

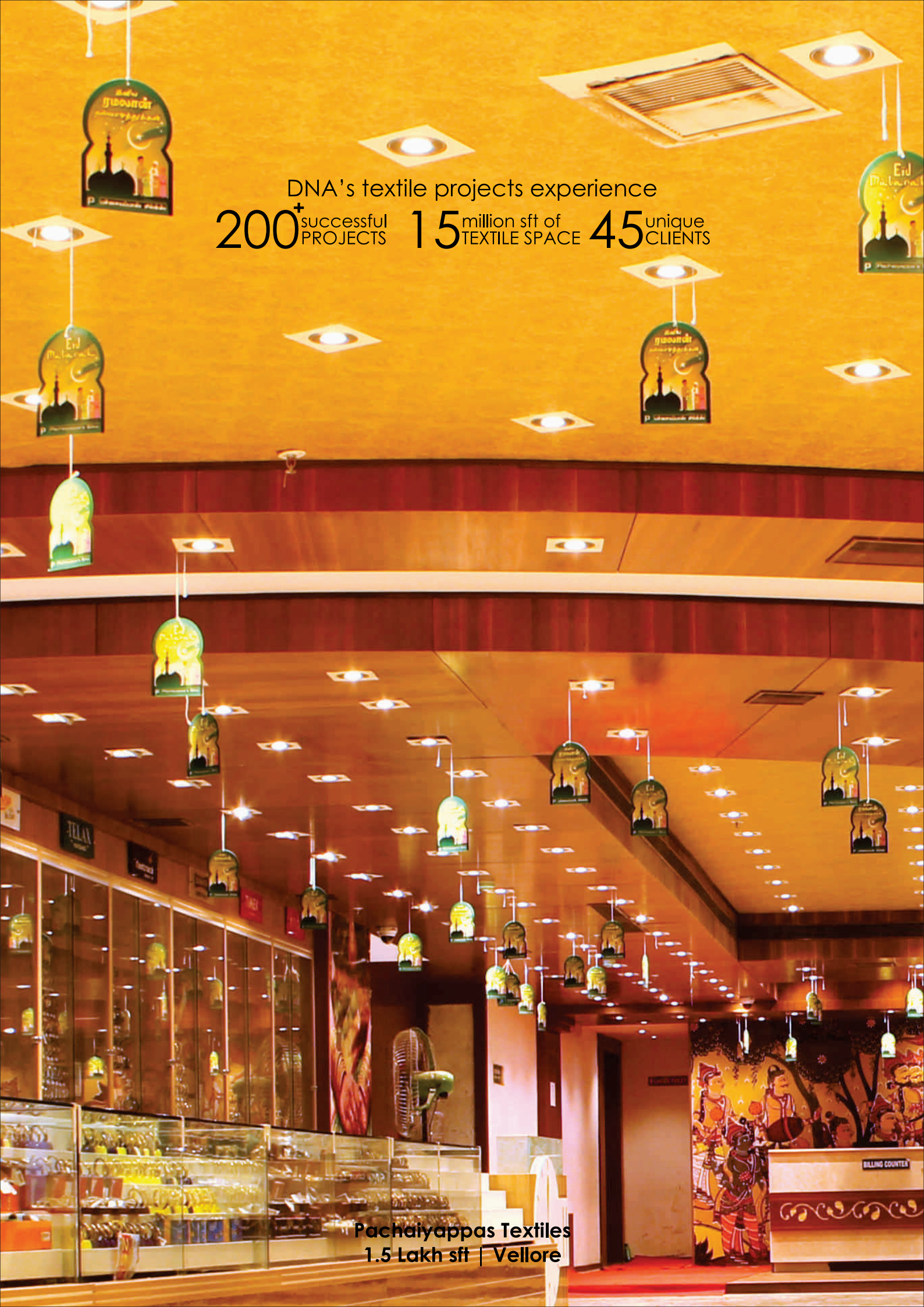
PROJECT
MANAGEMENT
www.dotdna.in

dotdna
committed to excellence





An idea is not just an idea. It's your love. It's your labour. It's your hope. There can be nothing worse than seeing your ideas getting lost in the execution. At DNA we understand this precisely. So when you give your ideas to us, we diligently handle them and make sure your ideas are transformed into reality, just the way you wanted it. Because we are dedicated to one vision. And that's yours!



