



## COMPANY PROFILE



**FINANCIAL YEAR 2025 - 2026**

# TABLE OF CONTENTS

1

About Us

2

Mission and Vision

3

Company Values

4

Our Facilities

5

Timeline

6

Our Journey

7

Our New Brand - “ Candilier “

8

Candilier

9

Products “ Surya Electricals “

10

Products “ Candilier “

11

Our Clients

12

Project Images

13

Contact Details



# MD's letter

Dear Valued Partners, Clients, and Well-Wishers,

I extend my heartfelt gratitude to each one of you for being an integral part of our journey. At Surya Electricals, every milestone we achieve is a reflection of the trust you place in us, and I am proud to share the remarkable progress we've made.

As we move forward with unwavering dedication to our mission, I'm delighted to inform you that we have successfully reduced the delivery time of street light poles from an industry-average of 12–14 weeks to under 1 week, with over 95% accuracy. This is a significant breakthrough in our commitment to speed and service. The remaining 5% of cases—being highly customized orders—are fulfilled directly from the factory, ensuring that even bespoke requirements receive uncompromised attention and quality.

Our vision, Candilier, has also gained tremendous momentum. It is truly overwhelming and humbling to witness the growing admiration and demand for Candilier poles in projects across sectors. The appreciation and encouragement we receive fuel our passion and push us to continually innovate and elevate our standards.

We remain deeply committed to maintaining the highest levels of quality and investing in relentless Research & Development to stay ahead of evolving needs. Excellence is not a destination for us—it is a continuous pursuit.

Thank you for your unwavering support, belief in our mission, and for taking the time to read this message. Together, we are not just building poles—we're illuminating streets, strengthening infrastructure, and shaping a better India.

Warm regards,

**Murali Krishna Singasani**

Managing Director  
Surya Electricals







# About Us

## Introduction

Founded in 2008, **Surya Electricals** began its journey with a clear vision — to bring reliability, efficiency, and innovation to the electrical infrastructure industry. Within just a year, the company achieved a major milestone, reaching a **turnover of ₹1 crore in 2009**, a testament to its strong foundation and client trust.

In **2015**, Surya Electricals expanded its operations by establishing its own manufacturing division for **Octagonal Poles** and **Swaged Tubular Poles**, marking a strategic step toward vertical integration. This move was driven by a critical supply chain gap in the market, where standard delivery times ranged from 10 to 14 weeks. Surya Electricals disrupted this norm by introducing a same-week delivery model — a breakthrough that significantly enhanced project timelines for clients.

By **2016**, the company had further strengthened its portfolio by securing dealership partnerships with some of the industry's most reputable names: **Bajaj, Utkarsh, Crompton** and **Surya**. These collaborations empowered the company to provide a comprehensive range of lighting and electrical solutions under one roof.

Today, Surya Electricals is recognized not only for its product excellence but also for its commitment to solving real-world infrastructure challenges with speed, quality, and professionalism.





## OUR VISION

Our vision at Surya Electricals is both bold and beautiful — to redefine urban street aesthetics through innovative, artistic, and functional pole designs under our flagship brand, Candilier.

We envision a world where street poles are not merely structural elements, but design-forward landmarks that elevate the identity of public spaces. Through spiral, groove, and embossed pattern poles, Candilier aims to infuse urban environments with elegance, creativity, and distinction.

- Our design philosophy is guided by:
- Empowering architects and city planners to think beyond utility and embrace artistic street design.
- Making premium design accessible, ensuring that even the most stylish poles remain affordable and scalable for large public projects.
- Blending functionality with form, proving that infrastructure can be both robust and beautiful.
- With this vision, we continue to inspire cities to not only build but also express through infrastructure — creating streetscapes that speak of modernity, culture, and community pride.



# OUR MISSION

At Surya Electricals, our mission is driven by the urgent need to redefine efficiency and reliability in the pole manufacturing and supply sector. In an industry where procurement delays were once normalized, we have revolutionized expectations by minimizing pole procurement time from 12–14 weeks to just 1 week, regardless of the pole type. This bold step has not only reshaped client timelines but also brought a new benchmark of operational agility to the market.

We have achieved this through:

- A dedicated logistics fleet that ensures timely, safe, and dependable delivery.
- Strategic inventory management with ready stock availability for immediate dispatch.
- A commitment to being a one-stop solution — offering not just poles, but also a complete ecosystem including lights, brackets, cables, and accessories.
- Our mission is rooted in solving real-world delays in urban infrastructure and providing a seamless experience to municipal bodies, city planners, EPC contractors, and private developers alike.

