



**INTREX**  
in association with **dwpinterics**  
designwithpassion.

**A** **ANALYTICS DESIGN**  
CONVERGING TECHNOLOGIES





P O R  
T F O  
L I O



**Service Sectors**

**Engineering Services**

Lead Design Consultants

**Consultancy Services**

Project Management Consultancy

**Technology Services**


Information Technology (ELV Networks)  
Data centre Technologies  
Industry4.0 Services

**Manufacturing Services - AV**

Commercial Display Solutions

**Manufacturing Services - IT**

Network infrastructure / cables  
Optical Fiber systems  
G-PON / E-PON / XG-PON  
PoE switches

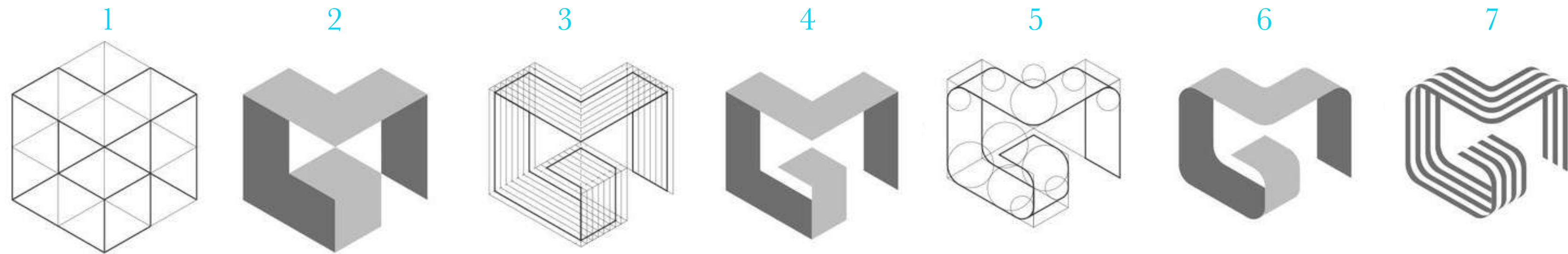


The human brain uses emotion to assign meaning to the objects and relationships it perceives. Emotion is fundamental to the brain's creation of meaning, and there can be no meaning or significance **without it.**



a capability insight into creating possibilities





### Good Morning

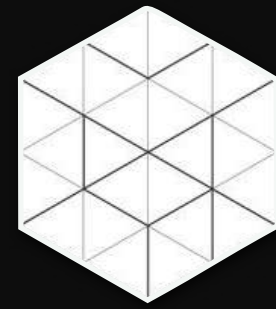
The stages to showcase our capability strategies from a creative collaboration up until now



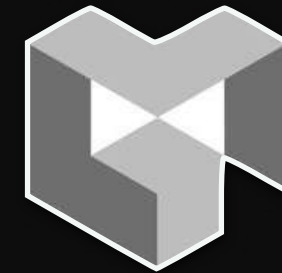
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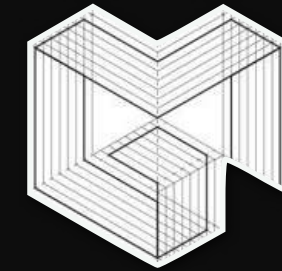
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Stage One : **Our Introduction : Understanding the Organisation**



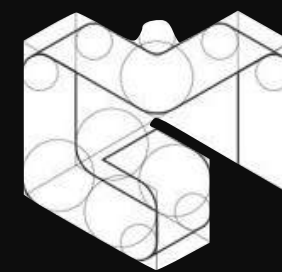
Stage Two : **The Complete Integrated Services Approach (C.I.S.A)**



Stage Three : **The Projects Experience and Case Studies**



Stage Four : **Concept and Design Stages Approach**



Stage Five : **Approach to Engineering and IT Data infrastructure**

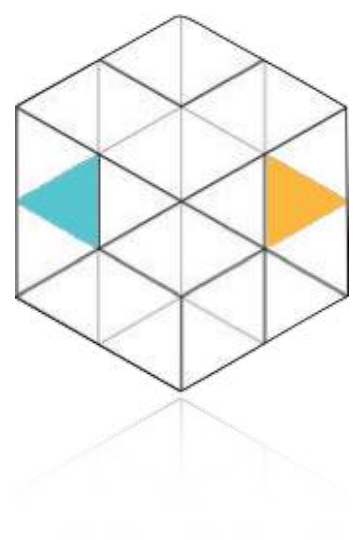


Stage Six : **Approach to Artificial Intelligence & IOT**



Stage Seven : **Key Considerations**





**Stage One : Our Introduction**  
Firms Overview & Capabilities





**Analytics Design Converging Technologies** caters to the global community's most discerning clientele, offering a wide array of services and products ranging from Artificial Intelligence and Robotics to Industrial Automation & Robotic process automation, Project Management and Consulting services to Sustainability & Energy Engineering and Emerging technologies. With an instinctive understanding of our client's desires, requirements and objectives, we set out to match them in every possible way. We have always stood for people who are committed to uphold quality, precision and speed when it comes to finding Design & Engineering solutions to ensure a great future. We, the people at ADCT recognise that people are our most valuable asset. Our Motto is "encourage consistent behavior that reflects our values of honesty, compassion, consideration for self and others", excellence in effort, desire for personal growth, concern for our company, society, mankind and our planet". We encourage each person to reach their potential and honor their achievement. The strategy to reach our goals is to closely work with every client to understand their requirements and provide solutions that stand the test of time.

**Our success** has been built on our ability to listen to the client. We create customized solutions using local materials and techniques, but with a global approach.

Our holistic approach to design combines the needs of the client with the latest in technology to provide sustainable interiors that improves the quality of the facility's occupants.

We believe that in any design situation, whatever the problem, it is essential to **'consult', 'act' and 'deliver' quickly.**

**Intrex** has been built on our ability to listen to the client. We create customized solutions using local materials and techniques, but with a global approach. Our holistic approach to design combines the needs of the client with the latest in technology to provide sustainable interiors that improves the quality of the facility's occupants. Design is core within the Inter framework and connects innovation with creativity by uniting diverse disciplines, technologies and progressive environments. We believe that it relates directly to human experience. It is important to cater to human behaviour in such a manner that the intention of design is almost invisible to the client and it almost becomes a backdrop that architecture falls naturally into.

Co-working spaces, start-up spaces, innovation centers, exhibitions , experience centers , commercial spaces, research institutes—these represent just some of what is now a growing portfolio of workspaces cradling the process of innovation.



## Collaboration

Our collaboration has established various strategic partnerships, alliances and joint ventures with some of the most trusted names in their fields. Through innovation and by partnering with global companies to bring international expertise to the local and regional markets. As a partnership we set the standards for emerging technologies, design standardization, design & build solutions, Architectural as well Interior design and engineering services, with the aim of becoming the whole-some service provider of choice in the region. ADCT and Intrex are a fully integrated company that operates through four major divisions: Design and Engineering Consultancy, Lead Design Solutions, Emerging Technologies & Automation, IOT and Smart systems, Sustainability and Building services.

## Economic Viability

As an evolutionary process based on ever changing market scenarios, we constantly develop, maintain and communicate a business plan that is flexible, up-to-date & visionary resulting in an efficient use of available resources for current and future needs. We believe in making the best efforts within the constraints of space, time and resources. We truly believe in design and engineering solutions to provide all our clients with the best of a return of investment on assets and manpower.

10+  
INTERNATIONAL  
COLLABORATIONS

10,000+  
CLIENTS SERVICES IN THE  
LAST 37 YEARS

120  
FULL TIME  
PROFESSIONALS







## Stage Two : The Complete Integrated Services Approach (C.I.S.A)

When a concept is driven, it is driven with an idea built under immense pressure of holding on to it before it slips away



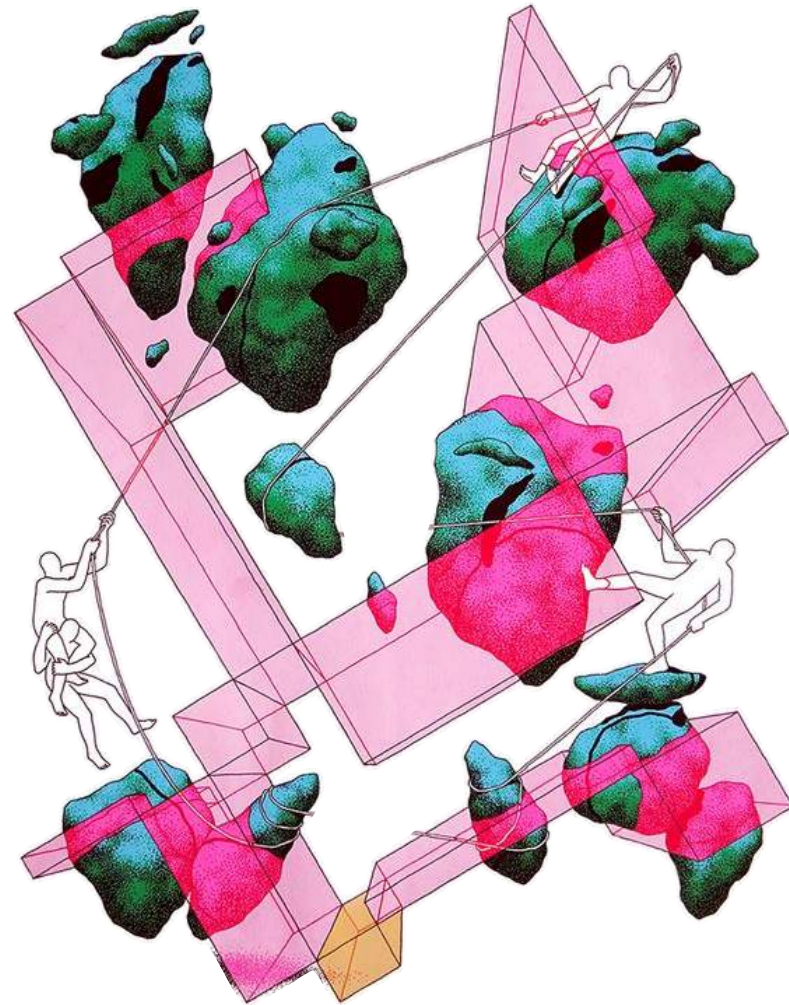


## INTEGRATED APPROACH

ENGAGE IN PURPOSEFUL AND RELEVANT DESIGN

Keeping sustainability as the key principle behind our design, **our collaboration** caters to the changing trends in the construction industry by designing concepts that transform space, creating designs that stand out from the rest of the world when it comes to efficiency and performance and utilizing available space to create a green environment of the future. Our strong process driven design and project management services combined with our extensive experience of the construction market and suppliers mean that we are uniquely placed to deliver projects to our clients in a consultant's role. The build phase will be managed and quality assured by our experts and engineers while carrying out value engineering to ensure a good ROI to our clients.

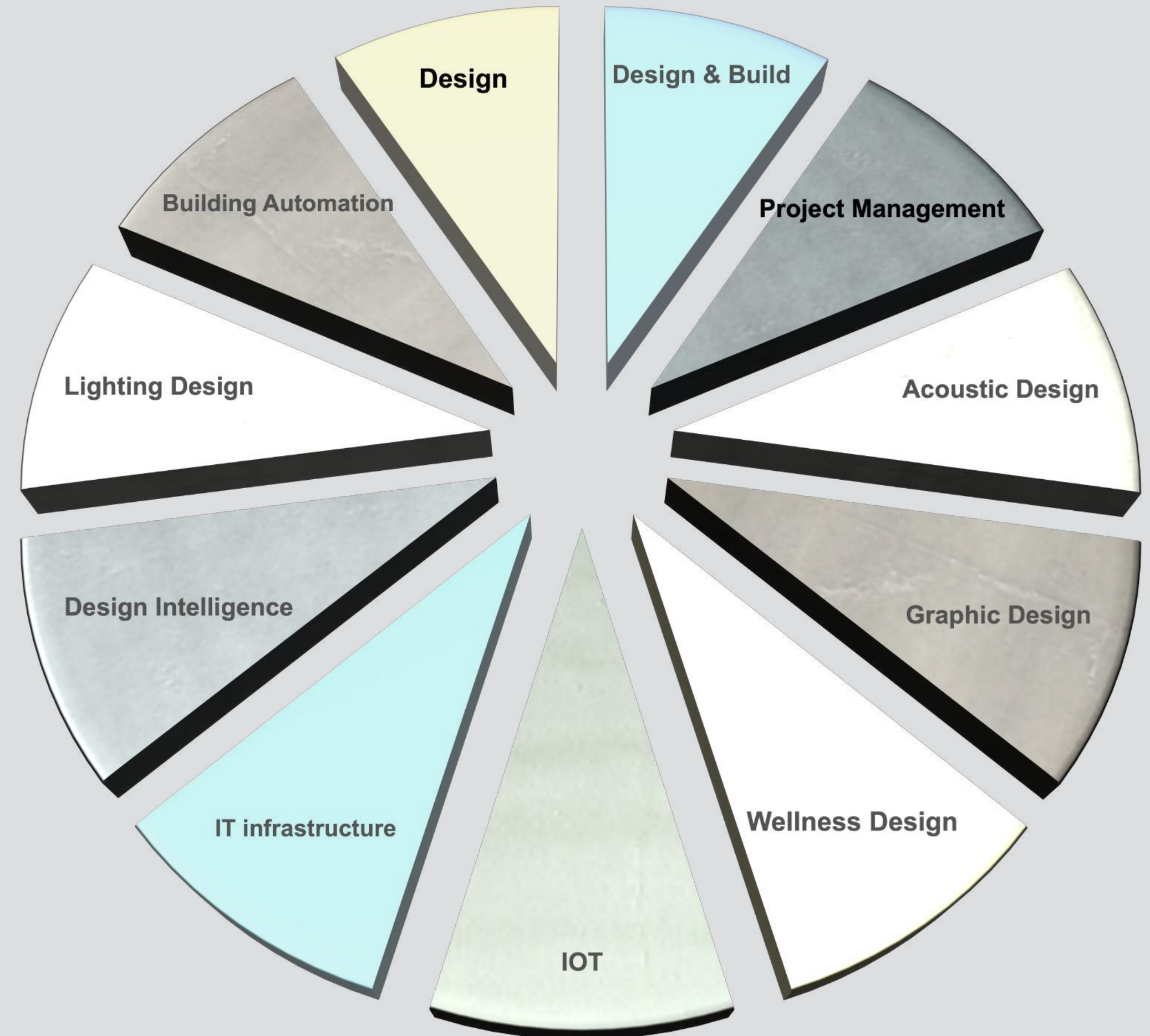
**Our key focus on value engineering and cost control keeps the client's investments to a minimum while maximizing efficiency in construction.**



We believe in strong work ethics and professionalism to provide every client with a well-managed team to deliver an integrated solution. Our team of engineers with international expertise combined with a deeply rooted knowledge of the local market and its regulations, deeply reflect our approach to every job.

**We undertake and deliver the following jobs and roles to each of our clients solely depending on the scope of our job and roles undertaken.**

## INTEGRATED SERVICES





# INTEGRATED APPROACH AN OVERVIEW



## DESIGN

Design is crucial We believe that it relates directly to human experience. It is important to cater to human behaviour in such a manner that the intention of design is almost invisible to the client and it almost becomes a backdrop that architecture falls naturally into.

Design helps connect innovation with creativity and also helps diverse disciplines, technologies and progressive environments to be united with it.



## DESIGN INTELLIGENCE

We acknowledge and accept newer and more powerful technologies to help develop our designs and also to help showcase our design to the client.

Our team is now eloquent with Revit and BIM. Virtual reality and web based tools have also become part of our design communication process.



## LIGHTING DESIGN

While technology innovations have opened up exciting new ways to light up office spaces, the goals of a successful lighting design remains the same- to place light purposefully, economically, and for maximum benefit of end users.

Our approach to finding the best value for a project includes: proposing alternate design solutions and providing reality check on pricing and lead times.



## GRAPHIC DESIGN

Graphic Design is now an integral part of the built environment. Through print and interactive installations, it can express branding and strategic messaging. It can create a sense of pride and inclusion amongst the employees.



## ACOUSTIC DESIGN

Good acoustic design supports performance, productivity and collaborative workplace objectives.

We have two objectives in mind while designing for good acoustics- isolation of noise and mitigating reverberation of noise within a room.



## DESIGN SERVICES : MEP + IT + BUILDING AUTOMATION + DATA

We provide a collaborative teaming approach combined with strong support and guidance to the project in our capacity as an independent consultant.

The Design & the collaborative services package consultancy we deliver is a shift from the more traditional design-bid-build delivery of interior fit out contracts, but rather offer the client many benefits that add value to a project. The complete package which includes MEP+ IT + Building Automation + IOT & advanced technology subject explorations.



## PROJECT MANAGEMENT

It has a strong and efficient project management team. Our project managers work closely with the client in order to ensure the success of the project.

Our PM assigned to the project sees the project coordination and planning from start to finish. This includes budgeting, scheduling, order tracking, status reporting, on site management and closure of the project.





## PROJECT MANAGEMENT

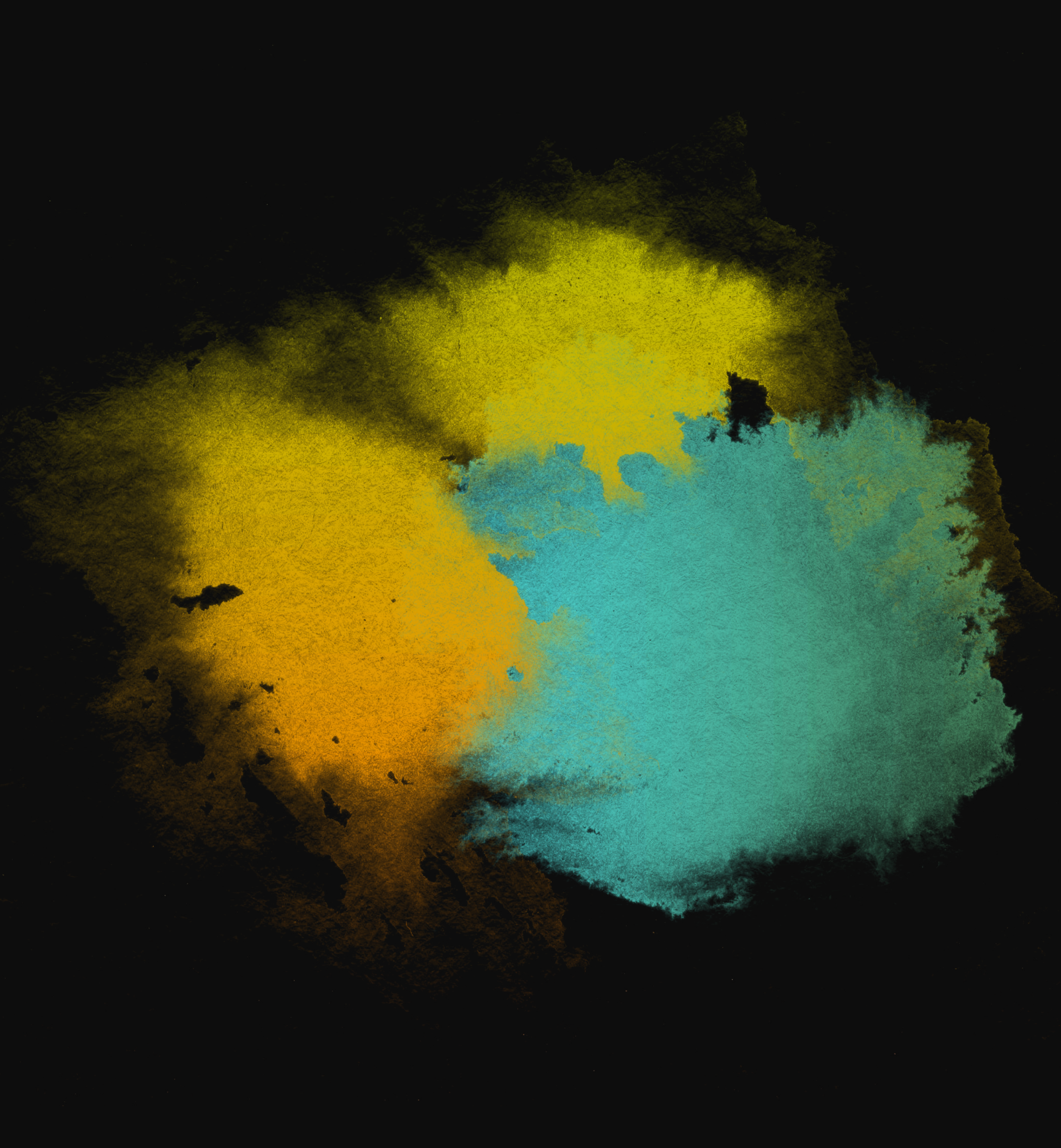
Project management and consulting services primarily focus on achieving specific project objectives according to the project acceptance criteria within the agreed parameters, using a team of highly experienced project professionals and engineers assisted by state of the art technologies and advanced software platforms to analyze and monitor progress at each stage of a job .Our key factor that distinguishes project management from just ‘management’ is that we believe that “Time is Money” and our clients are entitled to have the best ROI and assurance of high standards being maintained at every stage of a job. We believe every project is a unique transient endeavor, undertaken to achieve planned objectives, which could be defined in terms of performance, timely completion, ROI and budget without compromising on quality. We aim to set and achieve goals for the benefit of the organization that instigated the project. It all starts at the client’s end by preparing a business case to justify the investment and with our collaboration, we deliver and justify the business case by maximizing performance and minimizing budgets by implementing value engineering and the use of efficient and green materials at every stage and point applicable to the project. What sets us apart is the capacity to take an idea from inception to success while being rooted in the ethos, expectations and sensibilities of our audience.

To succeed, we use design techniques and science methodically with utmost precision to create Design & Engineering solutions that stand the test of time.

In conjunction with our global partners and associates, our growing staff of 120 plus is a diverse, multi-cultural team of quality design and engineering professionals located worldwide to cater our clients. Our services range from Architectural Design, Interior Design, Design-build Solutions, Design Standardizations and Project Management with design consultancy. We deliver high standards of workmanship within stringent budgets.

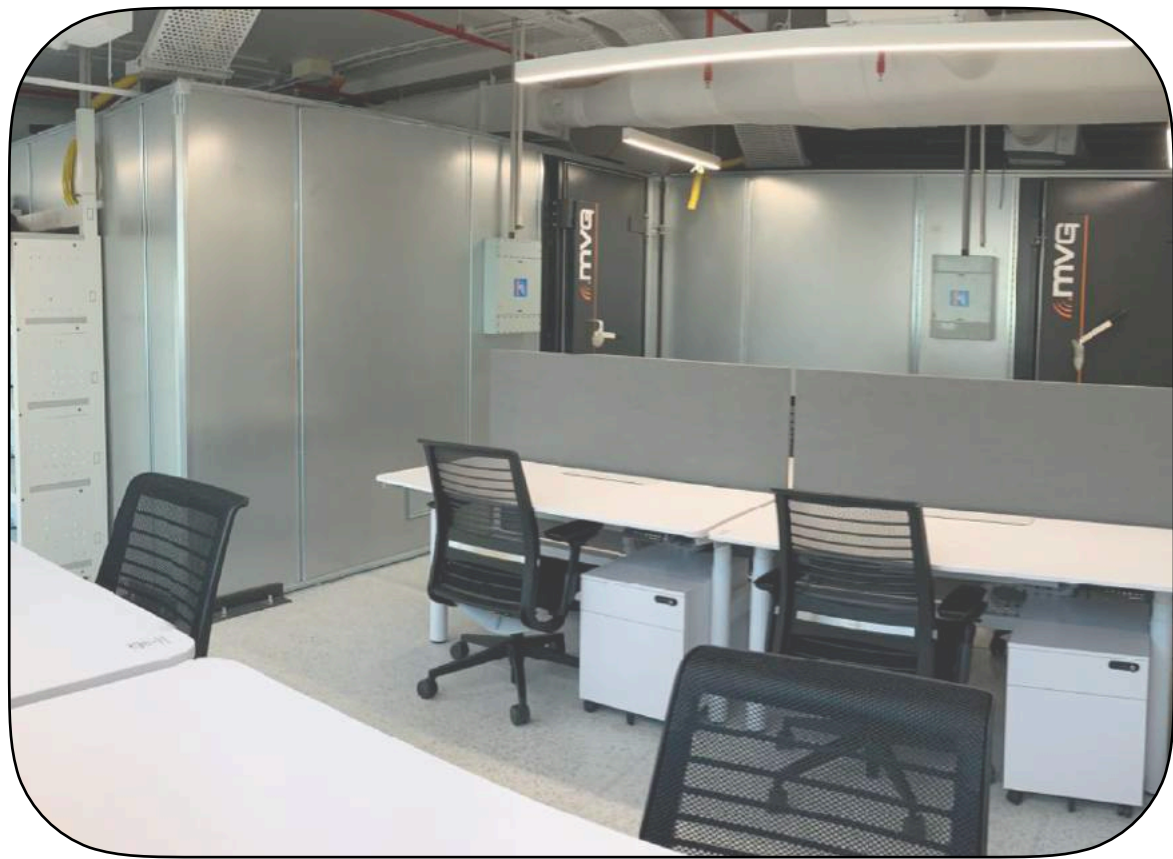
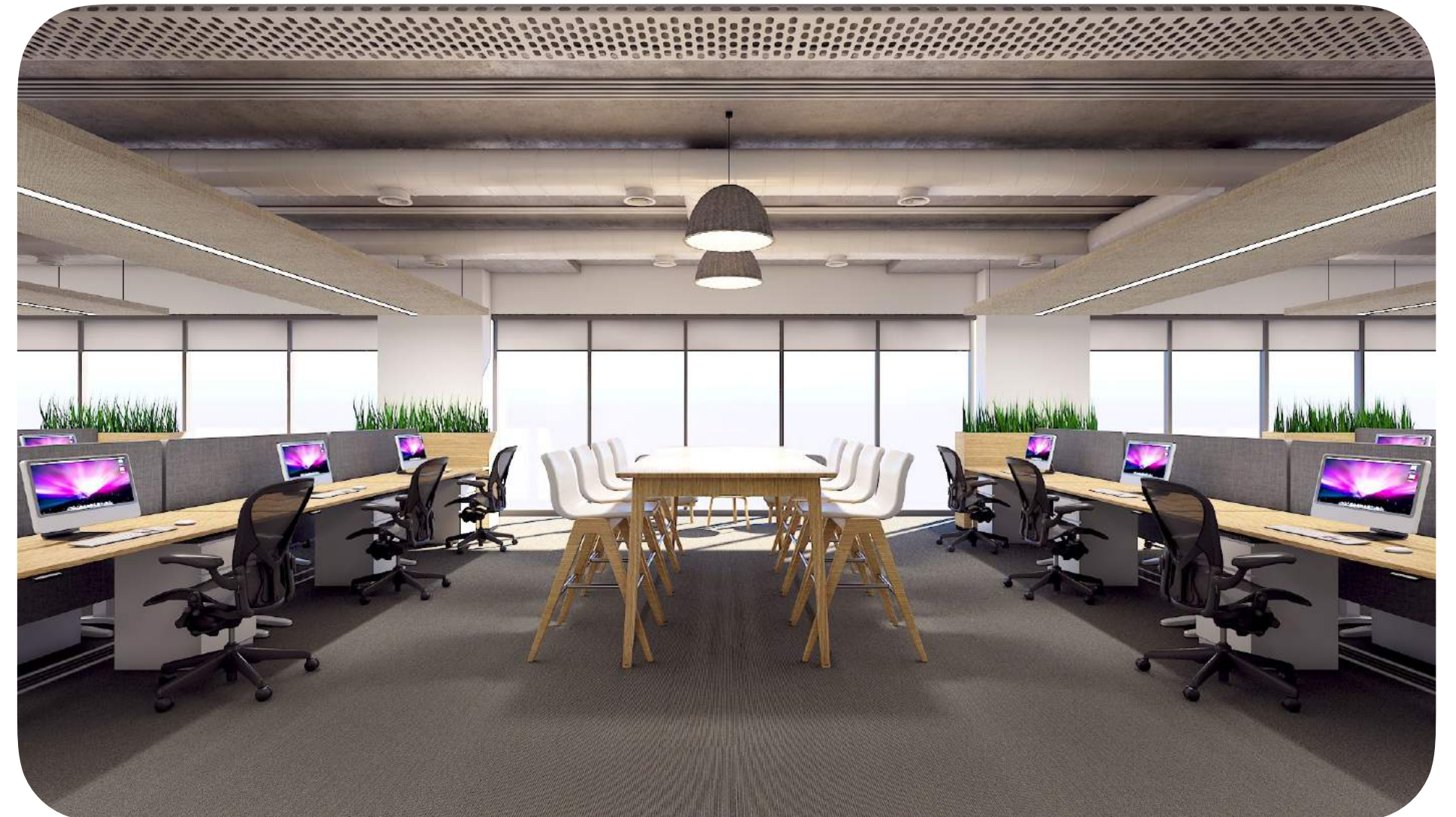
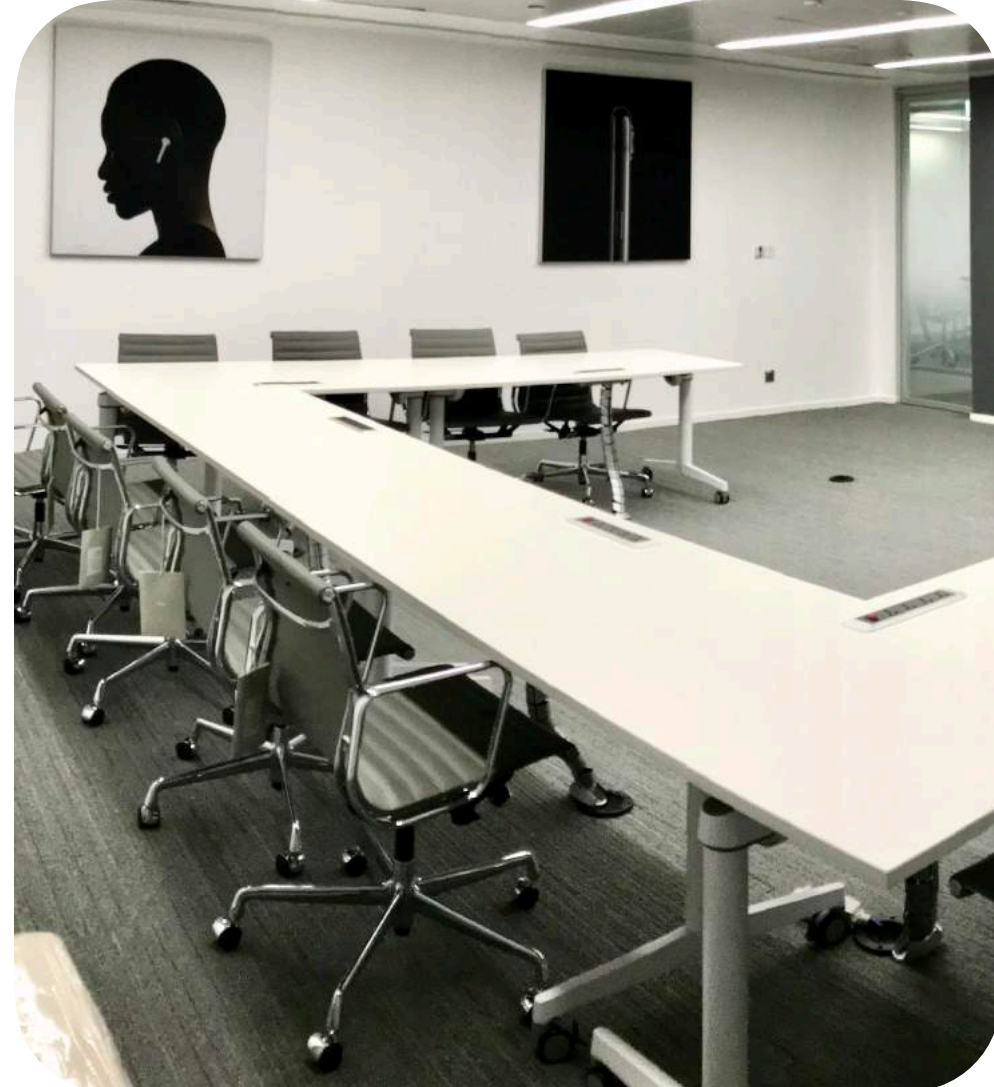
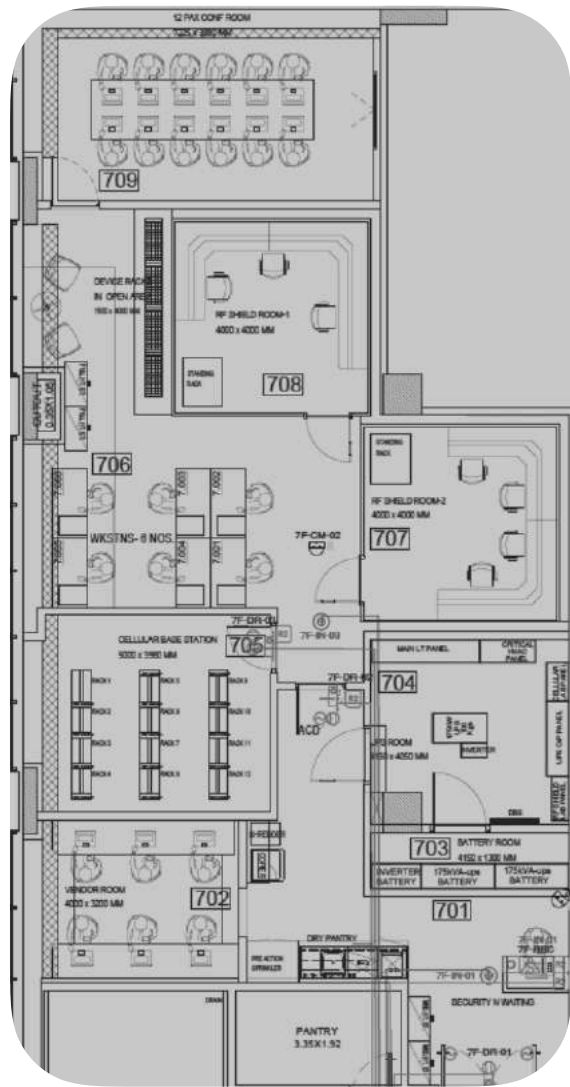
- A. **Approvals (Project kick off)**
- B. **Customer brief & requirements (PMC)** ----- Set targets, KPI’s, Milestones, budget, Spent approval (To Minimize deviations)
- C. **Site selection & due diligence (LDC)** ----- Technical review to determine whether infra upgrades are required and its cost and time impacts
  - 1. Technical due diligence (TDD)
  - 2. Risk management plan
- D. **Budgets & Financial (PMC)** ----- Feasibility and frugality study against market survey / costing
  - 1. CAPEX
  - 2. Cost estimate (market survey & costing)
  - 3. Cost report
- E. **Layouts & plans (LDC)** ----- create a unified set of concepts, designs and detailed drawings for tendering to optimize tender returns
  - 1. Concept layout
  - 2. Look & Feel
  - 3. Arch drawings
  - 4. MEP drawings
  - 5. IT & ELV DRAWINGS (AV, Security, IT Network)
  - 6. DATA CENTER DESIGN
  - 6. Graphics & branding DESIGNS
  - 7. Lighting, acoustic MODELING
- F. **Tender Package – Compilation (LDC & PMC)** ----- pre-tender issuance compilation (third parties, stake holders, in-house teams)
- G. **Sourcing & contracting vendors (PMC)** ----- Bidder evaluation and invitations to tender (short listing and evaluating GC’s / vendors fit for the purpose)
  - 1. Bidder invitation and evaluation
  - 2. Bidder selection to tendering process
  - 3. Tendering of project docs with aspirational schedule
  - 4. Tender returns & evaluation
  - 5. Bidder selection
  - 6. Contract award (LOI, LOA)
- H. **Licenses , H&S, documentation and contract (PMC)** ----- Licensing, Bonds and contract
- I. **Schedules (PMC)** ----- Set aspirational milestones to minimize impact of unforeseen risks which may delay day 0/ day 1 – to GC / Vendor
  - 1. Aspirational schedule
- J. **Meetings & correspondence (PMC)** ----- Weekly progress meetings and documentation
- K. **Progress and reporting (weekly) (LDC, PMC)** ----- Invoicing, payments against milestones, tracking milestones (Cash flow and spent control)
  - 1. Project progress vs invoicing
  - 2. Project tracking vs set milestones
  - 3. Scope creeps and Value Engineering
- L. **Sustainability (LDC, PMC)** ----- Audit, reconciliation and consolidate for records and for the post construction phase
  - 1. Project audit (Technical & commercial)
  - 2. Cost optimization / normalization to fit actual bills
  - 3. Verification of scope creeps
- M. **Project close out (O&M issuance) (PMC)** ----- Achieving DAY 0 / DAY 1 and post Day 1 services
  - 1. Commercial close out
  - 1. Post handover services & CONTRACT CLOSE OUT
  - 2. AMC services





**Stage Three : The Projects Experience and Case Studies**  
A SELECTIVE NUMBER OF SUCCESSFUL PROJECTS WORKED ON





PROJECT

# APPLE PROJECTS

MUMBAI + BANGALORE + HYDERABAD + GURGAON | AREA : 200,000 SQUARE FEET



DATE

2016-CURRENT

DESCRIPTION

R&D , MARKETING , I TUNES LOUNGE, PRESS BRIEFING AREAS & LABS





Design



Design Intelligence



Lighting Design



Sustainability and Wellness



Acoustic Design



Design & Project Management

Apple in terms of a brief was that it needed to be very simple and functional planning, wherein all the work desks were to be along the periphery to utilize the natural light to the maximum and have all the full heights & core areas to the centre and accessible to all.

The colour scheme is more or less in Greys, White and Oak. The Oak is restricted to being only in the reception & Break room area, to add the warmth to the space.

The graphics play a very important role as they are very focussed on displaying their products and add the cutting edge and colour to the space.