DNA's textile projects experience

200⁺ successful
PROJECTS

15 million sft of
TEXTILE SPACE

45 unique
CLIENTS

Pachaiyappas Textiles
1.5 Lakh sft | Vellore



About Us

DNA is a total interior fit-outsolutions provider offering its services from design assistance till site installation. DNA is a promising partner to enable architects, builders, and clients to bring life to their designs to the best of quality and time lines. So says our motto “committed to excellence”. DNA is committed to innovation and design excellence.

With a factory space of over 50,000 sq. ft, an array of advanced machineries and an entire team of qualified professionals from project managers to skilled labors, we are able to develop comprehensive commercial and interior fit-outs across our multiple facilities. We have championed quality and delivery for large projects. DNA's furniture division & engineering division, both have the complete setup of machineries starting from raw materials processing till finished products.

WE UNDERSTAND YOU

PAIN POINTS FOR ARCHITECTS

DNA GUARANTEE

Execution

- There is no Proper Plan
- If there is a plan, time line for each task is not calculated realistically
- Even if the time line is calculated properly, there is no tracking.
- Even if there is a tracking, proper updates are not shared to the Stake Holders
- Even if it is shared to the stake holders, data isn't sufficient to take a decision.

- Execution is planned with 4M resource approach; Men, material, money & methodology.
- Every execution plan is prepared with realistic and current data, tracked over gantt charts and MS project, shared with stake holders in a way they can understand and simplified to enable quick decision making.

Clarity of scope

- Contractor doesn't quote as per drawing and misses out many items or charges additional for them later. No one explained to the client what were "not in scope" but will be required by client to finalize.

- We do detailed scope analysis and assist architects in arriving at overall project budget while clearly defining the "out of scope" or "exclusions". This enables them to finalize the items and get clarity on overall project

WE UNDERSTAND YOU

PAIN POINTS FOR ARCHITECTS

- Ball park quotes, thumb rule pricing and rate assumptions have led to improper costing and budget escalations later. Multiple rate revisions are requested and contractor takes advantage of last moment budget hikes.

DNA GUARANTEE

Costing

- We are masters in Excel and estimation and this gives us accuracy and speed in costing. Our detailed costings and interlinked sheets enable us in total control of cost of individual items and also on the over budget. It helps us arrive at accurate B.O.Ms to speed up material and resource planning. Lower resource wastage means better pricing and profits.

Quality

- Poory quality of workmanship and lack of professional tools and technology.

- We are experienced in working with international design firms and architects from various industries. We not only understand their drawings better but their quality demands too.

Infrastructure

- Contractor doesn't use the help of advanced technology and tools. Architect has to limit his design freedom because of the contractors capability.

- We have 2 workshops spread over 50,000 sft for fitouts in panel, wood and metal. Each is equipped with advanced machineries and tools and the entire process managed by advanced SAP-B1 software. If you can think of a design, we can help you create it.

WE UNDERSTAND YOU

PAIN POINTS FOR ARCHITECTS

- Contractors are too dependant on architects for drawings and solutions and eat away architects valuable time.

- Architects often have to change their designs because the contractor hasn't checked the feasibility of the architects drawings with respect to the site. This results in changing the design based on overlooked site conditions.

- There is no proper documentation to validate any status report. Instructions by architect and changes at site are not documented and leads to blame games.

- Too many agencies working in the same space slows the work, delays the timeline due to site clearances and also cause damages to fitouts. This cannot be controlled.

DNA GUARANTEE

Design assistance

- We understand your concepts like no other. We value your time and develop working drawings based on your basic inputs, sketches and references so that you can invest your time in better design and research.

Design feasibility

- Our professional project personnel do a due diligence study keeping in mind all structural and MEP services. They forecast and errors

Documentation

- Irrespective of project scale and complexity, we have standardized our documentation process to get upto date status and conduct reviews.

