

before

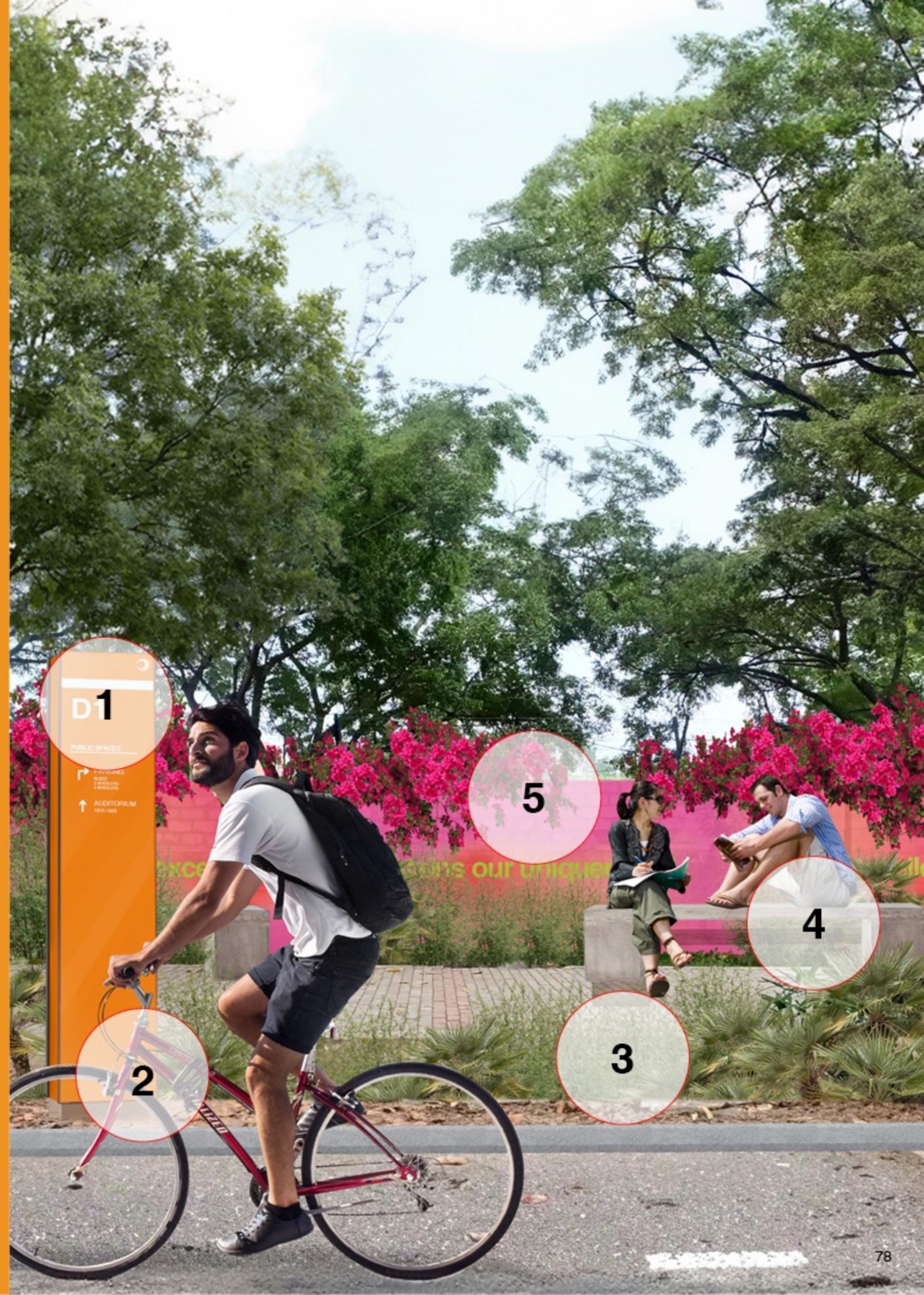


after



1	Campus Signage & Wayfinding	₹₹₹
2	Promote cycling	₹₹
3	Improve Streetscape	₹
4	Seating	₹
5	Flowering plants - creating vibrancy	₹

Undergoing a vibrant transformation, the once dull walls now boast colorful paint and branded messages, complemented by inviting street seating. With cycling promotion and improved wayfinding, navigation becomes seamless. Lush flowering plants and greenery not only enhance aesthetics but also foster employee well-being and productivity.



before



after



1	Campus Signage	₹₹₹
2	Unifying Facade	₹
3	Campus Graphics	₹₹
4	Cycle Parking	₹₹
5	Floor Wayfinding	₹₹

A vibrant overhaul introduces a spectrum of color, strategic messaging, and building numbering, enhancing both aesthetics and wayfinding. With the addition of greenery, promotion of cycling, and clear wayfinding signage, the campus becomes a beacon of sustainability, prioritizing worker well-being, fostering a strong brand identity, and ensuring efficient navigation for all.



