

## SUCCESS STORY

### INDUSTRIAL/MANUFACTURING UNITS

**Vision: To create employability in the region.**

#### **About Anchor (VIRGO):**

- Virgo Engineers is one of the world's fastest growing groups in the 'flow control' industry; they are operating a state-of-the-art 11 acre manufacturing facility at MARG Swarnabhoomi with a built up area of 1,30,000 sq.ft.

#### **Case Example:**

- Mr. Ramesh, a field engineer for Adecco Engineers, working in Chennai & staying far away from home was finding cumbersome 2-3 hrs of one way travelling to office in congested traffic very cumbersome
- He found a career opportunity at Virgo Engineers & currently enjoys the tranquil atmosphere at MARG Swarnabhoomi having this employment in the vicinity of his residence



## SUCCESS STORY

### INDUSTRIAL/MANUFACTURING UNITS

**Vision: To enhance gender equality women empowerment  
in the region, through employment.**

#### **Anchor (Kwik Patch):**

- Kwik Patch Limited (a JV between TVS and Myers group, USA) is a leading manufacturer of tyre & tube repair patches and conveyor belt repair/splicing systems. It has taken 10000 sq.ft industrial space at MARG Swarnabhoomi



#### **Case Example:**

- Mrs. Ramani was primarily an agriculture labourer with seasonal employment
- She got a perennial employment opportunity in a safe atmosphere by locating near MARG Swarnabhoomi Industrial Zone
- Employers prefer to hire women who are often found to be more dedicated & committed to work



## SUCCESS STORY

### SWARNABHOOMI ACADEMY OF MUSIC (SAM)

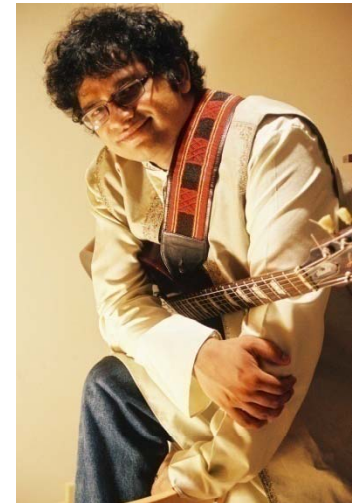
**Vision:** To create a best-in-class music school which will act as a platform for International Students to upgrade their skills and become professionals.

**Anchor:**

- Mr. Prasanna is one of the most acclaimed guitarists/composers in the world today
- An engineering graduate from Indian Institute of Technology, Madras and *Magna-Cum-Laude* graduate from Berklee College of Music
- He has pioneered Carnatic music on the guitar; He has also composed for an Oscar winning film, besides being an internationally acclaimed guitarist in contemporary Jazz, Rock and Blues

**Future:**

- To become one of the top 10 International Music Colleges



## SUCCESS STORY

### MARG NAVAJYOTHI VIDYALAYA (MNV)

**Vision:** To provide quality English medium education to the neighborhood of MARG Swarnabhoomi as a community service.

#### Anchor:

- The school is headed by an educationist Dr.N.Saraswathi with more than 30 years of experience in school education
- She is an M.Sc. in geography, M.A. in English, M.Ed., M.Phil and PhD in geography from the University of Madras
- She has been the recipient of many prestigious awards like 'Radhakrishnan Award' for the best teacher in 2006, from the Government of Tamil Nadu and 'Vidya Jothi Award' from Padma Sarangapani School, Chennai (also in 2007)

#### Future:

- MARG Group plans to open at least 10 such schools across India to provide quality K-12 education to over 5000 deserving students



## SUCCESS STORY

### *MARG Institute of Design and Architecture Swarnabhoomi (MIDAS)*

**Vision:** To create an environment where freedom and spirit of expression will find a place to flourish, providing immense opportunity to educate, research and experiment.

