

## PROFILE

### **SUNDER RAJU** **Director, Atria Power**

Sunder Raju is the Director of Atria Power, the flagship company of the Atria group. Sunder Raju sets the direction for Atria management committee, plays a pivotal role in strategizing the growth area for the group.

Sunder Raju holds a Masters in Computer Science from the University of California, Santa Barbara and has a rich experience in a wide array of industries. He was a key player in setting up Sunray Computers in 1981, the first Indian company to introduce concepts of 32-bit architecture in UNIX OS. Indus Valley, a division of Sunray Computers, functions as a full-fledged software services and support company.

His endeavours under the Atria Group include ventures in Power, Hospitality, Real estate, Education and Information Technology.

- **Power:** The group has committed itself to renewable energy as a focus area. Over 60 MW of hydel power have been commissioned with another 120 MW in various stages of development and construction. The group is also building a pilot project using solar thermal technologies developed indigenously.
- **Technology:** After a refocus has converted its position as a leading player in the triple play services. The company is retail services organisation providing broadband cable services, internet telephony and IPTV services to home users. It is today present in 1.5 million homes in 3 states.
- **Hospitality:** The group is now has hotels in multiple locations and with over 500 rooms in 4 properties that are operational. There are plans to add another 1000 rooms in the next 5 years.
- **Education:** As a Trustee of A.S.K.Brothers Charitable Foundation Trust which among other activities also runs Atria Institute of Technology a premier engineering college located in the heart of Bangalore city on a sprawling campus measuring about 5 acres. The total students' strength is about 1300 and the total faculty strength is about 100 comprising largely of PhDs ad MEs.
- Sunder Raju has the ability to transcend barriers of Technology and Operations and has demonstrated the capability of building a team of professionals to achieve time-bound objectives.

- He is the Hon. Secretary of the State Lawn Tennis Association, Karnataka and was instrumental in transforming this staid Association into putting up Infrastructure of International standard and hosting a World Legends Tournament and ATP World Doubles. It is continuously hosting WTA TIER II and TIER III tournaments which have brought a number of grand slam and world ranking players to the country for the first time. Players such as Venus Williams, Serena Williams, Jelena Jankovic and others have participated in these events. In the year 2012 he has also been elected as the Joint Secretary of All India Tennis Association.
- He has received a Eminent Engineer recognition award from the Institution of Engineers in 2013.
- Mr.Sunder Raju has been nominated to the Prime Minister's Sectoral Innovation Council to deliver a road map for innovation and create a eco-system for inclusive growth & development in the social sector.

**POSITIONS HELD BY SRI C.S.SUNDER RAJU**

MANAGING DIRECTOR	Atria Convergence Technologies Pvt. Ltd.
DIRECTOR	Chalukya Holiday Resorts Pvt. Ltd. The Atria Hotel Atria Power Corporation Pvt. Ltd. Atria Hydel Power Ltd. Atria Brindavan Power Ltd.
TRUSTEE	Atria Institute Of Technology (A.S.Kuppa Raju & Bros. Charitable Foundation Trust)
HON. SECRETARY	Karnataka State Lawn Tennis Association
JOINT SECRETARY	All India Tennis Association