before

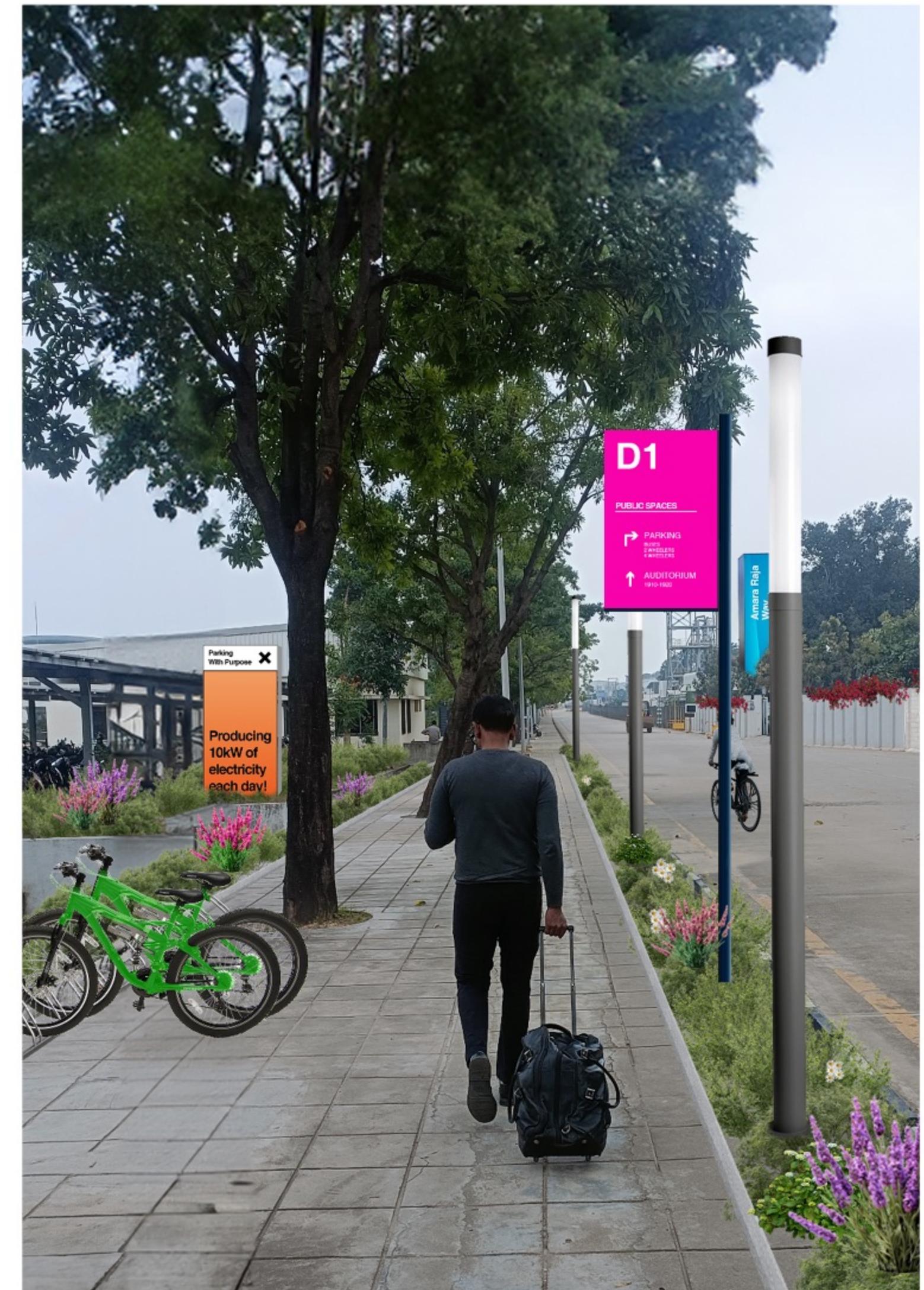


1	Open-up Lakeview	₹₹₹
2	Campus Wayfinding	₹₹
3	Bougainvillea on the wall	₹
4	Brand Messaging	₹₹
5	Traffic Control	₹₹

A transformation unfolds, enhancing the visitor experience with an improved driveway and stunning lake views. An inviting avenue with trees and flowering plants and enhanced campus edge promote walking and post-work relaxation, while a landmark pylon marks the entry.



before



1	Branding Solar Energy	₹₹
2	Electric Bikes	₹₹
3	Vegetation on Streetscape	₹
4	Bougainvillea on the wall	₹
5	Wayfinding	₹₹

A transformative journey unfolds from parking to the entry portal, highlighting solar-powered parking initiatives and fostering a sense of collective purpose. Enhanced security and a human-scale walkway provide comfort, while glimpses of Amara Raja's values create a welcoming and inspiring entry experience.



before



after



1	Street Furniture	₹₹
2	Wayfinding	₹₹
3	Streetscape	₹
4	Facade Intervention	₹₹
5	Brand Messaging	₹₹₹

A holistic approach transforms the workplace into a nurturing environment, utilizing campus greenery for employee breakouts. Unified architectural elements across various buildings foster a sense of identity and belonging, aligning workers with company values. Improved streetscapes and clear wayfinding enhance both worker well-being and visitor experience, creating a cohesive and welcoming atmosphere.



STEP I

What We'll Do:
Evaluate the existing campus conditions, study industry best practices, and understand Amara Raja's ethos.

Goals:
Identify areas for improvement and outline initial intervention plans.

Outcome:
Detailed report on current conditions and proposed interventions.

Initial Assessment**STEP II**

What We'll Do:
Conduct detailed analysis of specific campus areas and propose cost-effective solutions.

Goals:
Address immediate needs and enhance employee experience.

Outcome:
Recommendations for short-term interventions and improvement plans.

Detailed Evaluations**STEP III**

What We'll Do:
Develop tailored recommendations based on thorough analysis and stakeholder input.

Goals:
Create comprehensive solutions aligned with Amara Raja's values.

Outcome:
Design proposals and implementation plan for long-term campus enhancement.

Detailed Recommendations**STEP IV**

What We'll Do:
Prioritize interventions and plan their phased implementation.

Goals:
Rejuvenate the campus efficiently and within budget.

Outcome:
Prioritized list of interventions and phased implementation strategy.

Phasing and Prioritizing

NEXT STEPS