# FINISHES CATALOGUE EXAMPLE

## MODULAR PANTRY UNIT



Type: Modular Pantry Unit  
 Brand: Oaktree  
 Shutter :White crystal glass  
 Dado : Granite Dado  
 Counter top – Natural Gray Acrylic  
 Vendor: Oak Tree

## FABRIC FOR SEATING



Brand: Kvadrat

## LOUNGE FUNITURE (OPTIONS)



Brand: Muuto  
 Series : Cover



Brand: Muuto  
 Series : Cover



Brand: Benchmark  
 Series : Ovo High Stool



Brand: Wilkhahn  
 Series: Aline



Brand: HAY  
 Series: Copenhagen  
 Deux 210



Brand: HAY  
 Series: Copenhagen  
 Deux 220

## INTERIOR FINISHES

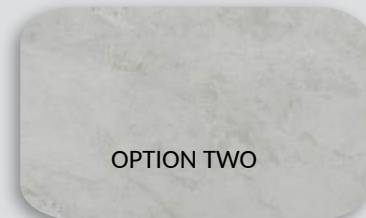
### FLOORING



OPTION ONE

Hard wood flooring

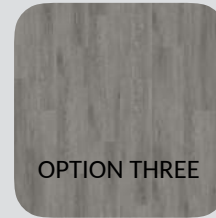
Brand: Parquet Flooring  
 Code :Alder Fine wood  
 Shade: Classic Oak  
 Finish  
 Vendor : Parquet  
 Flooring



OPTION TWO

Dekton ultra compact

Brand: Dekton by  
 Cosentino  
 Code : Natural  
 collection  
 Shade: Kovik  
 Vendor: Hafele



OPTION THREE

LVT flooring

Brand: Interface  
 Code :A004-17 Silv  
 er Dune  
 Shade: Light grey  
 Ashlar installation

### WALL SURFACE



Wall Paint

Brand: Asian Royale  
 Velvet Touch Paint  
 Finish: RAL 1090  
 Vendor: Asian Paint



Granite Dado – counter

Code: White Agate Granite  
 Finish : Python Finish  
 Vendor: Krismar



MDF Panelling  
 (WITH OPTION ONE)

Brand: Exotic  
 Interiors  
 Finish : Linear  
 perforated  
 panel 27/3mm



MDF Panelling  
 (WITH OPTION TWO)

Brand: Exotic  
 Interiors  
 Finish : Linear  
 panel



MDF Panelling  
 (WITH OPTION THREE)

Brand: Exotic  
 Interiors  
 Finish : Linear panel

### CEILING



Metal Mesh ceiling

Brand: Hunter Douglas  
 Shade :Expanded Metal  
 mesh ceiling  
 Size : 600 X 600mm  
 Vendor : Hunter Douglas



Gypsum Ceiling

### LIGHTING (options)



Brand: Flos  
 Series : Smithfield



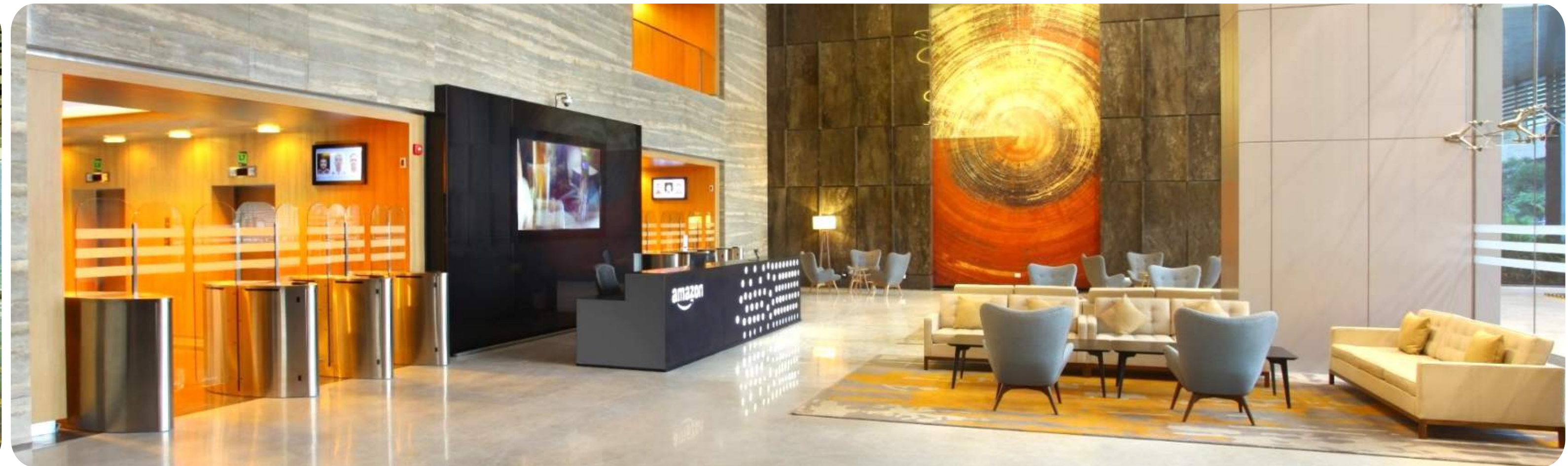
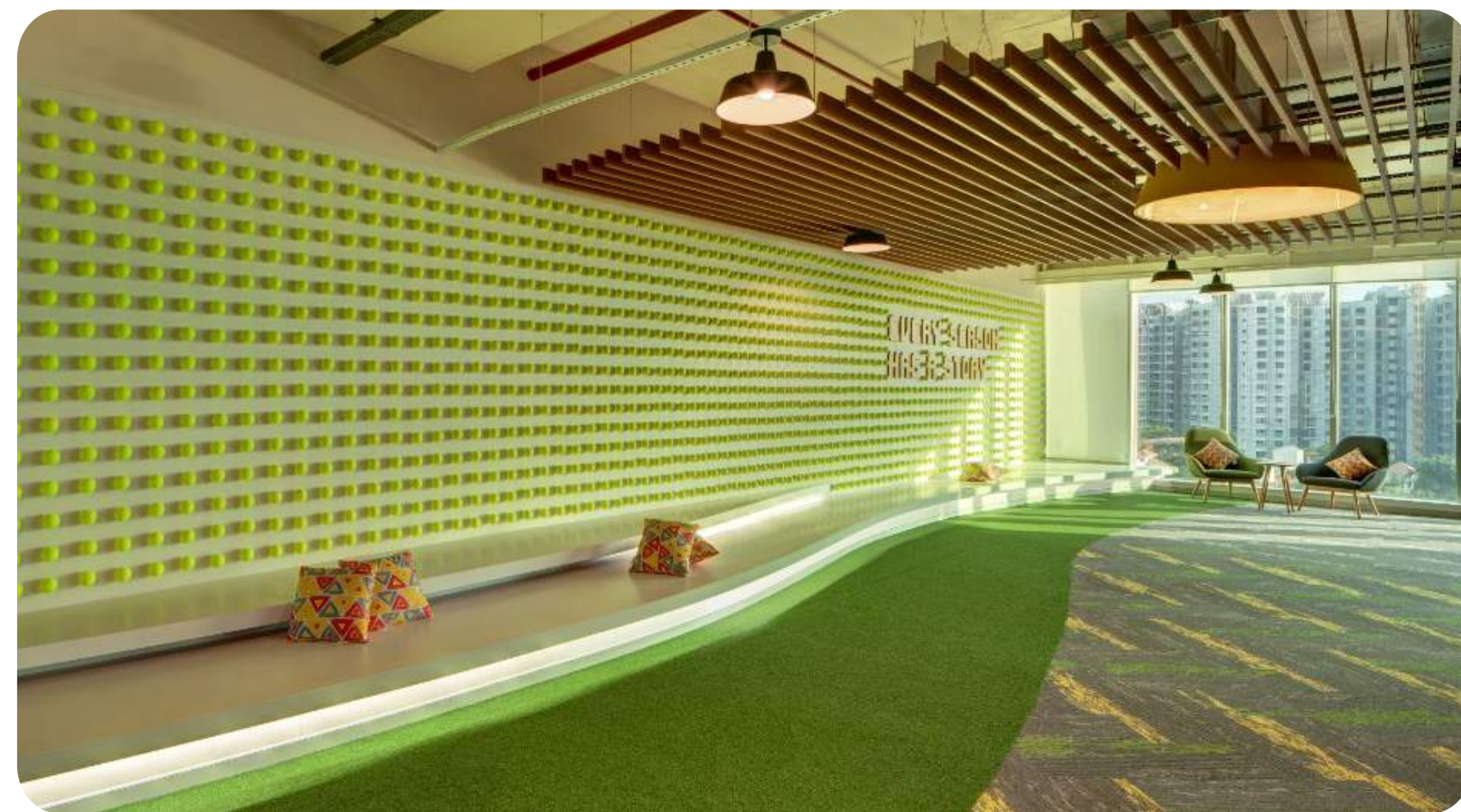
Brand: Maxim  
 Series : Nordic  
 Bell



Brand: Regent  
 Series : Solo Slim







PROJECT

# AMAZON PROJECTS

JORDAN + CAIRO + HYDERABAD + MUMBAI + BANGALORE +CHENNAI + PUNE | AREA : 2.35 MILLION SQUARE FEET



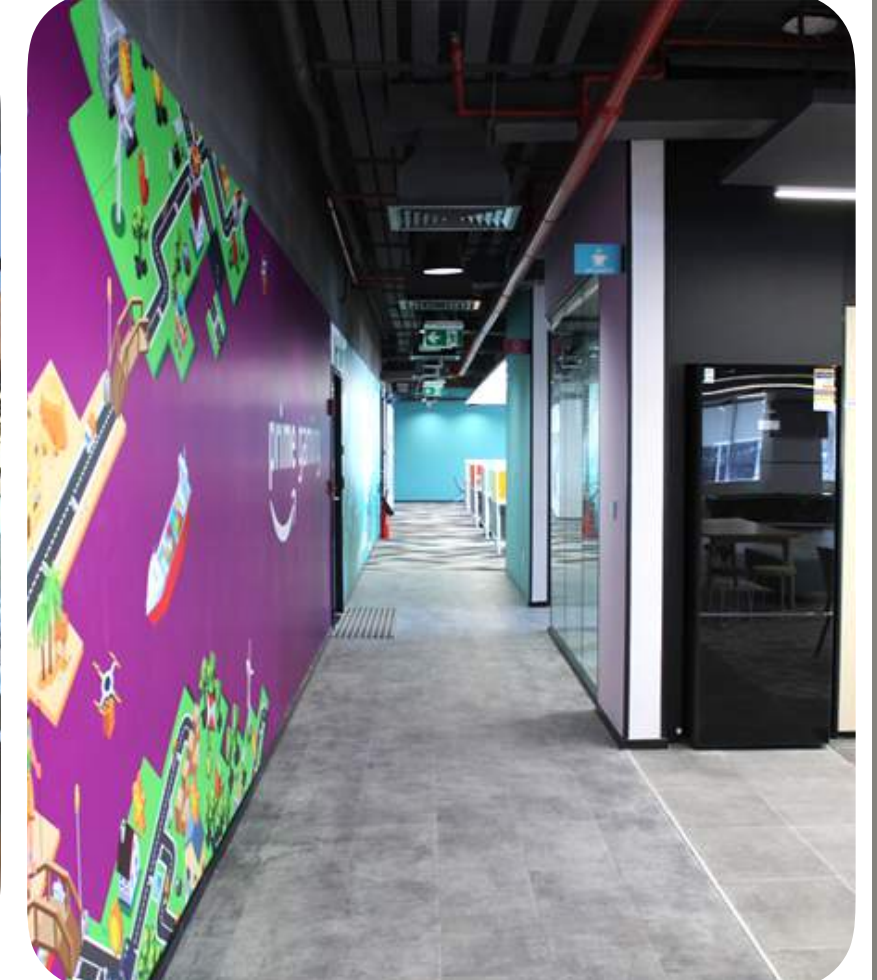
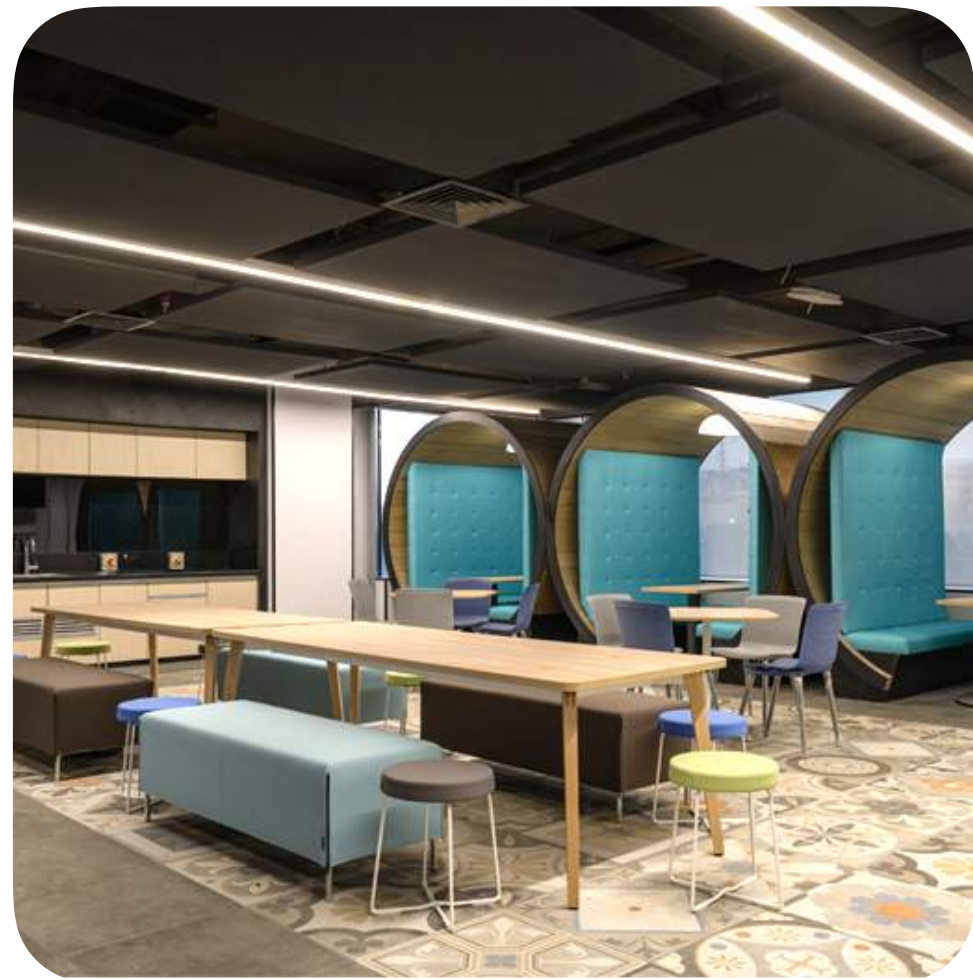
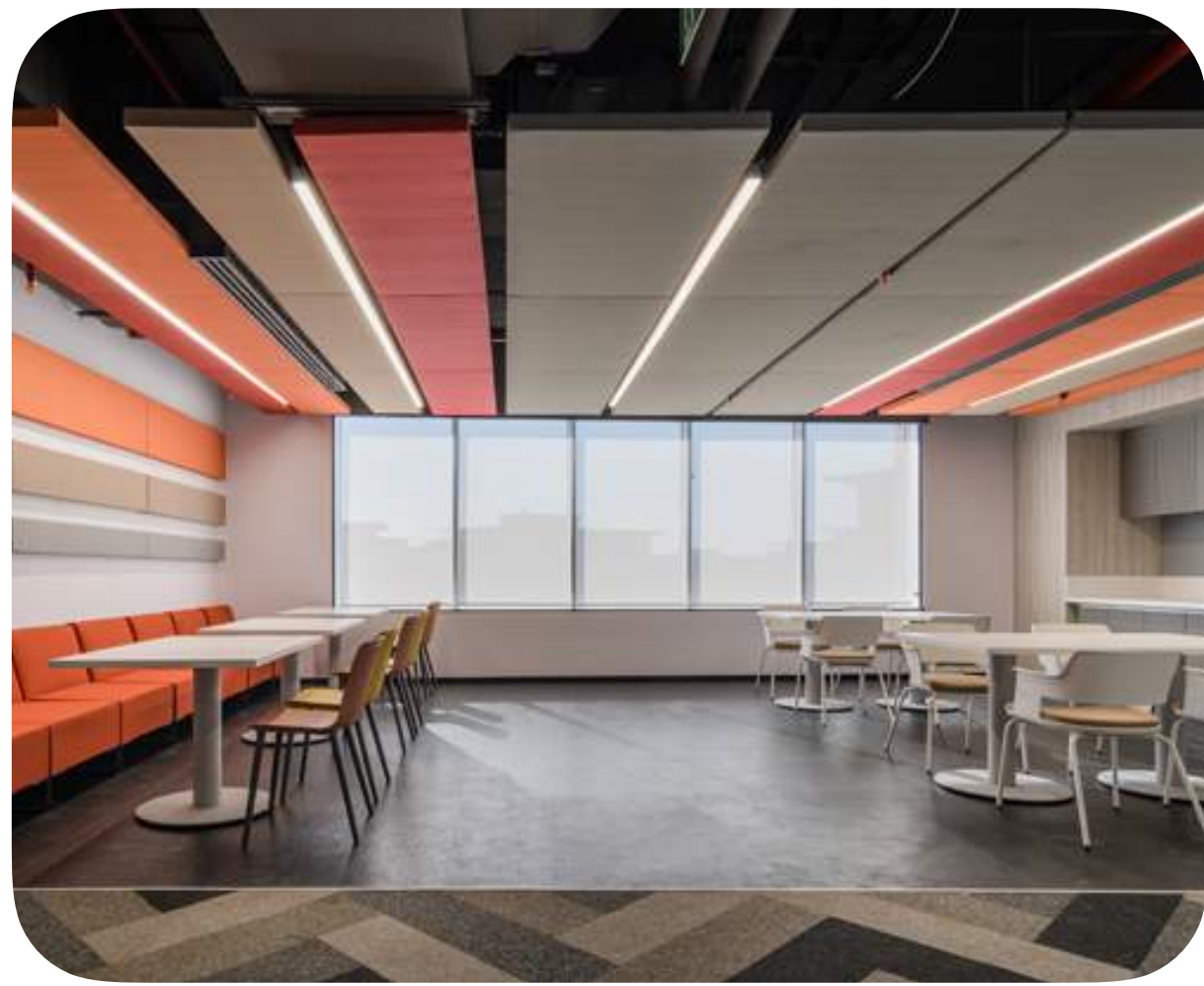
DATE

2016 - 2022

DESCRIPTION

LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY, DATA CENTER), (ACOUSTICS, LIGHTING), (HIGH VOLTAGE ELECTRICAL SYSTEMS , GENERATOR AND FRESH AIR SYSTEMS)





PROJECT

# AMAZON CAIRO

CAIRO, EGYPT | AREA : 132,000 SQFT



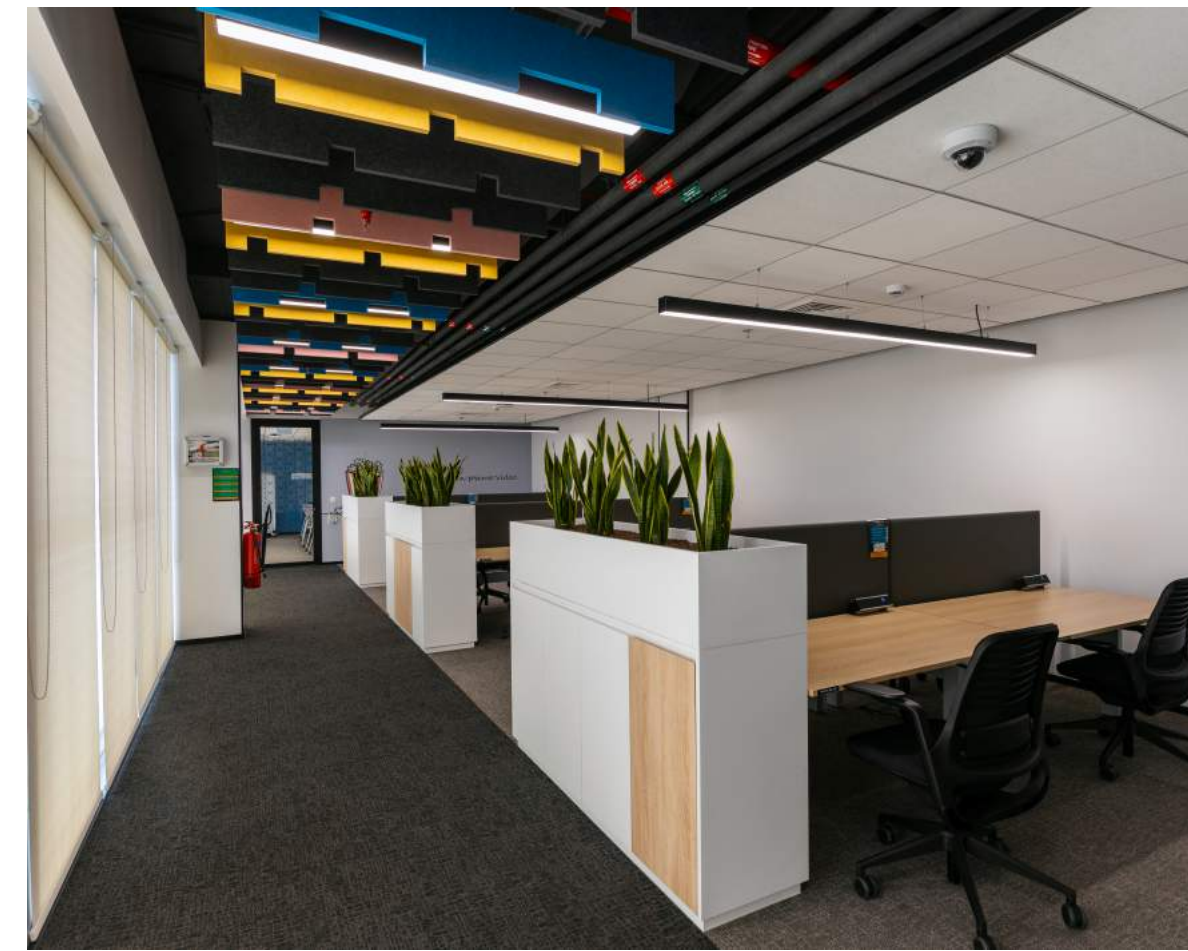
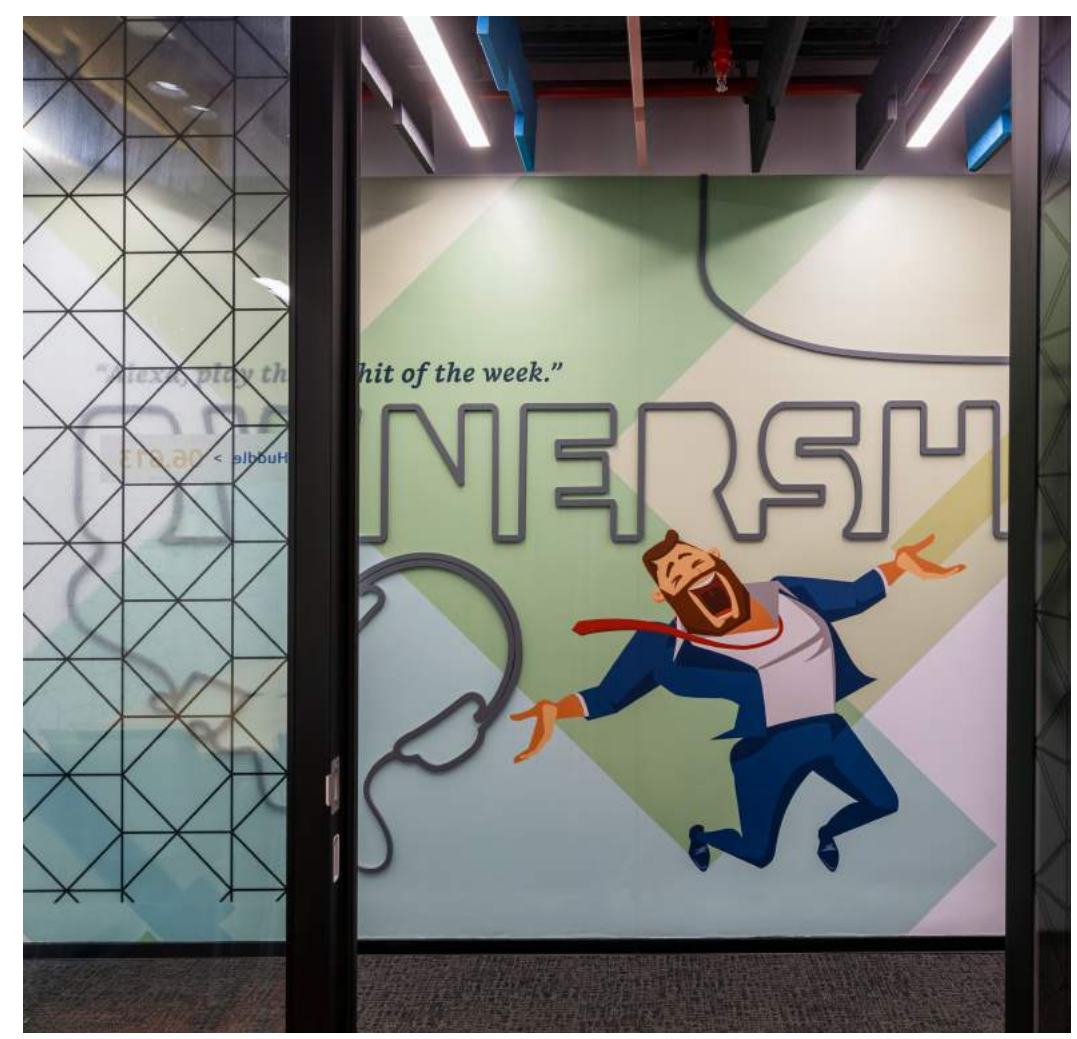
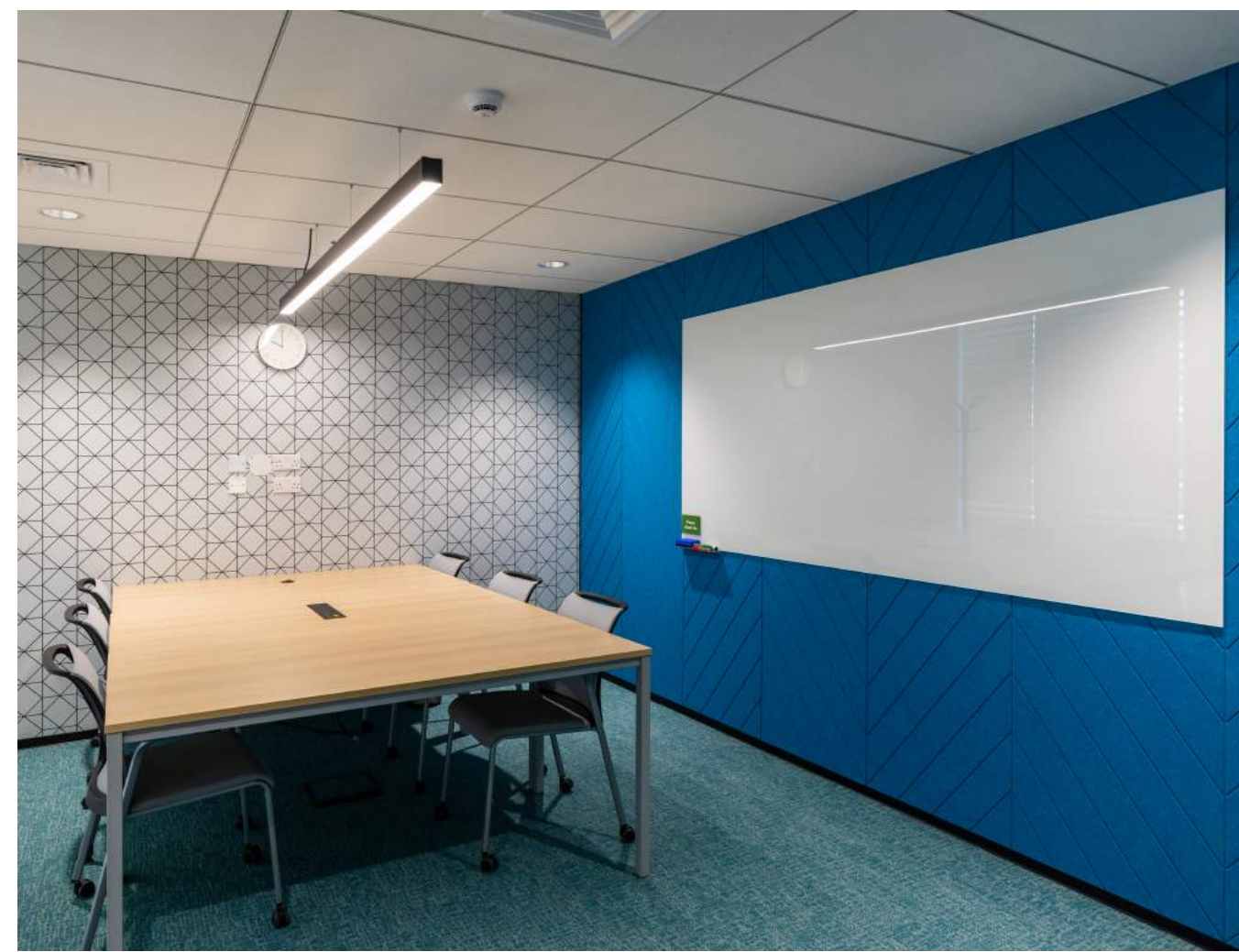
DATE

AUG 2020 - SEPTEMBER 2022

DESCRIPTION

LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY, DATA CENTER), (ACOUSTICS, LIGHTING), (HIGH VOLTAGE ELECTRICAL SYSTEMS, GENERATOR AND FRESH AIR SYSTEMS, BMS, CHILLED WATER SYSTEMS, PUMPING SYSTEMS, TRANSFORMERS, RMU'S UPS, ROOMS, ELECTRICAL ROOMS)





Amazon is a young company and the brief that was given to us was to cater to a young and colourful crowd without leaving out the branding factor.

Scrum are an essential part of the amazon offices and each of them were made to look interesting- the look varies from walls that looked like amazon packages to spaces that has the feel of an Amazon shipping container.

The concept really helped in merging spaces of the office into one another seamlessly without much of an effort and we were able to deliver the same.

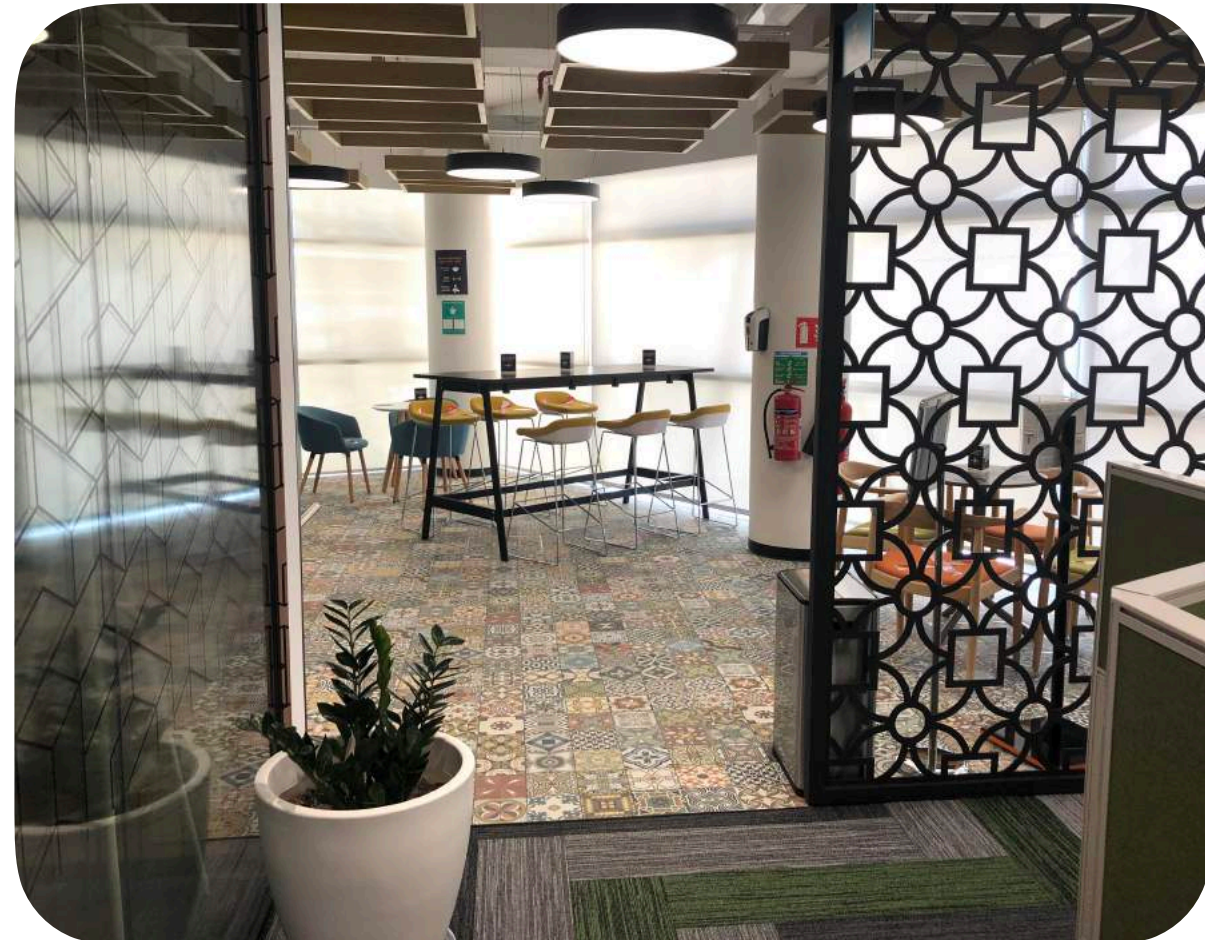
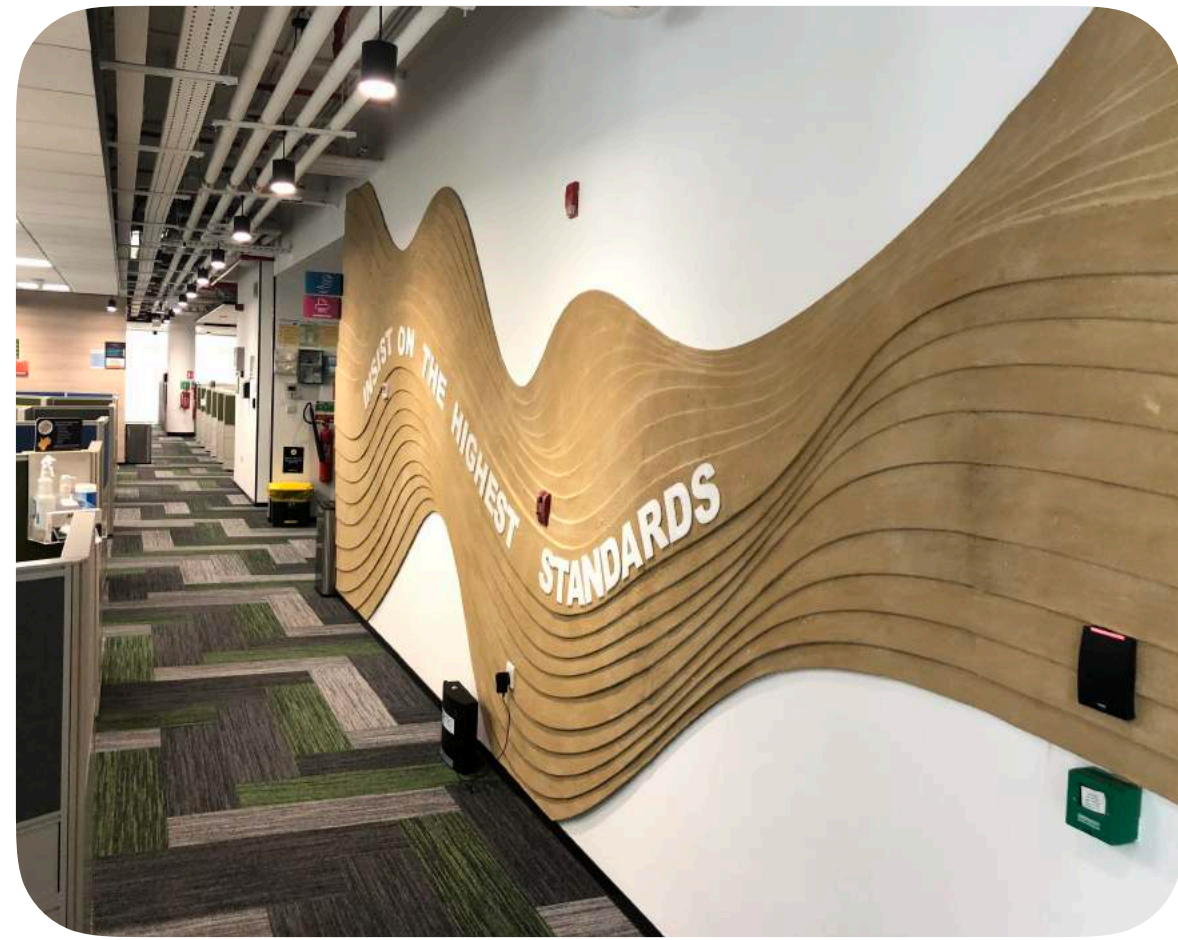
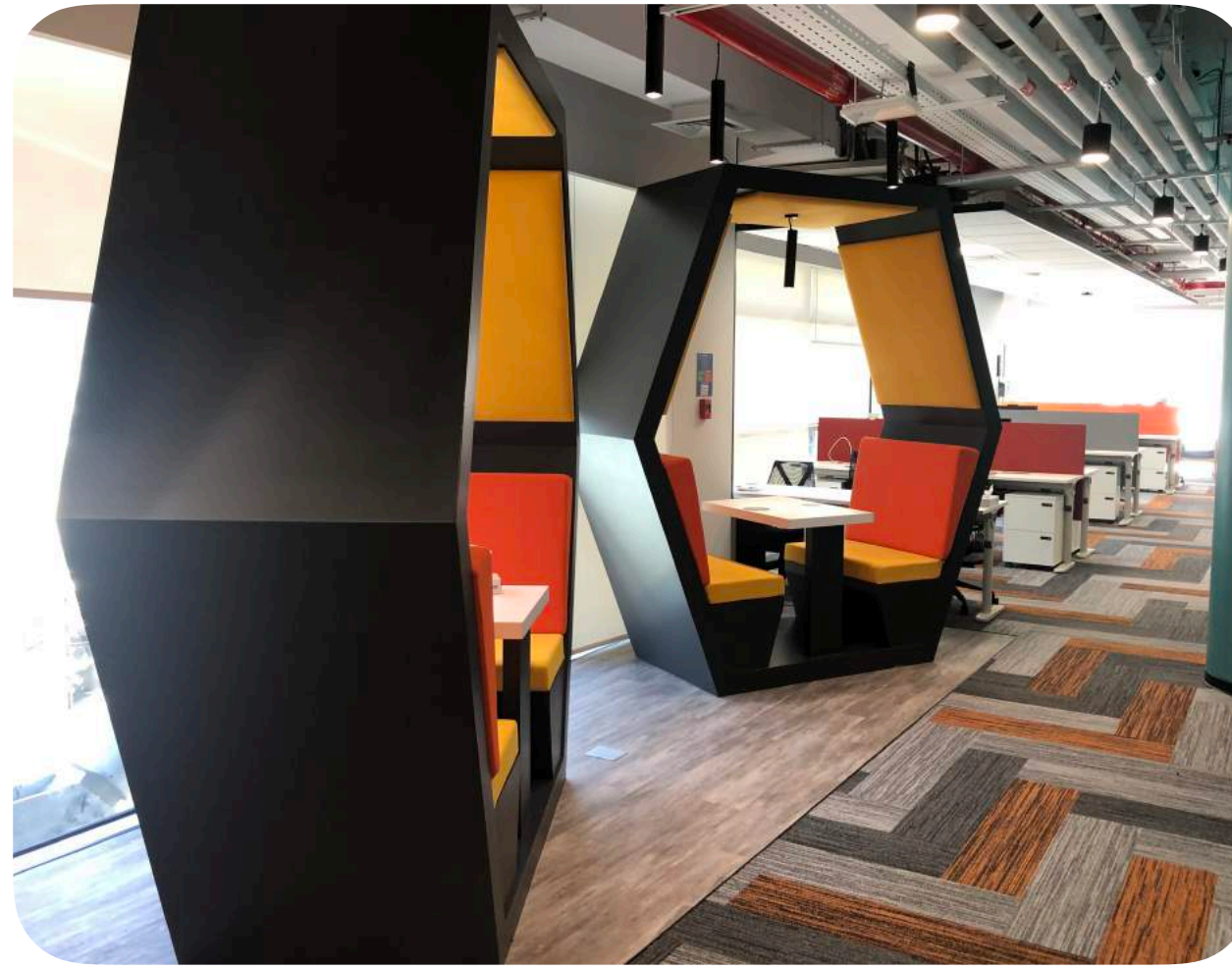
<p><b>PROJECT</b></p> <p><b>AMAZON 3P &amp; RBS</b></p>
<p><b>AMMAN, JORDAN   AREA : 14,000 SOFT</b></p>