**Anchor:**

- Headed and administrated by Prof. Jaffer A.A. Khan who is a gold medalist in architecture from the University of Madras and a distinguished member of the prestigious institutions of architecture-RIBA, RAIA & FRSA
- With over 27 years of teaching and practicing experience, he is a boon to the students of MIDAS

**Recent Success:** One of the top 3 most preferred colleges among 57 Architectural colleges in Chennai

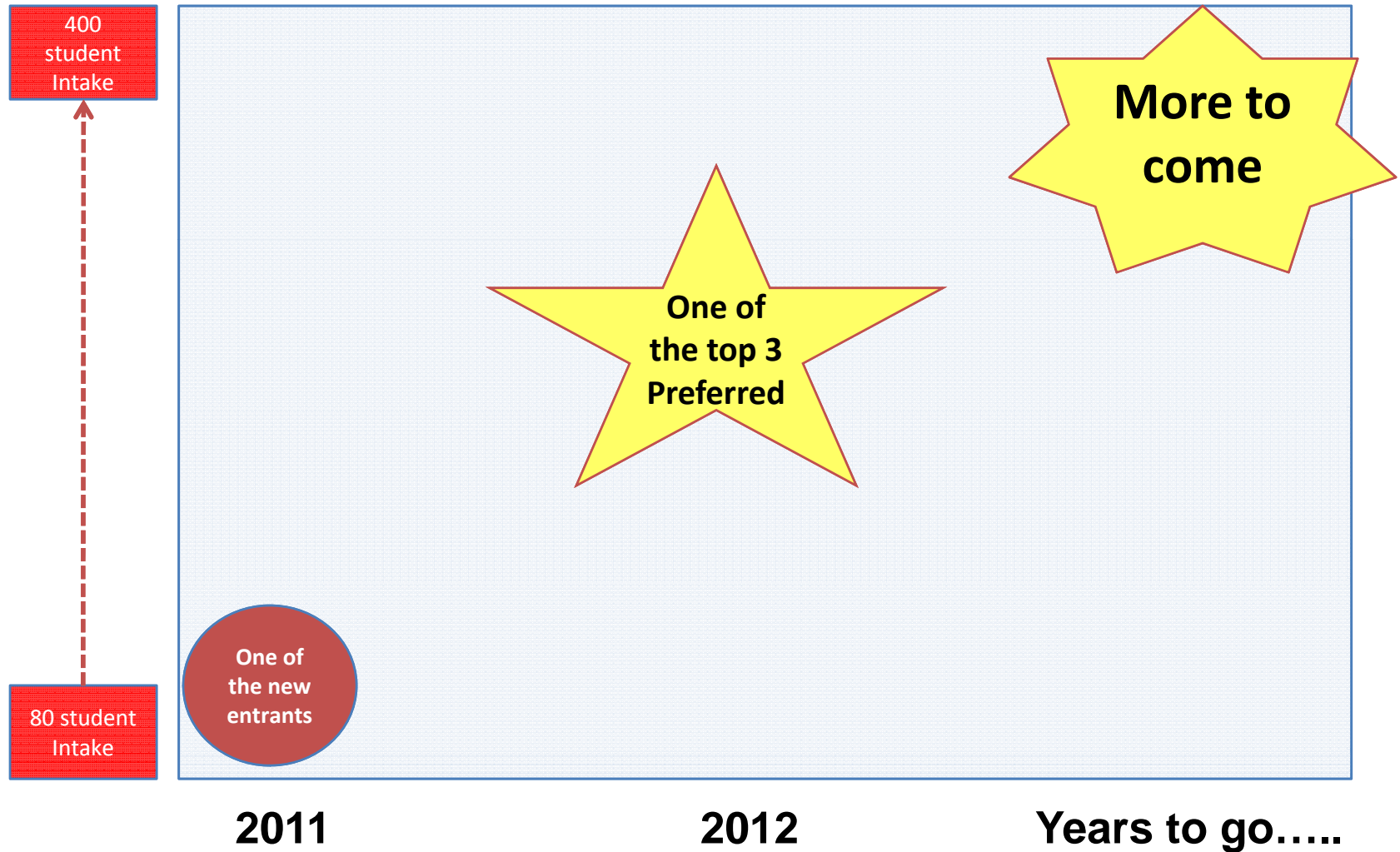
**Future:**

- To become one of the top outstanding institutions in Asia within a time span of 10 years



## SUCCESS STORY

### *MARG Institute of Design and Architecture Swarnabhoomi (MIDAS)*





## SUCCESS STORY

### *Services Business Units*

**Vision:** To enable all sections of society to participate in the country's economic growth by enhancing their job readiness and employability through targeted training.

**Anchor (Exemplarr Worldwide and EXCEL finishing school):**

- Exemplarr Worldwide is professional solutions driven, information, communications and technology (ICT) company pre dominantly focused on e-publishing and e-learning
- EXCEL finishing school is an initiative of Exemplarr Worldwide, offering industry specific course curriculum & successfully delivering industry relevant programs