Onsite drawback

- Fitout products from factory are independent from site readiness, free from damage, accurate as per drawing and assembled in 1/10th of the time it takes to be manufactured onsite. Fitouts comprise 50% of a interior project. This gives leverage to all other agencies to work efficiently at site without any hindrances.

DNA hospital experience
25 Hospitals 30⁺ Lakhs SFT EXECUTED 18 unique CLIENTS



Naseem Al Rabeeh_Dubai

Space Planning, Interior Design & Furniture

We undertake turnkey fitout projects of any size ranging from residences to apartments, shops to shopping malls, offices to IT parks.

As a professional interior fitout solution team our endeavor is to meet the global standard while working with clients from various domains.

A well co-ordinated execution team with experienced supervisors have been trained to deliver quality and timely site completion. Excellent material sourcing team ensures pricing and competitiveness.

Our in house designers work with architectural firms, business owners and project managers to understand & translate their designs seamlessly throughout the execution process.

DNA hospitality experience

31

Hotels

44

Restaurants

18

SPA &
Salons

Hometel, Sarovar Group_Chennai



Olam _Chennai TN

Planning & Execution

Planning: All the projects will have its own PMS (Project Master Schedule) which will consist project time line and 4M resource planning; Men, Material, Money & Methodology. Our documentation team assists in Budget, M.O.M., tracking sheet, and project closure.

Execution: We cannot eliminate human intervention in the manufacturing process, but can minimize it with the help of advanced machinery and system based approach. We are leaders in off-site manufacturing and pre-engineering of components for the execution of interior fitout works. This leads to better finished products, exacting specifications and durable finishes. It also means we need fewer people at site to execute the jobs.

We also help customer's to develop Customized products and mass production mockups through our sophisticated manufacturing facility.

350⁺ residences & INTERIORS 1.5 million sft of FAMILY SPACE

Beach Condo_Coxwain 23, Calicut



Our Work Strength

Exclusive onsite and offsite execution team.

Organized workforce from enquiry generation to work completion.

Top management are seasoned industry professionals with over 30 years of experience.

DNA complements our other successful business verticals in Amar Group of companies.

Our full-fledged facility enables to reduce the onsite work by upto 90% while the remaining 10% of work would only be assembling of the finished products on site.

Virtually any product customization is achievable.

Dedicated 25,000 sq. ft factory setup to support metal fabrication needs.

With our import & export licence, we leverage global sourcing of materials.

DNA has executed over 50 million sft of projects & we use our vast knowledge in materials, sourcing, alternative specs and budgeting to add value to every new project.

DNA Retail Experience- Hypermarkets

68 HAPPY CLIENTS 3⁺ MILLION SFT OF STORES 480 STORES EXECUTED 26 CITIES

PONNU HYPERMART_Chennai



Quality

It is our prime differentiation.

We satisfy our end clients by achieving all quality requirements & strive to delight them through value added services.

Great quality doesn't come at a cheap price. So we have invested a fortune in skilled labour, training our teams, quality tools & raw materials and a dedicated quality department to service our projects and products.

DNA Experience - Restaurant

28 UNIQUE CLIENTS

1+ MILLION SFT SPACE

86 PROJECTS EXECUTED

12 CITIES



NEW YORKERS_Chennai



Services

DNA has experienced execution team for the best services.

End to end execution service from understanding client requirements, referring them to the right architects and assisting every project from design to completion.

WE PROVIDE

- Design Assistance
- 3D Modeling and Mockups
 - BOQ Development
- Costing and Budgeting
 - Fitout Manufacturing
 - Imports and Exports
 - Material Sourcing
- Project Management



Jewellery Retail
23 HAPPY CLIENTS 1⁺ LAKH SFT EXECUTED 9 CITIES



I.LOVE.DIAMONDS_Bangalore



Quality Objectives

1.Customer Satisfaction

Achieve quality as per Customer / Client requirement. Meeting delivery schedule. Optimize cost Due attention towards customer queries/complaints. Stay close to customer by proper interaction.

2.ContinuousImprovement

Fixation and review of objectives for each process/section. Formation of task force to resolve the recurring problems wherever applicable.