# Company Values

At Surya Electricals, our success is rooted in a set of unwavering core values that guide every project, every product, and every client relationship.

## Speed and Readiness

We understand that time is critical in the infrastructure industry. That's why we maintain an extensive inventory — ensuring that we're always ready to deliver at a moment's notice. Our exceptional stock availability enables us to provide same-week deliveries, breaking industry norms of lengthy lead times and keeping our partners' projects on track.





## Efficiency as a Standard

Efficiency isn't just a goal — it's a practice embedded in every aspect of our operations. From production to delivery, we optimize processes to maximize output, reduce waste, and achieve superior quality. This relentless pursuit of operational excellence sets us apart in a competitive market.

## Continuous R&D for Societal Impact

We believe that progress should never come at the cost of accessibility. Our dedicated Research and Development efforts are focused on enhancing the quality of our products without raising prices. We're committed to delivering better solutions that uplift communities, while maintaining affordability for all stakeholders

## Customer-Centric Customization

At the heart of everything we do is the customer. We go the extra mile to provide bespoke solutions that meet unique project requirements, offering complete customization to ensure our products fit seamlessly into every client's vision.

## Sustainability as a Responsibility

We recognize our role in shaping a greener future. Sustainability is not a buzzword for us — it's a principle that drives our choices. From environmentally conscious production practices to long-lasting product designs, we strive to minimize our environmental footprint while enhancing the durability of urban landscapes.

# OUR Facilities



At **Surya Electricals**, we are equipped with state-of-the-art infrastructure across three strategically located facilities, ensuring seamless operations, faster delivery, and high-quality production:

## **1. Head Office & Manufacturing Facility – BHEL AIE Industrial Park, Ramachandrapuram (18,500 sq. ft.)**

Situated near BHEL, this facility serves as our corporate headquarters and core manufacturing unit. It is primarily dedicated to Candilier-related production, where precision engineering and craftsmanship meet innovative design.

## **2. Warehouse – Rudraram (66,500 sq. ft.)**

Located along the Mumbai Highway (NH65), this expansive warehouse allows for efficient logistics and storage. It primarily houses Octagonal Poles, High Mast Poles, and other large-scale infrastructure components, ensuring fast dispatch and consistent availability.

## **3. Warehouse – Arambakam, Tamil Nadu (45,000 sq. ft.)**

Strategically positioned along the Chennai–Kolkata Highway (NH16), this facility strengthens our Southern supply chain. It serves as a major hub for storing Octagonal Poles, High Masts, and other stock, enabling us to meet regional demand swiftly.

To ensure faster and smoother delivery of our products, we maintain a dedicated logistics fleet and loading equipment:

**4 Heavy Vehicles** (40 ft, 10-ton capacity) – Ideal for bulk and long-distance transportation.

**1 DCM Truck** (28 ft) – For medium-scale dispatches and regional deliveries.

**2 Bolero Utility Vehicles** – Efficient for local deliveries and pickups.

**1 ACE Crane** (14-ton capacity) – Enables quick and efficient on-site or in-yard loading of Multiple Number poles at a time and high masts, reducing dispatch time significantly.

This robust setup allows **Surya Electricals** to maintain stock, uphold product authenticity, and meet **delivery timelines across India**—from 3 meters (10 ft) to 30 meters (100 ft)—all ready in stock.





# OUR TIMELINE

Founded Sujahi Powerlines, spearheaded by Mr. Murali Krishna, to provide reliable electrical maintenance services.

2000

Commenced Turnkey Electrical Projects, primarily catering to the electrical needs of leading pharmaceutical companies.

2004

Founded Surya Electricals, specializing in the manufacturing of Panel Boards and Cable Trays, and delivering comprehensive Turnkey Electrical Projects.

2008

Started the manufacturing of high-quality Tubular Street Light Poles, ensuring superior performance and durability.

2014

Launched Octagonal & Highmast Poles business by securing prestigious dealership partnerships with Bajaj, Utkarsh, and Valmont.

2015

Expanded our warehouse operations to Telangana, establishing a new facility of 65000sft in Rudraram.

2018

Expanded our warehouse operations to Tamil Nadu, establishing a new facility of 44500sft in Arambakam.

2023

Launched Our New Brand "**Candilier**".