<p><b>DATE</b></p> <p><b>NOV 2021 - APRIL 2022</b></p>
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<p><b>DESCRIPTION</b></p> <p>LDC (CIVIL, ARCH &amp; MEP), (IT, AV AND TECHNOLOGY, DATA CENTER), (ACOUSTICS, LIGHTING), (HIGH VOLTAGE ELECTRICAL SYSTEMS , GENERATOR AND FRESH AIR SYSTEMS)</p>
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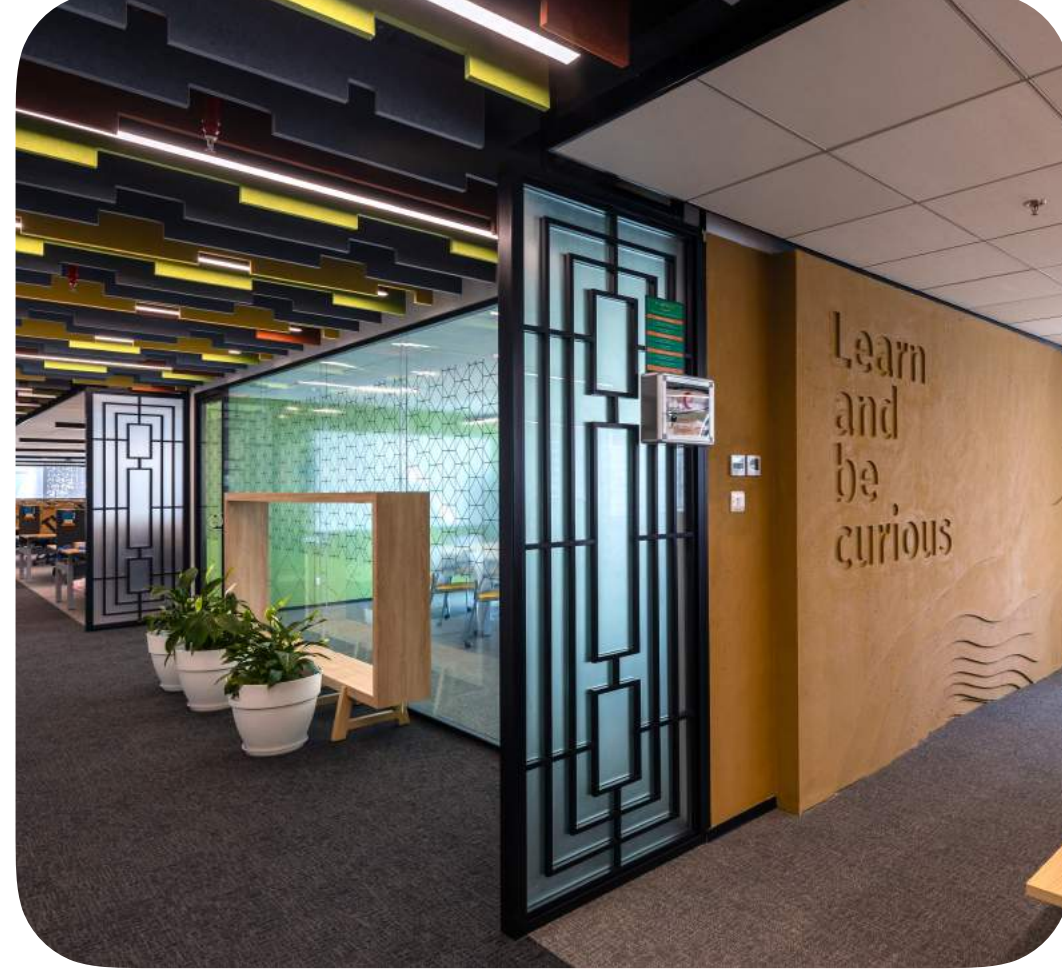
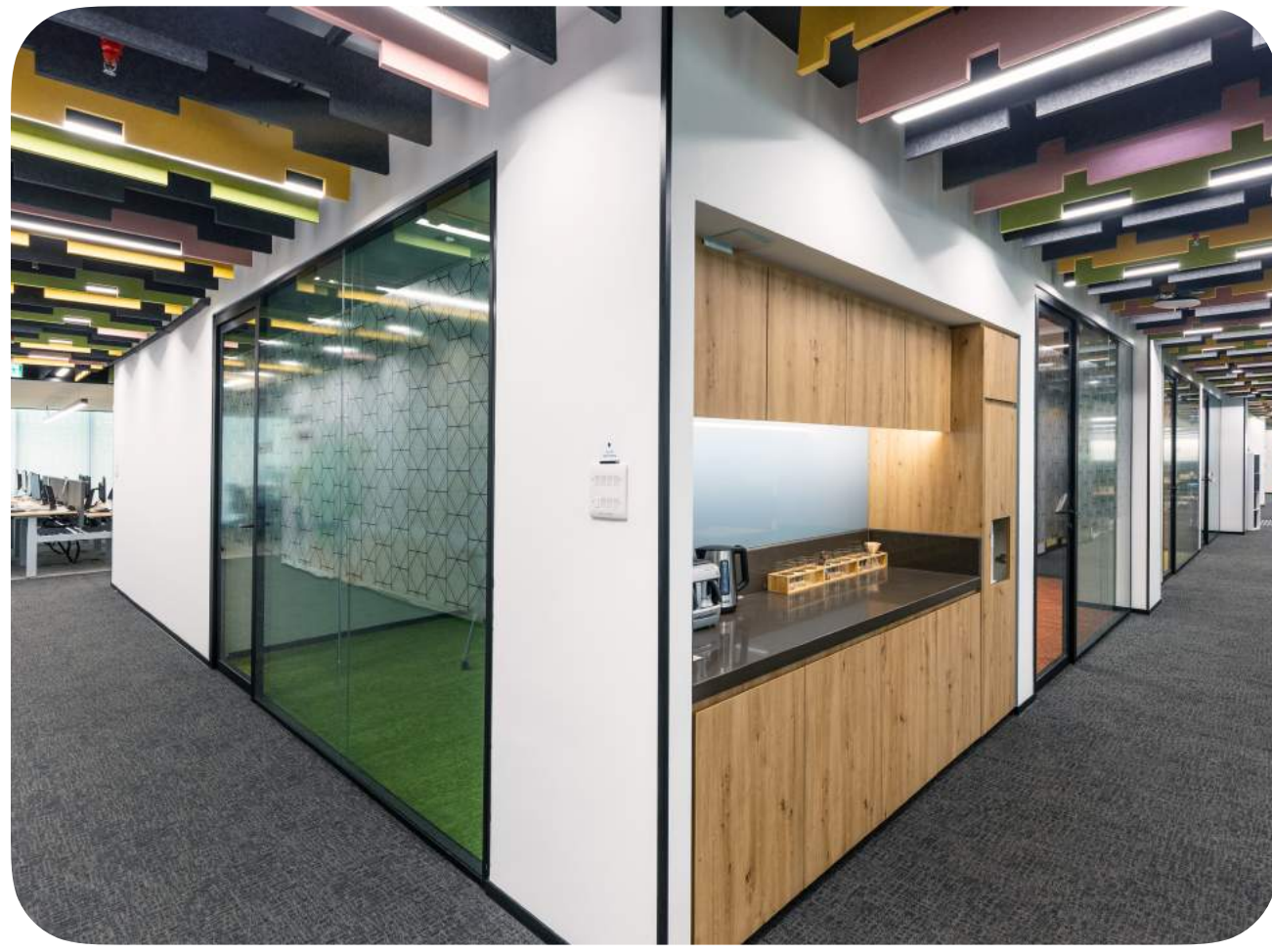
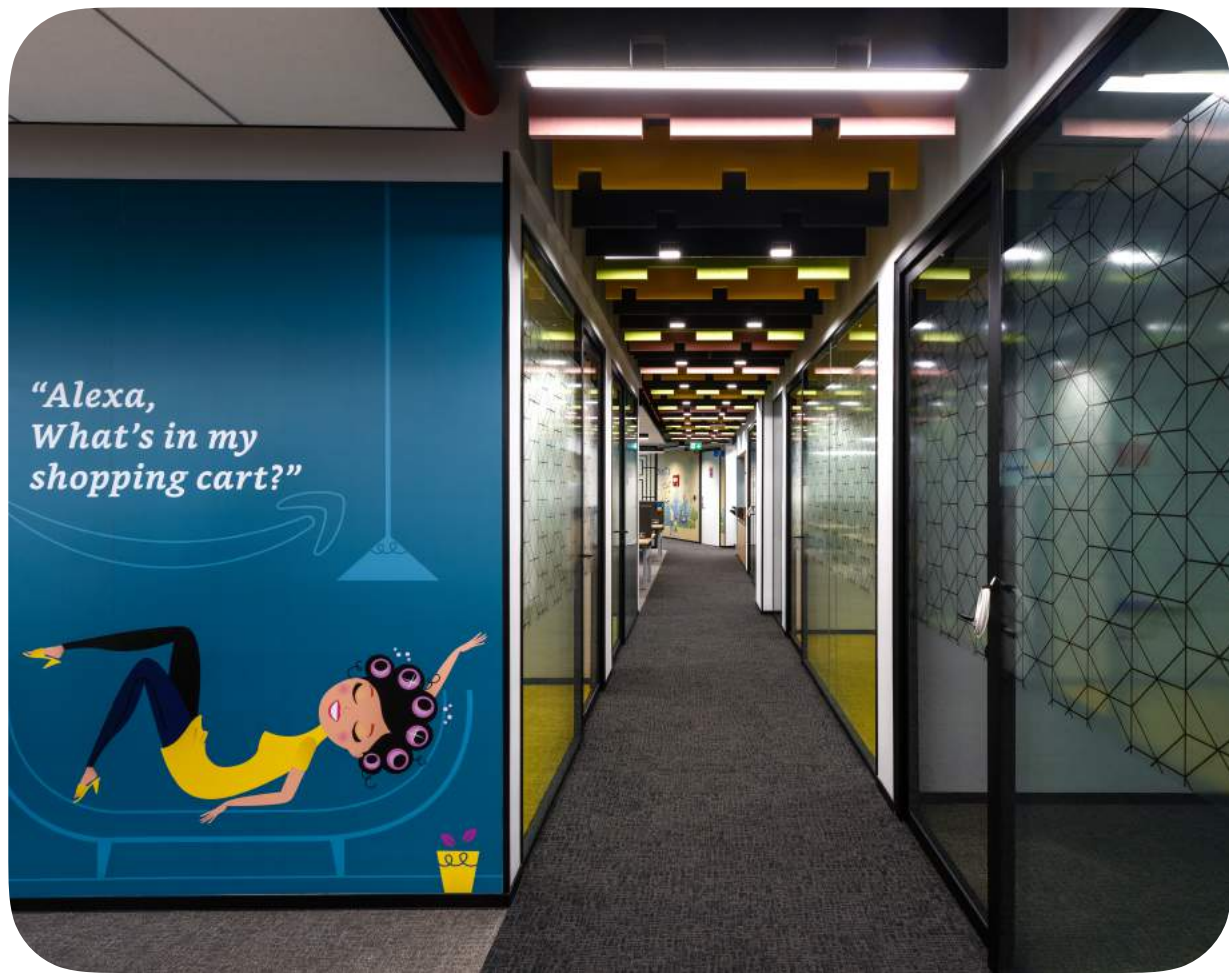


<p><b>PROJECT</b></p> <p><b>AMM15 CS</b></p>	
<p><b>AMMAN, JORDAN   AREA : 50,000 SQFT ( 2ND,3RD,4TH FLOOR)</b></p>	

<p><b>DATE</b></p> <p><b>OCT 2019 - AUGUST 2020</b></p>
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<p><b>DESCRIPTION</b></p> <p>LDC (CIVIL, ARCH &amp; MEP), (IT, AV AND TECHNOLOGY, DATA CENTER), (ACOUSTICS, LIGHTING), (HIGH VOLTAGE ELECTRICAL SYSTEMS , GENERATOR AND FRESH AIR SYSTEMS)</p>
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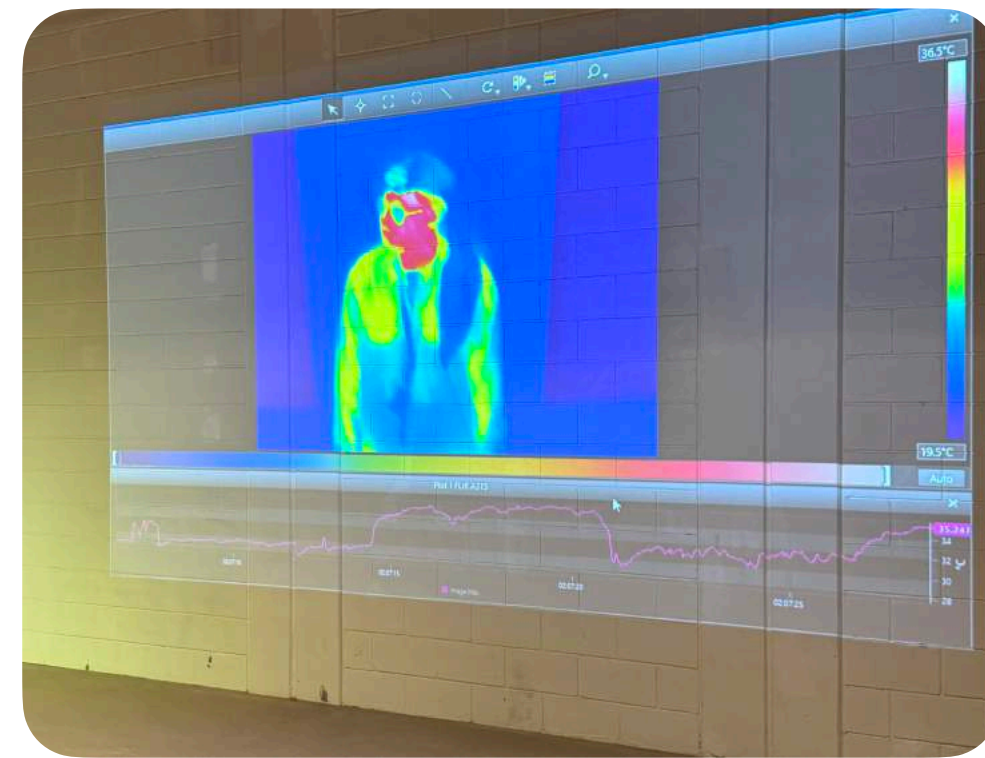
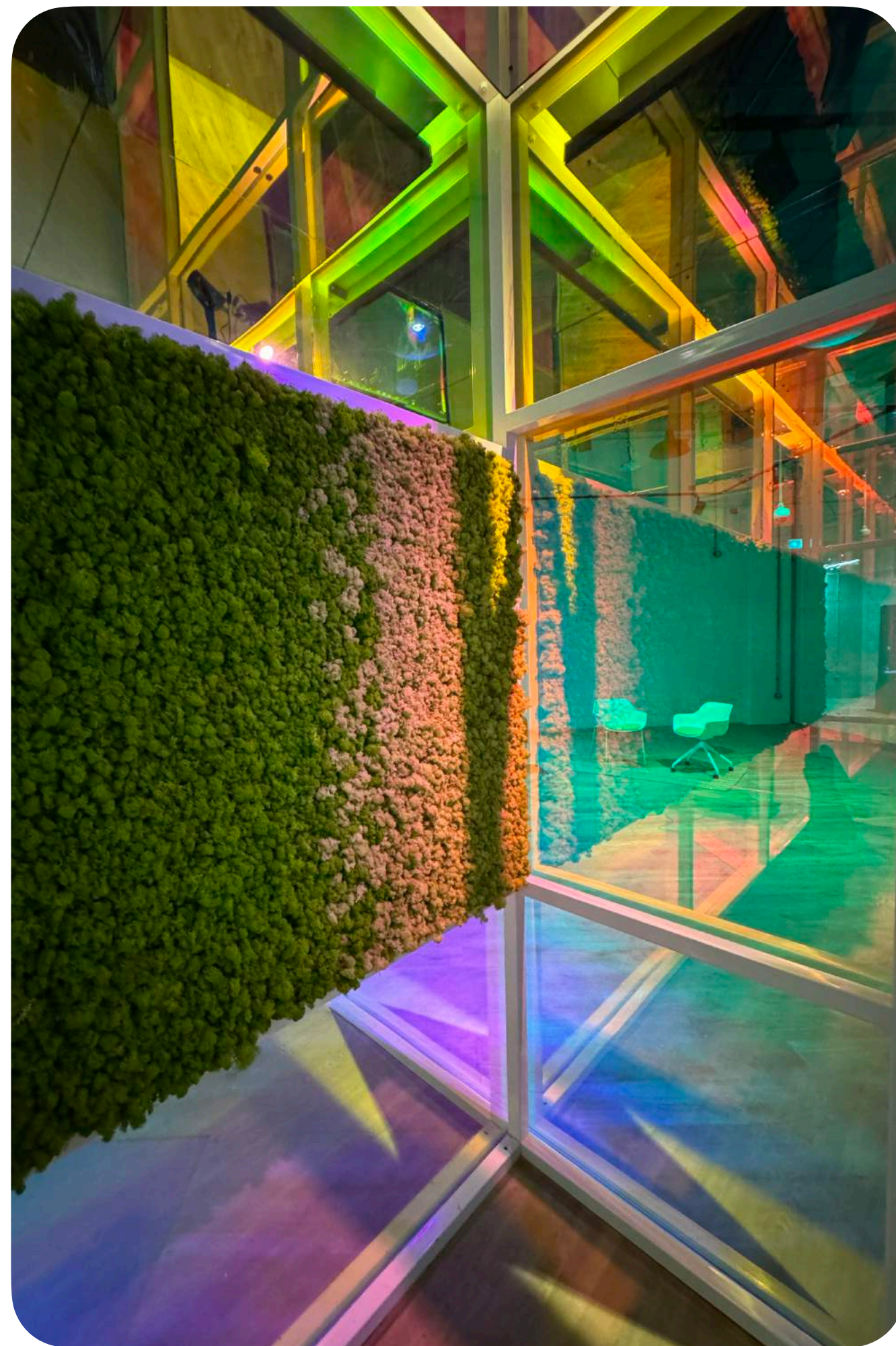
<p><b>PROJECT</b></p> <p><b>AMAZON ADS</b></p>
<p><b>AMMAN, JORDAN   AREA : 50,000 SQFT ( 2ND,3RD,4TH FLOOR)</b></p>



<p><b>DATE</b></p> <p><b>DEC 2021 - AUGUST 2022</b></p>
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<p><b>DESCRIPTION</b></p> <p><b>ALEXA DEVELOPMENT SERVICES</b></p>
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PROJECT

**COP 28 UAE | EXPO CITY**

**DUBAI, UAE**

DATE

**NOV - DEC 2023**

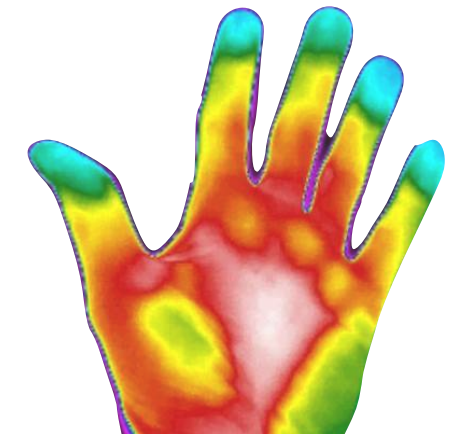
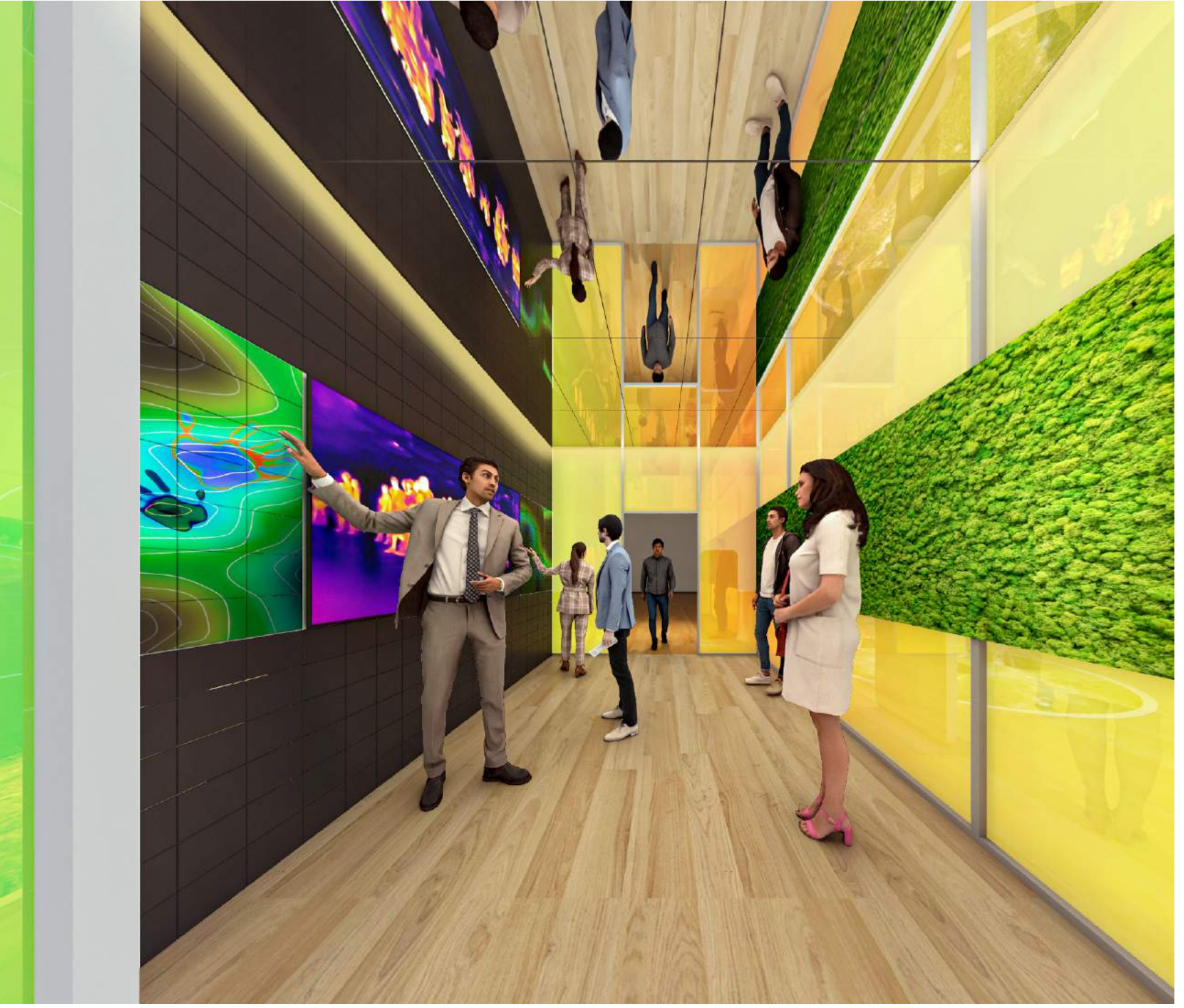
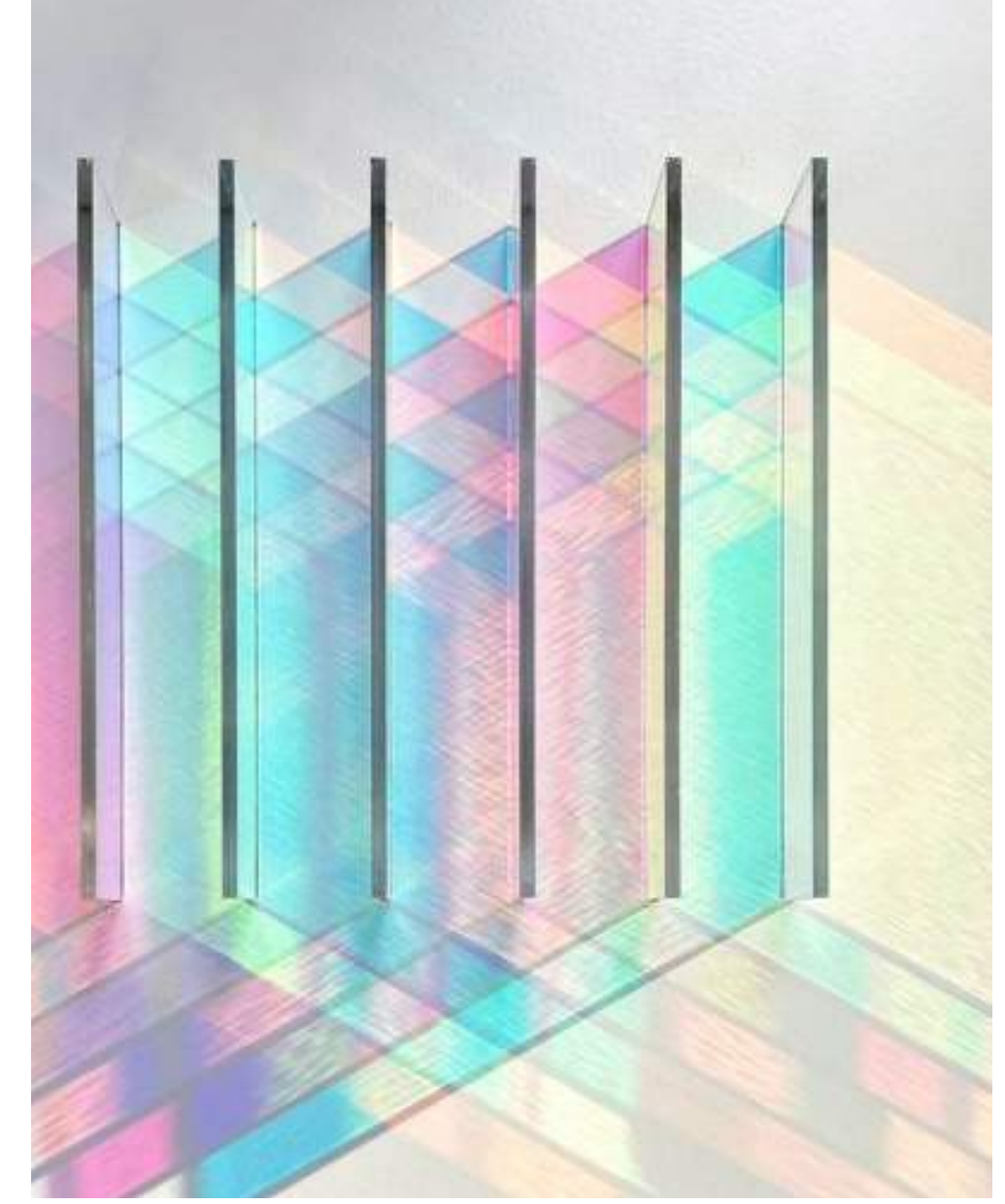
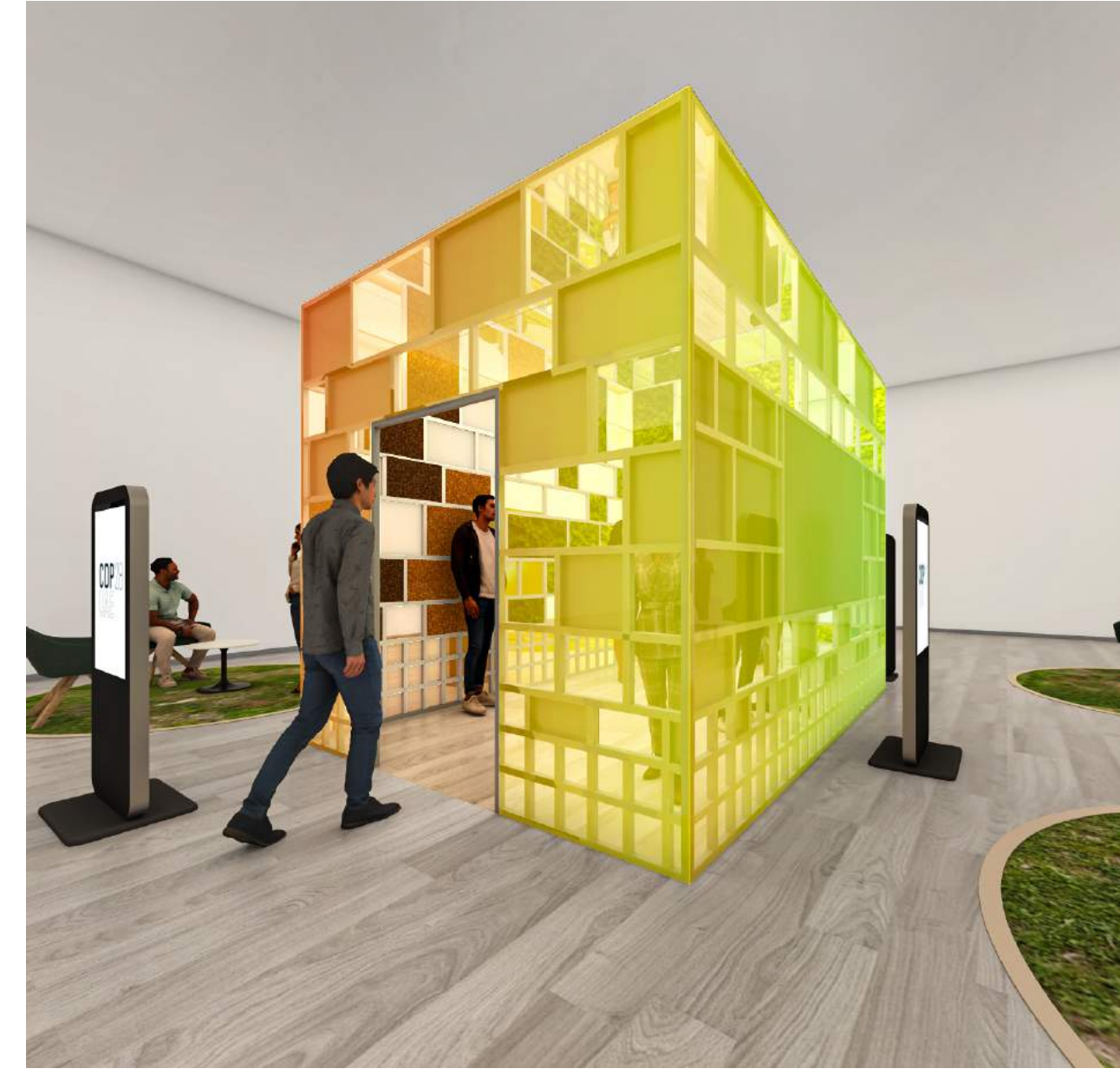
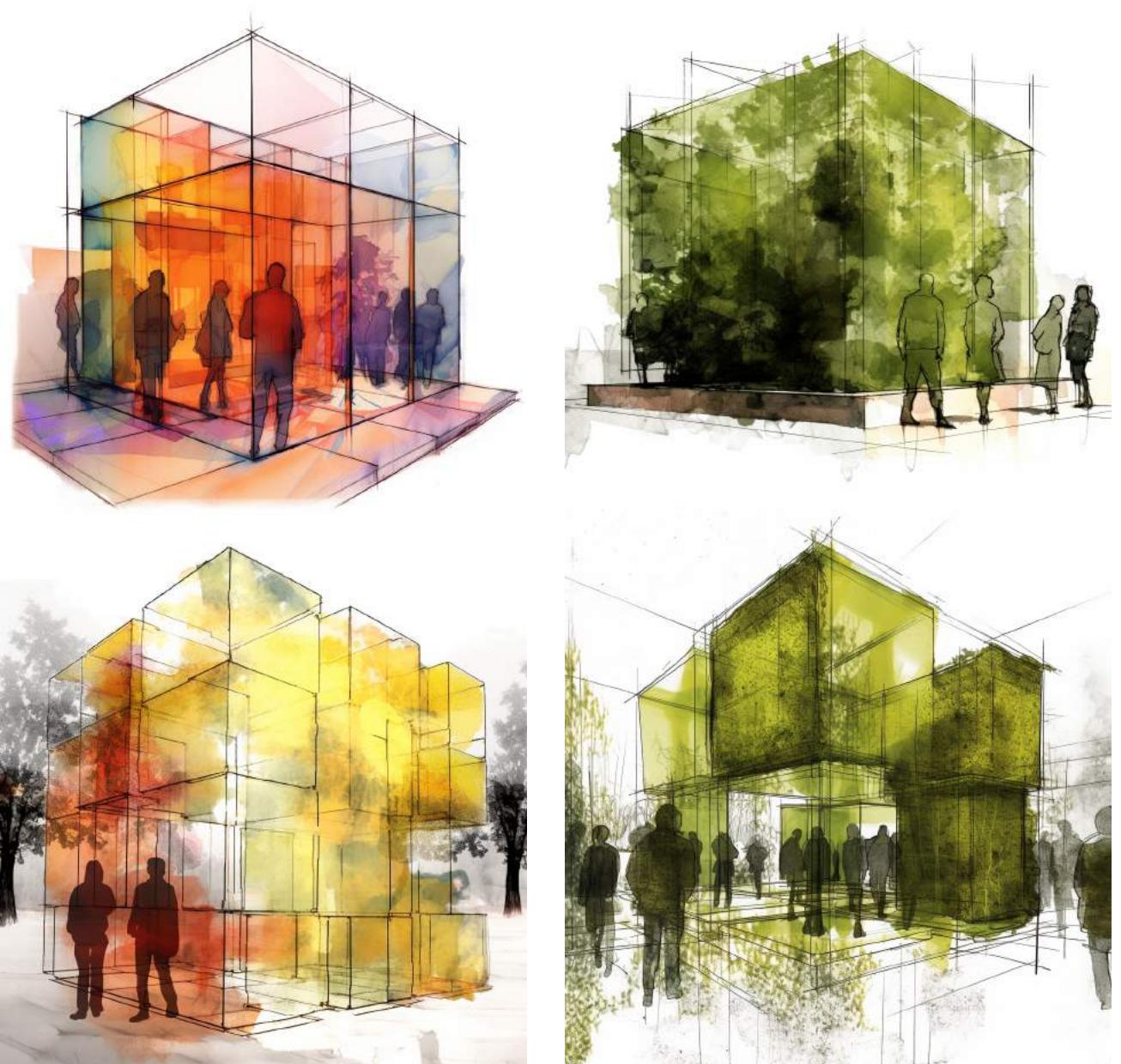
DESCRIPTION

