



EMPRADA MINES AND MINERALS  
MINING EXPORTS

## RECREATING QUALITY EMPRADA MINES AND MINERALS

**"I believe that, The new age entrepreneurs should be 'Capitalist in mind and Communist at heart'. An Inclusive mindset would always fetch positive results."**

Vikram Akepati, President & CEO



Bringing in technology to revolutionize the existing state of Barite Sourcing has made Emprada Mines and Minerals the Startup of The Year 2019. Through their innovative model of production and purification in their field of expertise, Emprada is creating a lasting legacy in the Barite industry.

Within just a few years of its inception in 2015, the company serves the global majors in this field in over 20 countries across 5 continents.

### COMPANY OVERVIEW

Emprada Mines And Minerals is an American Petroleum Institute (API) Certified Company (License No : 13A-0094), directly sourcing from the world's single largest barite mine extended over 225 hectares with more than 50 million tons of reserves, they are specialized in providing high quality Barite Powder (up to 96% BaSO<sub>4</sub>) without any toxic materials to their clients. It is of premium quality and purity, which makes it all the more appreciable. They conduct strict quality tests in their state-of-the-art laboratory to ensure the delivery of high quality Barite Powder as per the API 13A and other industrial standards. Incorporated in 2015 with Headquarters in Austin, TX and Production Plant in Andhra Pradesh, India with over 50 full time resources, they have made exponential development in the exports of Barite starting with 7000 MTS in 2015 to 250000 MTS in 2019.

Emprada, an expert in Barite supply, has the most sophisticated manufacturing facilities to produce the purest form of Barite with in-house production capacity of 15,000 MT per month. They use a combination of processes to manufacture different specification of barite powder used in oil drilling mud chemicals as defined by "American Petroleum Institute". Their mission is to provide best in class, drilling fluid chemicals for the clients' drilling needs. Emprada always adheres to the market trend and expands its

product range in response to changes in customer demand. They maintain strict compliance for the packing policies of their customers.

Vikram Akepati, CEO has completed his Master of Engineering in Manufacturing and Management from University Of New South Wales, Australia and worked in Fortune 50 companies in the USA for over 15 years in decision making roles. Vikram has the expertise to handle the clients effectively.

Archana Reddy Akepati, Director of Finance has completed her MBA in Finance from Institute of Public Enterprise. She has worked in various domains like stock broking, OTC derivatives market and Mortgage department in companies like UBS, London and Wellsfargo, India.

Dr. Prasada Reddy Akepati, Director of Innovation Strategy is an expert in globalization, trade, foreign direct investment (FDI), economics of technological change, corporate strategies and management of technology. He worked in various positions at United Nations Conference on Trade and Development (UNCTAD), Geneva and Lund University, Sweden before joining the Emprada group.

Sreevatsava Dantharaju, General Manager is a Techno-Manual Professional with over 15 years of experience in People and Operations Management. He had worked with IT Product Development and Services companies prior to joining Team Emprada.

### ACHIEVEMENTS SO FAR

Emprada has been a live example of the transformation taking place over the years in their field, being the last one to enter into this business which had been in a downtrend when they incorporated. There have been quite a few established companies which had a market share over 90% and had been in business for over 40 years. But with the new age practices, effective client engagement, strategic

initiatives focusing on quality and delivery they were able to penetrate and capture about 20% of the market share in just three years, and opened new avenues as well.

In an established business with cutthroat competition, the only edge they have over others is innovation and doing things differently. They have set up a state of the art API Certified (Best in the industry) Quality Analysis Lab with qualified analysts to perform rigorous testing on the material to qualify for exports.

- Financially, they have crossed 15M USD in sales in 3 years with 100% increment Year-Over-Year for the last 3 years.
- Their exports crossed 150000 MTS in FY 2018-19. they were recently recognized with "Star Export House Certification" by Government of India.
- They have built Five manufacturing units and employed 50+ full time employees, one of the highest in this business.
- They have been awarded API Monogram - Spec 13A (License No: 13A-0094) certification by American Petroleum Institute, USA (Highest recognized certifying agency for Barite in the world) for having the best quality process.
- They have achieved ISO 9001- 2015, ISO 14001-2015, OHASAS 18001-2015 for their quality standards.

Emprada Mines and Minerals was incorporated with the objective of catering high quality barite minerals to industries which require them. They are a manufacturer, exporter and supplier of Grey Barites Powder in national and international market having vast experience and knowledge in this field. They have won the trust and confidence of their customers by consistently offering premium grade products at market leading prices. They have made it a practice to check the product on different parameters before delivering it to the customers. Their team of professionals makes sure that each of the products that they offer are of the highest standard and can serve the purpose of the clients efficiently.

They also strive to fulfill their corporate social responsibility by providing employment opportunities to those in need. A 100% of the employees that they have are local to the area. Emprada has helped them by securing their employment and uplifting their living standards. They have also been generously contributing to the local schools.



### INFRASTRUCTURE AND LOGISTICS

- Barite Factory with five high speed 5 roller pulverizing mills.
- In-house production capacity of 15,000 MT/Month.
- Covered warehouse & open storage area of 270,000 sq.ft for stocking.
- State of the art laboratory techniques for quality control.
- Laboratory with full testing facilities as per API 13A.
- Material Handling Equipments like Forklifts, Pay loader, Excavator, Fleet of Trucks, Hydraulic & EOT Cranes.
- Manufacturing facilities are equipped with a variety of Customized Packaging solutions.
- Closer to the Port for easy transportation of jumbo bags.
- Tie-up with transporter companies for shipping of material to the sea port.
- They offer FOB or CIF terms from major Indian Sea Ports (Chennai and Krishnapattanam) depending on the requirement.

### THE VISION

At Emprada, they strongly believe in the philosophy that the relationship with the clients can only be built based on the quality and standard of the product delivered.

Emprada has developed its own testing and quality control for delivering the high standard end product. The company has fully equipped state of the art laboratories, staffed by highly qualified and well experienced technicians for barite sampling, testing and analysis. Their R&D teams along with the technicians always work hard to improve the quality of their end product. The lab is equipped for sampling and sample preparation, chemical analysis, flame photometer tests, sieve test, determination of specific gravity and bulk density and high temperature fusion tests. Random sampling of the powder is done throughout the production cycle to maintain the standards.

Their vision is to become a market leader and provide exceptional quality barite mineral to current and prospective customers by capitalizing on their mutual commitment, loyalty, integrity and respect for each other. The focus is firmly upon business development, innovation and providing support for each new emerging international opportunity. They believe in working with their suppliers and customers on an open, honest and transparent basis which helps to build mutual trust and long term relationships.