2025



# Our Journey

The story of **Surya Electricals** is one of vision, perseverance, and transformation. It all began in **2008**, when **Mr. Murali Krishna Singasani** laid the foundation of Surya Electricals as an **electrical contracting and maintenance firm**. Starting small, the company rapidly earned a reputation for quality and reliability, completing critical electrical contracts for prestigious clients across India. A significant part of our early success came from serving the **pharmaceutical sector**, executing works for leading names such as **Dr. Reddy's Laboratories, Covalent Laboratories, MSN Laboratories, Divis Laboratories, Aurobindo**, and others. These experiences sharpened our expertise and broadened our horizons.

Our capabilities soon expanded to **end-to-end electrical solutions** for high-value real estate projects like **NCC Gardenia** and **NCC Urban One**, where we proved our ability to manage complex infrastructures with efficiency and precision.

In **2015**, Surya Electricals took a pivotal leap into **manufacturing**, identifying a critical bottleneck in the supply chain for street lighting poles — long and unreliable delivery cycles. We set out to change the game by launching our own manufacturing unit for **Swaged Poles** and **Tubular Poles**, produced to full **IS standards**, with a promise of **same-week delivery** — a breakthrough in the industry.

This bold move was just the beginning.

We soon ventured into **Octagonal Pole production** and collaborated with **Bajaj** and **Utkarsh**, two of the most trusted names in the field. Gaining their trust through consistent quality and commitment, we became their **authorized dealers by 2017**, and soon after, **distributors**. This marked our evolution from contractors to a **leading supplier and stockist** in the street lighting industry.

Over time, our inventory grew to include:

- **Octagonal Poles**
- **High Mast and Flag Mast Poles**
- **Stadium Masts**
- **Street Light Arms**
- **Flood Lights and Street Lights**

With extensive stock and ready delivery, Surya Electricals quickly **established a strong customer base across South India** and expanded its reach **nationwide**, becoming a **recognized and trusted brand in the infrastructure sector**.

## **The Beginning of Candilier**

Driven by a vision for the future, in **January 2024**, Mr. Murali Krishna envisioned something bigger — to redefine the aesthetic potential of functional infrastructure. Thus began our **Research & Development journey into decorative designer poles**, with the goal of delivering visual elegance without compromising on durability or cost.

By the **end of 2024**, after months of R&D and machinery procurement, Surya Electricals launched its flagship designer pole brand — **Candilier**. **This revolutionary product line blends artistic beauty with structural strength**, marking a new era in **street lighting design**.

Today, **Candilier Decorative Poles** are not only being **mass produced** but are also being **refined constantly**, as we prepare to bring their elegance to **urban streetscapes, townships, and even highways**.



From contractors to innovators, from utility to artistry — our journey is a celebration of progress, guided by the visionary leadership of **Mr. Murali Krishna Singasani** and powered by an unrelenting drive to build a brighter, more beautiful world.

## Our New Brand "**Candilier**"

The idea for our new product line, **Candilier**, emerged from listening to our clients — contractors, developers, and municipal bodies — who were seeking **decorative poles** that not only **enhance urban aesthetics** but also meet the **structural integrity standards** of conventional poles. There was a clear demand for a solution that combined **architectural elegance** with **affordable pricing**, ensuring suitability for **residential, commercial and highway applications**.

To address this need, we initiated a focused **Research & Development (R&D) program in December 2023**. Our goal was to create a pole that would **replace conventional designs** without compromising on cost-effectiveness. We invested in advanced manufacturing equipment, began product testing in **January 2024**, and iteratively refined the process to ensure that we met **quality benchmarks** while maintaining economic viability.

By **January 2025**, we had successfully transitioned to **full-scale production**, launching **Candilier** as a brand synonymous with **visual distinction, structural excellence and customer-focused innovation**.

Our tagline — “**Elite Poles at Economy Rates**” — reflects this unique value proposition. Candilier’s mission is to “**Replace Conventional Poles with Candilier Poles, delivering Better Scenic Looks, Better Strength, and Better Quality at Similar Prices with Customization.**” Today, Candilier stands as a testament to our commitment to transforming streetscapes with products that are as **beautiful** as they are **dependable**.



**Candilier** represents a new era in street lighting infrastructure — blending **engineering precision with artistic innovation**. What sets Candilier poles apart is their **unique pipe design**, which features:

- **Spiral Design:** Inspired by classic architectural forms, our spiral pattern adds a dynamic visual element that enhances urban aesthetics while maintaining structural stability.
- **Groove Design:** Vertical grooves provide both a minimalist and bold appearance, adding depth and texture to urban landscapes.
- **Embossing Patterns:** These innovative patterns strengthen the pole's joints and create a visually striking finish.