**DESIGN & BUILD : (ARCH & MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING)**



**COP28  
UAE**



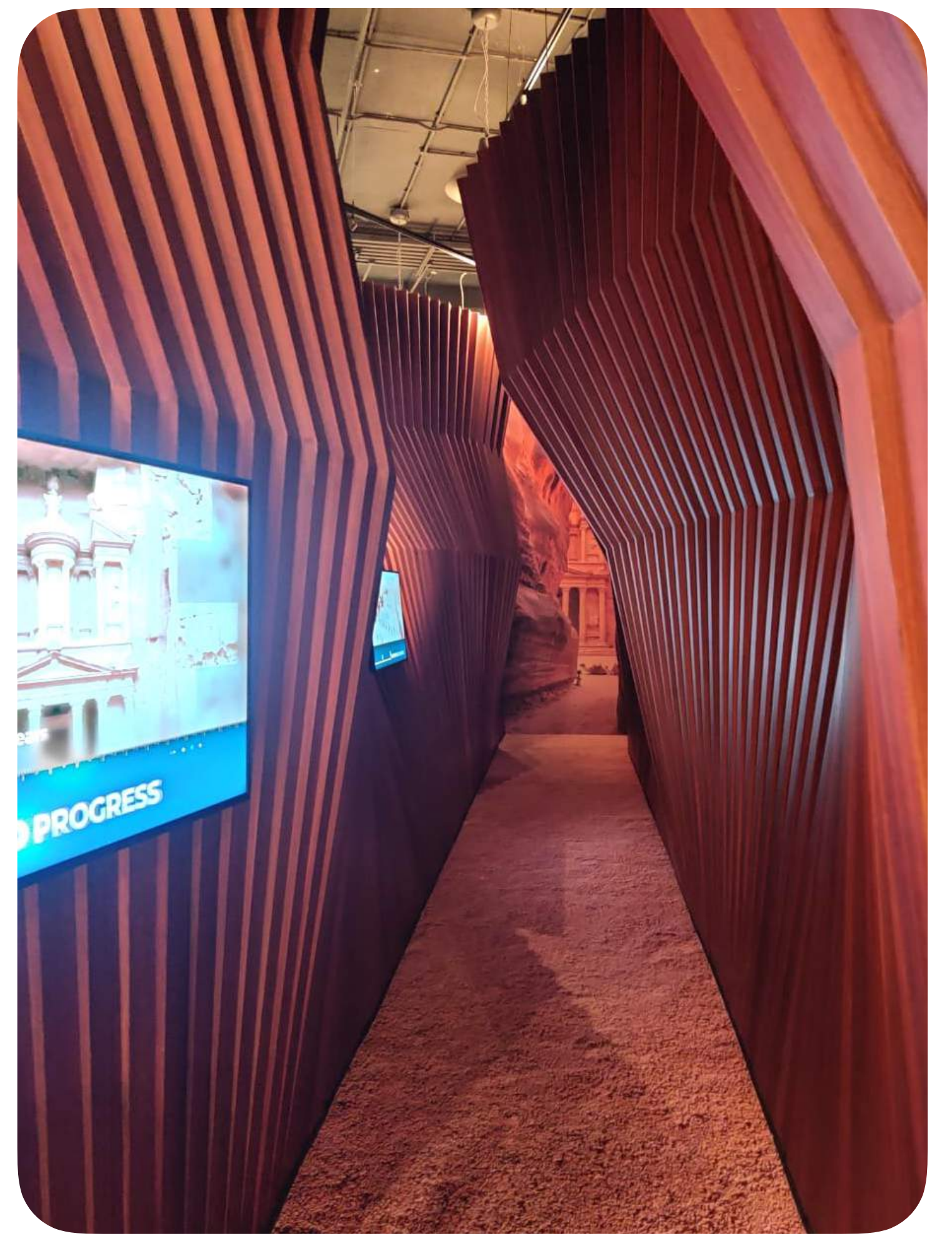
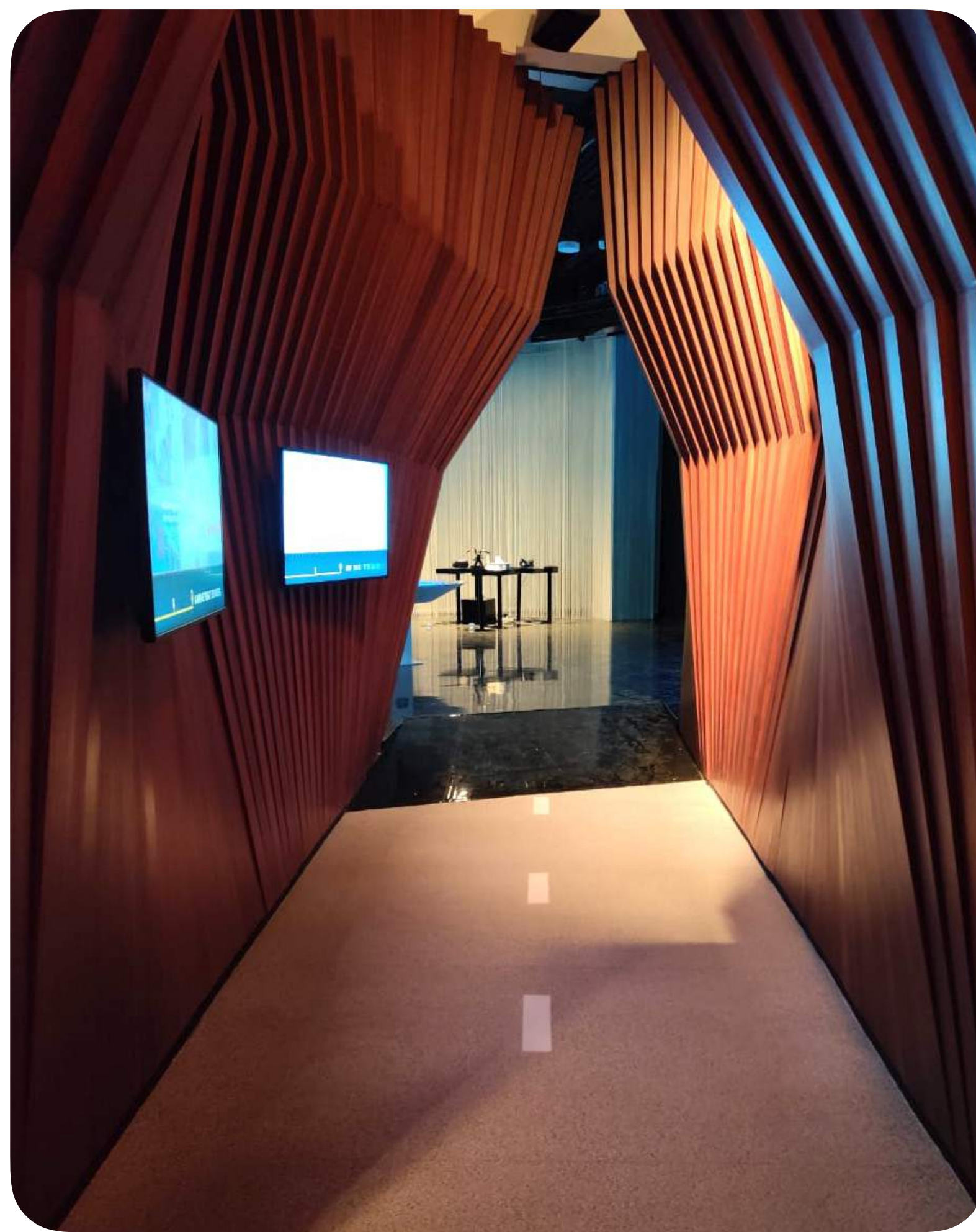
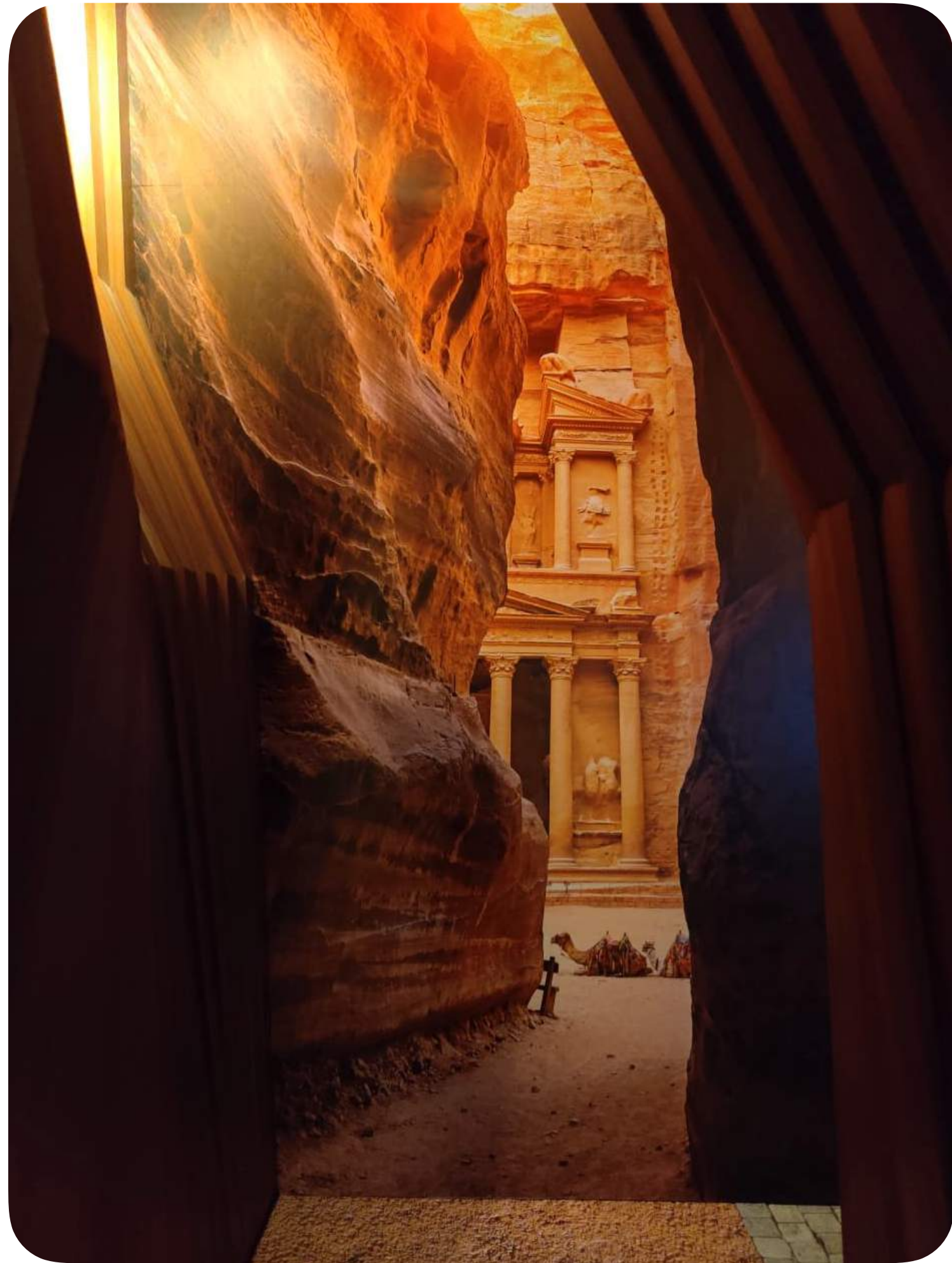


**A heat map is a living document which records the energy that is generated by individual buildings, vehicles and the surrounding area such as roads – anything that emits heat and energy.**

If this thermal pollution can be monitored, then measures can be taken to limit it, but, at present, there is limited technology to gain an in-depth understanding of where the heat is coming from to trigger these heat islands.

**This will also help to facilitate the concept of sustainable or green finance which refers to a financial asset class that has positive environmental outcomes that are absolutely verifiable. These investments should reduce pressures on the environment, address greenhouse gas emissions and tackle pollution, minimize waste by improving efficiency in the use of natural resources.**





PROJECT

# EXPO 2020 JORDAN PAVILLION PROJECT

UNITED ARAB EMIRATES



DESCRIPTION

PAVILION DESIGNED AND BUILT FOR THE EXPO 2020 EXPERIENCE





Conceptualising the idea of the workplace design as it is evolving even faster that prioritizes human beings, Wellness, and flexibility. As we see an increased focus on health and wellbeing in all aspects of our lives,

Biophilic design can also be used as a tool for companies to make employees not just physically healthy but mentally happy. This can be achieved in part through the use of natural materials as active design elements, promoting outdoor experiences indoors, encouraging physical movement, improving indoor air quality, and offering an abundance of natural light.

Therefore, a human-centric workplace approach implemented in proposed design.



PROJECT

**PARSONS | MEA**

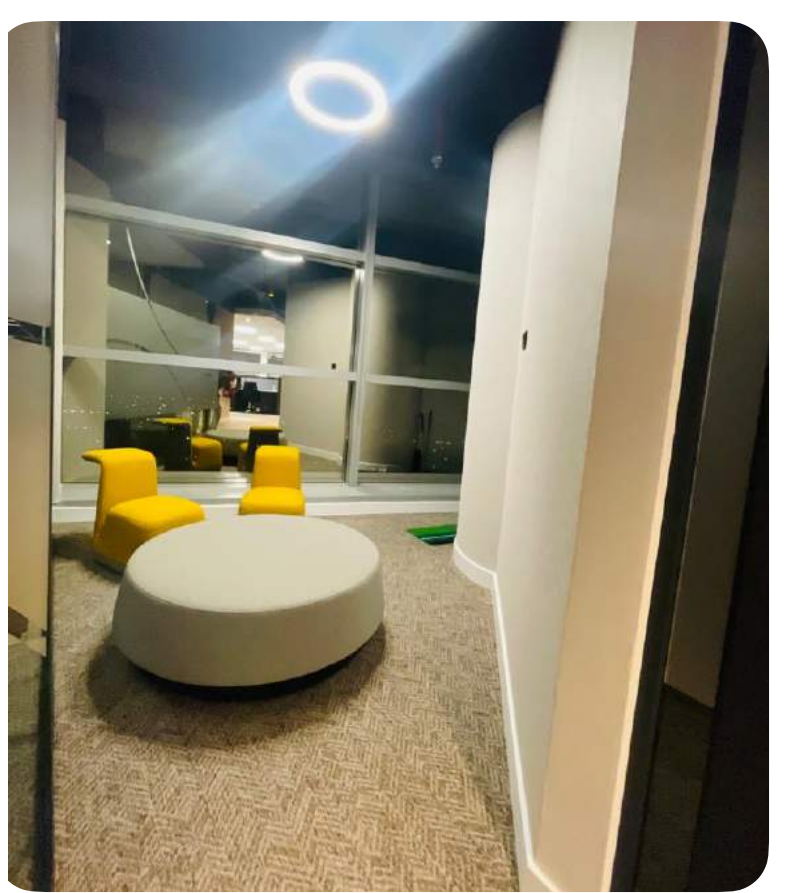
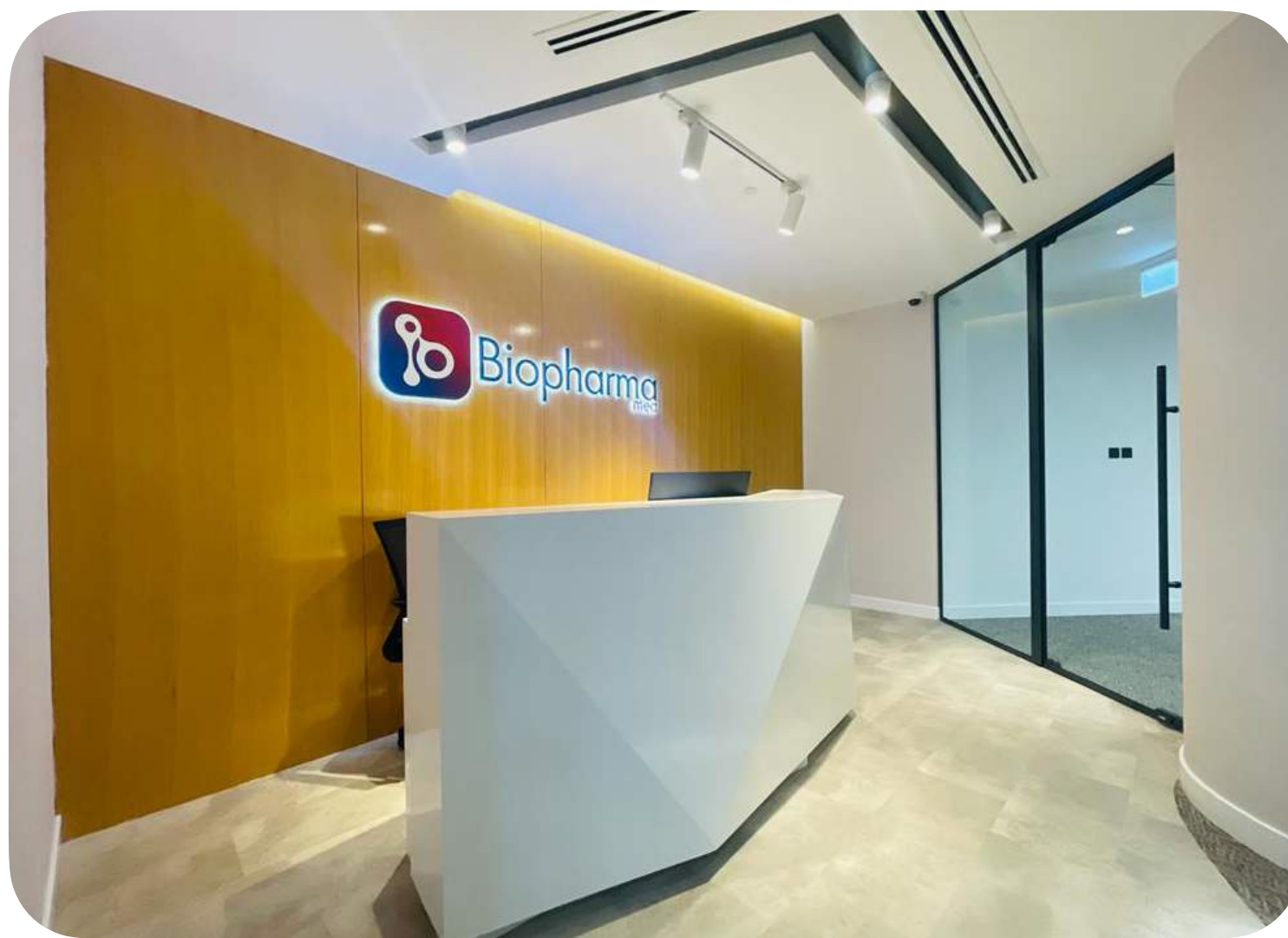


**TENTATIVE DESIGN IN PITCH DEVELOPMENT STAGES** 

DATE **2023 - CURRENT**

DESCRIPTION **LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING)**





PROJECT

# BIO PHARMA MIDDLE EAST

## DUBAI, UNITED ARAB EMIRATES



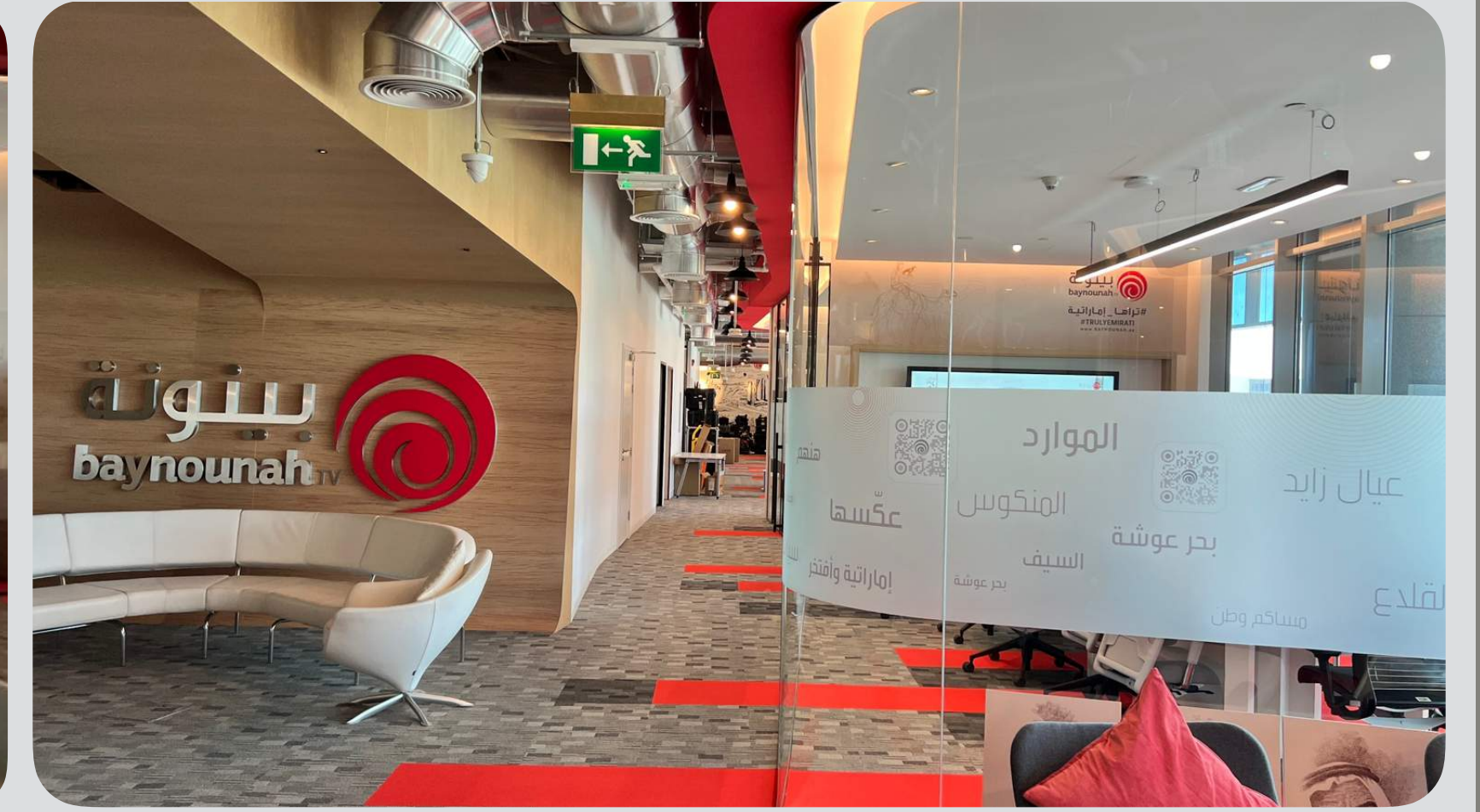
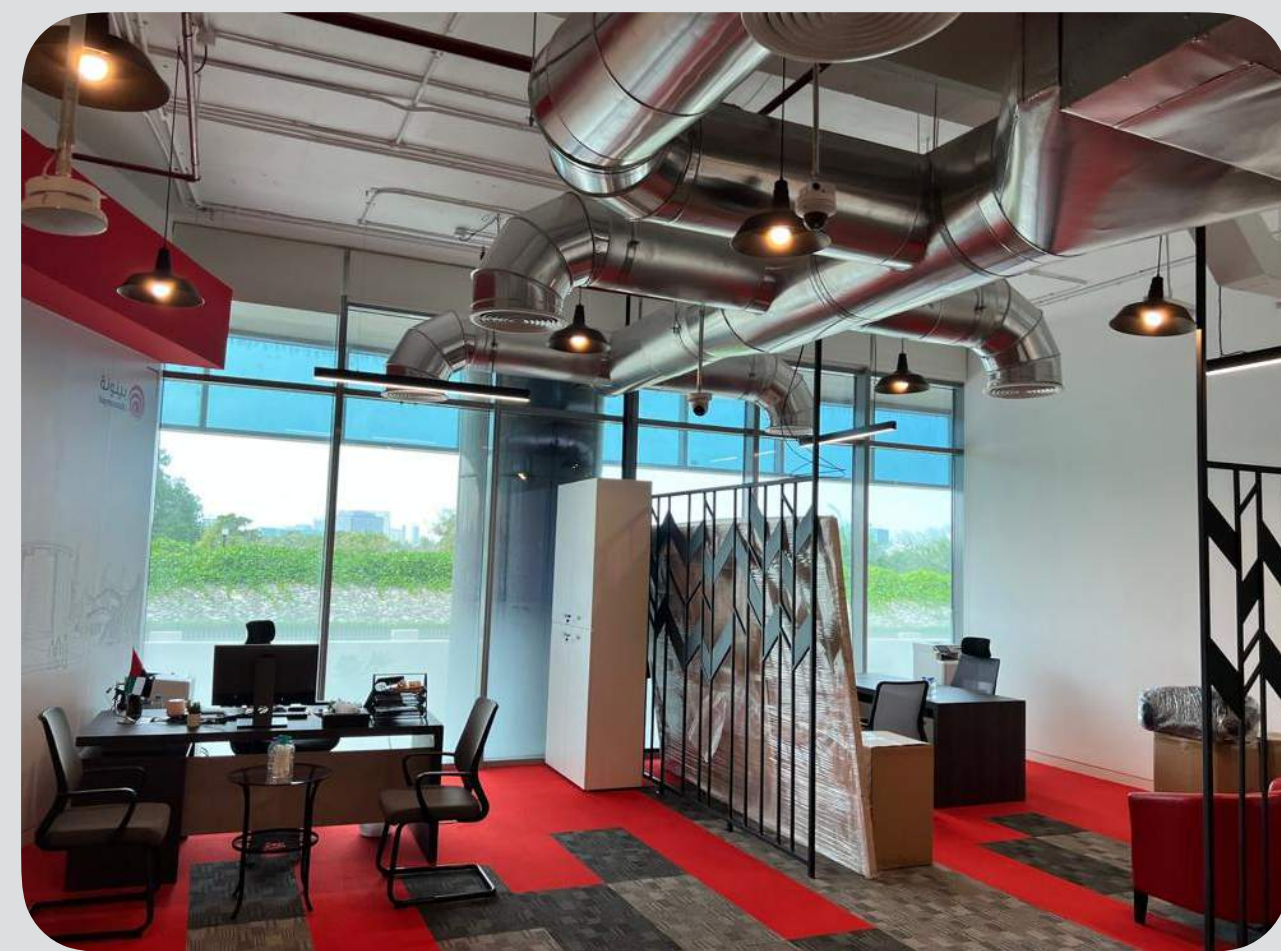
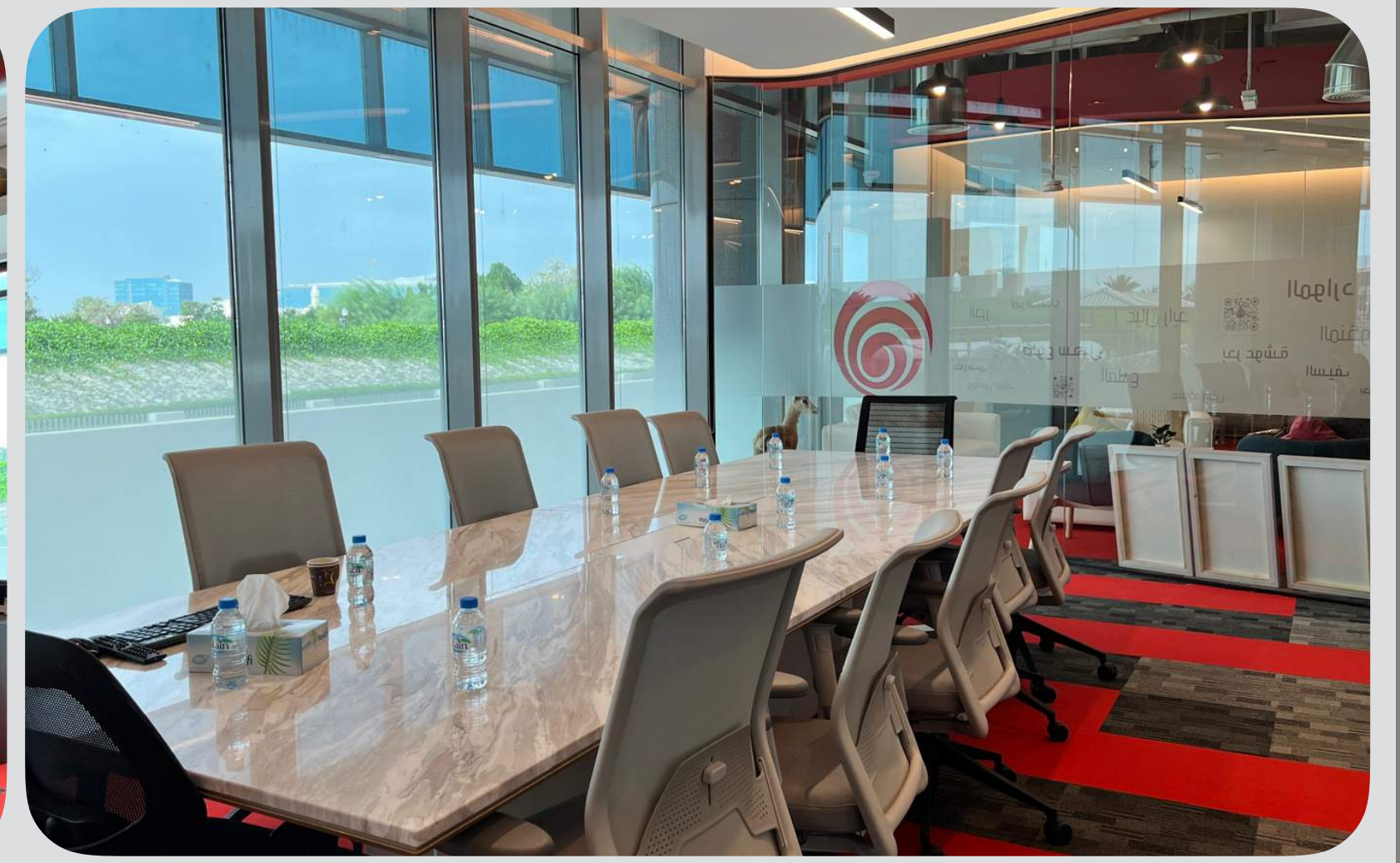
DESCRIPTION

R&D OFFICES DESIGN + FITOUT

DESCRIPTION

LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING)





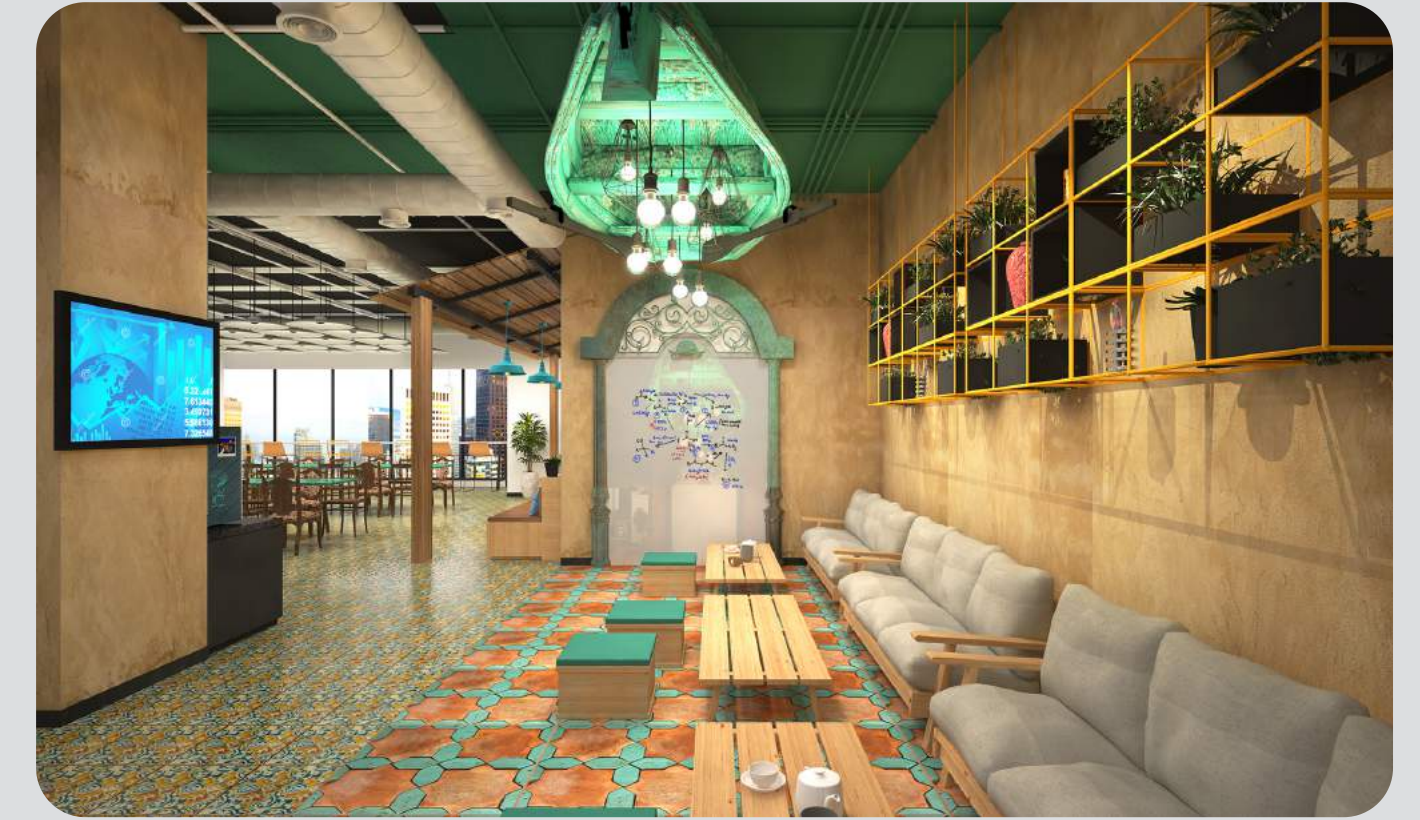
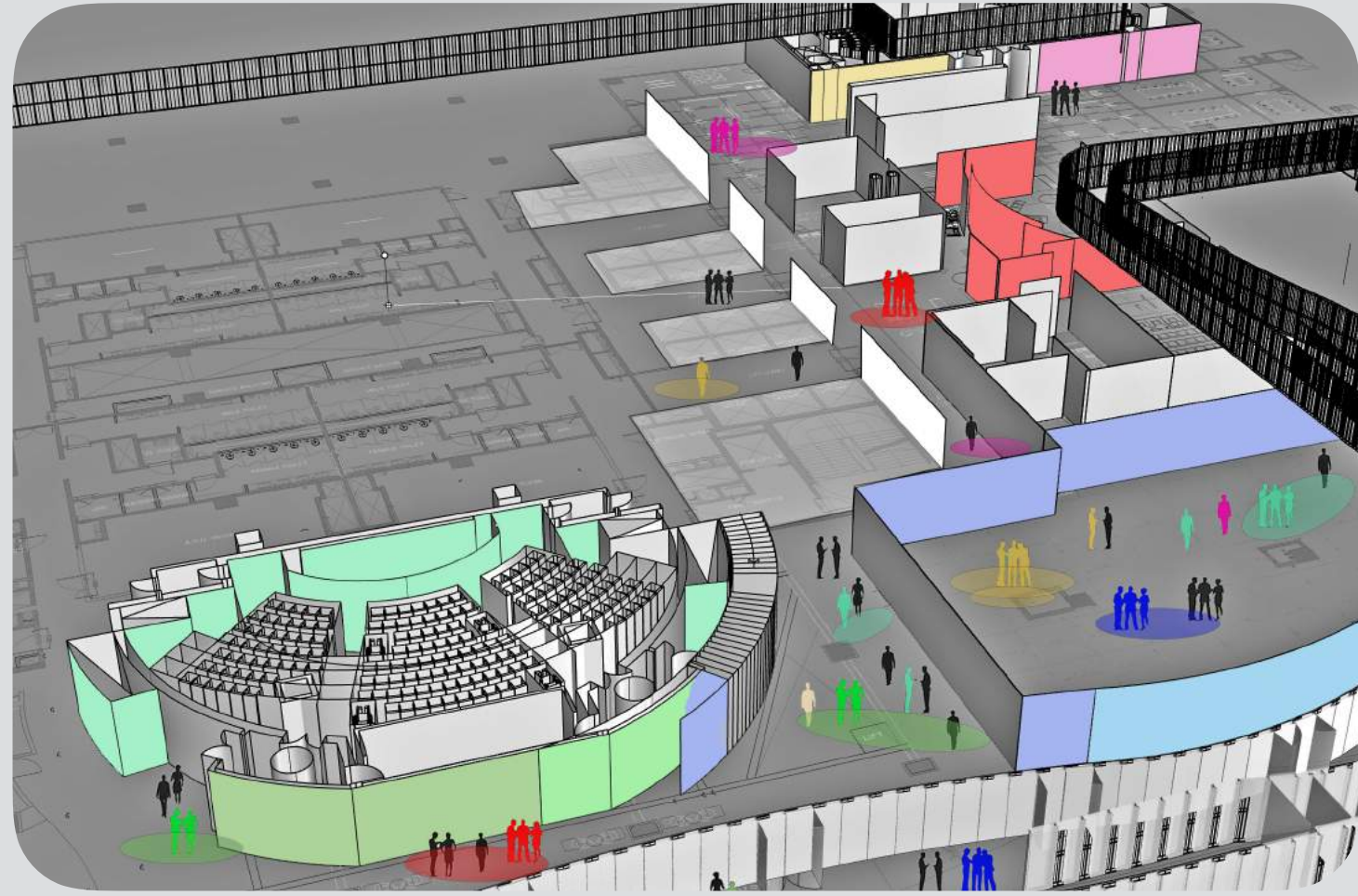
<p><b>PROJECT</b></p> <p><b>ABU DHABI MEDIA – BAYNOUNAH MEDIA TV</b></p>
<p><b>ABU DHABI , UNITED ARAB EMIRATES   AREA : 7100 SQFT</b></p>



<p><b>DATE</b></p> <p><b>NOV 2022 - JAN 2023</b></p>
--


<p><b>DESCRIPTION</b> LDC (CIVIL, ARCH &amp; MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING) PMG &amp; IT SERVICES (DATA CENTER AND NETWORK INFRASTRUCTURE – DESIGN &amp; BUILT)</p>
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**SPREADING THE GOOGLI-NESS**



