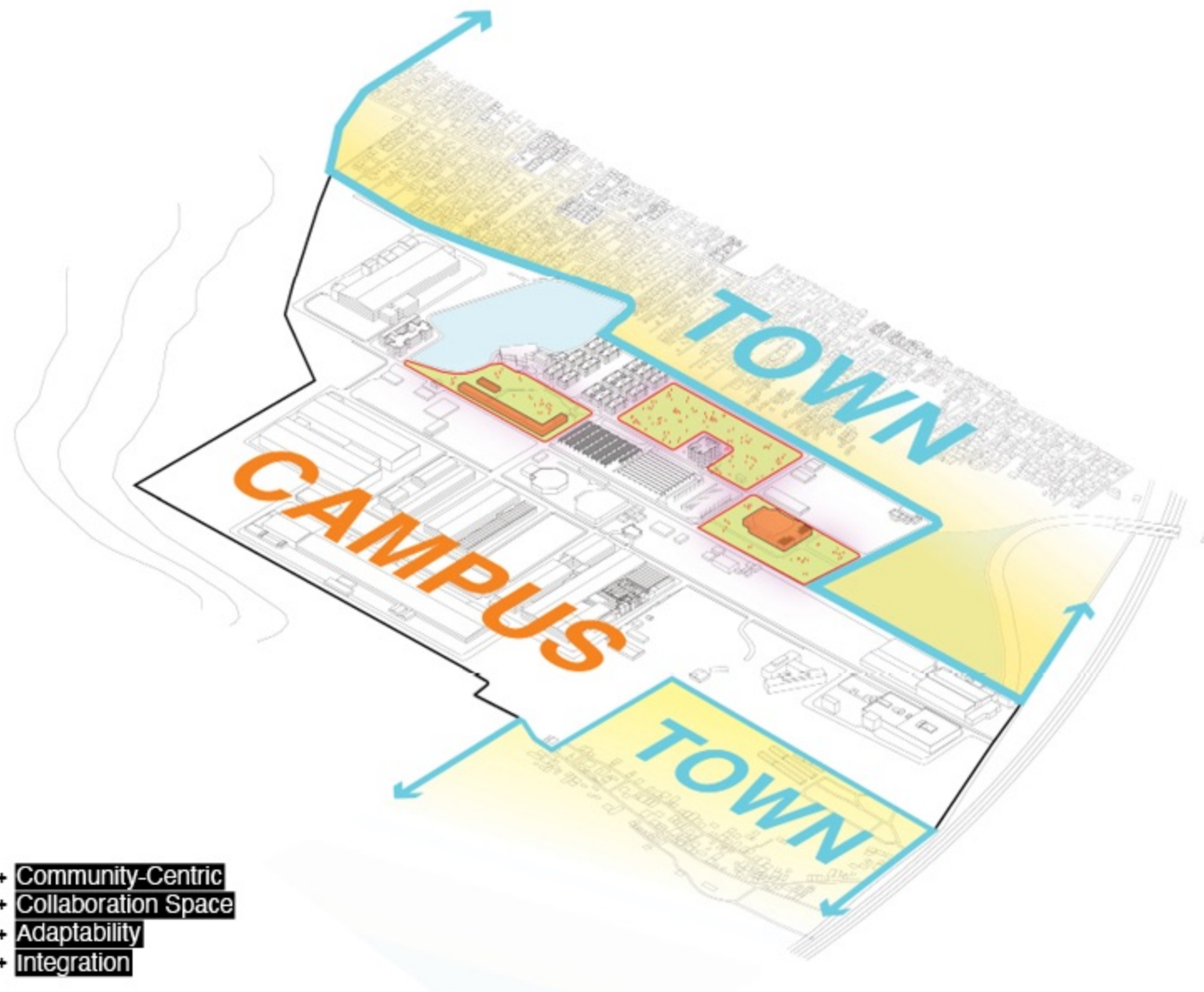
Investments in technology and infrastructure, coupled with access to a skilled workforce, enable efficient operations and expansion plans. These factors synergistically drive the campus's early success and establish it as a significant player in the battery industry.

## Place



Tirupati has easy access to major transportation routes, facilitating the movement of raw materials and finished products. Being located in close proximity to major markets, it provides easy access to both domestic and international markets. The availability of skilled labor essential for the smooth functioning and expansion of industrial facilities, providing the resources needed. Supportive government policies and community encouragement further bolster the industry's development, creating a conducive atmosphere for operations to thrive.