Each of these designs is **integrated seamlessly** into the pole's structure, ensuring that **beauty and functionality go hand in hand**. With meticulous craftsmanship and cutting-edge manufacturing, Candilier poles are built to:

- Elevate the beauty of **residential neighborhoods**
- Add sophistication to **commercial spaces and industrial complexes**
- Enhance the identity of **highways, flyovers, and bridges**

Whether in **public squares, urban streetscapes, or greenfield developments**, Candilier poles offer a perfect combination of **aesthetic versatility** and **structural integrity**.

Our commitment to **flexible customization** ensures that every project can find a Candilier solution tailored to its unique design and functional requirements — all at the same price point as standard octagonal poles.

This approach aligns with our mission: “**Elite Poles at Economy Rates**”, bridging the gap between conventional utility and modern visual impact.





## Octagonal Pole

- Height from 3M to 12M
- Brands available:



- Finishings: Hot-Dip Galvanising.
- Material: Mild Steel (MS Steel).

## Highmast Poles

- Height From 12M to 30M (Ready Stock) Above that till 60M on Order Basis
- Brands available:



- Finishings: Hot-Dip Galvanising
- Material: Mild Steel (MS Steel)





## Flag mast Poles

- Height From 12M to 30.5M (Ready Stock) Above that till 60M on Order Basis

- Brands available:



- Finishings: Hot-Dip Galvanising & White PU Painting
- Material: Mild Steel (MS Steel)

## Street Lights

**Available from 12W to 200W**

Type of Lights Available :



**Street Lights**



**Flood Lights**



**Bollards**



**Garden Spikes**



**Tree Lights**

**Brands available:**

**Crompton**

**FortuneArrt**  
Wires · Cables · LEDs

**BAJAJ**

**CAPART**  
INDUSTRIES

## Highmast related Accessories

- Wench
- Motors
- Aviation Lights
- Pulleys
- Control Panel
- Ropes
- Indian Flags for Flag Masts

## Required Accessories

- Foundation Bolts
- Armoured Cables
- Armoured Flexible Cables
- Foundation Templates
- Connector MCB
- Light Controller
- Control Panel ( different from above and below mention both)







## GROOVED POLE

Our Grooved Poles are engineered with precision and aesthetics in mind, offering unique grooved designs that enhance both strength and style. Ideal for urban and industrial lighting or utility applications, these poles combine durability with sleek visual appeal.

- Height Range: 3M – 7M | 7M – 10M
- Bottom Diameter: 114.3 mm (for 3M–7M) | 139.7 mm (for 7M–10M)
- Top Diameter: 76.1 mm (uniform for all heights)
- Material: Mild Steel (MS Steel)

Available Finishings: Hot-Dip Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.

## SPIRAL POLE

Our Spiral Poles feature unique spiral designs that add a modern aesthetic while maintaining strength and functionality. These poles are ideal for decorative lighting and urban infrastructure, offering both performance and visual appeal.

- Height Range: 3M – 7M | 7M – 10M
- Bottom Diameter: 114.3 mm (for 3M–7M) | 139.7 mm (for 7M–10M)
- Top Diameter: 76.1 mm (uniform for all heights)
- Material: Mild Steel (MS Steel)

Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.







## MIXED POLE

Our Mixed Design Poles offer unique combinations of structural patterns, blending aesthetics with functionality. These versatile designs are ideal for modern urban landscapes, ensuring strength, style, and durability across a variety of applications.

- Height Range: 3M – 7M | 7M – 10M
- Bottom Diameter: 114.3 mm (for 3M–7M) | 139.7 mm (for 7M–10M)
- Top Diameter: 76.1 mm (uniform for all heights)
- Material: Mild Steel (MS Steel)

Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.

## ALUMINIUM CAST POLE

Our Aluminium Cast Poles are crafted with unique designs that combine lightweight construction with structural strength. Perfect for decorative and functional applications, these poles offer long-lasting performance and aesthetic appeal.

- Height Range: 3M – 10M
- Bottom Diameter: 139.7 mm
- Top Diameter: 76.1 mm
- Material: Mild Steel (MS Steel)

Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.



## EMBOSSED POLE

Our Embossed Poles feature unique embossed designs that combine durability with decorative elegance. These poles are suitable for a variety of outdoor applications where both strength and style are required.

