



The
RAXA WAY



18 **RAXA**
Celebrating 18 Glorious Years





RAXA

(A GMR GROUP COMPANY)

RAXA ACADEMY

TRAINING TODAY FOR SECURING TOMORROW

14th FOUNDATION DAY - PARADE MATCH

PASADU MATCH - 153A

MESSAGE FROM CEO-RAXA

RAXA had a glorious journey in the past 18 years. From being a purely internal security company, we are emerging strongly as a Techno-Security, Fire Safety & Cyber Security solutions company.

The last financial year was in particular a great year for Raxa. We achieved a record growth of 40% in revenue. Together we also successfully completed some challenging goals, such as doing 30,000 plus Half-Marathons & donating 3000 plus units of Blood, which showcased the indomitable spirit of Raxa and gave us all a great sense of achievement and satisfaction.

None of these achievements would have been possible without the dedicated efforts of each and every Raxa Team Member and my sincere thanks to all the Raxaites for the same.

At RAXA, we take pride in our unique selling propositions (USPs) that differentiate us from other companies. These USPs are rooted in our guiding principles and tenets, which define the Raxa working culture.

As we celebrate the 18th Anniversary of the RAXA Foundation Day, we deemed it fit to document these core tenets that form "The Raxa Way" of working, for the benefit of all Raxa team members and all those who wish to know more about RAXA.

I wish all RAXAITES a very happy Foundation Day.

Best Wishes,
GUG Sastry –CEO RAXA



PREFACE

Right from its inception in 2005, RAXA has been functioning in a unique way, “The RAXA WAY”, as compared to any other Private Security Agency. The distinguishing features of its functioning earned RAXA a proud place in the private security world. It is known for the high-quality training imparted to its security personnel at Raxa Academy, a Best-in-Class Security Training Institute that has no parallels in the private security industry. It is known for its strict statutory compliances, timely payment of salary to its personnel, initiatives to take care of its employees, a high level of professionalism and many more such features that are non-existent in most of the private security companies. Very significantly, RAXA does not simply believe in adding more security manpower to its existing strength and provide the standard guarding services. It is a techno-security solutions company and aims at bringing a paradigm shift in the manner in which security is provided today. Its objective is to provide high level security with an optimum mix of technology and manpower. Today, RAXA is perhaps the only security agency that can seamlessly provide a comprehensive solution covering all three domains of security –Physical, Electronic and Cyber.

While what has been mentioned above gives a clear picture of how RAXA is different, what is perhaps not so evident is the deeply engrained ethos and culture of its working – The RAXA Way, based on certain tenets that are responsible for making RAXA special. On the occasion of the 18th Anniversary of the RAXA Foundation Day, an effort has been made to document some of these core tenets of The Raxa Way of working, for the benefit of all Raxa team members and all those who wish to know more about RAXA.

Undoubtedly, “The RAXA way” endears its customers and makes it a Premier Private Security agency.

THE BASIC PILLARS OF THE RAXA WAY

1 Embedded in GMR Values and Beliefs

and their behavioral manifestations in the Raxa organization – The seven Values and Beliefs of the GMR Group have always been the core to the functioning of the organization. In Raxa, we have listed some behavioral manifestations of the Values for guiding our security personnel in their behavior and conduct.

2 In pursuit of Excellence:

We firmly believe that excellence is a continuous journey and not a destination. As a team, we continuously make efforts to achieve higher levels of excellence. Raxa is perhaps the first private security agency in the country to get ISO 18788:20015 certification (Security Operations Management System for Private Security Organizations). We are also certified for ISO 9001, 45001, 27001, 20000 and 29993. RAXA Academy has received certification in ‘Shrestha’ category in 5S implementation from National Productivity Council. We follow the Business Excellence Model of the GMR Group.

6 Empowering Individuals through The Unnati Way:

A unique practice in RAXA for upgrading the knowledge and skills of RAXA employees, supporting them for career progression and engaging them in a constructive manner. Unnati groups, with 15–20 members in each Group, are formed at all locations. They are the focal points of all the employee development and engagement activities in the organization.

7 Engaging employees with a sense of purpose:

RAXA HR team undertakes several unique employee engagement initiatives. However, the Raxa way in this regard is demonstrated by the active participation of all employees in the initiatives. The Unnati platform plays a very important role in the engagement initiatives.

3 Commitment to Professionalism:

A high level of professionalism in the organization is not simply because of the fact that the CEO and other senior officers come with rich experience in security but a host of other factors, including deeply ingrained ethical practices, well established code of conduct, following the path of business excellence and an excellent training system.