# 2.Campus Edge



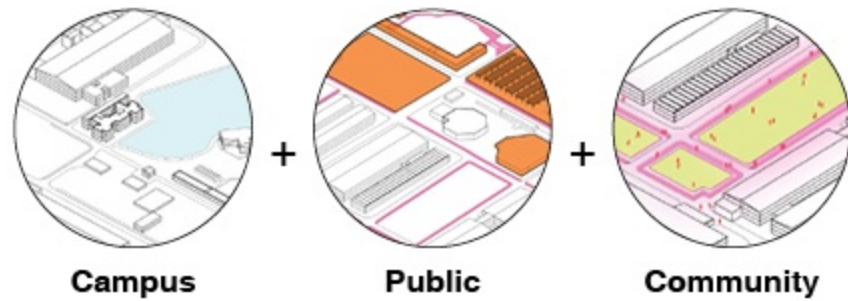
- + Community-Centric
- + Collaboration Space
- + Adaptability
- + Integration

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"

Culture		Growth		Place	
<p>Within the campus, the public space fosters community interaction and collaboration with neighboring towns, reflecting the company's core values of Innovation, Excellence, Entrepreneurship, Experiences, and Responsibility.</p> <p>This culture encourages creative thinking, high standards, initiative, meaningful experiences, and ethical responsibility, creating an inclusive and vibrant community where individuals thrive and contribute to collective advancement.</p>		<p>The creation of a public space within the Amara Raja campus in Tirupati facilitates community interaction, collaboration, and empowerment.</p> <p>Over time, this space sees increased foot traffic, diverse programming, collaborative initiatives, and community empowerment. As a hub of social, cultural, and economic activity, it enriches lives and strengthens bonds between the campus and surrounding communities.</p>		<p>A community space at its edge, facilitates collaborations and interactions. This design fosters engagement with the local community, encourages inter-town interaction, and provides opportunities for collaborations. By organizing events and activities within the space, the campus ensures its activation, making it a vibrant hub of community life.</p> <p>This commitment to community engagement and social inclusion demonstrates the campus's dedication to fostering a dynamic and connected local ecosystem.</p>	

# 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.

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.

## 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.

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.

