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# Efftronics shifts base to Mangalagiri town

**Vijayawada:** City-based IT company Efftronics Systems Pvt Ltd is on an expansion mode. The management of the firm has decided to move its base from Vijayawada to Mangalagiri and is in the process of building an IT park there.

Foundation-laying ceremony for the IT park, which is expected to be completed in a year, has also been held on Saturday. The firm, which has over 30 years of expertise, especially in data acquisition and dissemination systems, will



Bhoomi puja being performed for Efftronics IT park in Mangalagiri on Saturday

develop the facility coming up in Mangalagiri with state-of-the-art infrastructure.

“Over 90 per cent of the signalling systems used by Indian Railways across India are designed by us,” said the managing director of Efftronics D Ramakrishna. Director M Subbrao, executive manager D Anvesh and others participated in the foundation stone laying ceremony.

The facility in Mangalagiri will be much bigger than the existing one and will come up in one acre, said general manager GV Krishna Rao. TNN



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# Efftronics plans 1,000-seat facility in Mangalagiri

It is likely to be completed in a year: MD

APPAJI REDDEM  
VIJAYAWADA

After announcements by HCL and other smaller IT companies, another IT firm has come up with good news for job-seekers in the capital region.

The Vijayawada-based software solutions company, Efftronics Systems, will soon be coming up with its new facility in Mangalagiri to accommodate its expansion plans.

The company is planning to grow five times its current capacity by 2022, according to its Managing Director D. Rama Krishna.

India's fourth largest IT firm HCL Technologies had announced that it would set up a ₹1,000-crore development centre in the Amravati region.

About 10 smaller IT firms have set up their shop in Vijayawada.

Mr. Rama Krishna told *The Hindu* here that the software firm was taking a giant leap into the next wave of technological boom that was witnessed across the world.

"The traditional IT jobs that we have today will largely be automated and the workforce is expected to be a part of the top-level strategic planning and management. Our expansion is happening in that direction. We will be a ₹500-crore company in five years from now," he said.

Further expansions were not ruled out if the situation demanded, he added.

The company is investing about ₹20 crore in a state-of-art facility in an acre at



D. Rama Krishna

Mangalagiri and it is most likely to be completed in a year to accommodate more than 1,000 staff members. The 30-year-old company has successful partnership with the Indian Railways, Andhra Pradesh government on smart signalling and other solutions.

The company has over 600 people working from its office space in Vijayawada.

## ₹1.3 lakh cr. opportunity

The company is planning to invest in smart solutions, smart buildings, Internet of Things and solutions for smart cities.

"We see a lot of growth opportunity in these segments. Over 50% of the world population will be moving to cities by 2050, according to United Nations projections. Our effort is to cater to the future needs. We are also focused on the nine cities that are coming up within the Amravati capital region," Mr. Rama Krishna added.

The smart solutions business in the proposed 100 smart cities, 500 Amrut cities, seven Hriday cities and 13 solar cities in India is estimated at ₹1.3 lakh crore, according to him.