3.Quality Assurance.

Identification and development of vendors for quality of input materials. Periodic evaluation of vendors' performance.

4.HumanResourceDevelopment.

Training employees for up gradation of skill to keep pace with new technology, attitudinal change in working considering the present scenario.

5.Personnel Safety.

Creating awareness of various safety measures. Providing adequate safety aids for on-site & off-site works.

1. HYPERMARKETS



2. TEXTILE



3. OFFICE



4. HOSPITAL



5. Hospitality



6. Residences



OUR INDUSTRY
EXPERIENCE

7. Restaurants



8. Institutions



9. Industrial Storage



10. Media



11. Spa & Salons



12. Jewellery Retail



OUR INDUSTRY EXPERIENCE



Director Room



Reception



DNA Head Office_Chennai

PRODUCTS BUSINESS

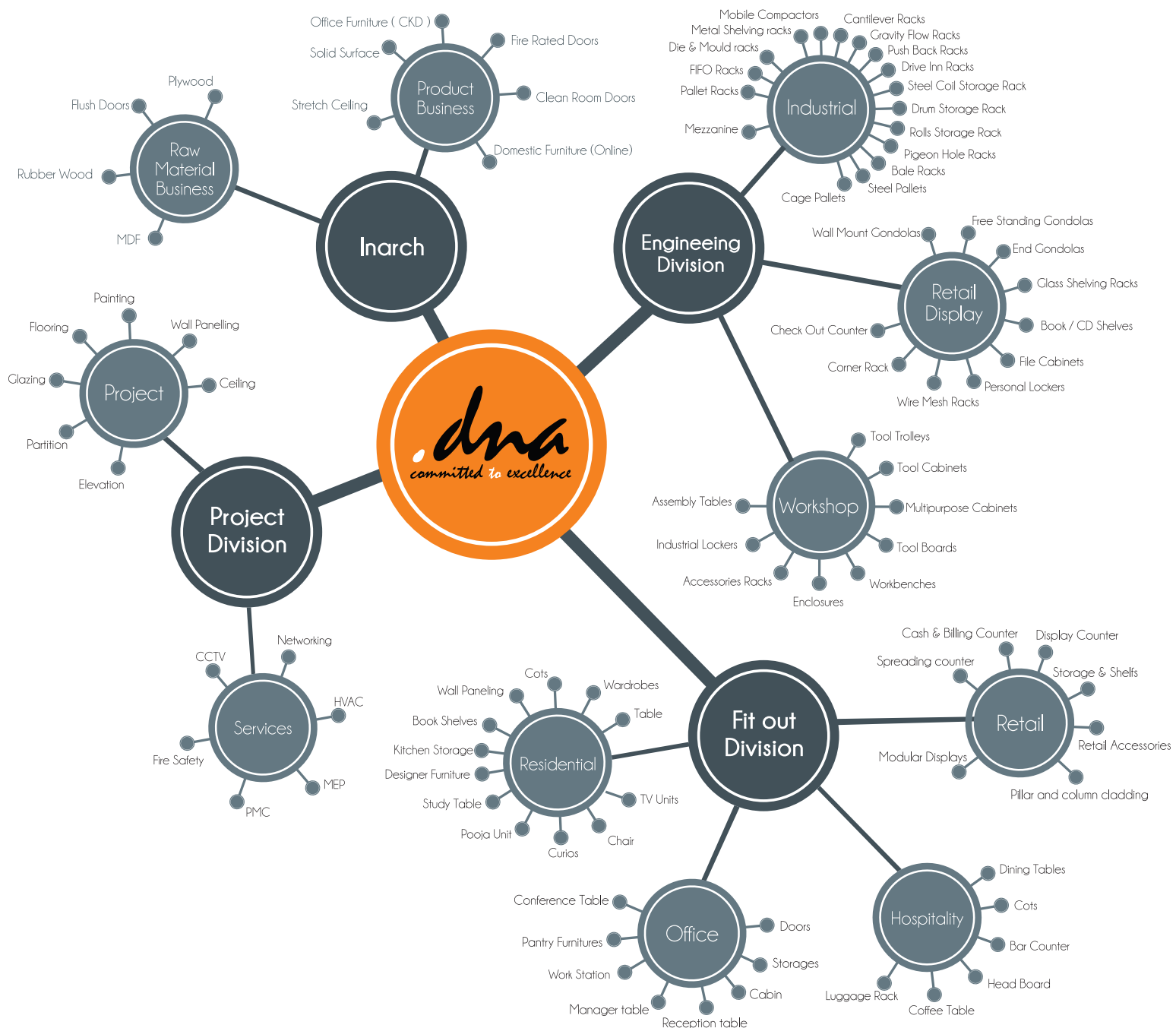
Our factory is equipped to manufacture all types of interior furniture, both fitted & loose.