4 Training Today for Securing Tomorrow:

The leadership of GMR Group and RAXA understands the importance of training for delivery of high-quality service and organizational excellence. It is this firm belief that resulted in the establishment of a world-class security training institute called RAXA Academy. The Academy is recognized as a Center of Excellence and received several awards. It is not just the infrastructure of the Academy, but the quality of training imparted there that makes security personnel trained from the Academy 'Stand Out', when compared to any other security person. Raxa also emphasizes continuous learning through various interventions.

5 Focus on Technology:

Raxa's focus has always been to become a Techno-security solutions company. Unlike most other private security companies, RAXA has the unique capability to design and execute high-level techno security solutions & advanced Fire safety solutions. By adding cyber solutions also to its forte (under the brand name of Gramax), RAXA has reached a step further in its ability to provide comprehensive technology solutions.

8 DNA of Fitness:

No other private security agency gives as much importance to Fitness of its employees as RAXA. Every year, a rigorous physical efficiency test is conducted for all the security personnel, and it is heartening to see that more than 95 % of the employees clear the test. Over the years, fitness has become a way of life for Raxa employees, which is evident from the fact that Raxa team members collectively completed 30,000+ half marathon in the year 2023.

9 Contribution to societal well-being:

The contribution comes in different ways like donating blood, practicing environmental conservation measures (particularly promoting use of cycles to commute), recycling of uniforms and participation in initiatives like Swachh Bharat. RAXA team members work closely with GMR Varalakshmi Foundation at different locations.

10 Challenging Boundaries and Defying Limits:

Yet another core strength of RAXA is taking up challenging goals and striving to achieve them. It is not just the business goals that matter. It is even the other collective goals that give satisfaction and sense of achievement to the team members, such as completing a whopping 30,000 half marathons in a year. Another feature has been the questioning of the way in which security has to be provided, which has made Raxa come up with concepts like integrated security solutions, use of advanced technology for providing security etc.



GUG Sastry –CEO RAXA



MESSAGE FROM BCM

RAXA has come a long way in the last 18 years from being a purely internal security company to evolving into a well-recognized private security organization, offering services to several premier clients, with focus on providing Technical Security, Fire Safety and Cyber Solutions.

The security challenges of all organizations have changed over a period of time, and it is essential for a security company to adopt the latest technologies to handle the challenges effectively. I am happy to note that RAXA is making continuous efforts in that direction. Moving forward, Raxa will aim to concentrate more on tech-based solutions and product offerings that set us apart from our competitors, providing customers with reliable and fool-proof solutions.

I am glad that an E -book on The RAXA way has been brought out on the occasion of its 18th Foundation Day for the benefit of all RAXA team members. I am sure this book will inspire and guide all Raxa team members in their day-to-day functioning and also help in taking RAXA to higher levels of excellence.

My best wishes to all team members of RAXA on the occasion of 18th foundation day.

Best Wishes
GBS Raju





MESSAGE FROM CEO AERO SERVICES

To me the RAXA way means an organization steeped in ethics and value systems, an organization that is always exploring new vistas and poised for a leap in new domains, an organization with an intense ground connect and a security agency whose guards stand out when compared to their counterparts in other security agencies.

To me the RAXA way means excellence achieved the right way. After all, the end does not always justify the means, the means also have to be right.

Growth with poise has been the hallmark of this jewel in the GMR Group. I have always found its foot soldiers to be well attired, polished, polite and smart with pride in their organization. After all the ultimate dream of any organization is that it should always be on the growth path, always strive to traverse new vistas and has a team full of pride for the organization it works for.

On this 18th Foundation Day of RAXA, let us celebrate its many accomplishments and at the same time aspire for excellence in making RAXA the preferred security service provider of the nation.

Jai Hind.
Ashwani Lohani



THE RAXA WAY: 1

**EMBEDDED IN
GMR VALUES AND
BELIEFS**



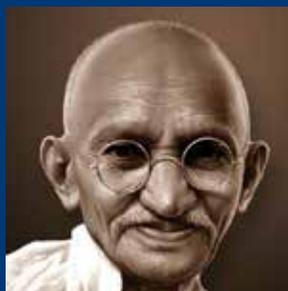
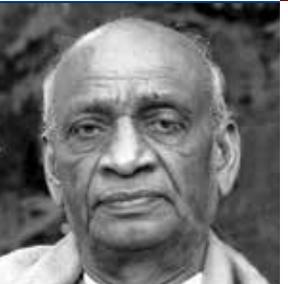
In 2003, the GMR Group uncovered seven principles that had been unconsciously guiding its decision-making, conduct, and growth since its inception. Recognizing their significance, the organization embraced these principles as GMR Values, which became the cornerstone of their ethos. These values, were not merely aspirational but actively practiced, leading to substantial benefits. Through these positive experiences, the

GMR Group instilled a deep belief in these values, reinforcing their commitment to continue and sustain their successful growth path.