PROJECT	<h1>GOOGLE PROJECTS</h1>	
	<p><b>MUMBAI + BANGALORE + GURGAON</b>    AREA : 1.5 MILLION SQUARE FEET</p>	

**DATE**    2016-CURRENT ( PROJECTS ONGOING )

**DESCRIPTION**    GOOGLE MARKETING & IT OFFICES + GOOGLE CAMPUS

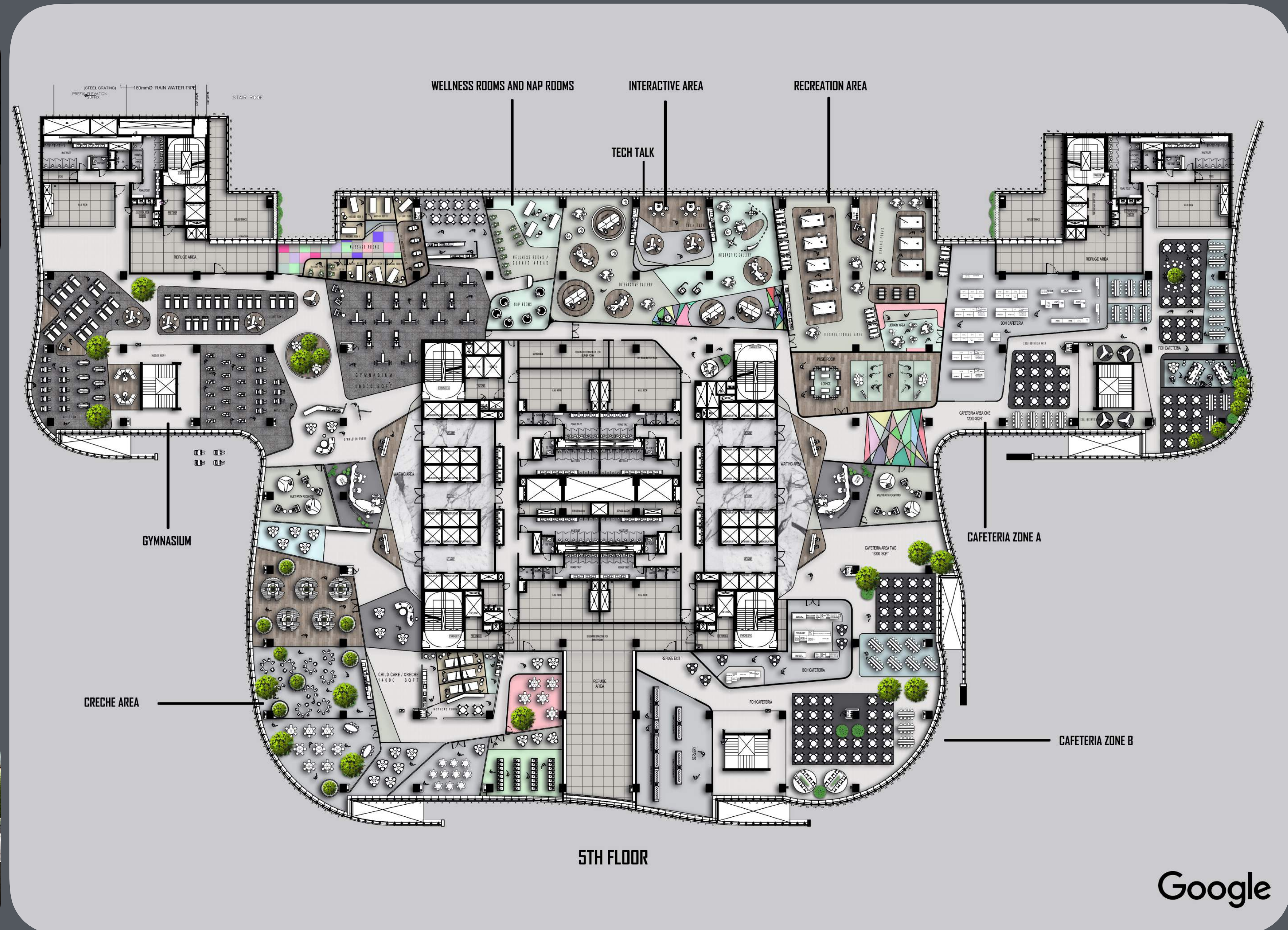




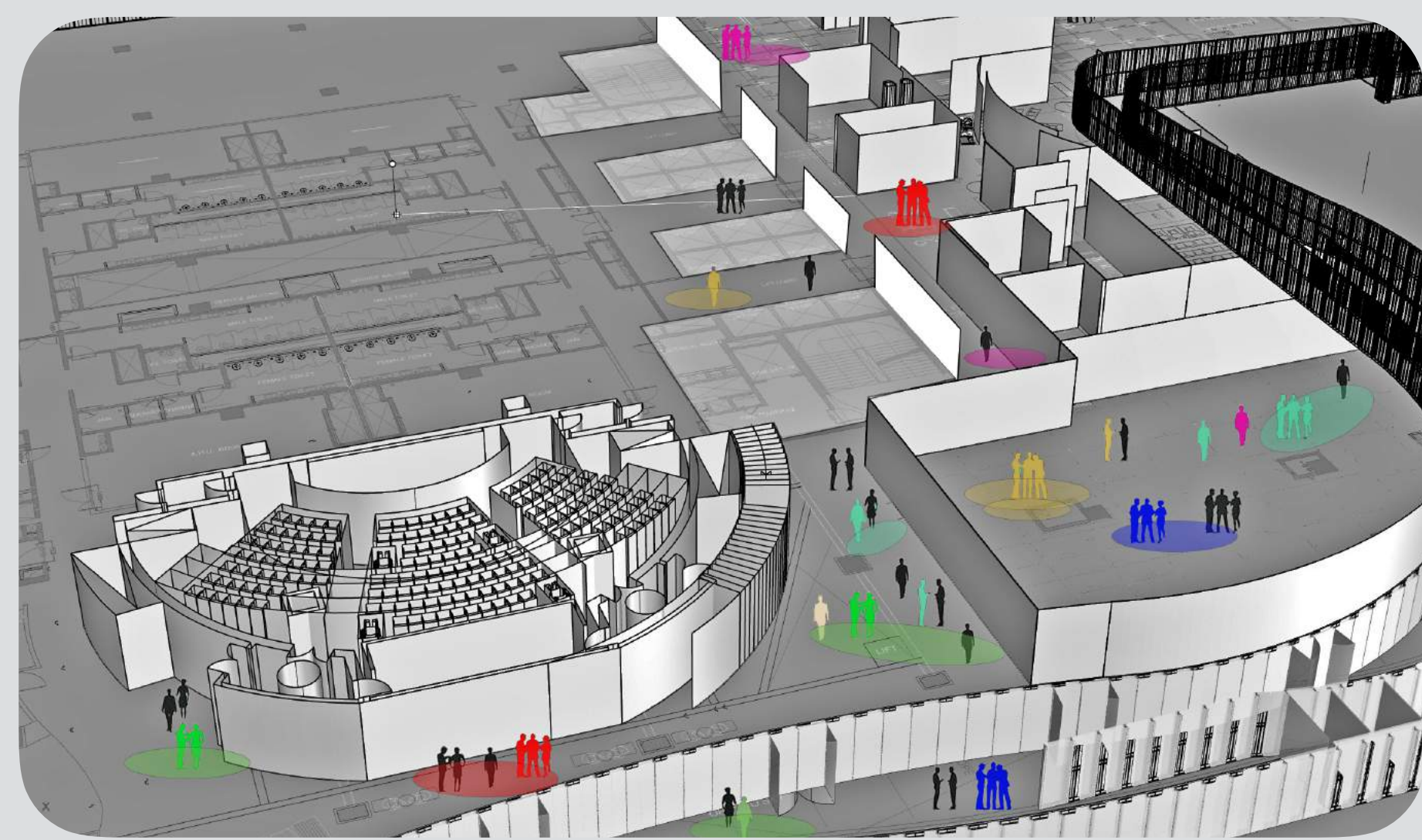
Four different Google offices in four different locations were based on four different themes.

While the Bangalore office was themed on the IT Hub that the city is famous for, the Mumbai office was themed on the festivals and the culture of Mumbai. The current Hyderabad office is being designed to connect twenty floors of office space via a design theme which depicts different regions of the world as connected by the journey of the river.

What's common in all the offices is that the users belong to a young age group ; the design revolved around usage of bold colors with life size graphics. Other design features include the creative usage of bold wall papers & carpets ;with designer accent lights used at strategic locations.

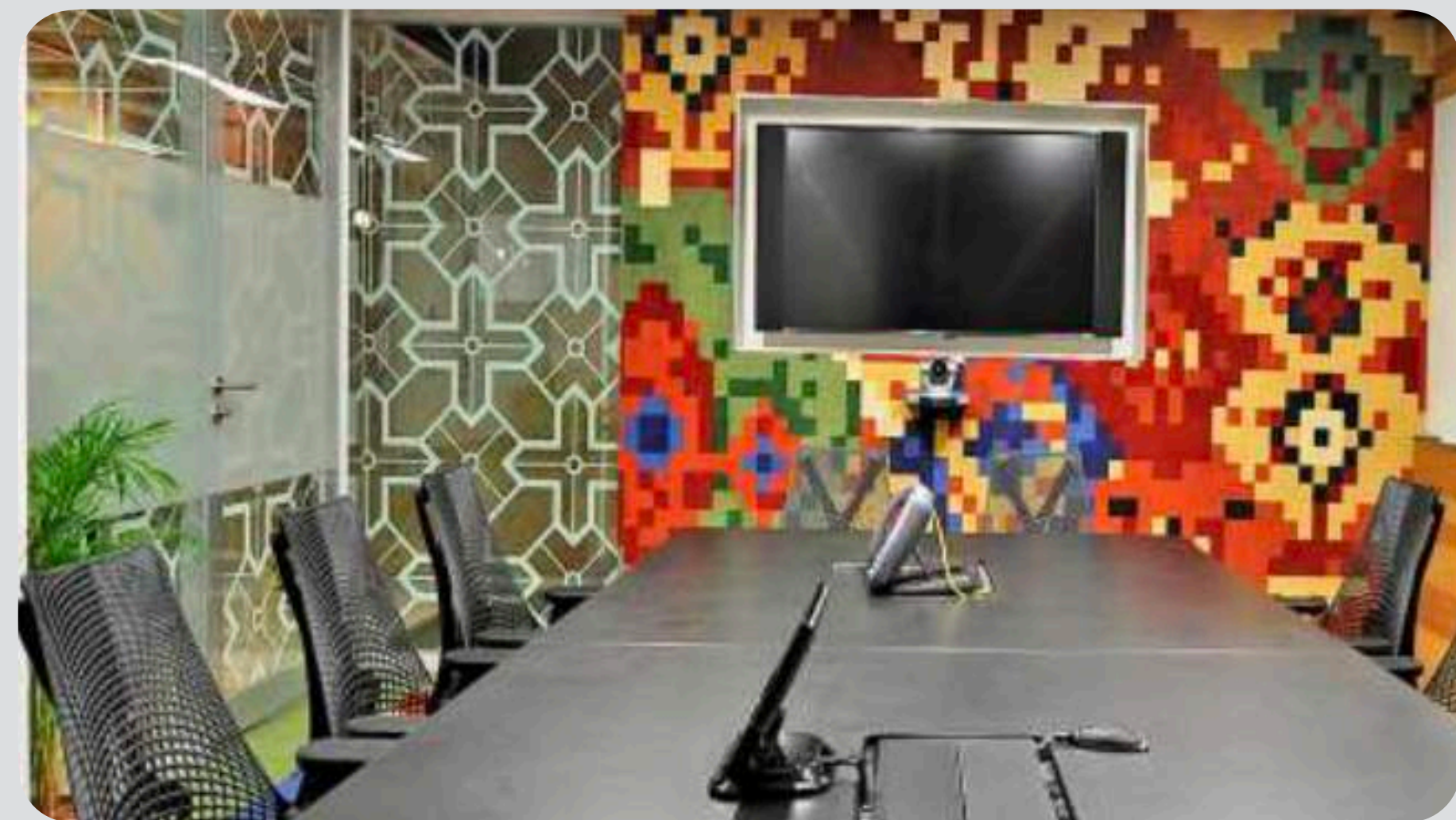




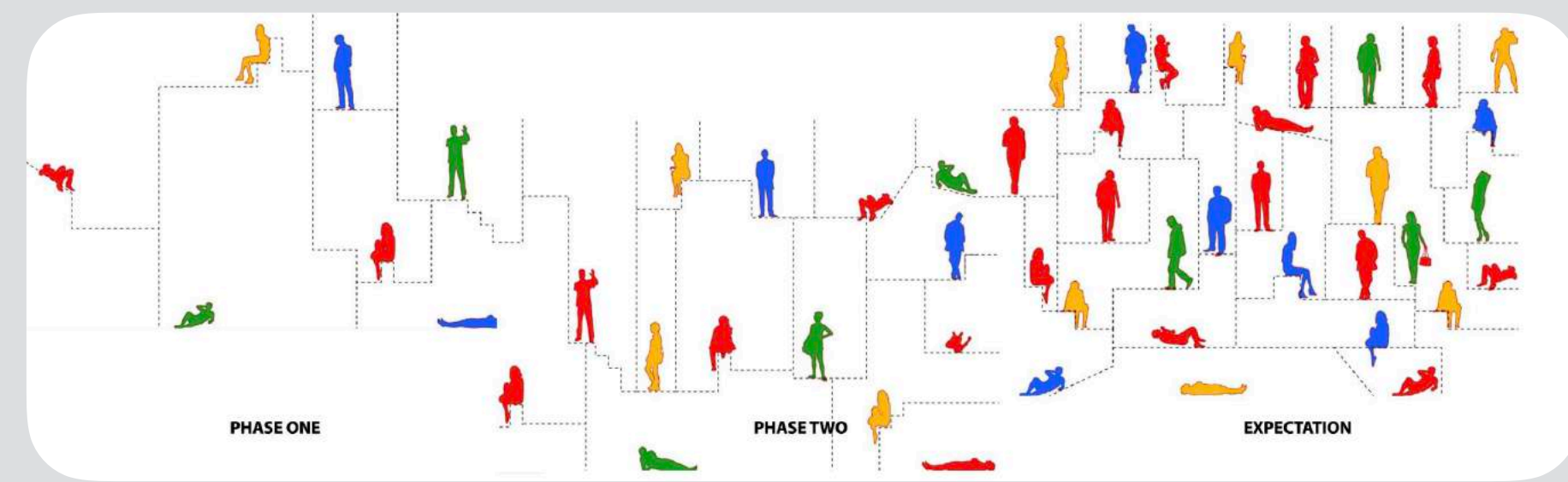


Google's event and meeting space is an absolute game changer. It's flexible enough for nonprofits to host collaborative brainstorming sessions to larger capacity, full-day seminars.

In true Google fashion, when exploring the individual mindset and spreading the mindset into teams by spreading extra-curricular activities and implementing changes into the space, so it could better suit our needs. The space would come fully-stocked with a microkitchen, a conference room, an area to hold workshops, a maker's space, Chromebooks, VR equipment and more.



DESIGNING THE SPACE TOWARDS THE YOUTH



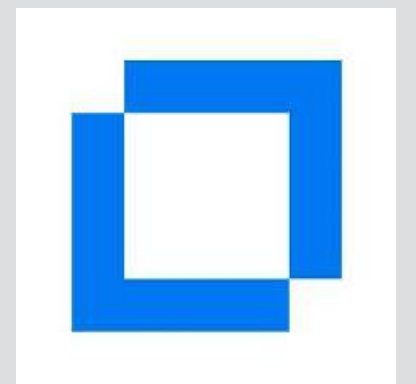




PROJECT

# MICRO FOCUS SOFTWARE MIDDLE EAST

DUBAI , UNITED ARAB EMIRATES | AREA : 7840 SQFT



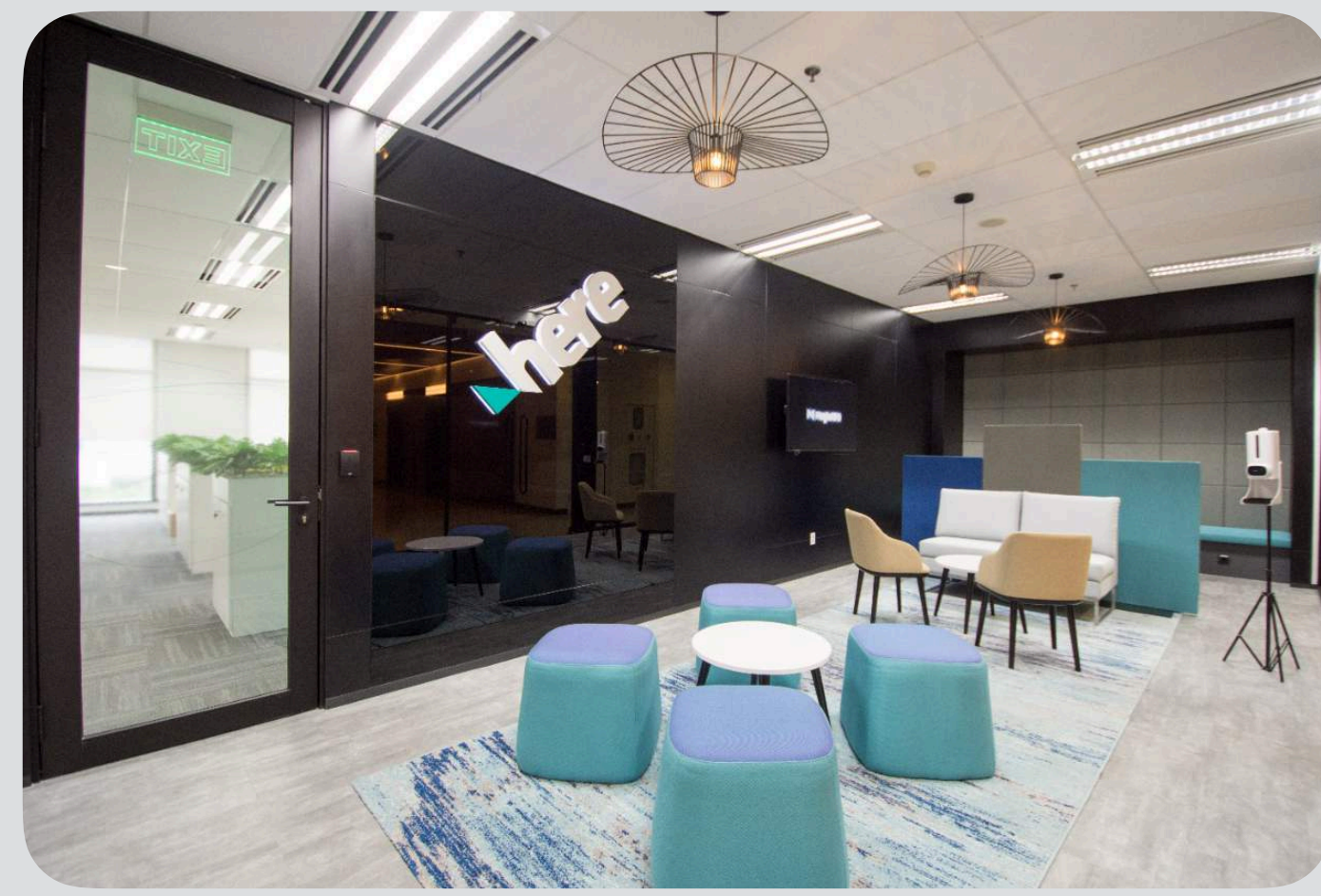
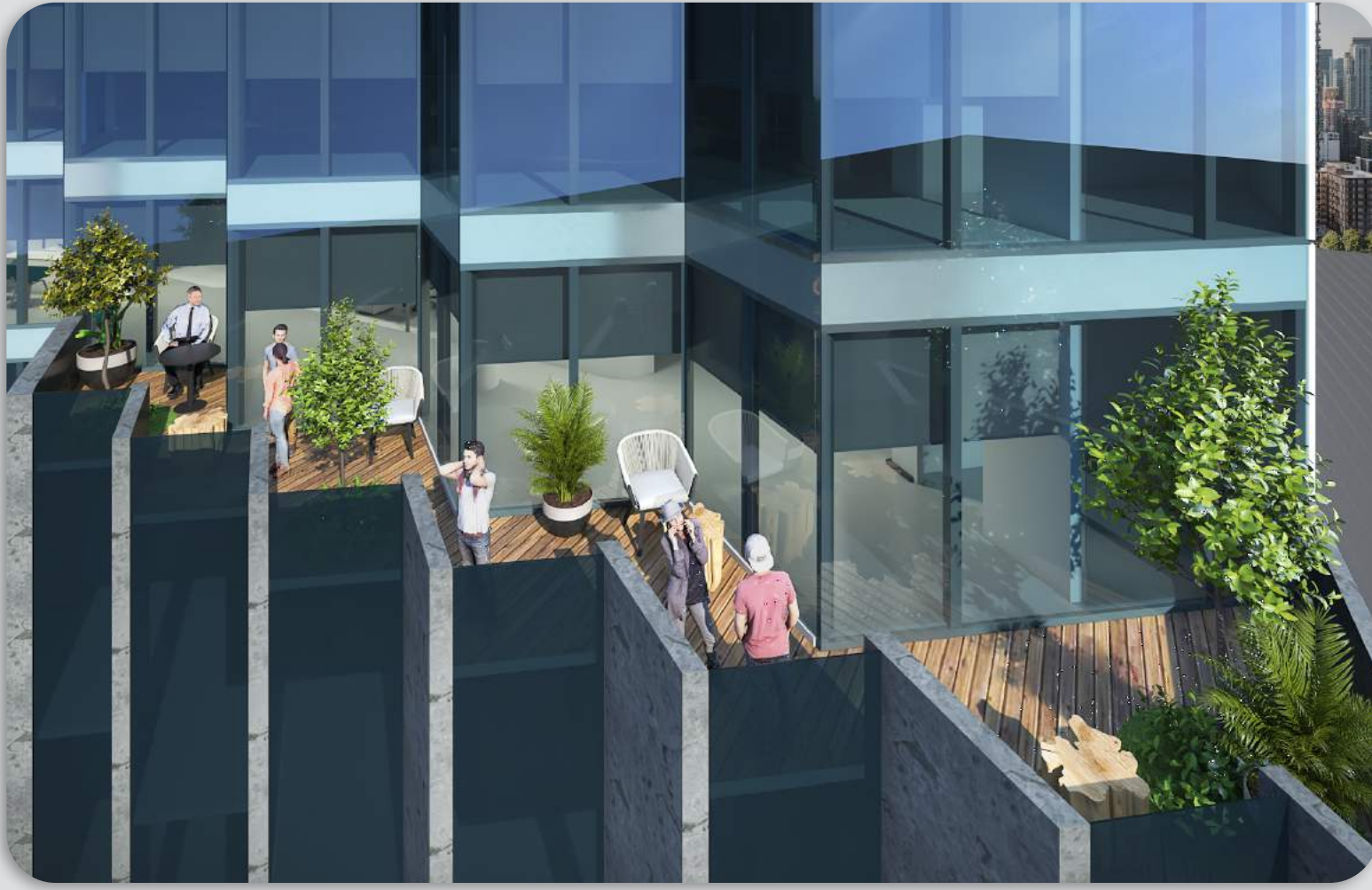
DATE

OCT 2022 - JAN 2023

DESCRIPTION

LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING)  
PMC & IT SERVICES (DATA CENTER AND NETWORK INFRASTRUCTURE – DESIGN & BUILT)





Across multiple locations, the design has stuck to its vibrancy palette and tone, however keeping the local culture vibe representation across the office.

From exposed ceilings to experimenting with bold colours across the office, we were able to continue the fluidity of movement in the work space such that the movement breaks horizontal barriers, and dynamic movement that leads to interaction and sense of community



## HERE TECHNOLOGIES PROJECTS

PROJECT

**JAKARTA** (INDONESIA) + **MELBOURNE** (AUSTRALIA) + **BANGALORE** | AREA : 50,000 SQUARE FEET

DATE

2016-CURRENT

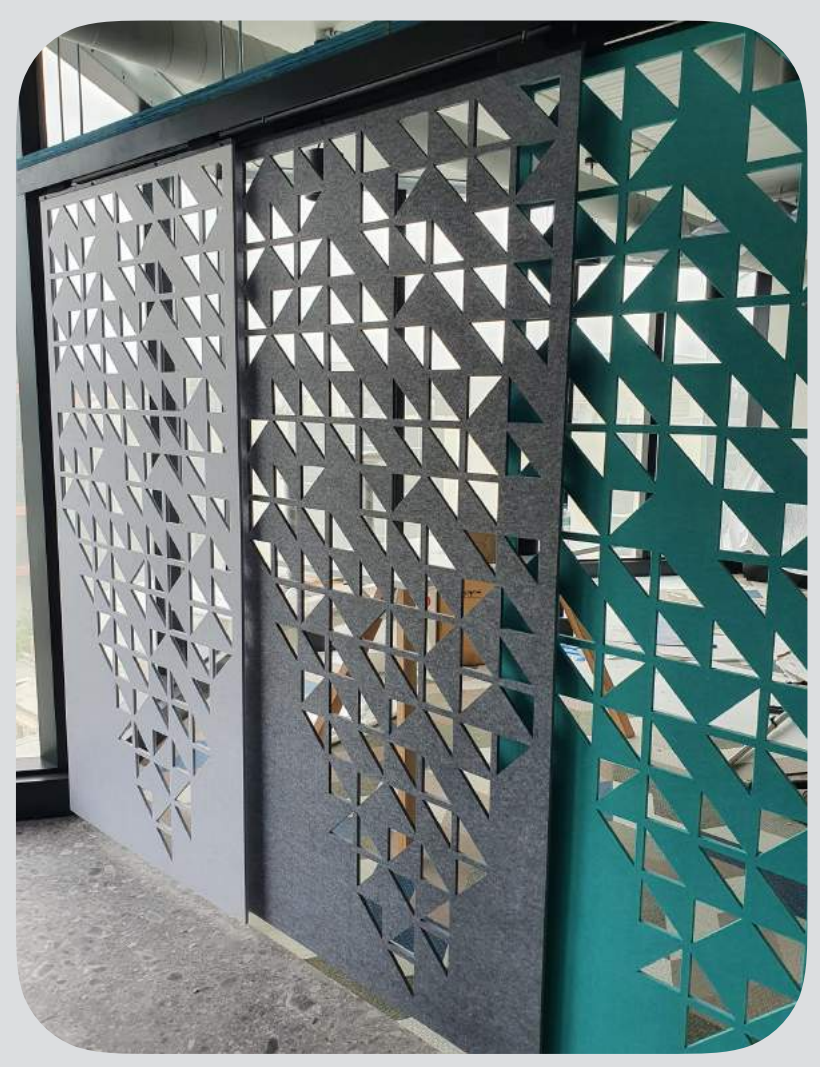
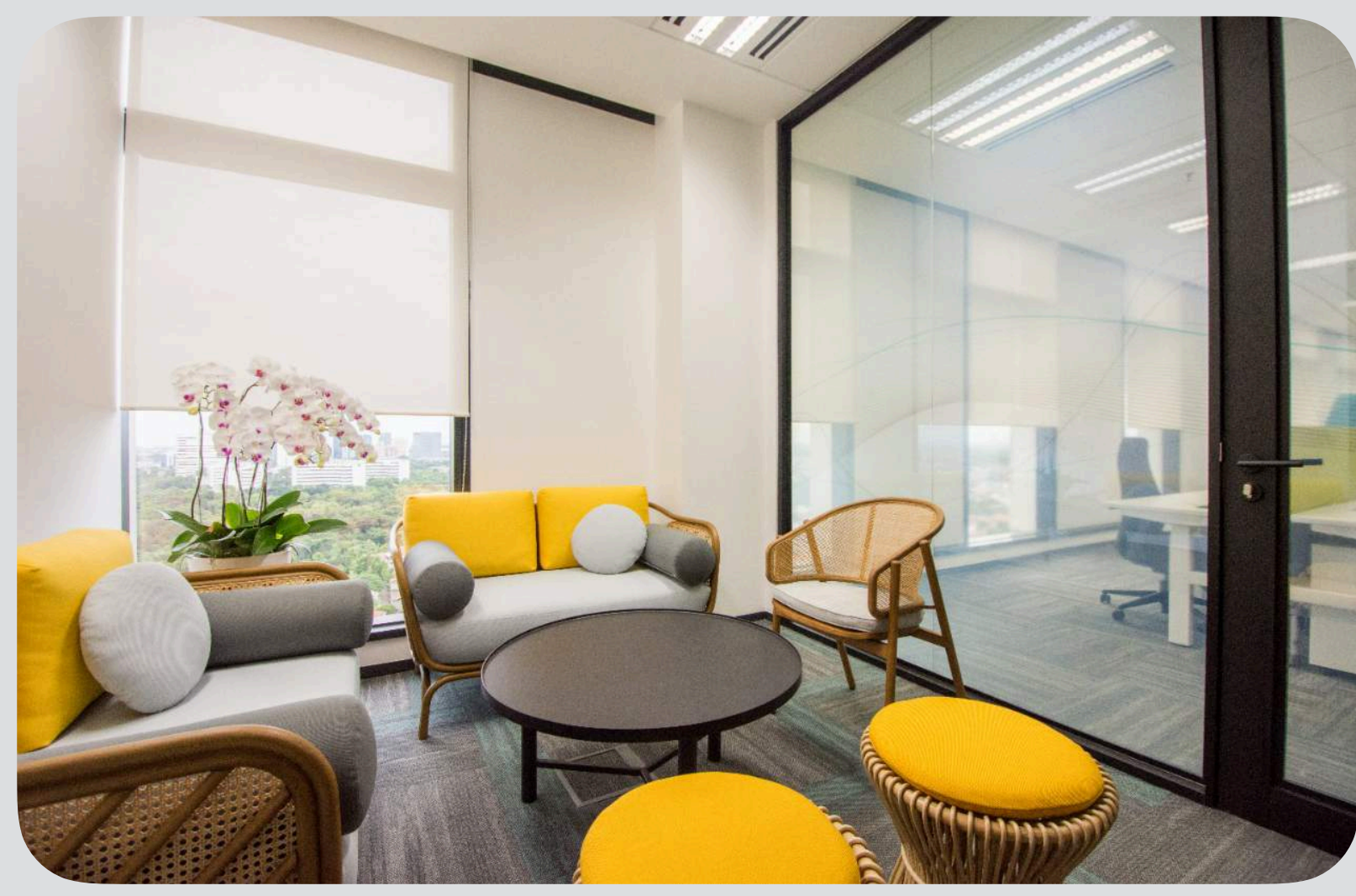
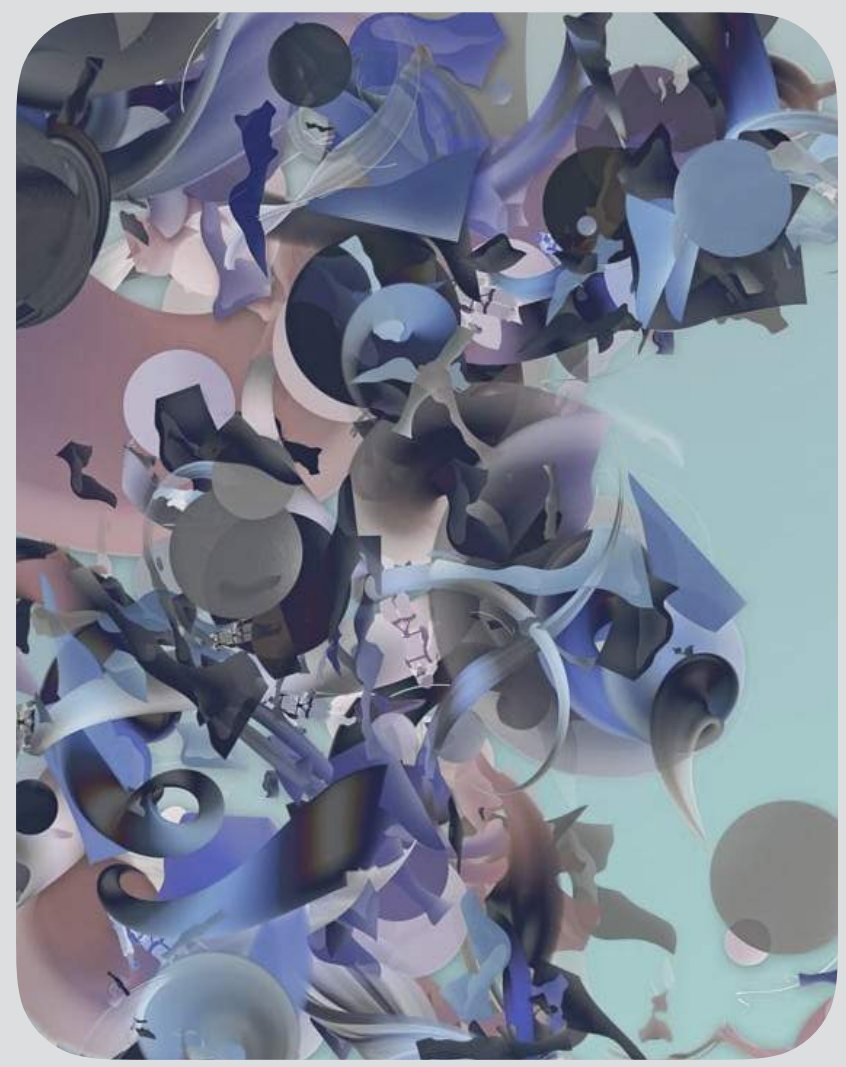
DESCRIPTION

FRONT END OFFICES ACROSS MAJOR CITIES





-  Design
-  Lighting Design
-  Graphic Design
-  Design Intelligence
-  Acoustic Design
-  Sustainability and Wellness







HSBC, the bank, has always been traditional in terms of its approach to design. The ask here, was to move away from the kind of spaces that they were working in to spaces that were more collaborative and agile.

The brief consisted of fitting in various kinds of business units into the building. Each of these had a separate set of requirements and had to be addressed accordingly. The plan consisted of a central hub that is meant to be abuzz with activity. This hub connected itself with different floors with staircases that cut through the floor plans and were placed in a staggered manner. There were two narrow activity streets that were planned as well. These consisted of phone booths, writing surfaces, meeting pods etc.



PROJECT

# HSBC PROJECTS

PAN INDIA | AREA : 1 MILLION SQUARE FEET



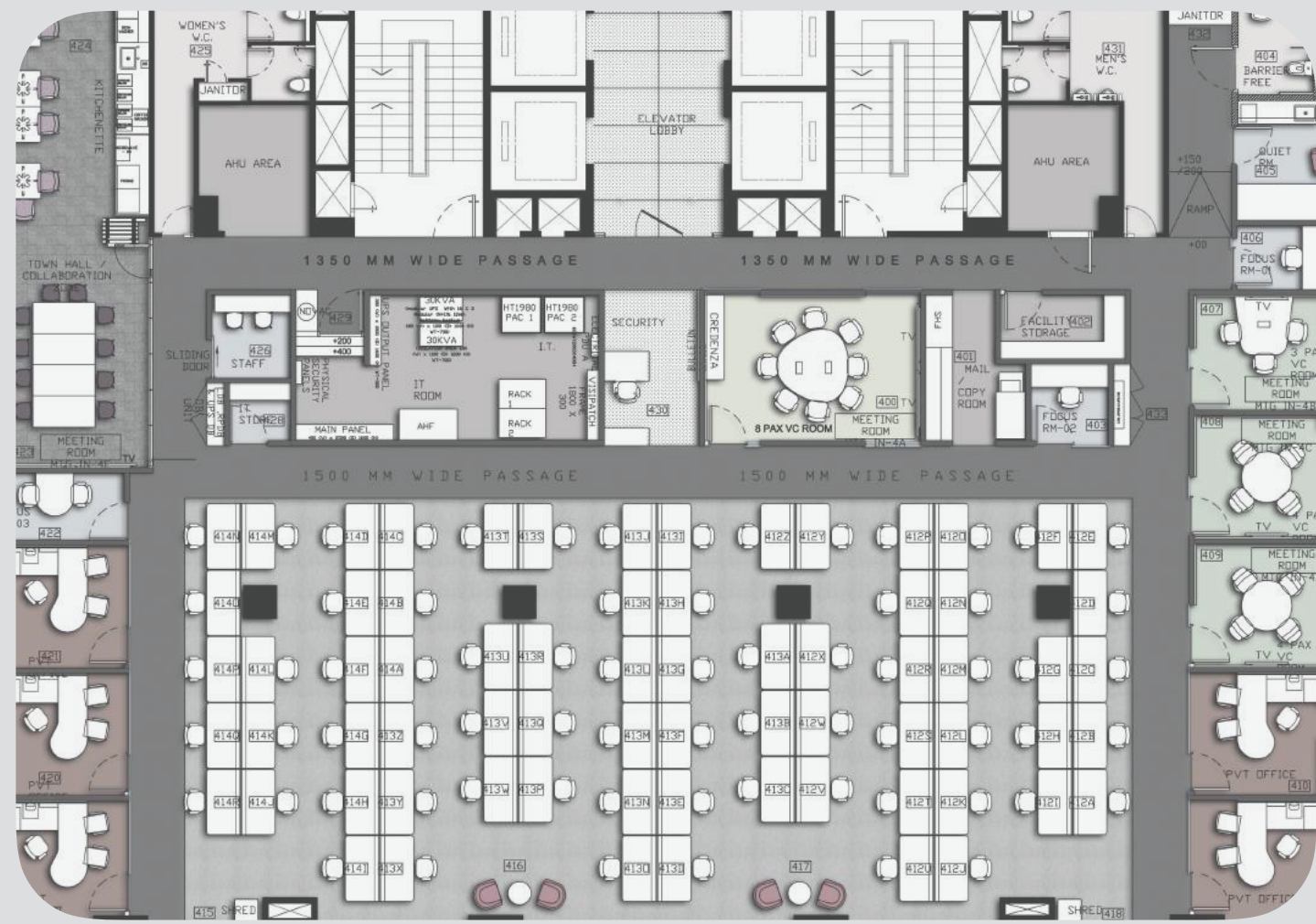
DATE

2015 - CURRENT

DESCRIPTION

DESIGN SERVICES + ACOUSTIC DESIGN





# THE CANADA PENSION PLAN INVESTMENT BOARD

PROJECT

**MUMBAI | AREA : 30,000 SQUARE FEET**

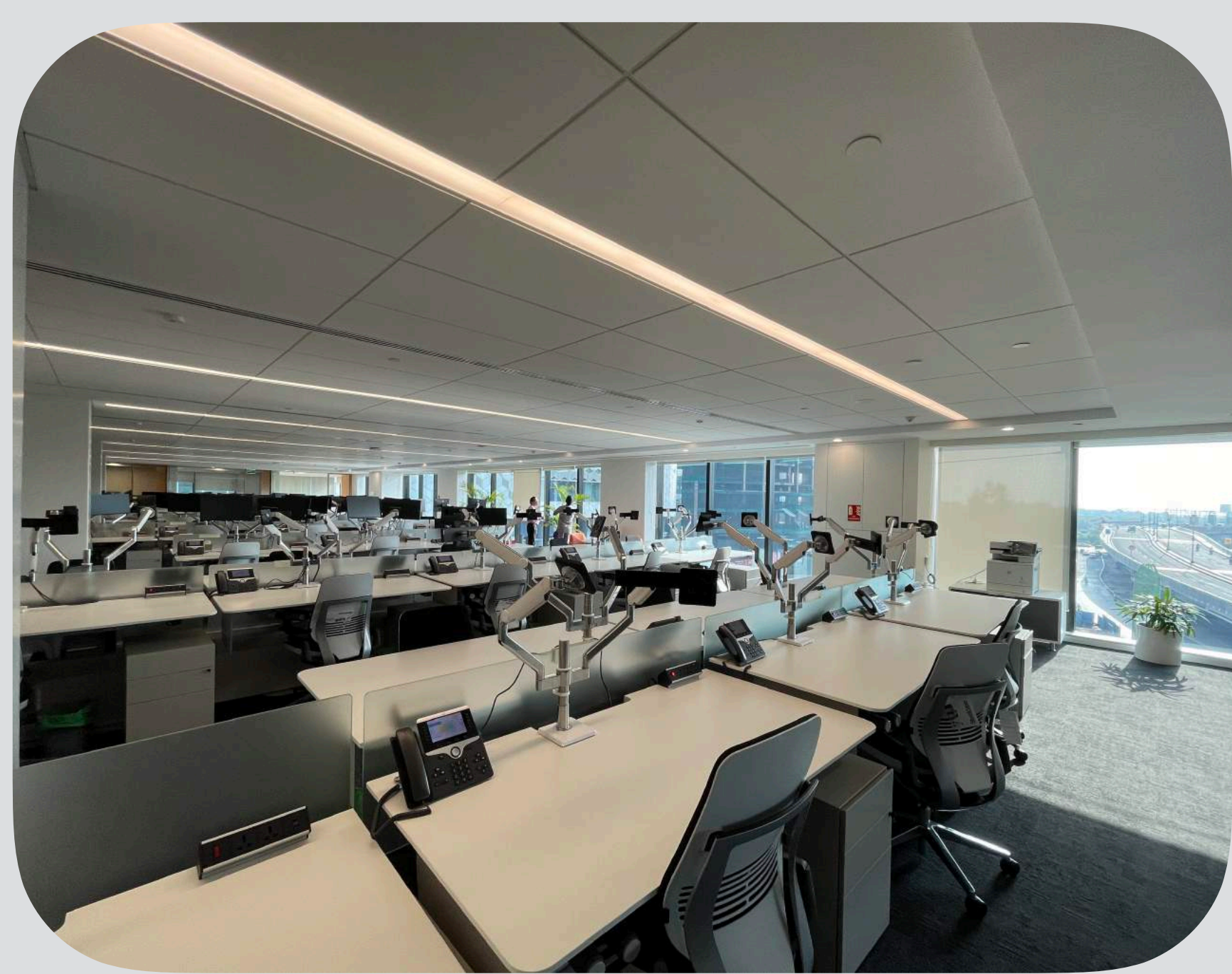


DATE

2015-2016 , 2019-2020, 2020 - 2021

DESCRIPTION T&D OFFICES





Design



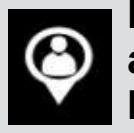
Design Intelligence



Lighting Design



Acoustic Design

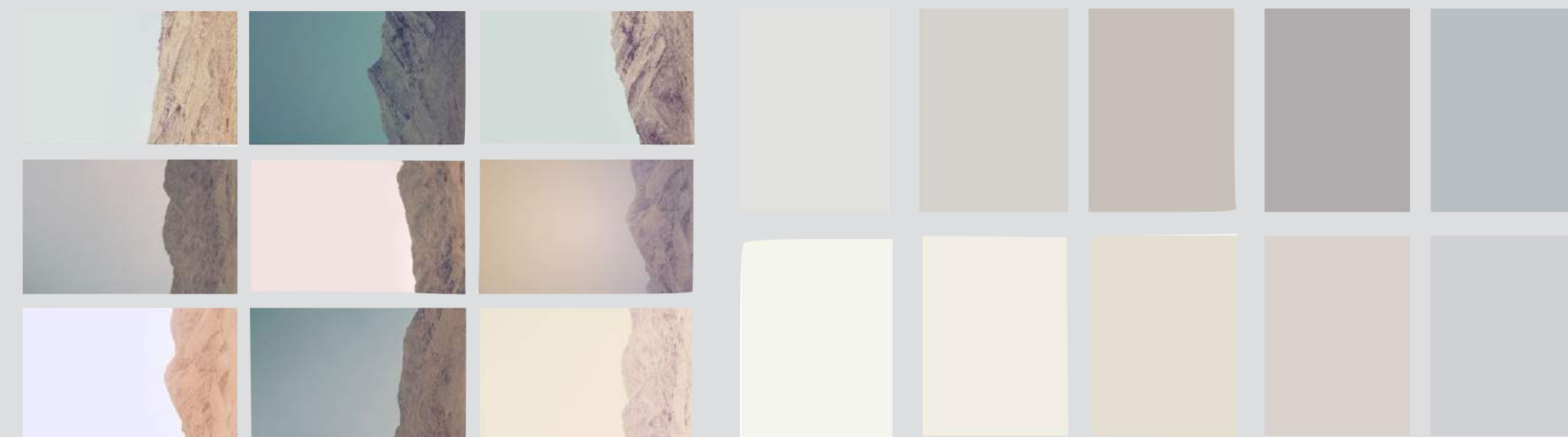


Design and Project Management

The approach to this client was more in line and tone with the existing setups in Canada. The materiality the design finishes was more muted and welcoming to the eye. Our usage of sliding folding systems throughout the office made the space very functional.