Our steel engineering division supports in manufacturing metal products.



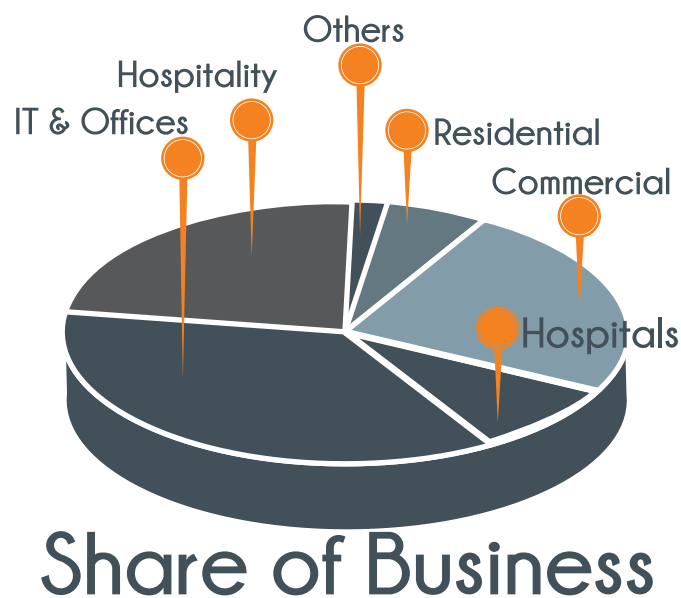
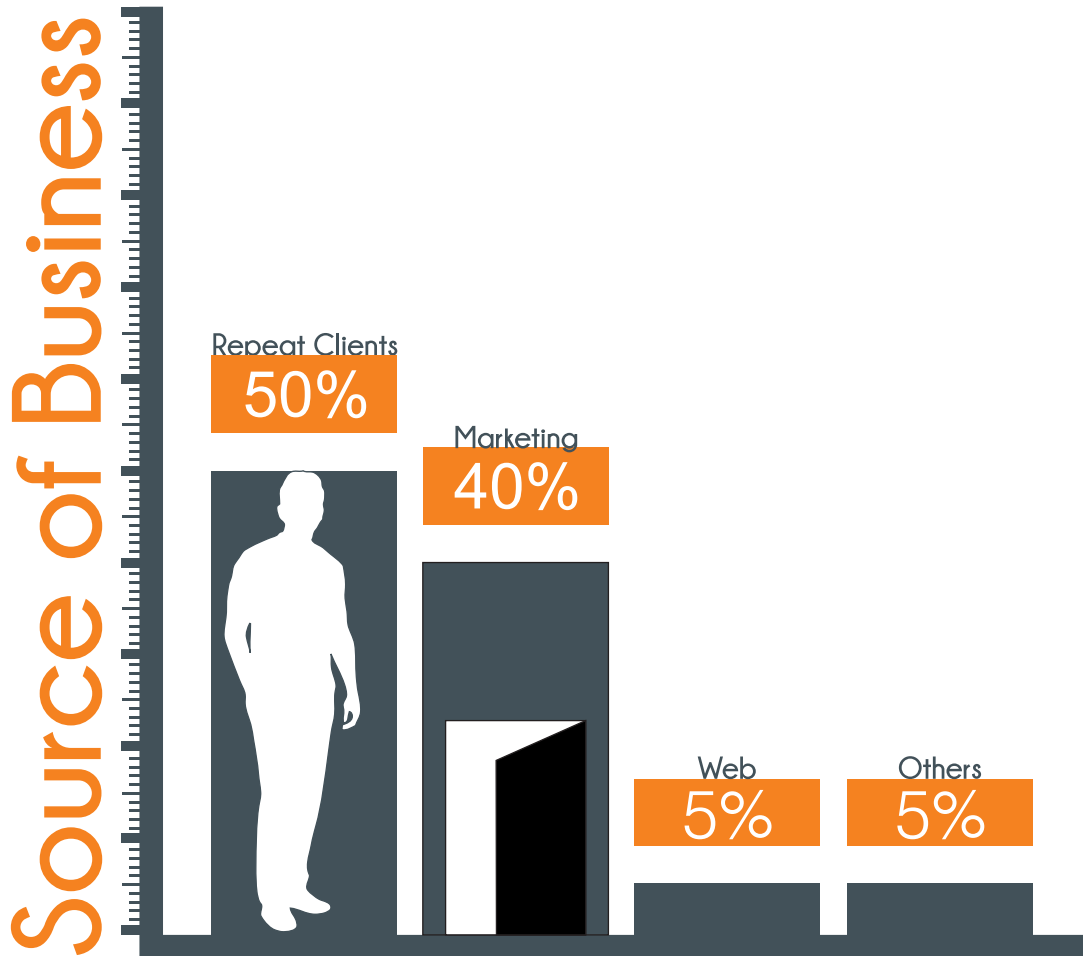
Projects Executed 