As a GMR Group company, RAXA embraced these values right from its inception in 2005. Over a period of time, they got

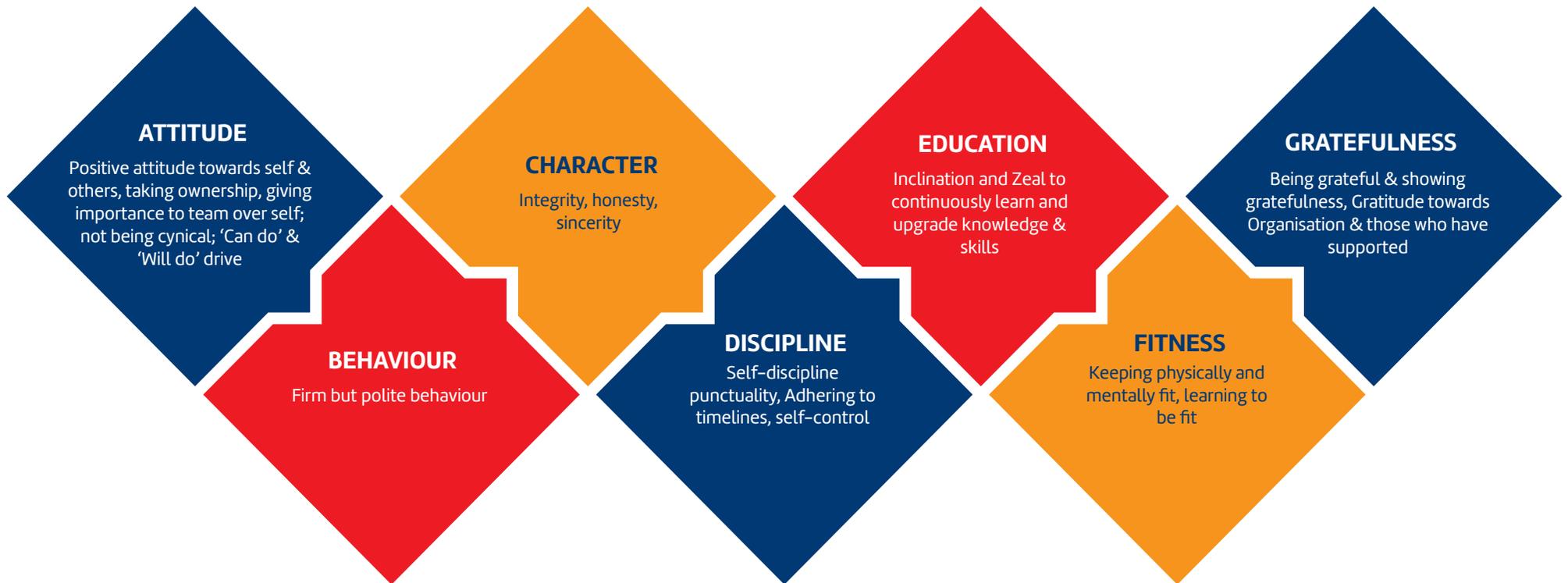
strongly engrained in the culture of Raxa, guiding its relations with customers, service delivery, and day-to-day functioning.

OUR VALUES & BELIEFS

	<p>ENTREPRENEURSHIP</p> <p>We seek opportunities -they are everywhere</p>		<p>DELIVER THE PROMISE</p> <p>We value a deep sense of responsibility and self-discipline, to meet and surpass on commitments made</p>		<p>SOCIAL RESPONSIBILITY</p> <p>Anticipating and meeting relevant and emerging needs of society</p>	
<p>HUMILITY</p> <p>We value intellectual modesty and dislike false pride and arrogance</p>		<p>TEAM WORK & RESPECT FOR INDIVIDUAL</p> <p>Nurturing a relationship of trust, collaboration and mutual respect.</p>		<p>LEARNING & INNER EXCELLENCE</p> <p>We cherish the life long commitment to deepen our self awareness, explore, experiment and improve our potential</p>		<p>FINANCIAL PRUDENCE /FRUGALITY</p> <p>We spend wisely and judiciously</p>

Behavioral Demonstration of Values & Beliefs Through A to G

To ensure that the core values are displayed by all RAXA team members at all levels in day-to-day functioning, internally RAXA came up with a set of behavioral manifestations in form of A to G.