We had taken this project into different stages - from design to complete design and build upon direct coordination with entire team in Canada & UK who were overlooking our design and planning.

The concept really helped in merging spaces of the office into one another seamlessly without much of an effort and we were able to deliver the same.








The design concept used in this project was that each floor of Reliance will depict a particular state of India.

The cities thus chosen were – Rajasthan, Kerala, Goa, West Bengal, Kashmir, Gujarat, Andhra Pradesh, Maharashtra, and Tamil Nadu. This theme would be there depicted in the multiple collaboration spaces that are scattered all over the floor space.

The rest of the work area would be simple and sophisticated with a color palette comprising of predominantly white and beige. Also the work area has open ceiling to maximize the volume and make this area appear more spacious.

PROJECT	<b>RELIANCE JIO PROJECTS</b>	
	<b>MUMBAI AREA : 1.35 MILLION SQUARE FEET</b>	

DATE	2014-2015 , 2018 - 2019
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DESCRIPTION	RELIANCE CORPORATE PARK TC22 + IMG RELIANCE ( ONE BKC ) + PITCHES
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This office was designed in a way which reflects the youthful spirit employees bring to a working space for startup of Reliance new projects .

An addition to this space is a touch of luxury and celebrity status that brings a visual sense of importance and feel good class.

A visualization of the office that is designed with futuristic models, and equipped with the atmosphere of the living environment & technology with blend of nature & colors.

Double height office space & flowing design was the highlight of the project.



PROJECT

**RISE WORLDWIDE**

**MUMBAI | AREA : 100,000 SQFT**



DATE

**2018 - 2019**

DESCRIPTION

A WHOLLY OWNED SUBSIDIARY COMPANY OF THE RELIANCE INDUSTRY LTD , IS AIMED AT ENABLING VARIOUS VERTICALS, CURRENTLY WITHIN THE SPORTS AND LIFESTYLE BUSINESSES, AN AUTONOMY TO OPERATE AND CREATE INDUSTRY DRIVING STRATEGIES AND WORLD CLASS CONSUMER EXPERIENCES, AS THE COMPANY FOCUSES ON FURTHER INVESTING IN THE SEGMENT.





The office is designed with fluidity concept in workspace that runs throughout the office, We represent the office which is inspired by nature. It contains non-classified systems of order as it will be a random mix of interesting floating elements, the fluidity of space could transform based on forms created which adapts into functional spaces.

The spaces created are for both natural and technological means.

An interesting floor plan is laid out in such a way that individuals would have the freedom to move freely through each zone, sometimes multiple zones at once.



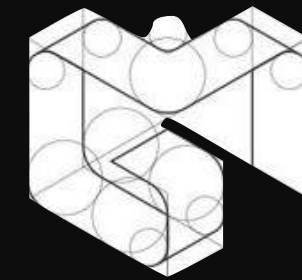
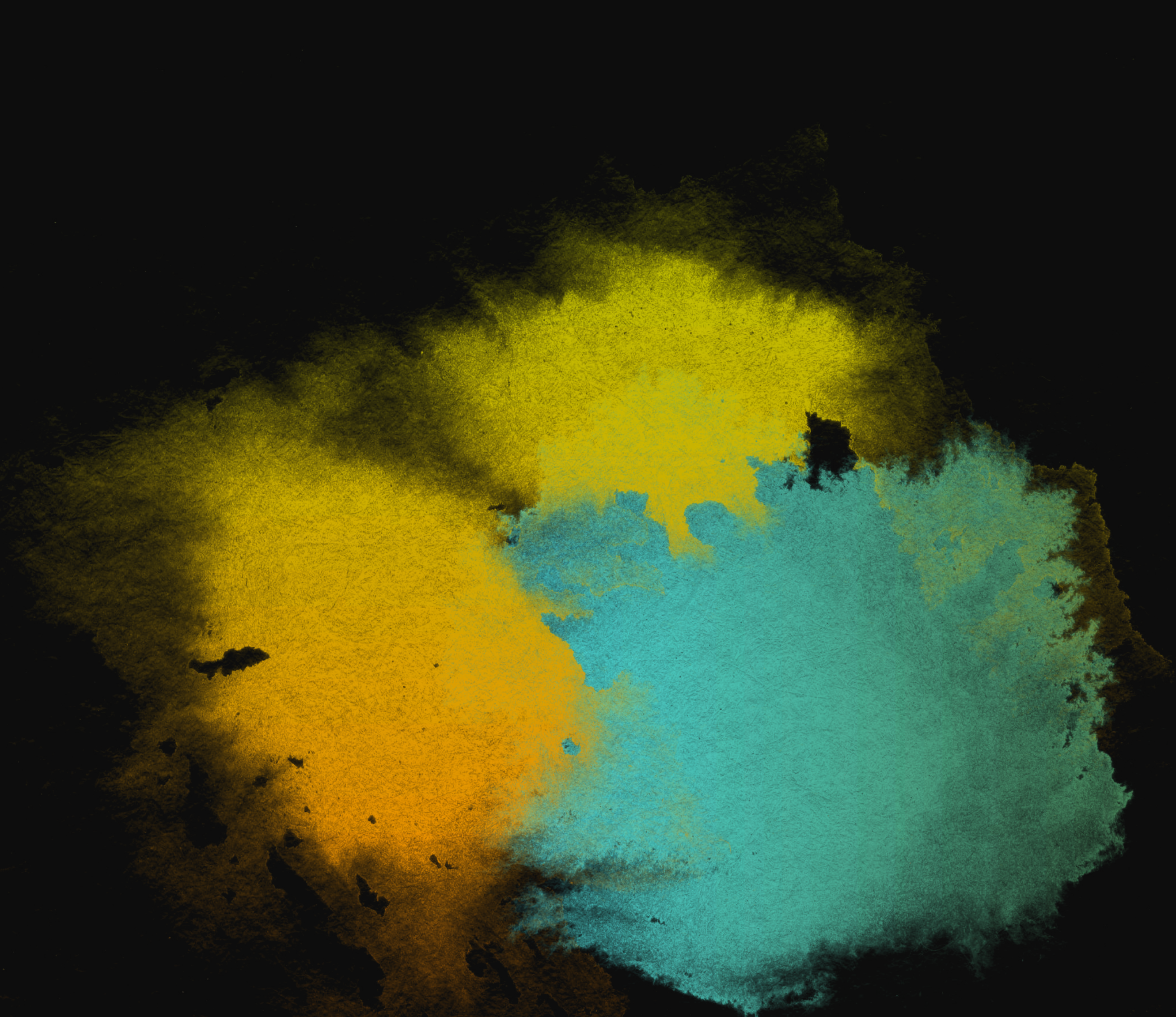
PROJECT	<b>MICHELIN</b>
	<b>PUNE   AREA : 172,500 SQFT</b>



DATE	2018-2019
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DESCRIPTION	LDC (CIVIL, ARCH & MEP), (IT, AV AND TECHNOLOGY), (ACOUSTICS, LIGHTING) PMC & IT SERVICES.
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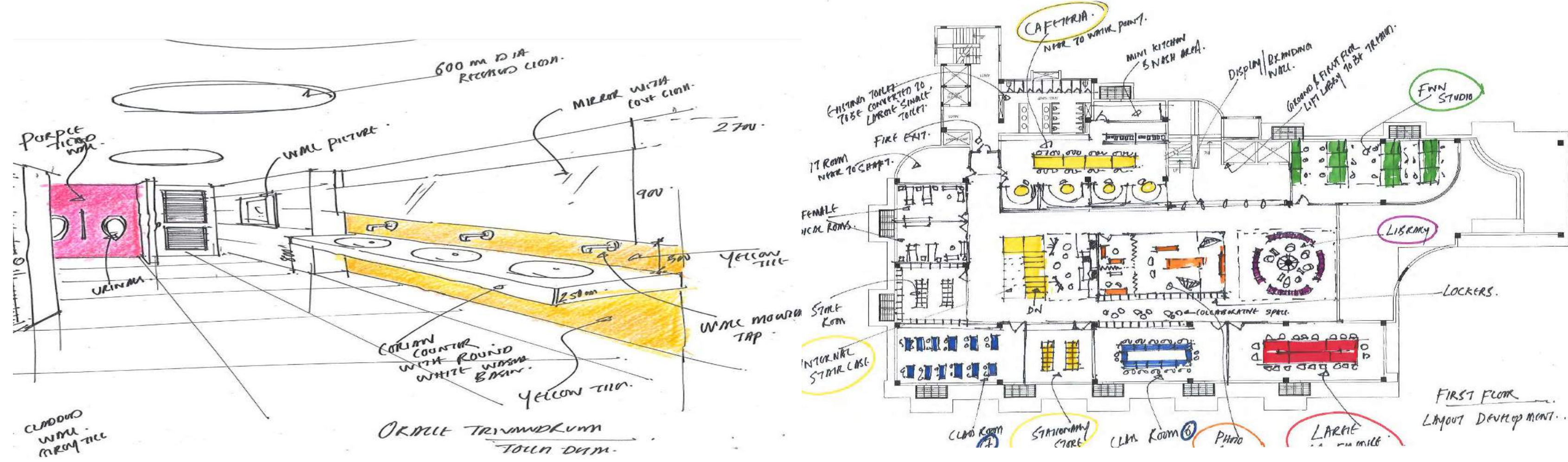
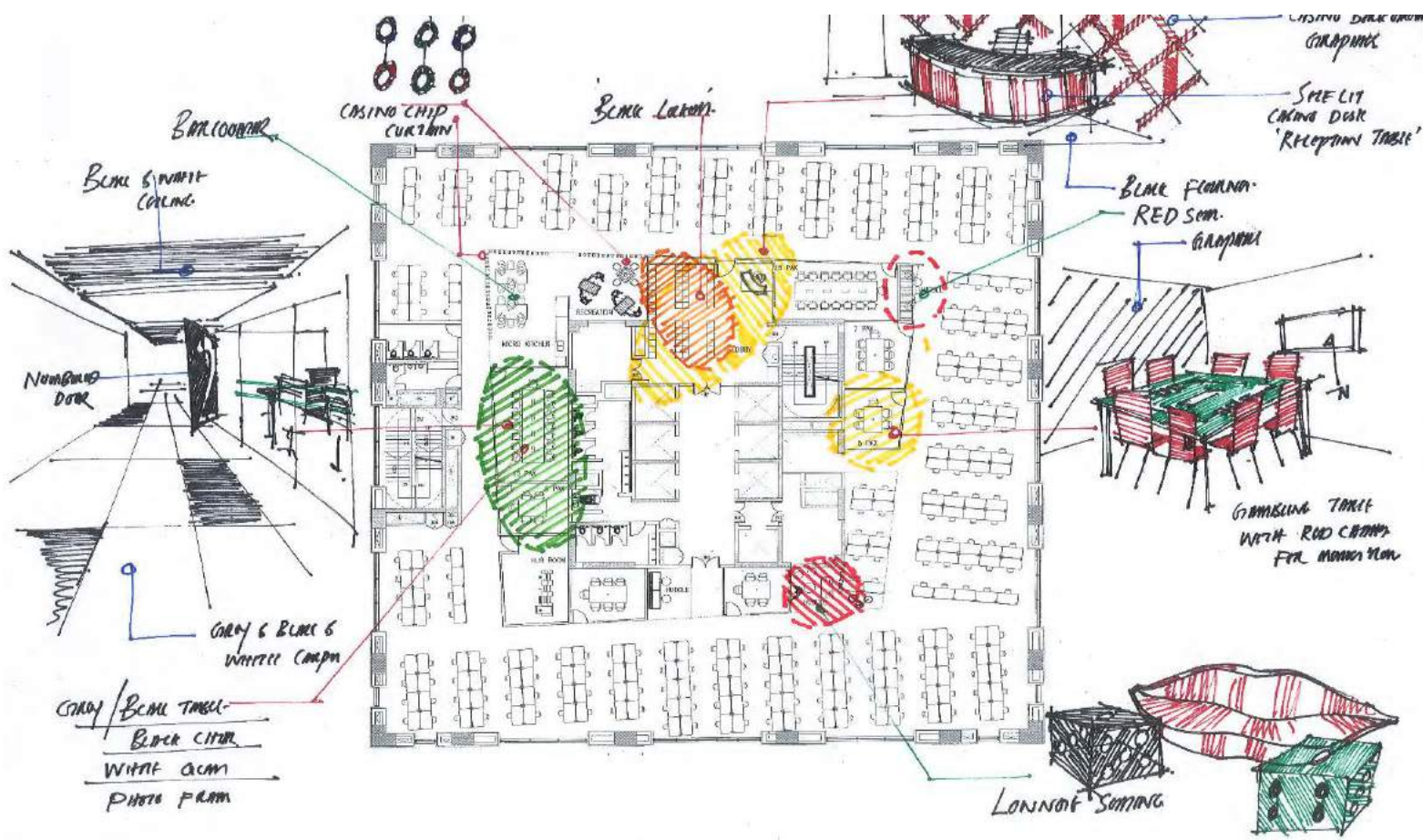
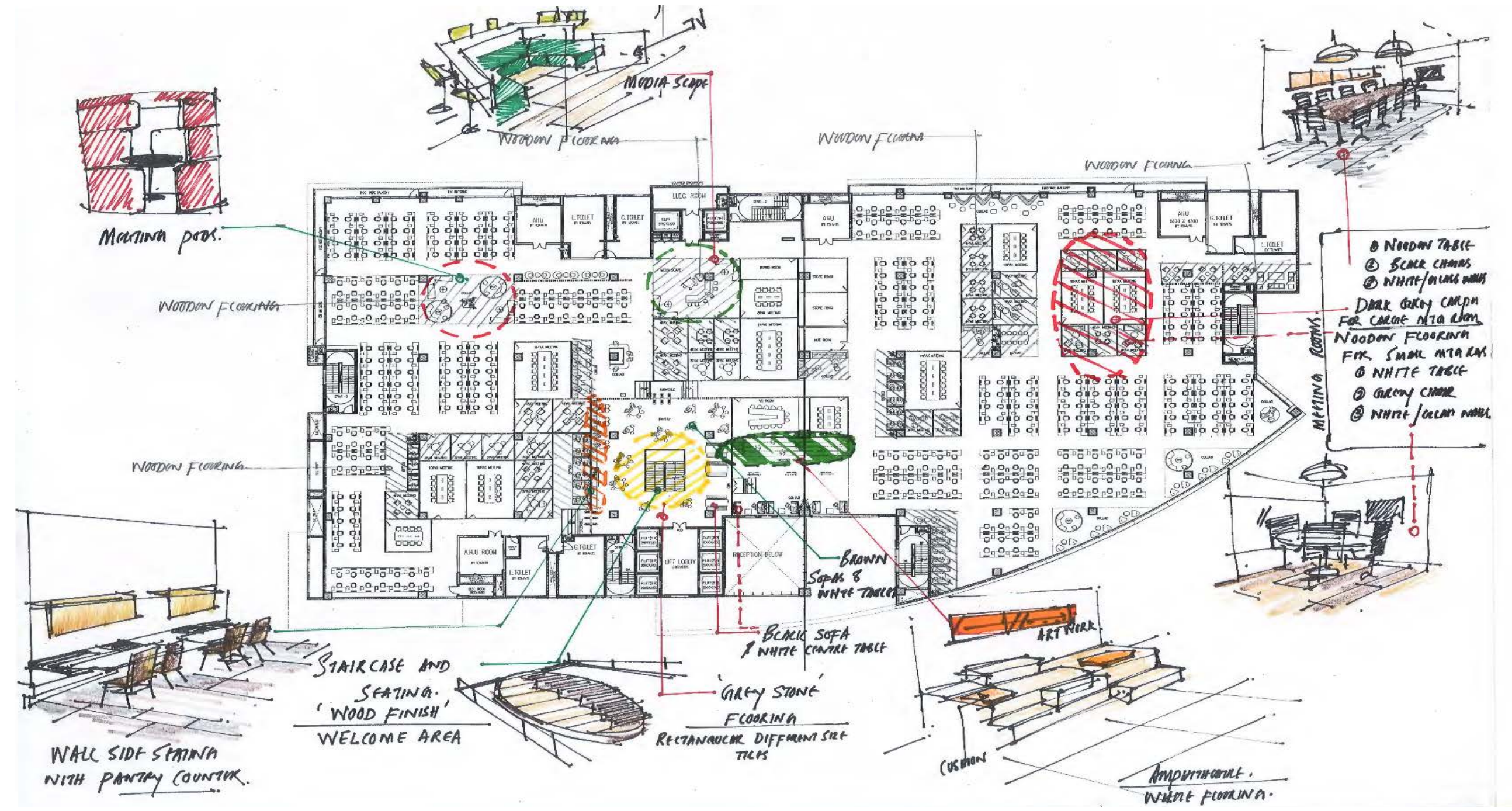
**Stage Four : The Concept and Design Methodology**  
DESIGN METHODOLOGY AND CONCEPT STAGES APPROACH



# PRE-DESIGN STAGE

- Site due diligence.
- The layouts will be worked on a per fire norms and local building regulations
- The design of the layouts will also consider the client's design standards.
- Evolution of design and improvements to be adapted in future designs.

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>❖ Macro level</li> <li>❖ Zoning, regulation, covenant assessments</li> <li>❖ Space standards/benchmarks descriptions</li> <li>❖ Program of space use</li> <li>❖ Workflow analyses</li> <li>❖ Services design assessment and plan</li> <li>❖ Block, fit or stacking plans</li> <li>❖ Long-term maintenance plan</li> <li>❖ Preliminary estimates</li> <li>❖ Phasing or sequencing plan</li> </ul> | <ul style="list-style-type: none"> <li>❖ Micro level</li> <li>❖ Layout development</li> <li>❖ 3d design development- ideations in the form of sketches and 3d views</li> </ul> |
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**A GUIDE TOWARDS JUST A FEW  
CONCEPTUAL IDEAS**

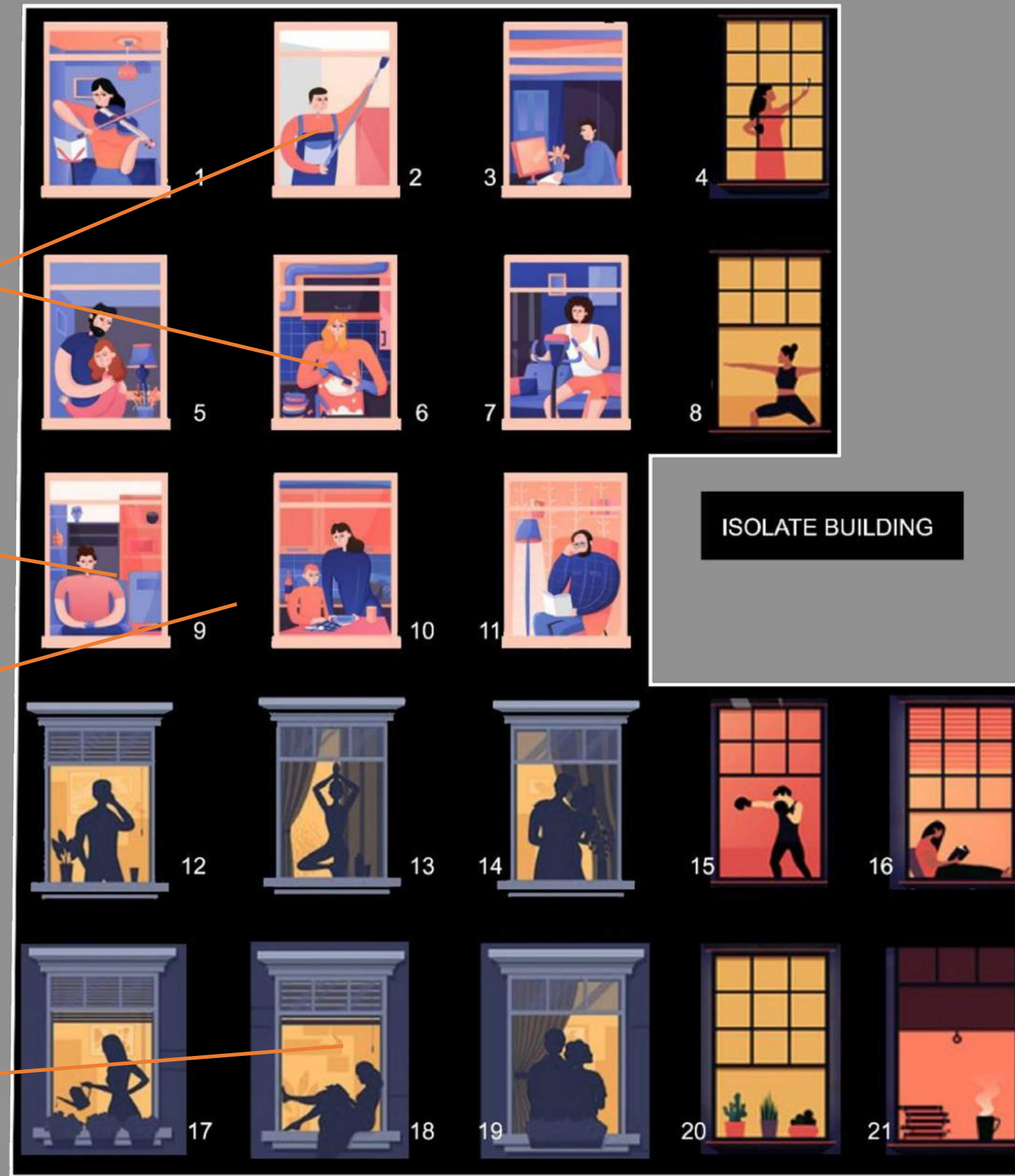






**INDIVIDUALITY**

The office is not going to disappear, but it will require a fresh, new approach. People will still need places where they can come together, connect, build relationships, and develop their careers. The size, scale, and openness of the modern office can be detrimental to the quality of those relationships.



**INDIVIDUAL ATTRIBUTES AND STRENGTHS**

**CONCEPT DEVELOPMENT**

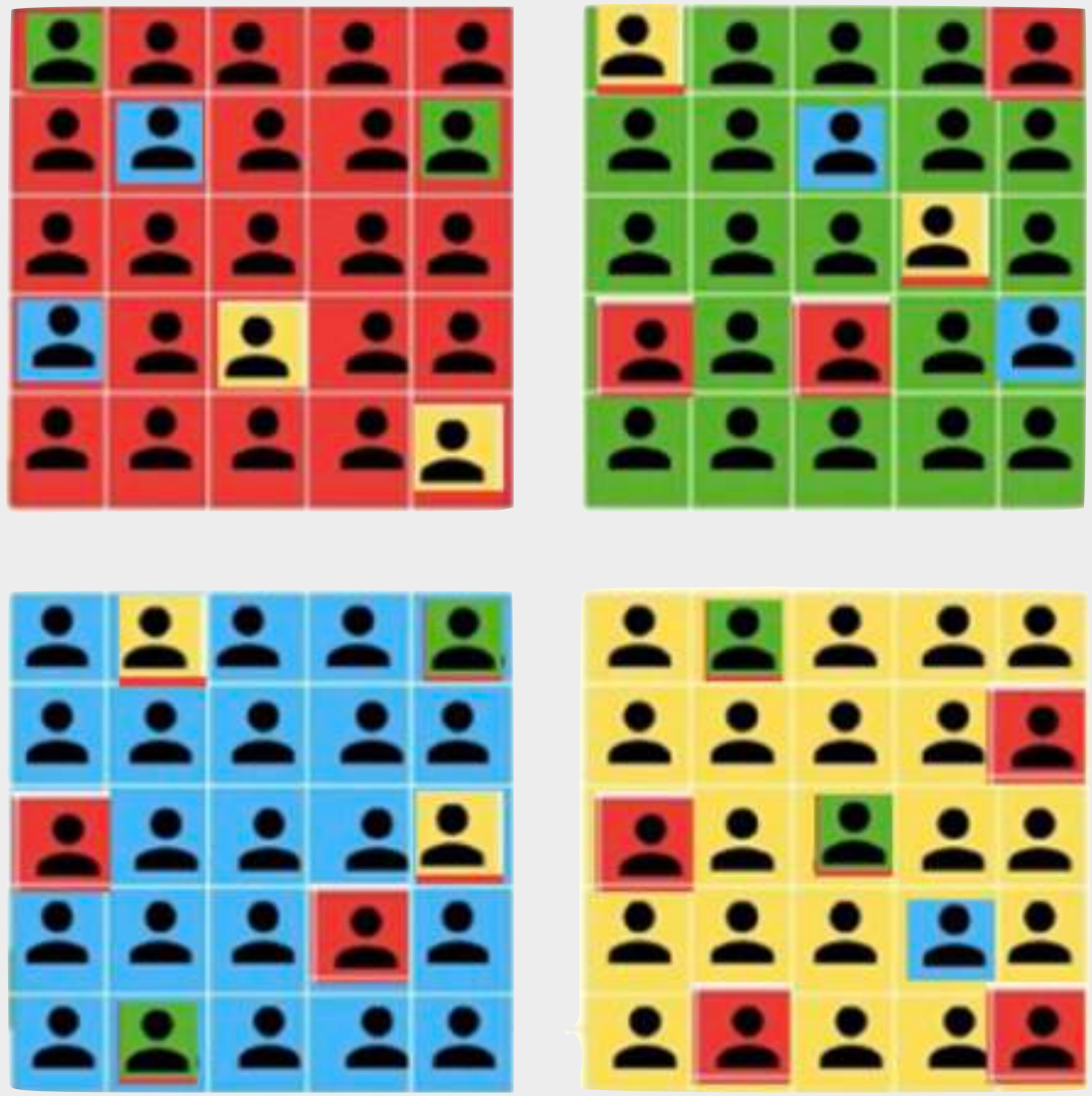
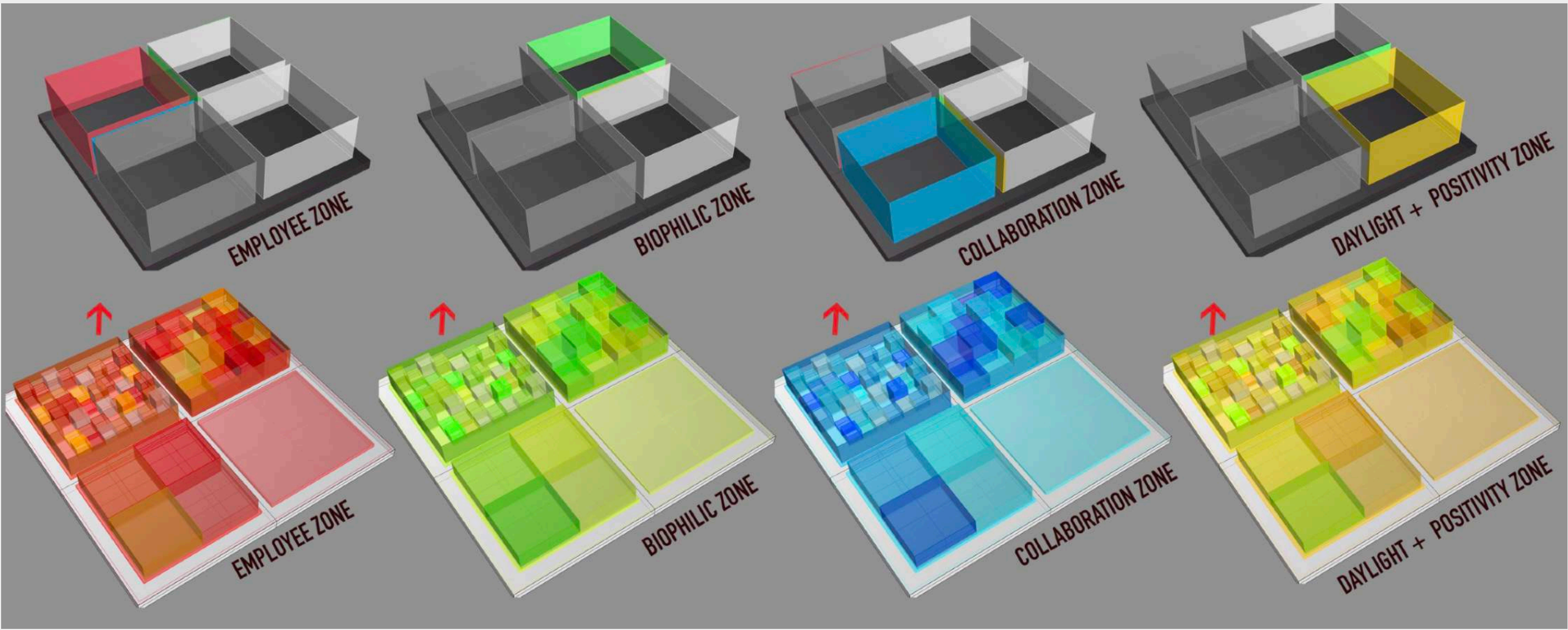


**UNITING THE STRENGTHS**

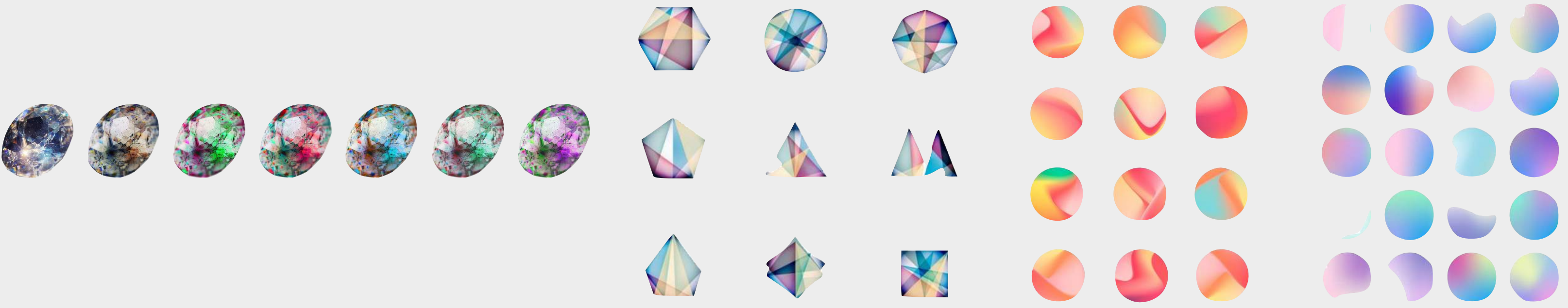
Mixing business offices with amenities such as event spaces, restaurants, and gyms within commercial buildings would allow these sectors to complement rather than compete with one another