PRODUCTS BUSINESS



“ Every project undertaken is looked upon by us as an opportunity to create better professionals at DNA and successful clients around the world. ”

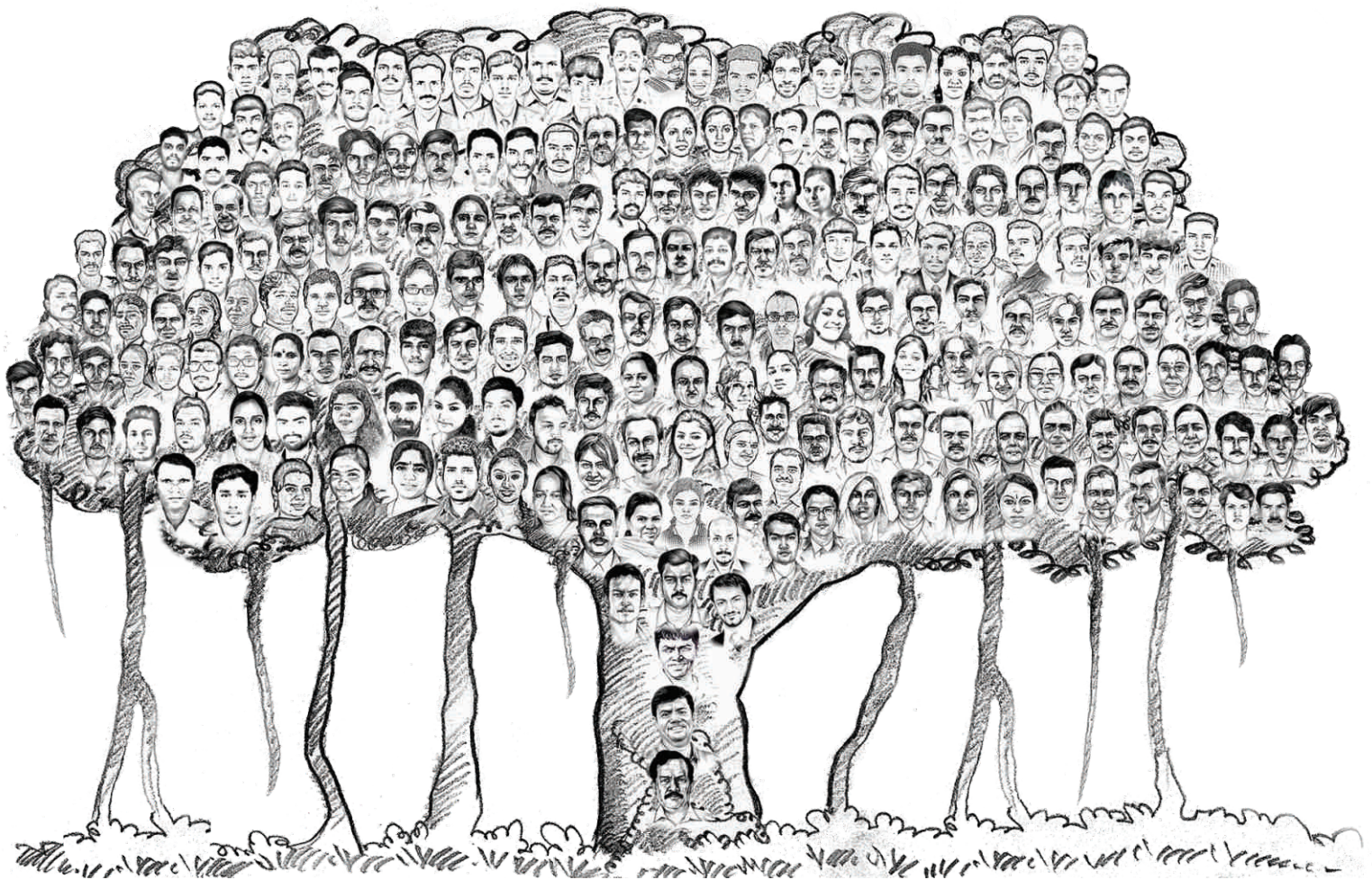
- 650+ Happy Clients
- 2000+ Successful Projects Delivered