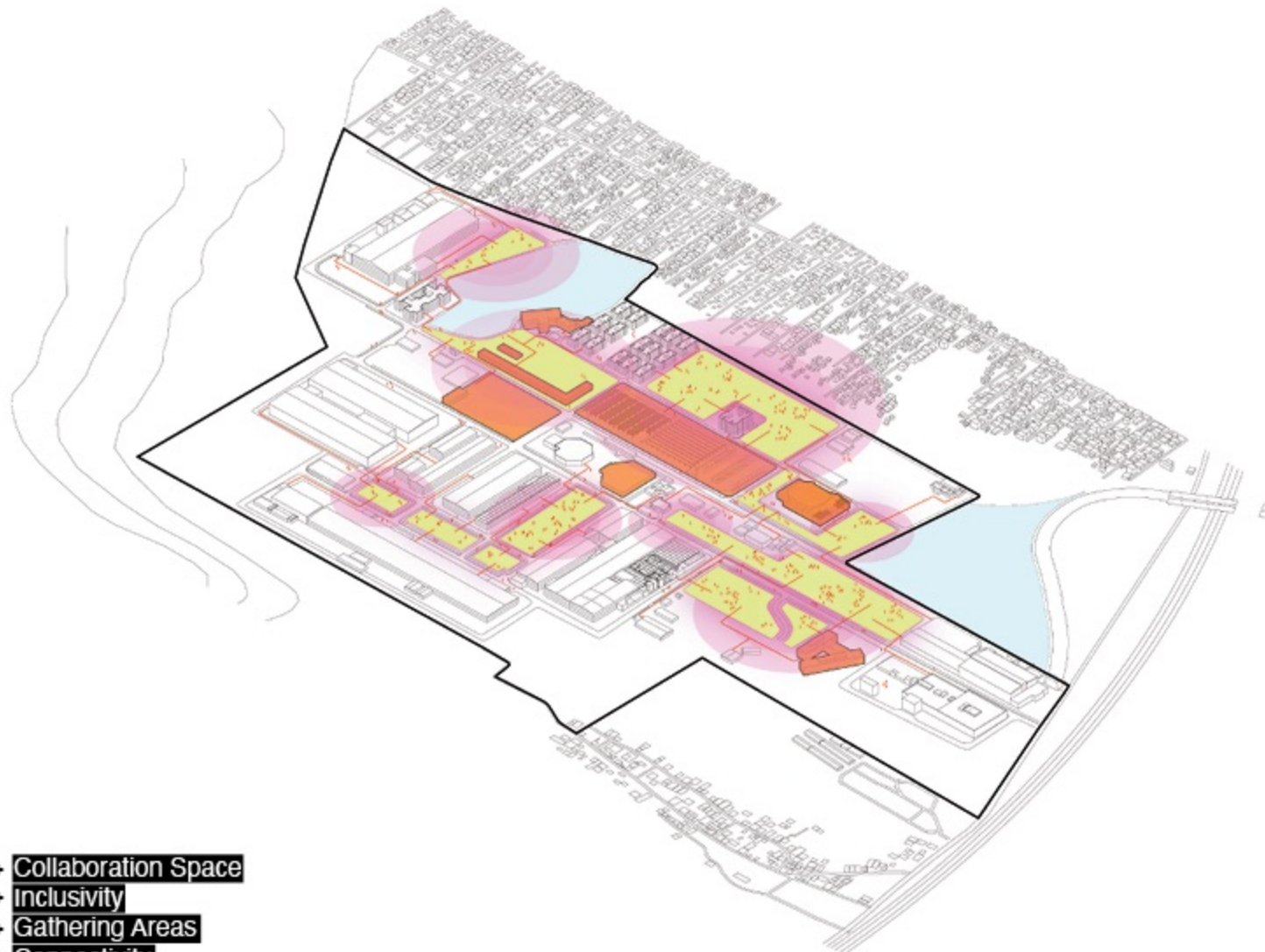
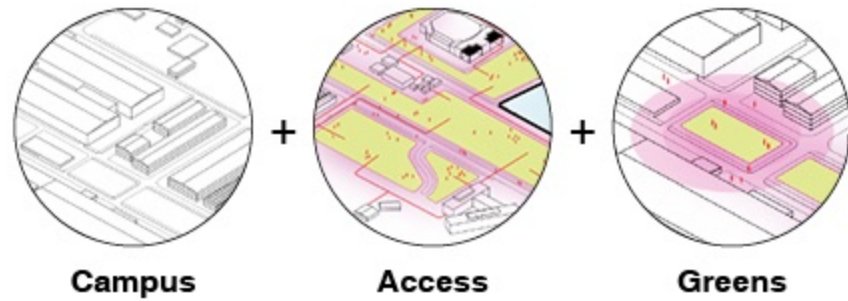
## Place



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.

By prioritizing pedestrian-friendly design and community engagement, the campus develops a distinct identity and reinforces its attractiveness as a dynamic destination.