A DESIGN STUDY OF HUMAN BEHAVIOUR

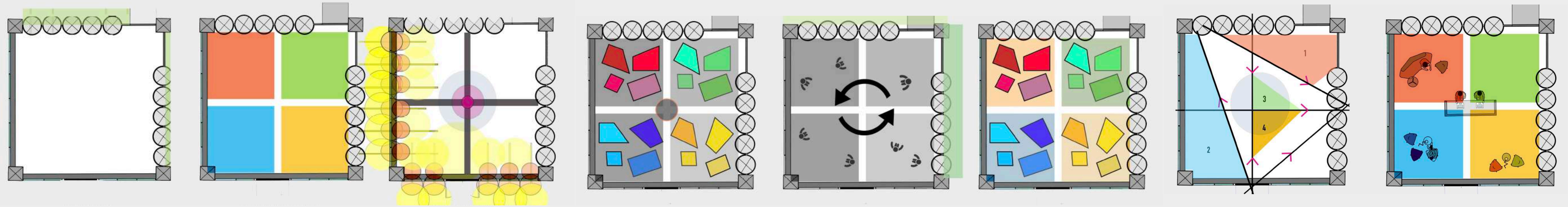


AN EXAMPLE OF CONCEPTUALISING MATERIAL FINISHES

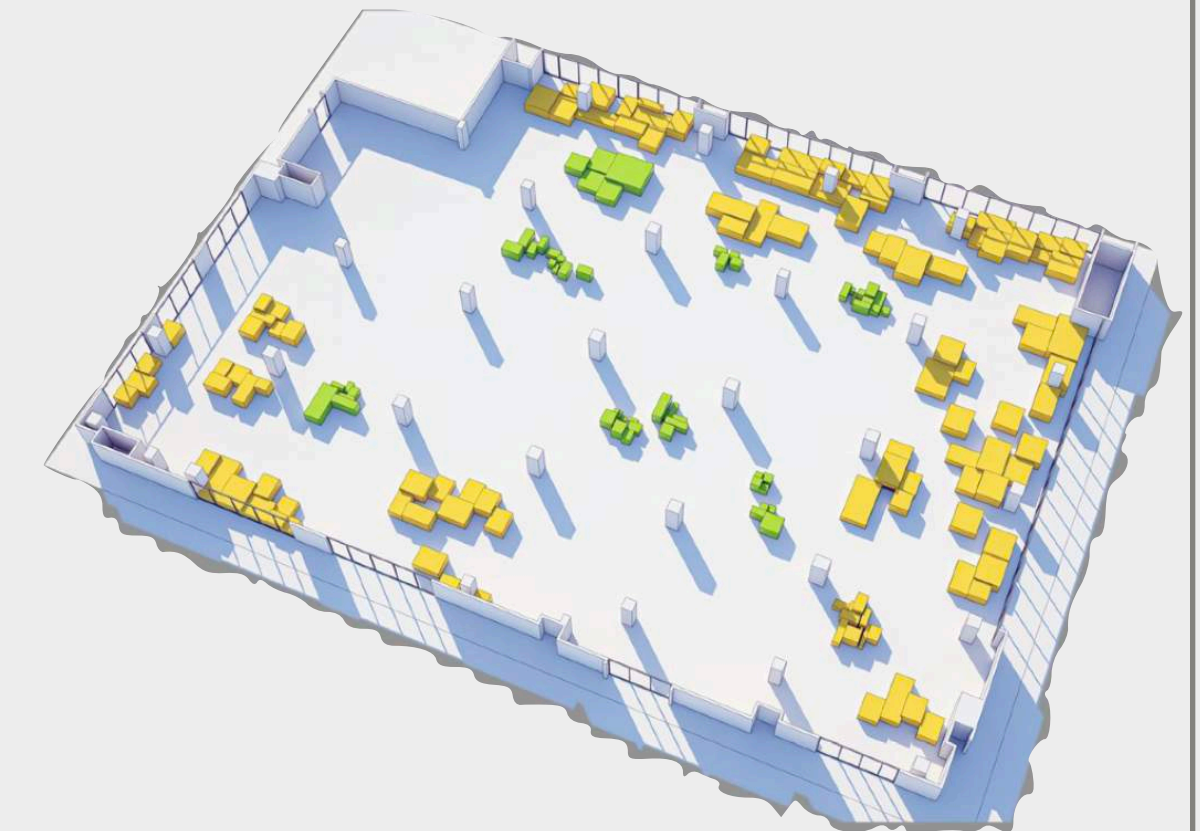
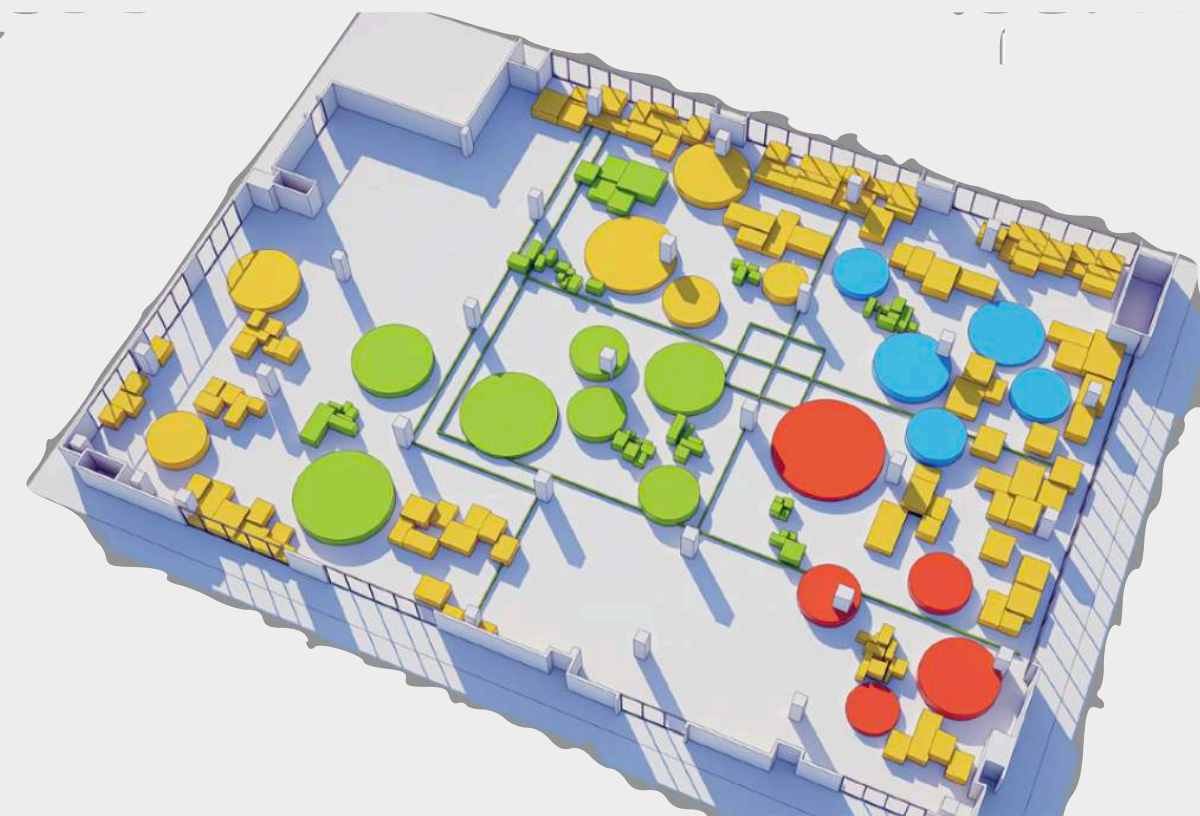
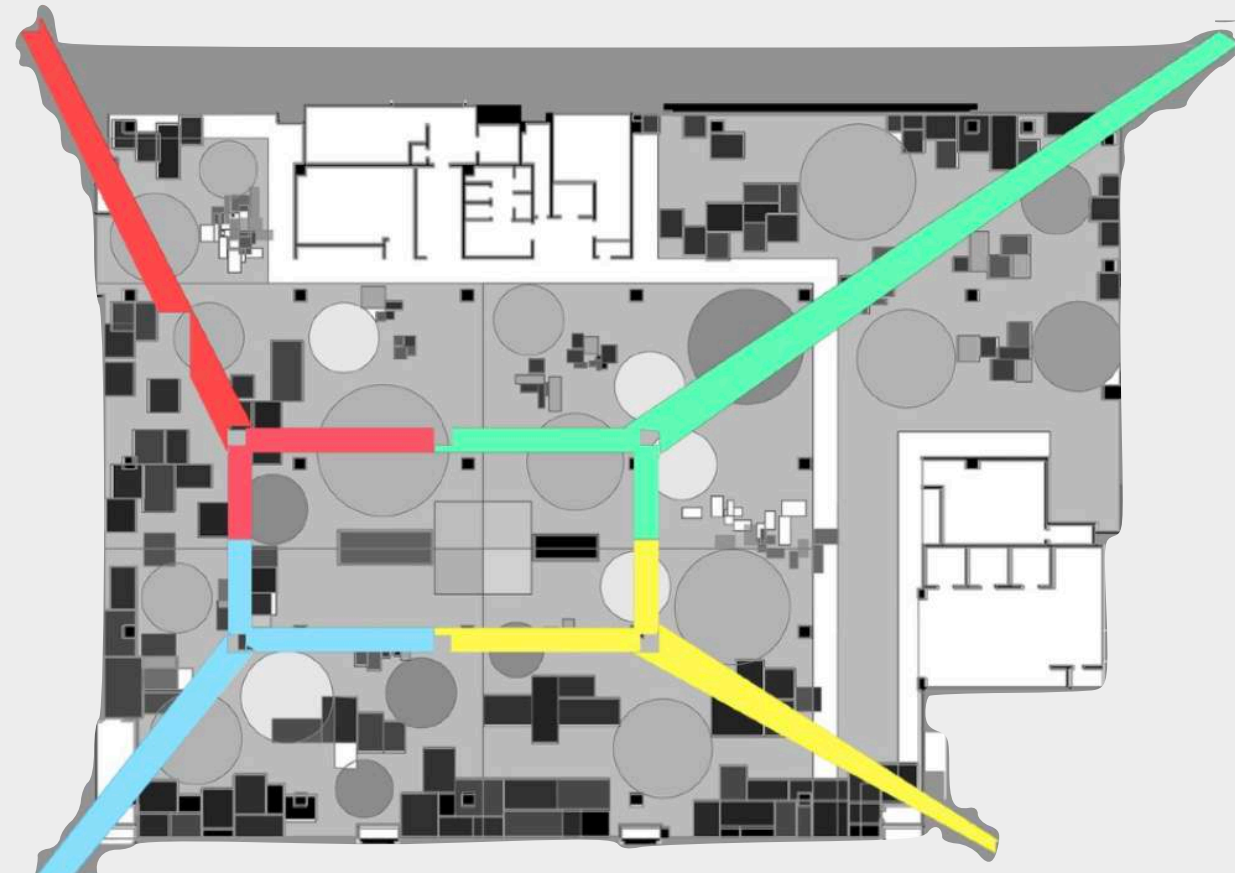
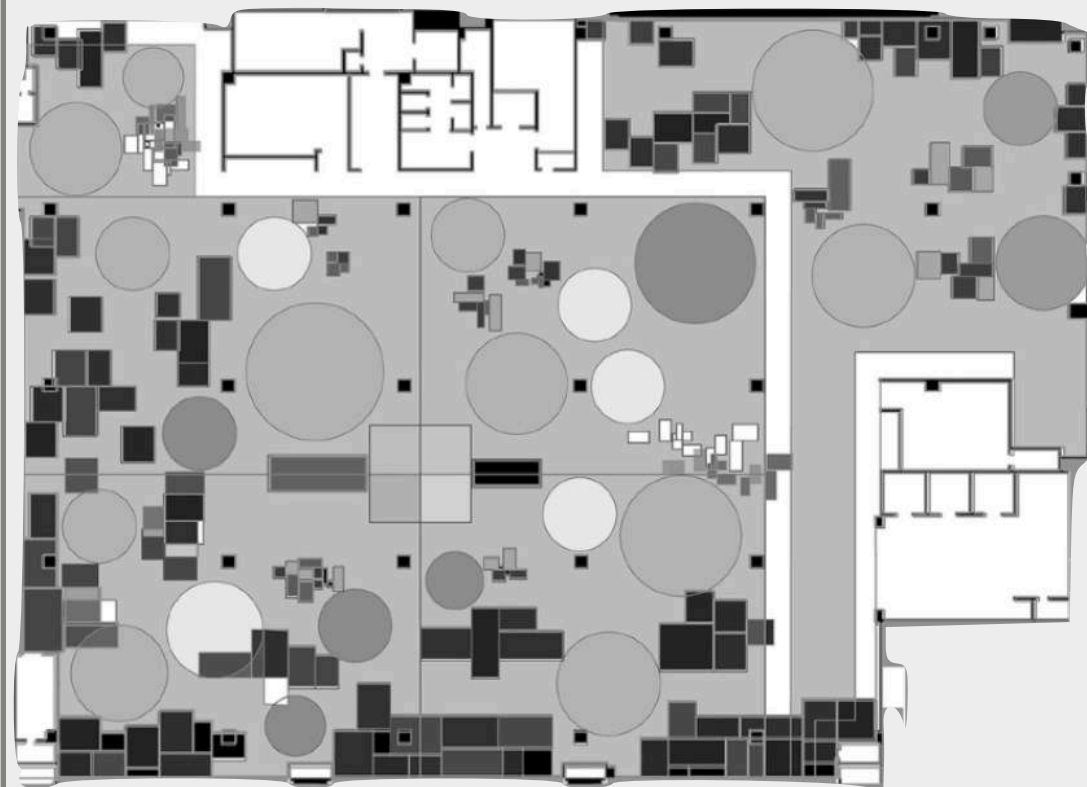
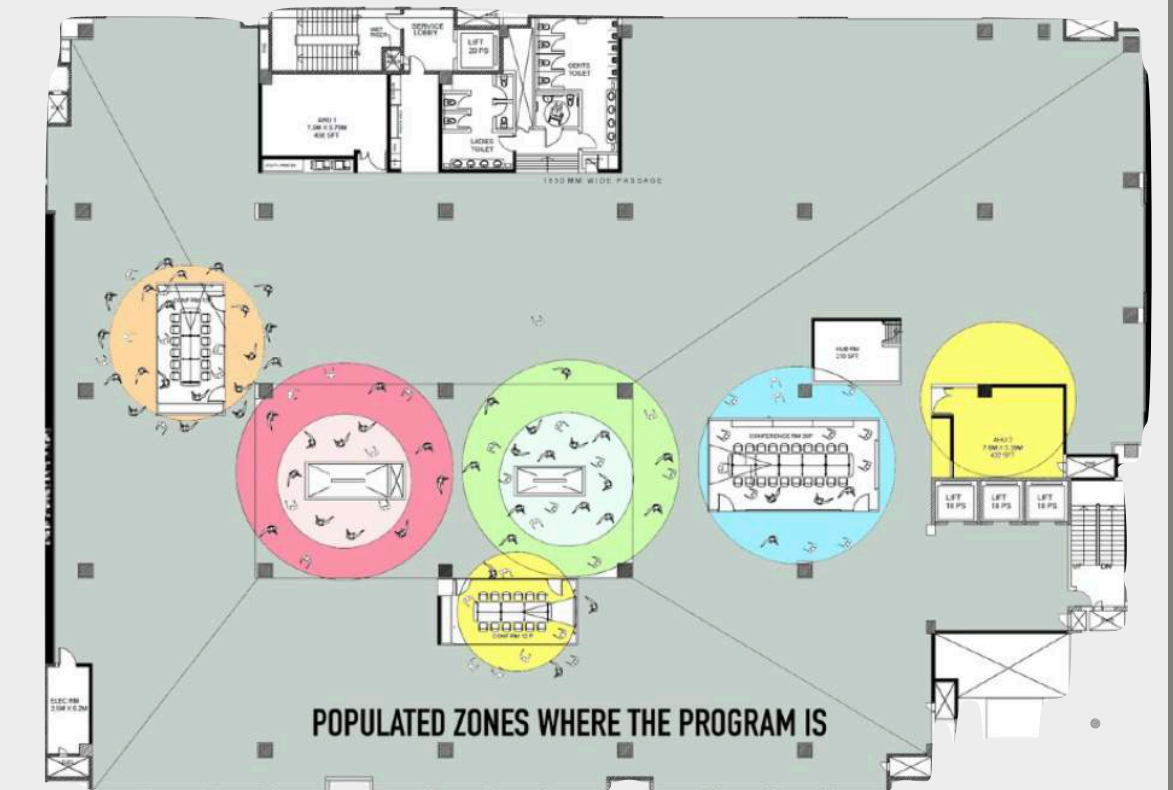
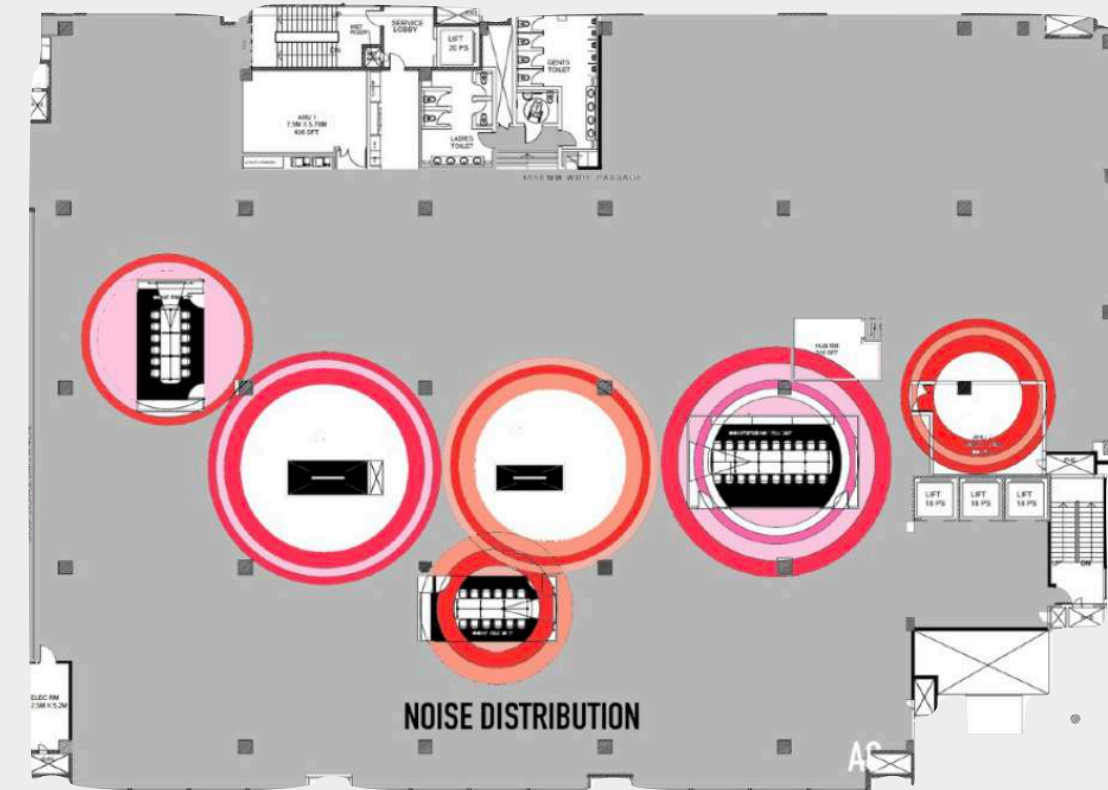
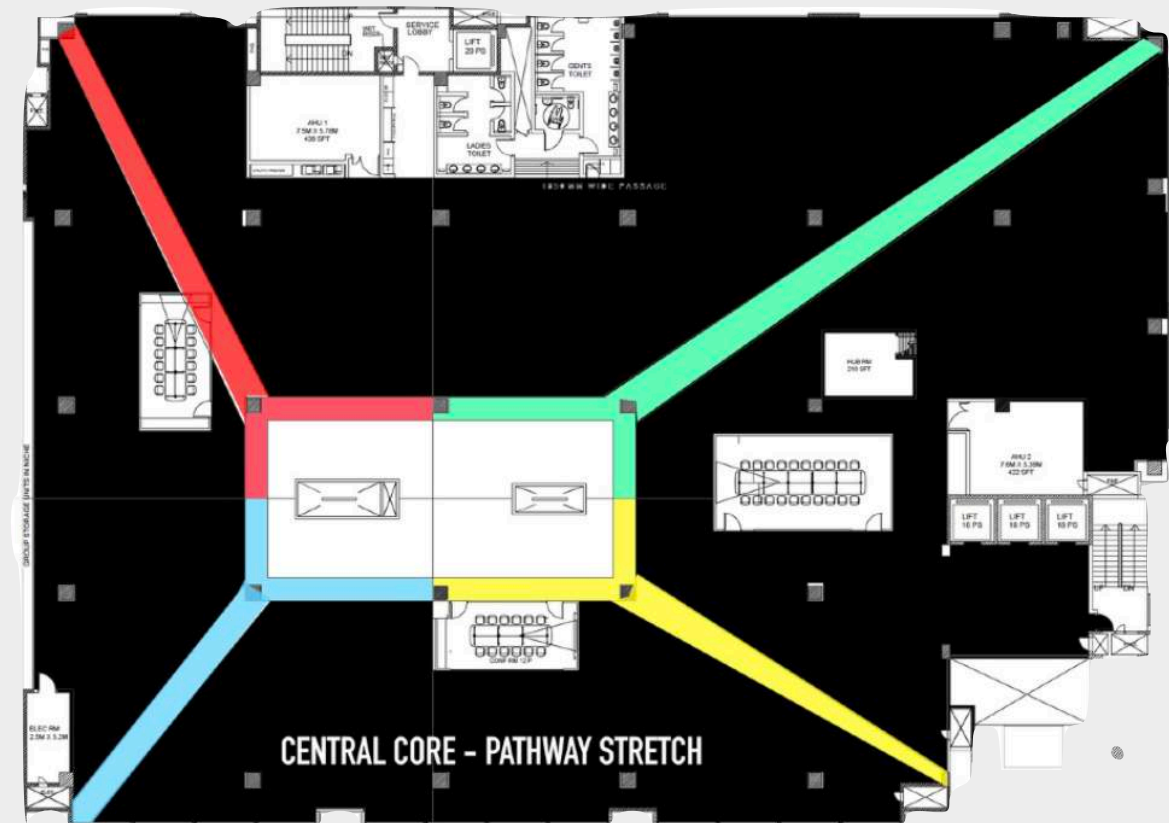
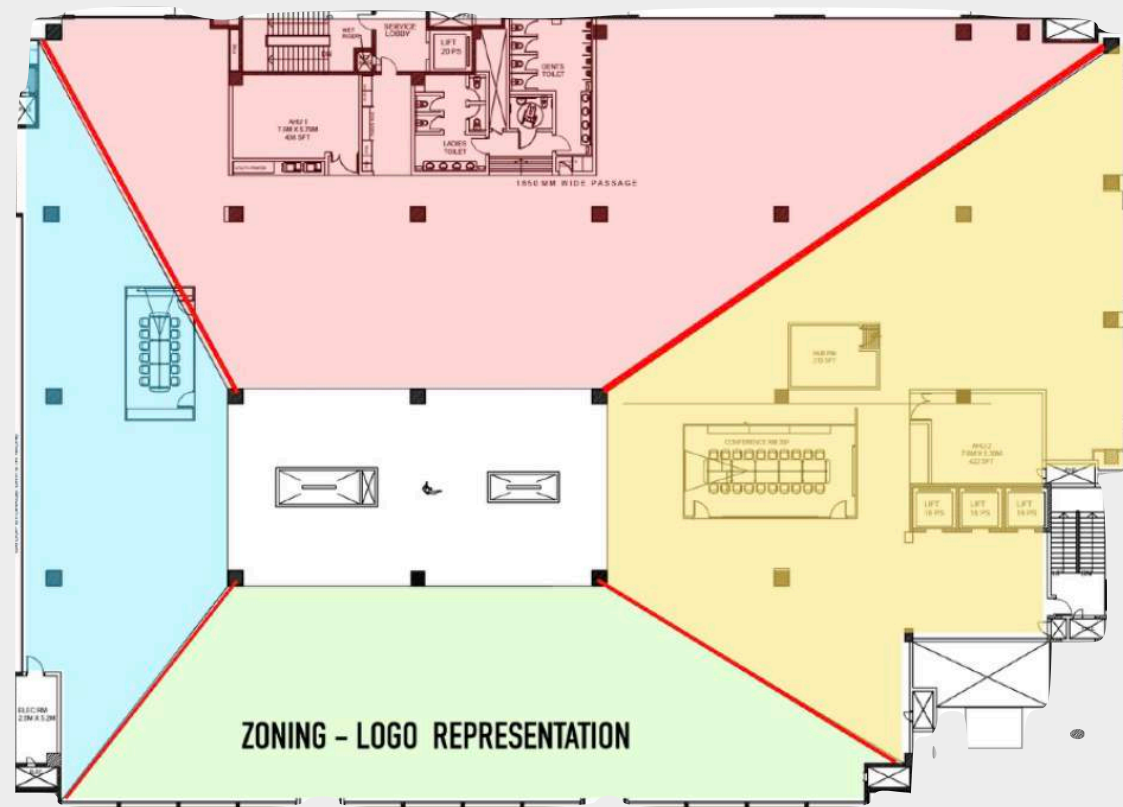


DICHROIC APPLICATION

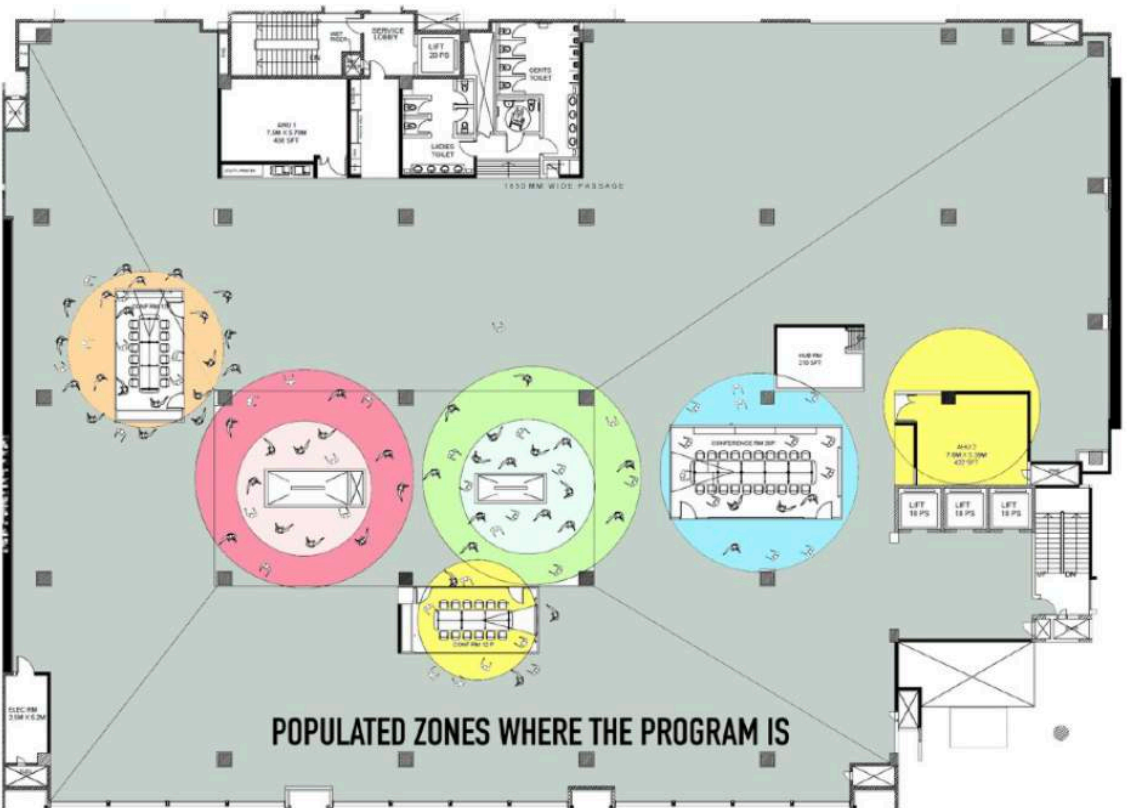
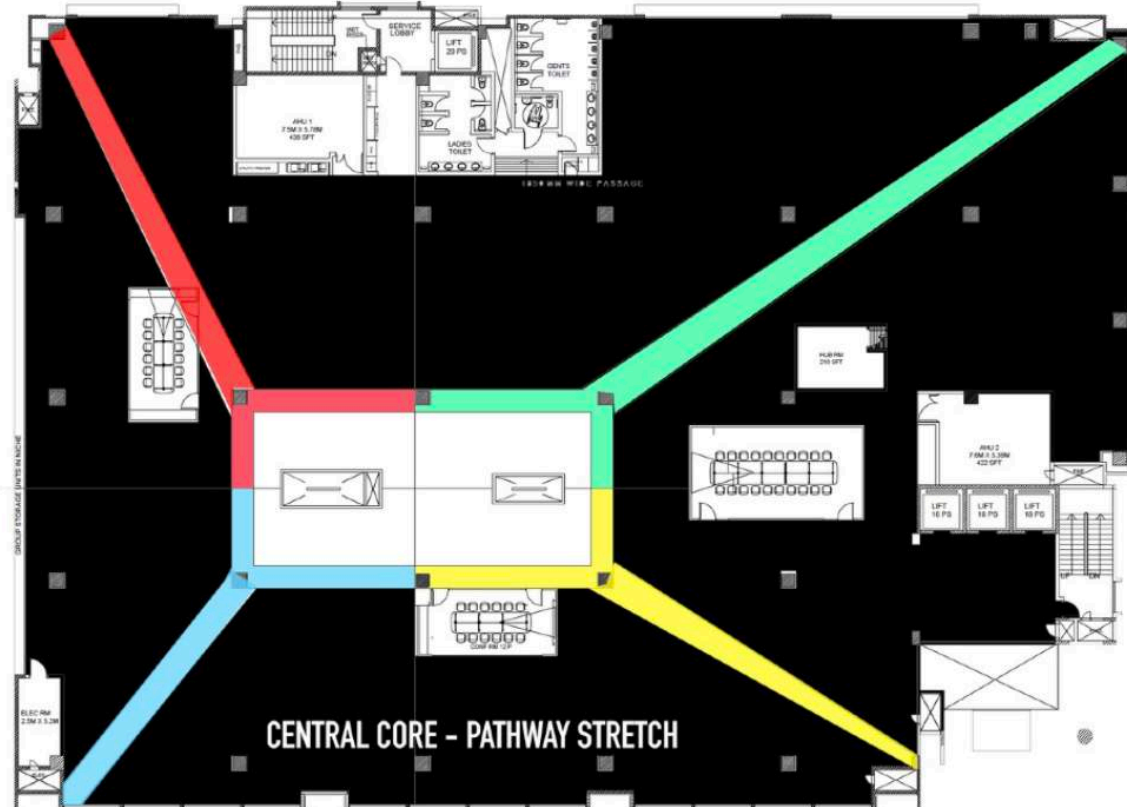
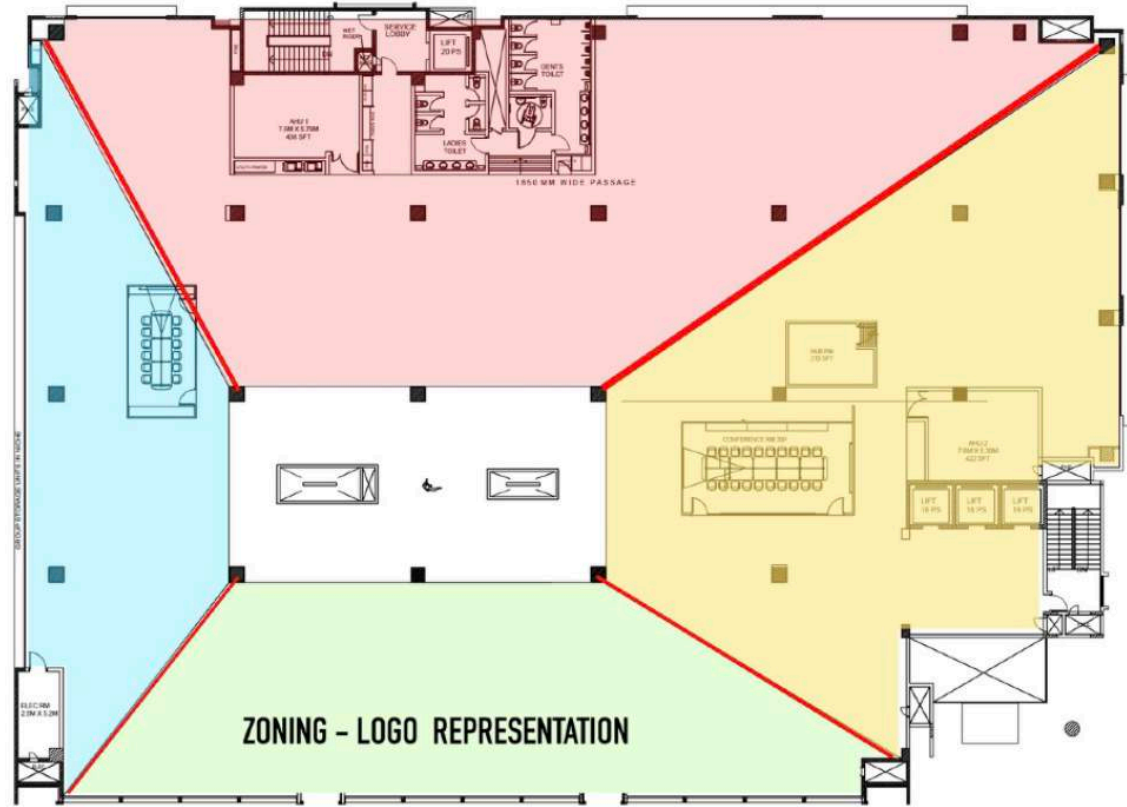




**UNDERSTANDING OF ZONING AND CIRCULATION PROCESS**







TRANSLATING THE CIRCULATION VIA THE ROOTS AND TREE ACROSS THE FLOOR









TABLES THAT CAN BEND CAN GIVE THE USER POTENTIAL TO DEFY WITH PHYSIC

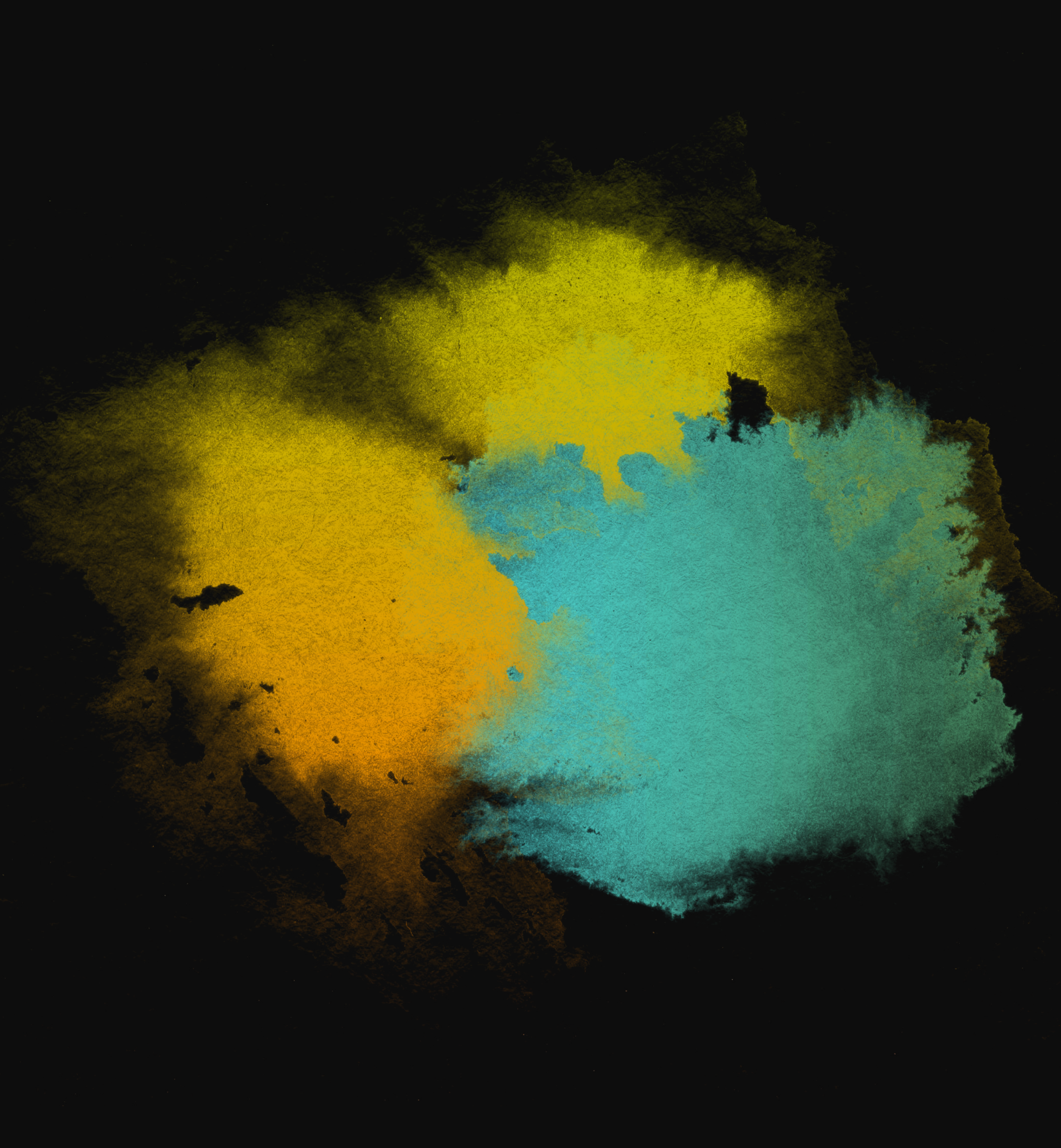
## MOVING FROM A RIGID SPACE TO A FLEXIBLE SPACE VIA TECHNOLOGY

When the forces of deep expertise, leading-edge analytics, technology and strategy combine, they have the power to drive customer value and company results.

Design solutions with people's needs front and center.

Through decades of expertise, we know how to motivate your teams to embrace new **technology**.





**Stage Five : Approach to Engineering and IT Data infrastructure**  
An Overall Understanding



## DATA CENTER TECHNOLOGY & NETWORK INFRASTRUCTURE, ELECTRICAL LOW VOLTAGE SOLUTIONS



Industry 4.0 is giving rise to a data culture for accelerating digital transformation. Organizations are developing data-driven business models for utilizing data to its maximum potential. As a result, data has become an asset and a significant part of almost every business operation. Practically every organization has started implementing aggressive data collection and analysis for various applications and for this purpose, organizations deploy large data centers to store and process data. ADI contributes to the design and development of data centers in conjunction with Industry 4.0 standards' by designing and building A.I based data centers where physical security, equipment safety, redundancy in power and cooling systems, early warning and detection systems, environmental monitoring systems and most importantly data security are all integrated onto a common platform which provides organizations with a live feed of data analytics which is key to the maintenance of data centers in today's world. With an increased demand on data centers and data security, organizations need to hire skilled professionals for maintaining and monitoring at least the most critical of requirements. Running data centers and hiring staff can be immensely expensive for every organization. Furthermore, supervising and monitoring staff is an additional task. Hence, organizations are continuously looking for better alternatives to the conventional method. At this juncture, we the people at ADCT have developed anomaly detection & analysis (ADA) which can be deployed in data centers to fully automate data Centre processes. AT ADCT, we strictly follow the international norms for data center tier classification based on end user needs with the ultimate goal to ensure zero downtime.