PROJECT TEAM

DNA is managed by a dedicated team of highly qualified and experienced professionals- Project managers, interior draughtsman, engineers and 3D visualizers.

DNA also offers its clients a full range of preconstruction services such as creative value Engineering, work with Clients & Architects in a design - assist capacity to develop and utilize the most innovative construction methods in the interior design industry.



250+ Staff and still Growing as on 2018...

OUR TEAM



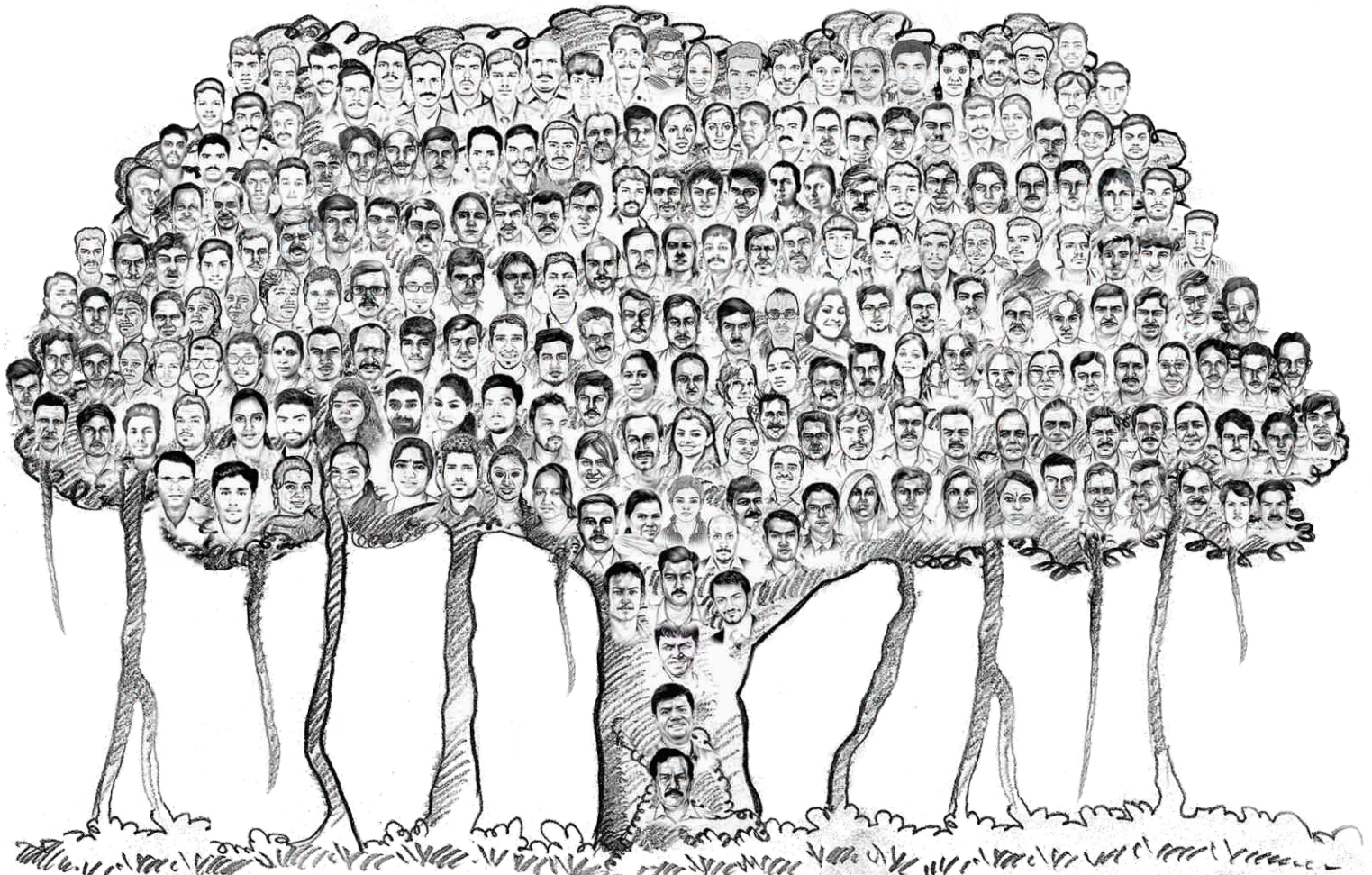
Sekar Dhandapani
DIRECTOR



Barun Patro
DIRECTOR



N R Shiju Pareed
DIRECTOR





VISION



MISSION

To provide value for customer through value added services by a team of qualified industry experts.

To maintain high degree of integrity, honesty to ensure transparency in all services.

Encourage and motivate employee's Career growth, health, safety and their lifestyle by defined performance standard.

Innovate through research & development for technology up gradation and products development to fulfil emerging customer needs.

To achieve timely and quality customer service, by adhering to processes & systems with measurable parameters.

To be a collaborative business partner with all vendors for mutual trust and growth.

To create an environment friendly organization.





VALUES


Openness: Maintain openness with colleagues, peers, vendors and customer with fairness by listening and resolving.

Commitment: Honouring individual & organization's commitment with ownership & accountability.