- Height Range: 3M – 7M | 7M – 10M
- Bottom Diameter: 114.3 mm (for 3M–7M) | 139.7 mm (for 7M–10M)
- Top Diameter: 76.1 mm (uniform for all heights)
- Material: Mild Steel (MS Steel)

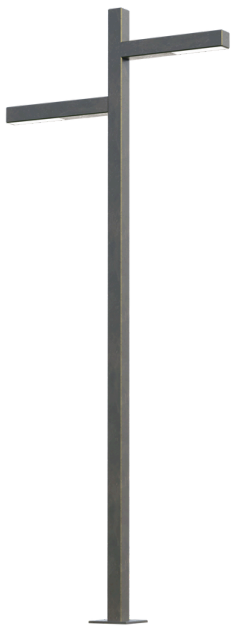
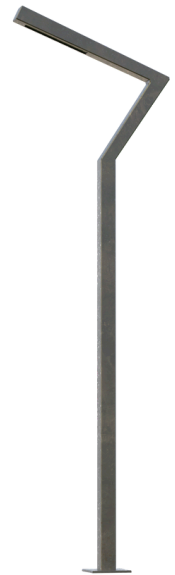
Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.

## Z-TYPE POLE

Our Z-Type Poles are designed for robustness and versatility, suitable for various applications requiring durable and reliable support structures.

- Height Range: 3M – 10M
- Material: Mild Steel (MS Steel)

Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.



## LADDER POLE

Our Ladder Poles showcase unique ladder-shaped designs that combine structural integrity with aesthetic appeal, perfect for versatile outdoor applications.

- Height Range: 3M – 10M
- Material: Mild Steel (MS Steel)

Available Finishings: Galvanizing & PU Paint (Dual Finish), PU Paint Only, Galvanizing Only.

### CANDILIER ARMS



### STREET LIGHTS



# Our Notable Clients

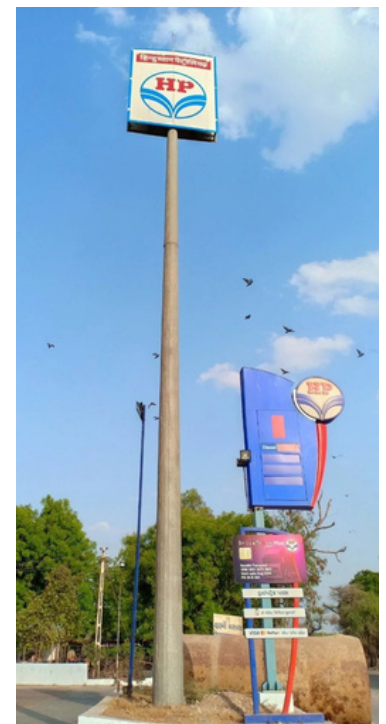




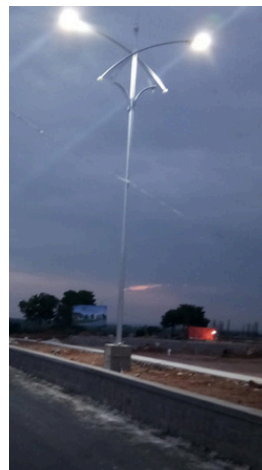
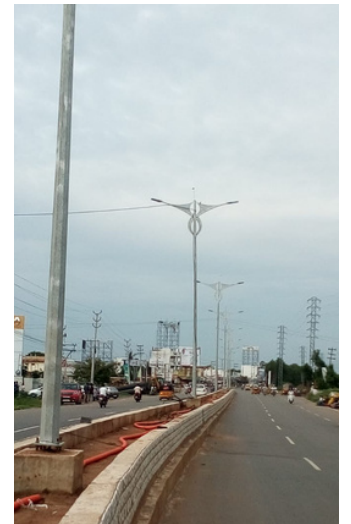


# Project Images









# Contact Us



[www.suryaelectricals.info](http://www.suryaelectricals.info)



+ 91 8519933994



[info@suryaelectricals.info](mailto:info@suryaelectricals.info)



Office & Factory - Shed No-B 10, BHEL-AIE, Industrial Park, R.C.Puram, Hyderabad-502032 , Hyderabad, Telangana (TS-36) 502032

Telangana Warehouse - Sy.no.791, 792E, Rudraram Village, Patancheru Mandal , Sangareddy, Telangana, 502329

TamilNadu Warehouse - NO.358/17, G.N.T ROAD, ARAMBAKKAM, Gummidipoondi, Tiruvallur, Chennai, TN (33) 601201

# Thank You