**Our motto is to encourage Leveraging Artificial intelligence and Machine learning with anomaly detection analysis in the data Centre in a feasible manner is necessary for every data-driven business. "Gartner has claimed that more than 30% of data centers that don't deploy AI and machine learning won't be operationally and economically feasible by 2020. Therefore, every data-driven business must implement AI and machine learning in their data centers. AI will also help organizations stay ahead of increasing data storage and processing requirements".**

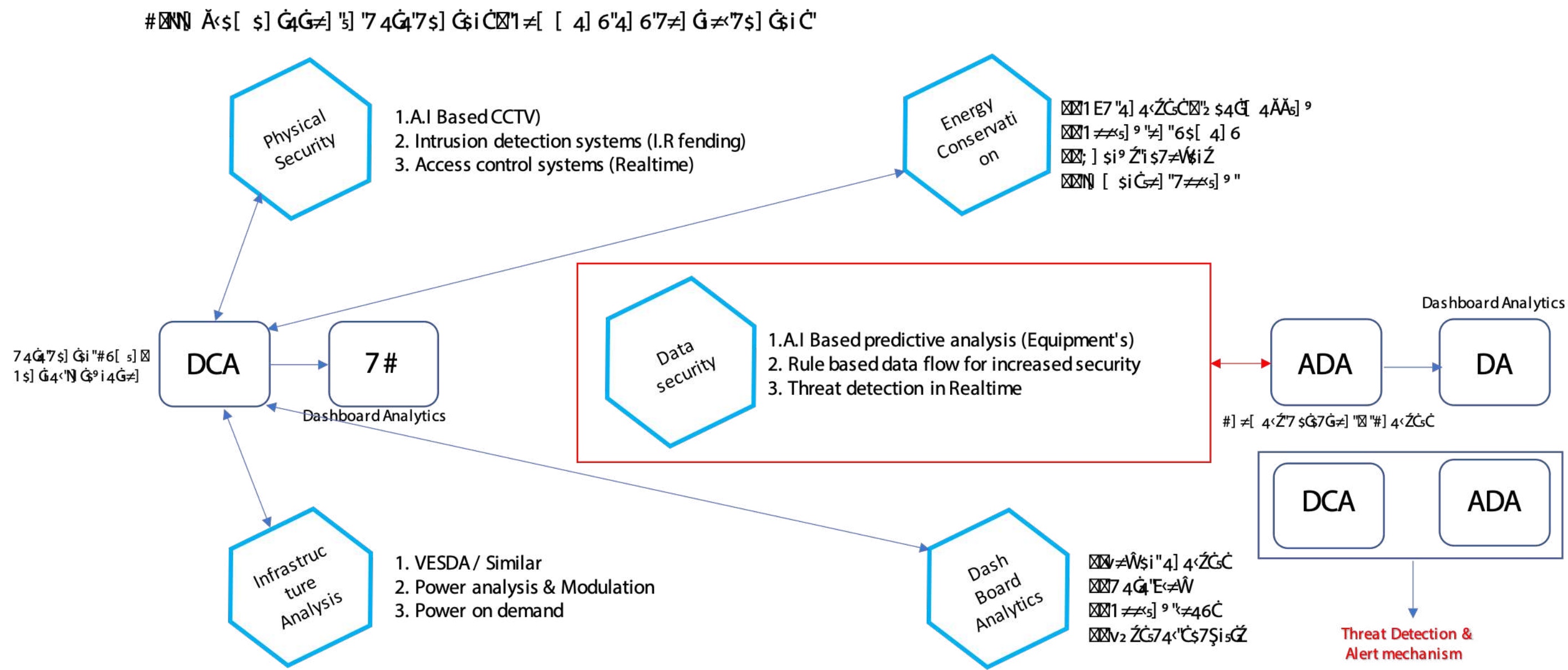
### Services Offered

Design and built : co-location data centers  
Artificial Intelligence in Data centers (Intelligent Data centers)  
Anomaly detection and analysis for data security (ADA)  
Design and built: Green and energy efficient data centers  
Design and built : NOC rooms & control rooms  
Design and built: conventional Data centers  
Design of IT network Infrastructure  
Design and implementation : Electrical Low Voltage Solutions (ELV)

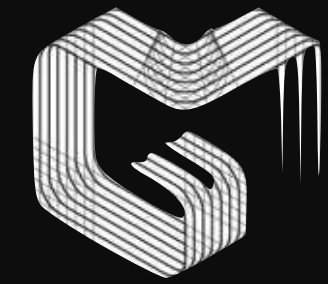
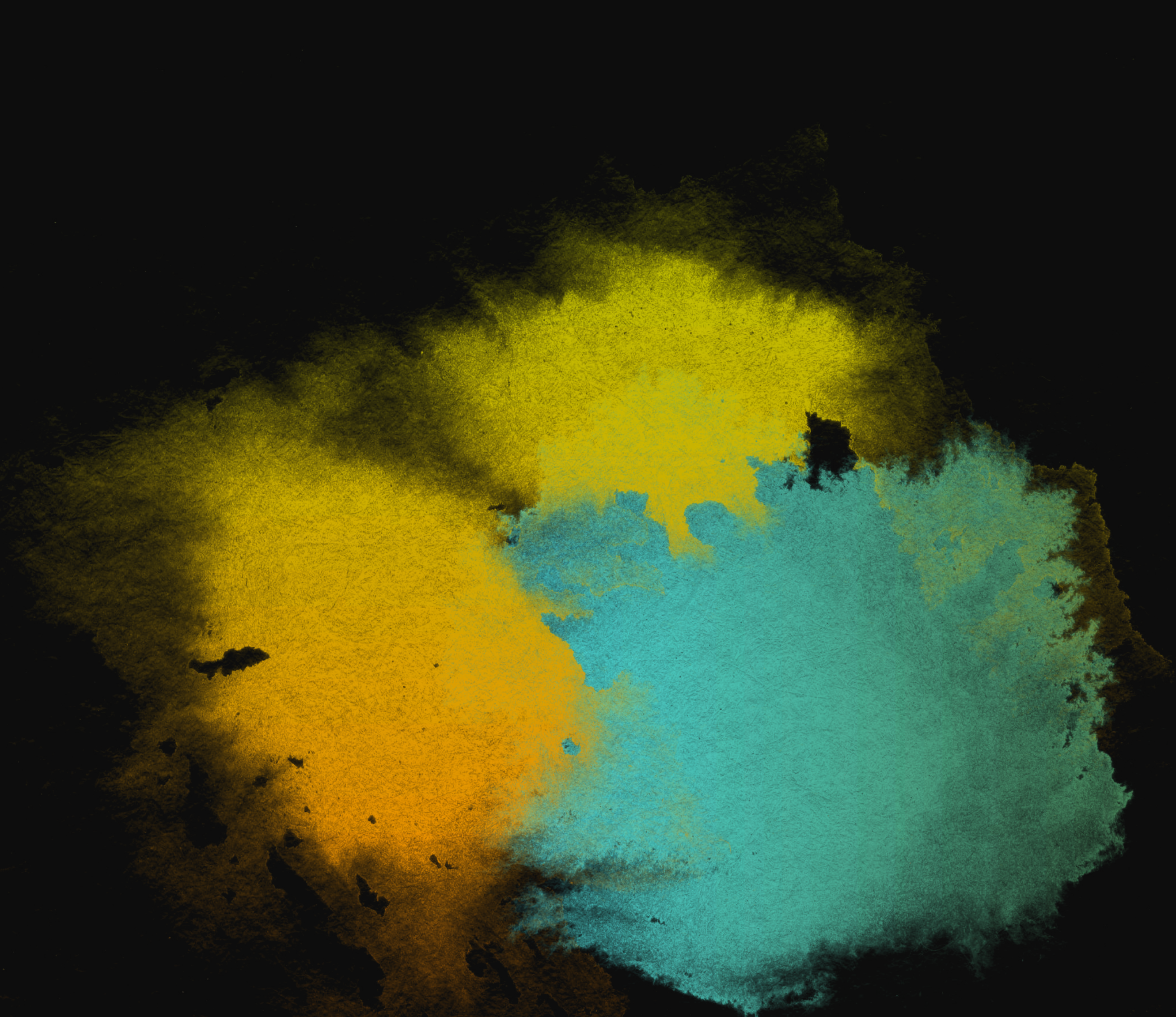




# OUR STATE OF THE ART IT & DATA CENTER ARCHITECTURE







**Stage Six : Approach to Artificial Intelligence & IOT**  
An Overall Understanding



## ARTIFICIAL INTELLIGENCE

Our Artificial intelligence for A.I security & surveillance utilizes programs and algorithms that analyze audio and video from video surveillance cameras in order to recognize humans, vehicles, objects and events. Our software is designed to define restricted areas within a camera's view (such as a fenced off area, a parking lot but not the sidewalk or a public street outside the lot) and can be programmed for different times of the day (such as after the close of business) for the property being protected by the camera surveillance. Our client-centric algorithms with machine vision as the input feed detect trespassers breaking the rules set in conjunction with the client requirements. Our software is well equipped to identify firearms, masked humans, vehicle plate numbers and most importantly utilizes behavior analytics to monitor human emotions & acts to determine the level of a threat and simultaneously alert the concerned authorities.

Our A.I. Algorithm is capable of maintaining surveillance of hundreds of cameras simultaneously. Its ability to spot a trespasser/ firearm or an event in the distance or in rain or glare is superior to humans' ability to do so. As our goal is to reduce adverse outcomes by increasing visibility of the environment. Ideally, increased visibility means being able to deploy security resources in trouble-spots, respond quickly and put in preventative measures to stop problems from recurring.

The use of artificial intelligence (AI) has subtly grown to become part of everyday life. We deploy AI based surveillance systems for simple tasks such as facial recognition for offices / workplaces to AN PR readers for automated vehicle entry in parking lots.

### Product & Services offered

#### A.I based intelligent security

Fire arms detection

Behavioral analytics

Anomaly detection Analysis for Data security & A.I in Data Centre

Loss prevention & theft detection for retail business

Machine learning for process automation.

NLP integration for visitor management systems

Facial recognition for workplaces

AN PR systems for vehicle entry points

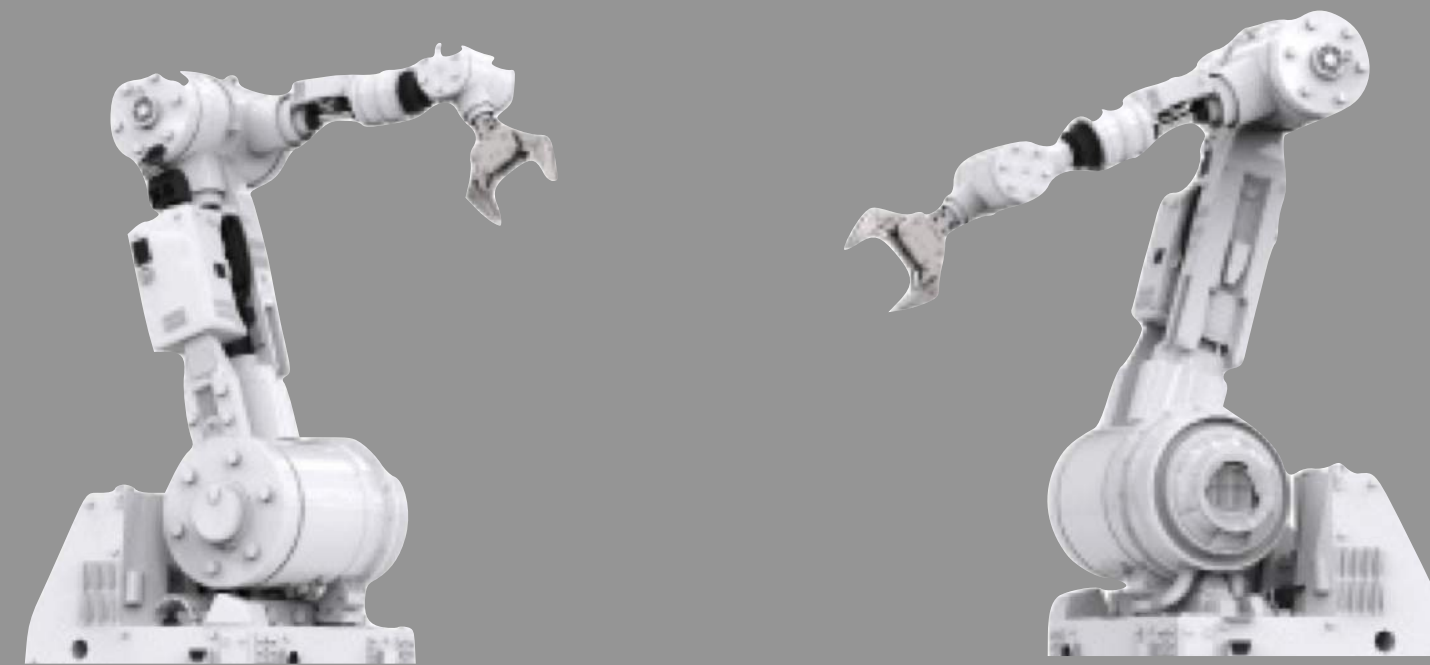


ANALYTICS DESIGN  
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INTREX



## IOT : INTERNET OF THINGS



## ROBOTICS AND PROCESS AUTOMATION

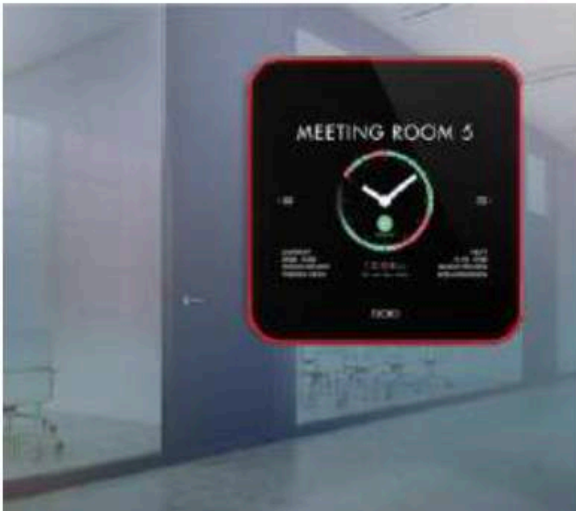
Our tele-robotics program puts heavy emphasis on semi-automated devices and robots with the objective of carrying out our day to day activities in line with client specific requirements. Our top of the line products includes tele-robots to carry out our missions where direct human intervention or inspection is not an option. We primarily focus on semi-automated machines to carry out visual inspections, videography, non-destructive testing, cleaning of areas where human access is not possible or may be limited. Our systems utilize machine vision (MV) and ultra-sophisticated kinematic and control modules to navigate the machines to get the job done. Our inputs the use of set technologies and automatic control devices to cater to the industry requirements in conjunction with machine vision and tele-robotic systems. As an extension of our tele-robotic systems, we develop systems and control devices to integrate process automation into day-to-day activities so as to reduce human intervention and increase productivity with accuracy and precision. Our set of tele-robots would interact with the physical world via sensors and navigate with the help of state-of-the-art actuators and sensors for inertial navigation ideal for carrying out visual inspections, maintenance, videography and other critical tasks.

We also integrate components of AI onto fully autonomous or semi autonomous systems for day to day activities like visitor management, visitor guidance systems for large offices. These systems ease or can even replace human intervention to guide visitors to offices. We customize semi-autonomous robotic equipment for specialized tasks for the facility management industry.





# TECHNOLOGY IN WORKSPACE



ROOM BOOKING



ELECTRIC FROSTING



MOBILE TECHNOLOGY



AUTOMATED BLINDS WITH SUN TRACKING

Share wirelessly from Laptop , Tablet and Smartphone Connect with just a tap of button Cableless , Easy to Connect and No Confusion Collaborative presentation



WIRELESS PRESENTATION



CASPER CLOAKING TECHNOLOGY FOR MEETING ROOMS

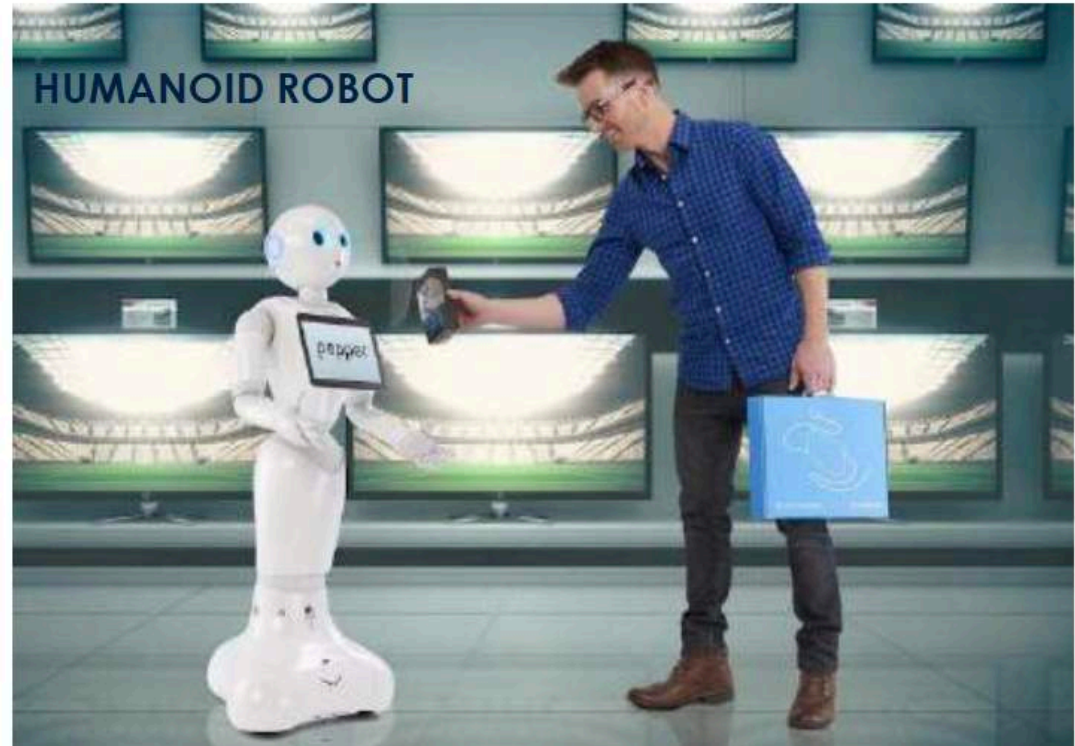
It acts as a smart shield to ensure data privacy while providing the peace of mind to collaborate freely in any working environment. Anyone looking into the room from the outside sees just a black screen, while everyone in the room can work freely. The Casper product offering also includes a suite of graphic patterns that provide an additional layer of subtle visual privacy.



INTERACTIVE WALLS



BIOMETRICS & FACE RECOGNITION



HUMANOID ROBOT





## Stage Seven : **Key Considerations**

When a concept is driven, it is driven with an idea built under immense pressure of holding on to it before it slips away







**In experience**, we are aware and very concerned of the environmental and other ecological issues facing us and our future generations. As a socially responsible company we make every effort to ensure that the products that we deal in conform to the highest environmental protection standards. Many green concepts are being incorporated as core values including the use of materials, design forms and processes that minimize the negative impact on the environment. Together with world renowned partners who are eco-conscious, we pride in doing our small part to conserve our ecosystem.

**We choose products from companies that are socially and environmentally responsible by reducing or nullifying their carbon foot print with the introduction of newer products using recyclable materials, reducing water consumption at their plants and using biodegradable materials in their production. We always value environmental aspects when we strategize on tying up with partners and we ensure that manufacturers of labor-intensive products do not engage in any form of child labor at their facilities.**

Some examples of LEED projects that were worked on:

**GOLD Rating (Overseas)**

- Google- Bangalore
- Google- Hyderabad
- Schneider- Bangalore
- Red Hat-Pune
- Mphasis

**PLATINUM Rating ( Overseas)**

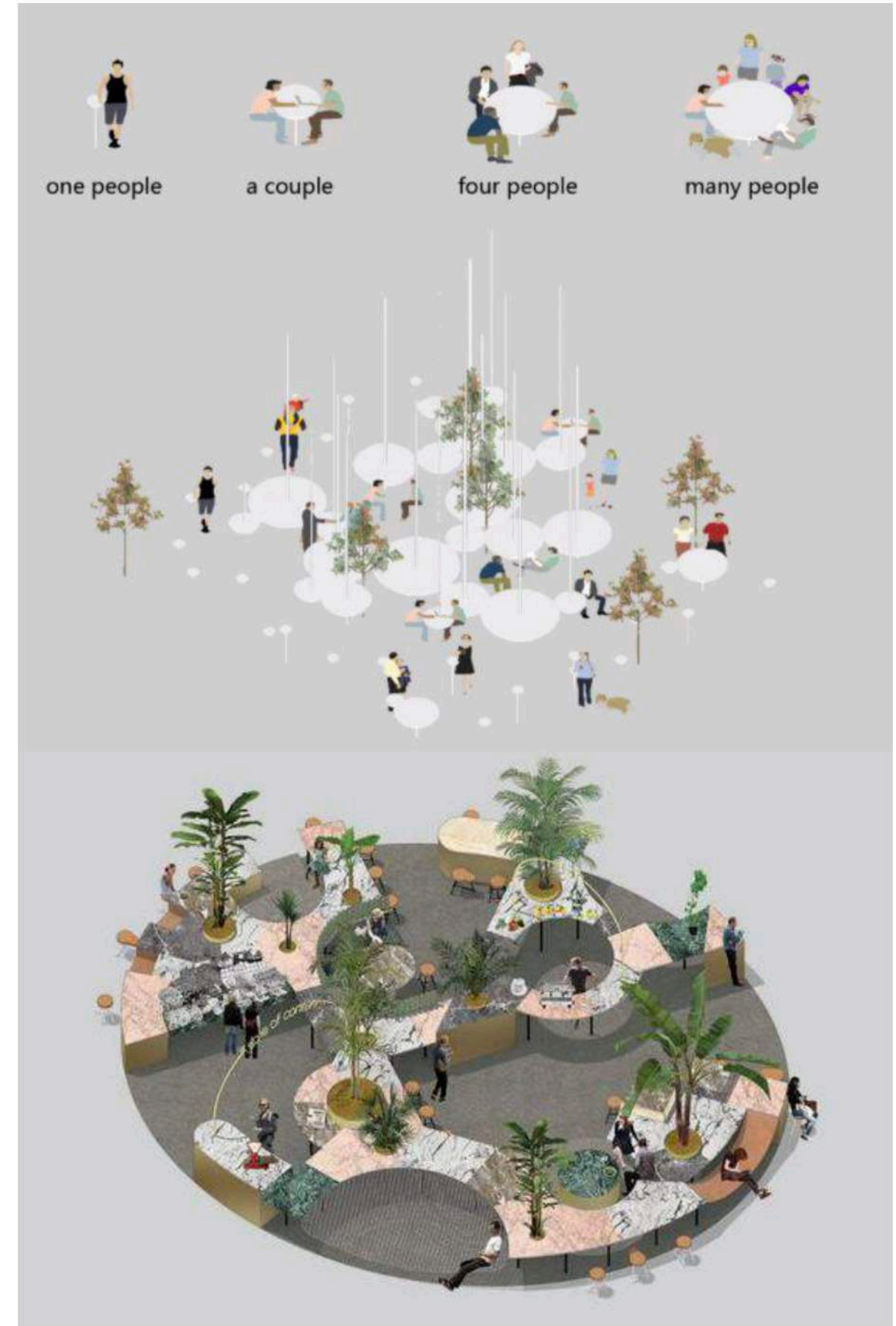
- Google- Gurgaon
- Google- Mumbai
- Google- Bangalore, 4th floor
- SAP Labs – Bangalore
- Inautix – Pune
- Apple- Hyderabad



# Seamless PHYgital integration of spaces.



Phygital is the concept of using technology to bridge the digital world with the physical world with the purpose of providing a unique interactive experiences for the user.



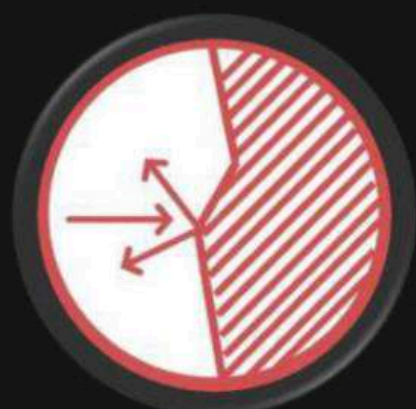
one people      a couple      four people      many people





### ABSORPTION

Sound is energy. To stop this energy from spreading, absorptive panels convert energy into heat through friction. The absorption coefficient of a product will determine the level and quality of absorption. **Absorption** can be applied to fixed wall or ceiling elements.



### DIFFUSION

Sound that cannot be absorbed through acoustic treatments is scattered evenly back into the room. This spreads the sound more evenly, and maintains a live, vivid sound. **Diffusion** can be achieved by alternating different depths of absorptive materials and 3D shapes.



### ATTENUATION

Vertical elements are used to block the sound transfer in between different spaces, **dampening** the sound. This can include the use of sound blocks, vertical ceiling panels, spatial dividers or desk screens. Attenuation or sound dampening can help to improve speech clarity



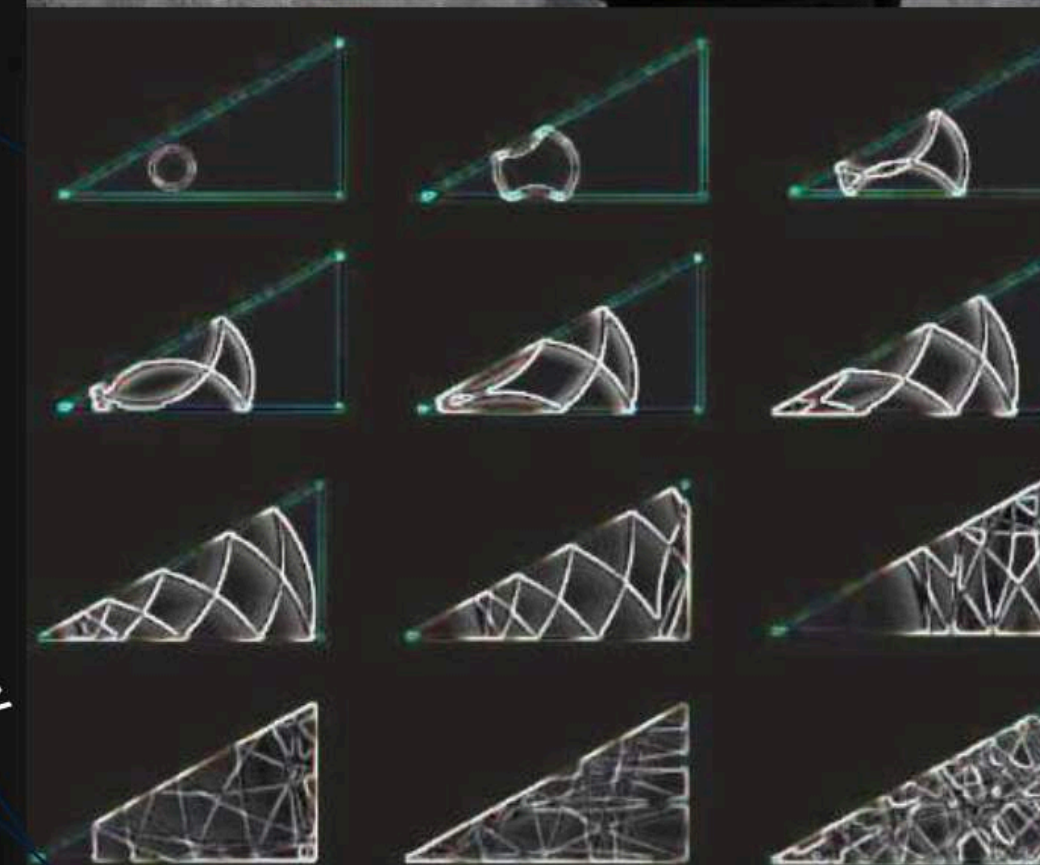
VARIOUS CEILING ACOUSTICAL PANEL DESIGNS



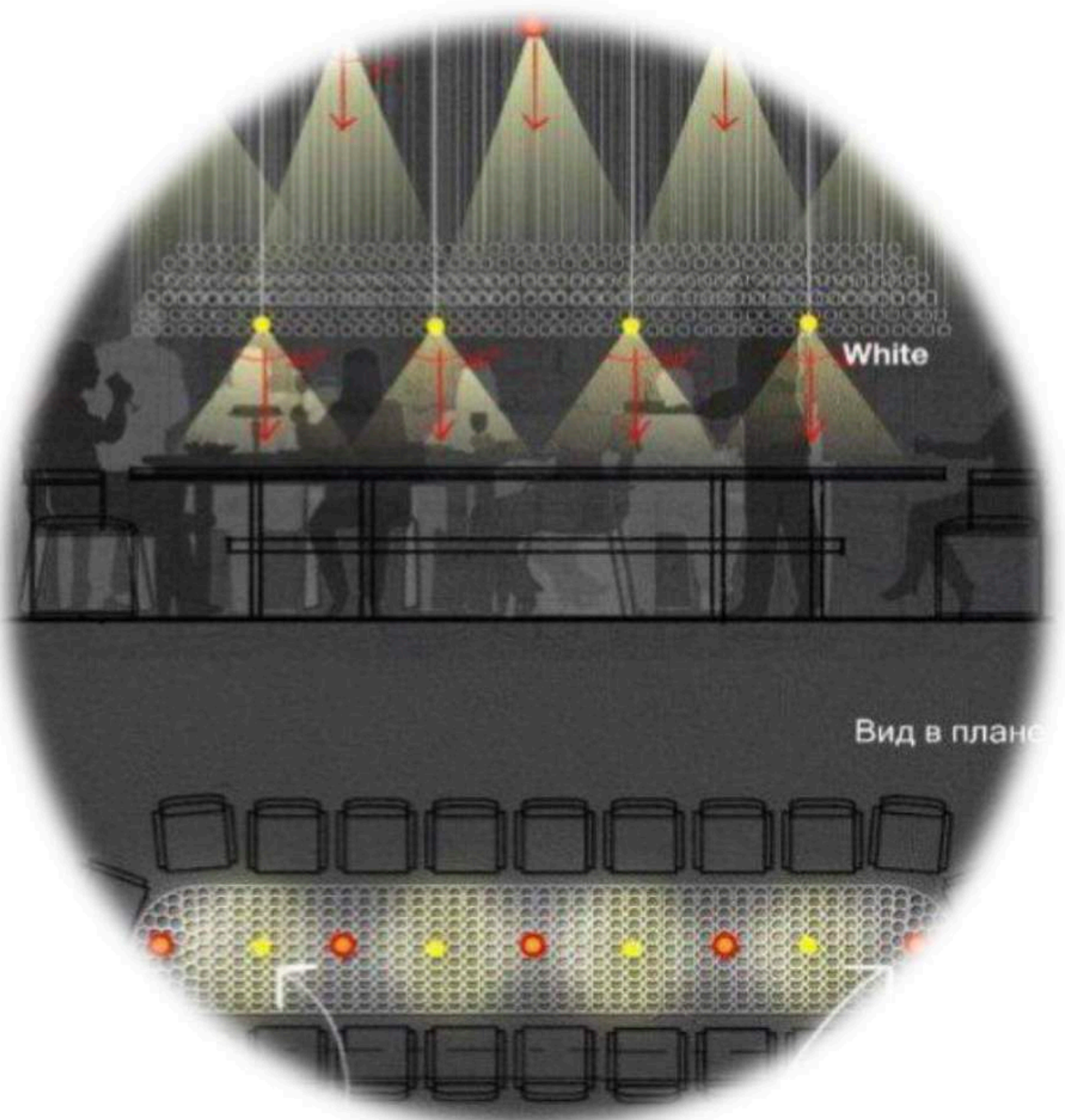
ACOUSTICAL WALL PANEL INSTALLATIONS



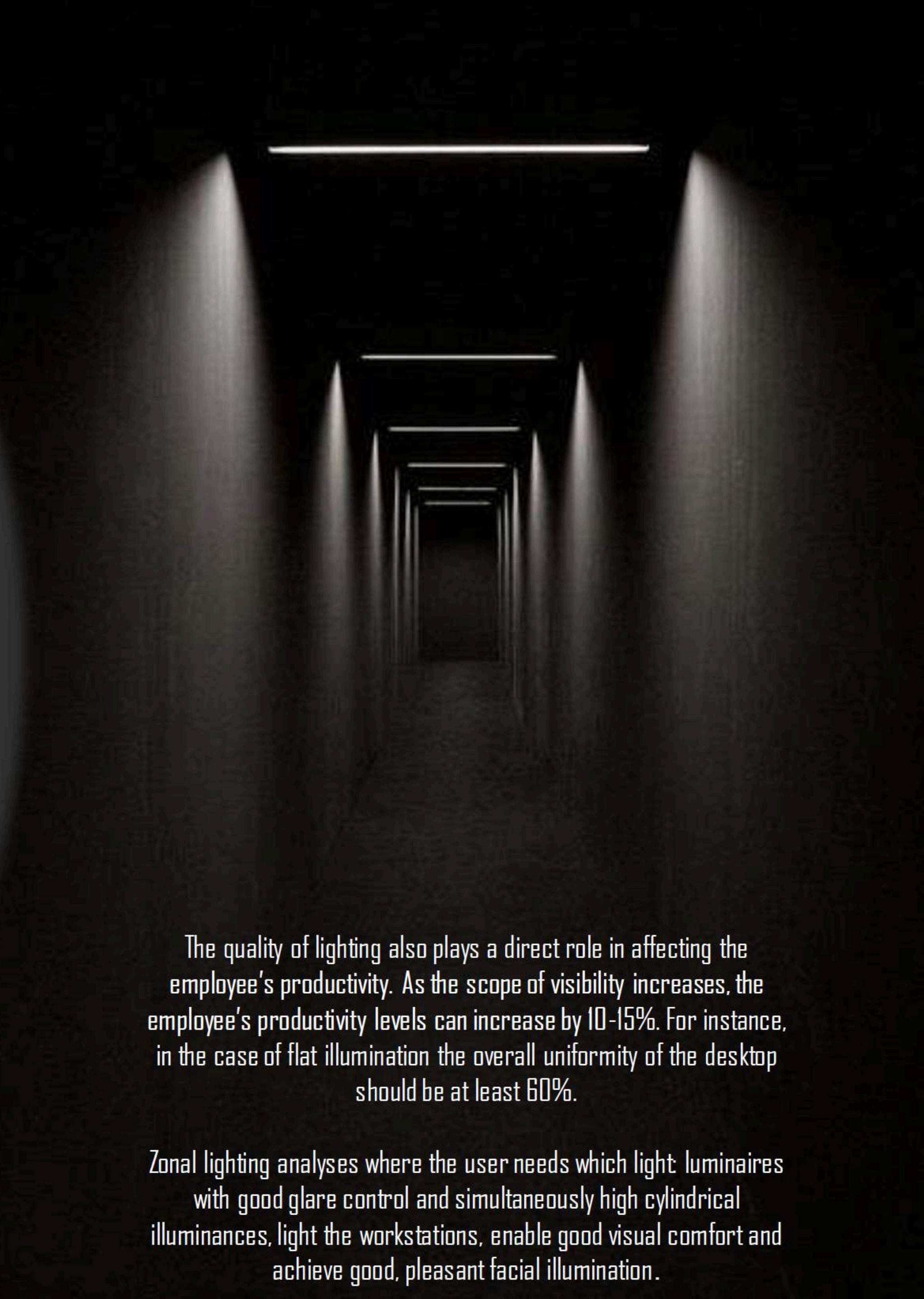
SOUND REVERBERATION STUDY







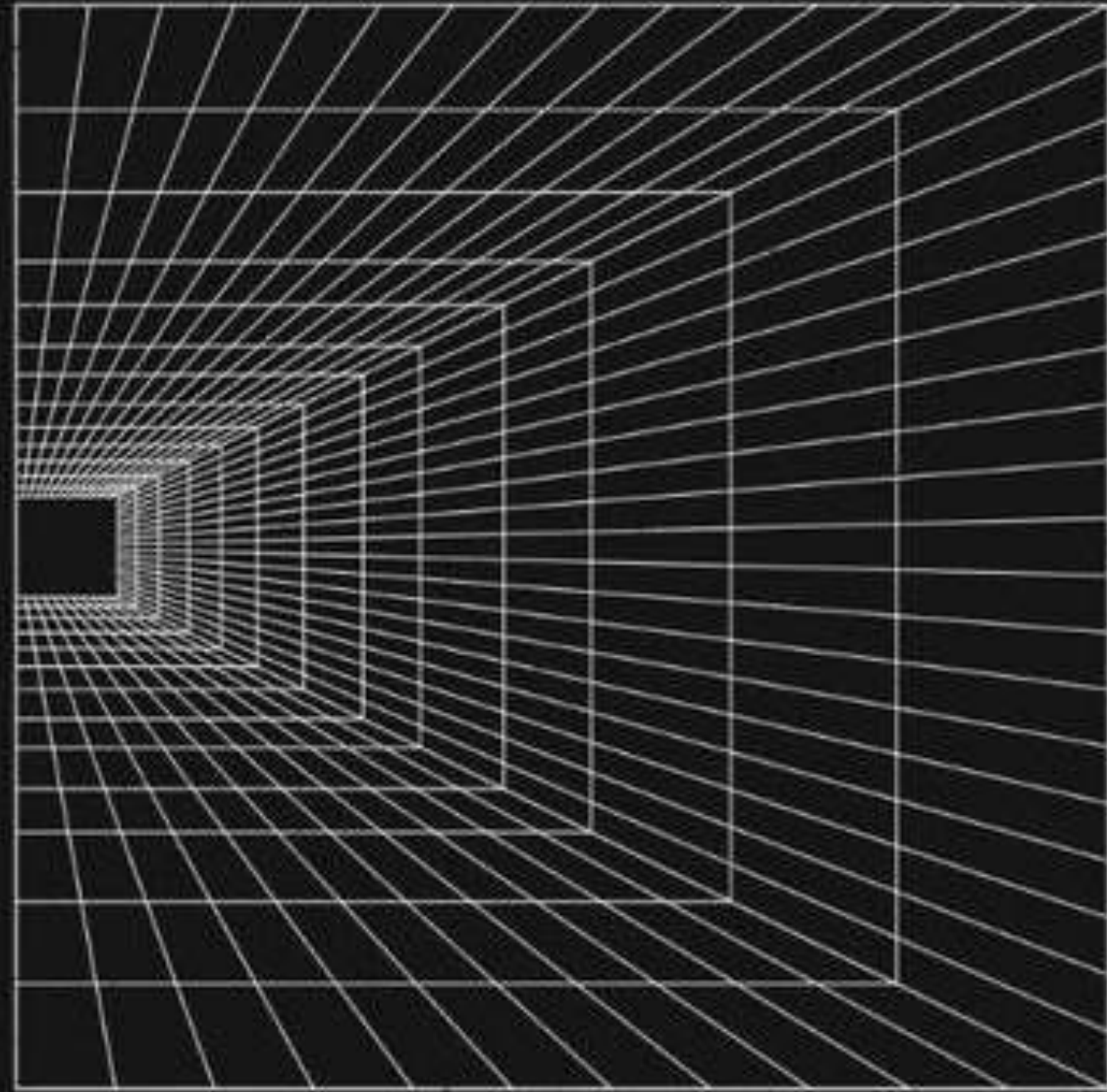
**LIGHTING**



The quality of lighting also plays a direct role in affecting the employee's productivity. As the scope of visibility increases, the employee's productivity levels can increase by 10-15%. For instance, in the case of flat illumination the overall uniformity of the desktop should be at least 60%.

Zonal lighting analyses where the user needs which light luminaires with good glare control and simultaneously high cylindrical illuminances, light the workstations, enable good visual comfort and achieve good, pleasant facial illumination.





THE OTHER DIMENSION



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## **SENSE DIFFERENT**

***Design** to us, is the culmination and selection of several constant rigorous creative processes that come together from various genre's of method exploration within the creative fields. There has to be a discipline in creation and a reason as to why you do, what you do. Design is a powerful tool to give the person in the front seat, a clear message and understanding the reason why they have chosen this product or space and what next to do **with it**.*

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