Empathy: To encourage and build relationship with trust and harmony at work place by understanding other feeling and emotions.

Attitude: towards customer service Excellence in customer service, by means of optimum utilization of technology, facilities, and resources.

Novelty: Customer will be delighted by our new, modern, imaginative, creative, innovative approach in our work.





Machinery List

- CNC Router
- Hot press
- Panel Saw
- Band Saw
- Edge banding Through feed
- Multi boring machine
- Spray booth
- Spindle moulder
- Surface Planer
- CNC Press Brake
- High - end welding machine



HEALTH & SAFETY STRATEGY

DNA, is not only takes care of systems, but also takes care of health and safety. It is the policy of our concern that all works undertaken will be carried out in such a manner as to avoid, reduce or control all foreseeable risks to the health and safety of its employees, sub-contractors and the general public. Safety policy is implemented as far as it is reasonably practicable and in accordance with the statutory requirements. DNA will ensure that only suitable and competent employees and sub-contractors undertake works on the company's behalf. DNA directs, all personnel arriving on the sites will be required to attend a site induction before commencing the work. This induction will detail the site rules and regulations, safety measures, sequence of work etc., supported by qualified in-house Safety officer.

Kaizen Scheme: The entire team is motivated to share their views on continual improvement under Kaizen Scheme.

UNIQUE CLIENTS



and more..



To get
THINGS
done.

THANK YOU
www.dotdna.in