

POPULAR PULSE



With the successful issue of the IPO and the listing of PFL shares on the Bombay Stock Exchange- SME platform, another page has turned in the history of the Popular Group. The IPO team worked meticulously and relentlessly for over a year to ensure flawless execution.

Clients who are industry leaders and highly reputed institutions have played a determining role in the PFL journey. The trust reposed in PFL by our customers and the ensuing long business partnerships with them is a cornerstone of the excellent market standing of PFL..

The role played by our suppliers in timely supply of high grade materials, in a consistent manner through the years has been invaluable in PFL being able to deliver projects on schedule every time.

Going forward, our business framework will need to embrace technology, sustainability and environment- friendly operating practices as we scale up. If we want different results, we need to do things differently! I have no doubt that our staff will rise to the occasion by upgrading their skill-sets and bringing continuous improvement to our operations by adopting the best practices in the industry. This is imperative for PFL's growth and successful transition to the next phase!

A. S. Venkatesh
Managing Director

Dear PFL family,

We are here due to the unwavering faith and tireless efforts of our visionary founders, a resilient team, supportive stakeholders and trusted partners.

We have delivered iconic projects, fostered lasting relationships, embraced innovation and prioritized sustainability making us one of south India's leading construction companies.

Our public listing marks a new chapter in transparency and accountability, increased investor accessibility, enhanced credibility and expanded growth opportunities.

As we embark on this new journey, let us reaffirm our commitment to quality excellence, customer satisfaction, employee growth and community development. Looking ahead we will continue innovating, expand our footprint, strengthen partnerships and enhance shareholder value.

I would like to thank my team members.

The dedication and hardwork of our entire team deserves the credit for our success. I am inspired to forge further.

Let us re-dedicate ourselves to providing value in everything we do. Each member of our team is empowered to excel and participate in our growth.

Let us celebrate this moment while we work at our future with confidence and optimism.



A. V. Mathivanan
Chief Executive Officer

Popular Group : Creating a Legacy in Civil Construction

Part 3 : Shifting Gears

2013 : First green building contract award from Rajalakshmi Group.

2015 : A 120,000 sft building for Velammal Group completed in a record 120 days.

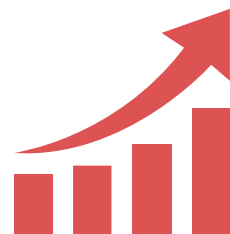
2016 : Best Builder Award from Southern Railways Employees' Cooperative Society.

2016 : Established presence in the hospitality sector with the Hotel Novotel and Hotel Fairfield by Marriott projects.

2018: PFPL bagged its 100th contract.

2023: PFPL became a Public Limited Company.

2024: PFL listed on the Bombay Stock Exchange - SME Platform.



Commemorative Dinner on 28th Sept 2024

On the milestone of PFL listing on the BSE SME platform, a grand commemorative dinner was arranged at The Hilton Chennai 28th Sept 2024.

The program commenced with the lighting of the lamp by 5 longest serving team members of PFL. The PFL Board of Directors were introduced and our 3 non-executive Independent Directors, Mr. V. Sridhar, Mr. N. Venkatesan and Mr. D.H Gopalakrishnan were honored with a shawl presentation.

The PFL Corporate Film, showcasing our high technical calibre and our professional work culture was released at the event. The audience expressed their appreciation of the remarkable on-site visuals of PFL projects.

The exemplary work done by the IPO team comprising our auditors, consultants to the issue, the lead managers to the public issue and our CFO was recognized by our MD with the presentation of individual plaques.

The highlight of the evening was the 'Ring of the Bell' - a replica of the bell at the BSE which is rung every morning to signify the start of trading for the day. Our MD did the honors accompanied by the BoD and the IPO team.

The event was well attended by PFL customers, suppliers, many prominent businessmen of Chennai and family members of our MD. Felicitations were offered by some attendees.

The guests enjoyed tasty snacks and a sumptuous dinner on the occasion.

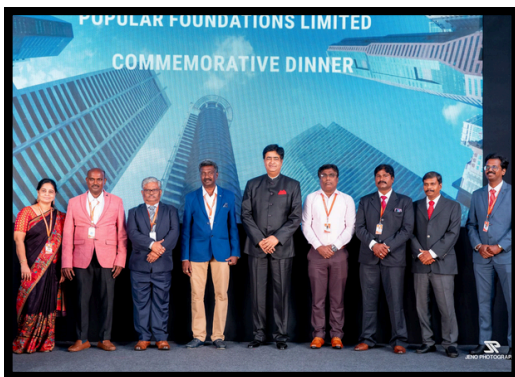


Mr. Abhay Meganathan, Vice Chairman, Rajalakshmi Group of Institutions being honored by our MD . In his felicitation, Mr. Abhay emphasized the long business relationship and the value of having a long standing, trust worthy and reliable partner in PFL .



Mr Ramachandran, Chairman, Sri Venkateswara University graced the occasion and was honored by our MD. He recalled the ongoing and successful business association of over 20 years with PFL. The timely execution of all projects by PFL in keeping with the college academic schedule was greatly appreciated by him in his speech.

PFL Team at the Commemorative Dinner



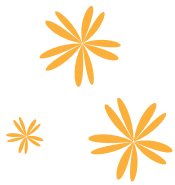
Our IPO Team

The vision of our MD, Mr A S Venkatesh to bring PFL to the BSE SME platform, started us on a journey of over one year. This could not have been accomplished without the excellent support and partnership of our internal auditors M/s Srinivasan and Srivatsan, Chartered Accountants; our consultants to the issue M/s Shivam & Mani Associates LLP; the Lead Managers to the issue Srujan Alpha Capital Advisors LLP, Mumbai and the statutory auditors Krishnaan & Company, Chartered Accountants. In his address, Mr Rajat Baid, Designated Partner, Srujan Alpha outlined the IPO process which took place smoothly thanks to the close dialogue and seamless working together of all the entities involved.



Team Sarvatrika Dance Performance

The attendees at the PFL Commemorative Dinner were treated to spectacular dance recitals by Team Sarvatrika who are trained at the Kalakshetra Dance School. The 5 graceful dancers are led by their guru, the very talented and accomplished Ms Vaishalee Shiv. They performed an invocation to Lord Vishnu, two bharat natyam recitals and a foot tapping fusion dance too. The performances added to the grace and the elegance of the evening.



Happy
Birthday



Mr. A. Ganesh Kumar, Manager, Human Resources was joined by the HO staff to celebrate his birthday on 9th Sept 2024.



Mr K. Devarajan, Deputy Manager, Finance and Accounts Dept celebrated his birthday on 10th September 2024 with the PFL HO team.