# 4. Third Places



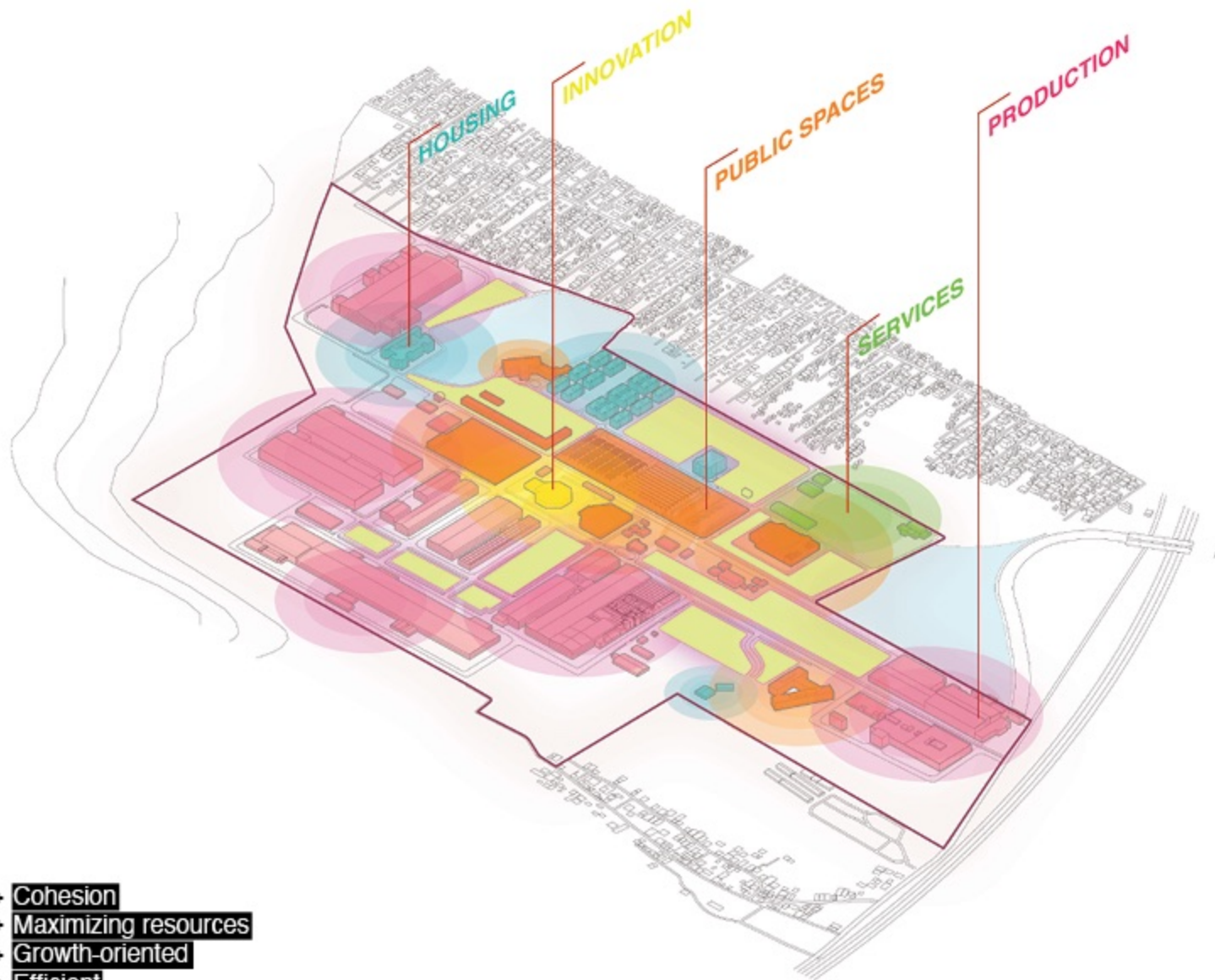
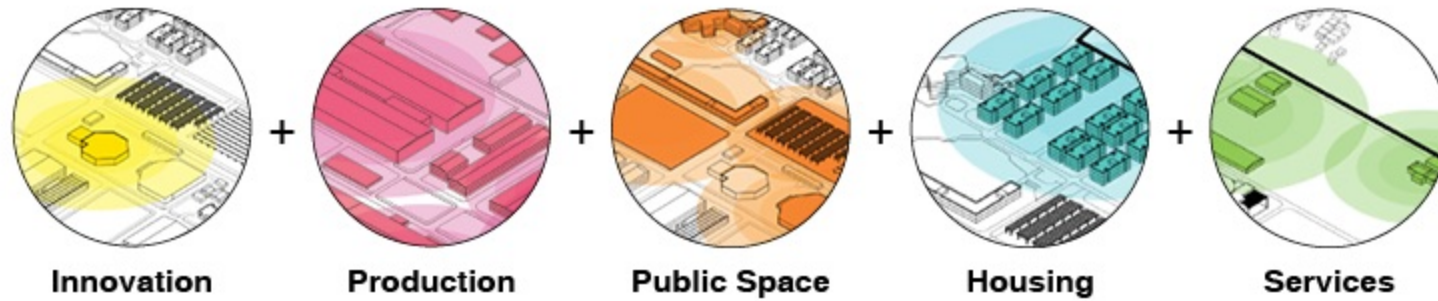
- + Collaboration Space
- + Inclusivity
- + Gathering Areas
- + Connectivity

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"

Culture		Growth		Place	
<p>Green spaces serve as informal gathering spots, fostering a sense of belonging and camaraderie among employees, thereby strengthening the campus community.</p> <p>Serving as hubs for employees to gather, interact, and collaborate. Such interactions facilitate the exchange of ideas and teamwork, driving the campus's intellectual growth and fostering a culture of collaboration.</p>		<p>Contributing to the physical and mental well-being of employees, leading to increased productivity and job satisfaction.</p> <p>A campus with green initiatives and a community-centric approach cultivates a positive brand image, attracting clients, partners, and talent.</p>		<p>These green spaces throughout the campus not only enhance the visual appeal but also contribute to the well-being of individuals by offering relaxation and recreational opportunities.</p> <p>The integration of green infrastructure reflects the company's commitment to environmental sustainability, aligning with its values of responsibility and stewardship.</p>	

# 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



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



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.

## Growth



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