RAXA
Raxa Academy
PASSING OUT PARADE

THE RAXA WAY: 2

**IN PURSUIT OF
EXCELLENCE**





At Raxa, our unwavering commitment to Business Excellence forms the bedrock of our successful journey, making us a dynamic and trailblazing security company. We firmly believe that excellence is a continuous journey and not a destination. As we continue this journey, we constantly push ourselves to raise the bar, aiming to set new benchmarks in security industry in the country. Our relentless pursuit for excellence drives us to embrace innovation and creativity.

Business Excellence isn't just an organizational goal; it is deeply rooted in the psyche of employees at Raxa. Our team members embrace this ethos, continually striving for perfection and driving positive change in all that they do. Their passion for excellence permeates throughout the organization, fostering a culture of continuous learning, adaptability, and striving towards exceptional performance.

Raxa proudly boasts of an impressive array of ISO certifications, a testament to our relentless pursuit of quality and adherence to the highest industry standards. We are not just an ISO 9001

certified company. We are certified for ISO 18788, ISO 27001 and 20000, ISO 29993, ISO45001 and CMMI Level 3. These certifications demonstrate our dedication towards meeting and exceeding expectations, consistently delivering security solutions of unparalleled excellence. Raxa is the first private security company in India to have ISO 18788 in 2018, much before Central Association of Private Security Industry (CAPSI) came up with the idea of awarding 7-star rating to companies having ISO 18788 certification. It speaks volumes about the commitment of RAXA towards achievement of such excellence. At the heart of our success lies the GMR Business Excellence Model, a framework that empowers us to improve processes, exceed customer expectations, and maintain a sharp focus on quality. This approach has been the driving force behind our ability to innovate and evolve with the dynamic business landscape.

At Raxa Academy, where the induction training for new entrants takes place and the process of engraining them into the RAXA culture begins, there is special emphasis on implementation of

5S. We have recently been certified by NPC for 5S under the prestigious Shrestha category. This practice has revolutionized our approach to security, particularly ensuring that a simple and systematic methodology is followed while handling anything. More importantly, the trainees are inducted into a work culture based on 5S.

Our unwavering dedication to Business Excellence guides us, as we extend the boundaries of what's possible in the realm of security. Our commitment to quality, innovation, and continuous improvement helps us to remain at the forefront of our field, ready to embrace the challenges of tomorrow and transform them into opportunities for growth.

At Raxa, Business Excellence is not just a way; it's our promise to lead with excellence and make a lasting impact in the world of Security.

THE RAXA WAY: 3

COMMITMENT TO PROFESSIONALISM



At Raxa, professionalism is the bedrock of our individuality, shaping every aspect of our company's culture and guiding our operations. Our unwavering commitment to safeguarding what matters most to our clients and upholding the highest standards of excellence drives us.

The high level of professionalism in the organization is not simply because of the fact that the CEO and other senior officers come with rich experience in security but a host of other factors, including deeply ingrained ethical practices, well established code of conduct, following the path of business excellence and an excellent training system.

In RAXA, the foundation for professionalism is laid by the RAXA Board, consisting of the following members, who are epitomes of professionalism.



H.J.DORA

Retired DGP from the 1965 batch of Indian Police Service. He was the DGP of Andhra Pradesh for 5 years and subsequently worked as DG of CISF and also as a member of Central Vigilance Commission.



M.R.REDDY

Retired DGP from the 1967 batch of the Indian Police Service. He worked as the Director of the Special Protection Group and also as Secretary, Security, Govt. of India, He was the first Managing Director of Raxa and was instrumental in establishing the company with high professional standards.



DR. ASHWANI LOHANI

A retired officer of the Indian Railway Service of Mechanical Engineers. While in Government Service, he had the unique distinction of working as the Chairman of Railway Board and CMD of Air India in two stints. He also worked as the MD of ITDC. Currently he is the CEO of GMR Aero Services



G. SUBBA RAO

A Chartered Accountant by profession, he joined GMR Group more than 30 years ago after working in senior positions in a commercial bank. He is a member of several boards and is currently working as a Deputy Managing Director in GMR.





Knowledge dissemination lies at the core of our professional approach. Emphasizing the importance of knowledge, as exemplified by the GMR Group, we actively participate in learning sessions under “Daksha, Nipun, Saksham, Wellness, Netritva” conducted by GMR virtual University. Additionally, we have developed our own Learning Management System to address the specific needs of our industry, further enriching our learning journey.

Ethics and integrity are non-negotiable principles at Raxa, and we follow the well-established code of conduct of GMR Group. We conduct regular sessions for Raxa personnel on ethics, particularly focusing on resolving ethical dilemmas. We also have a well-defined whistle blower policy to report any unethical conduct.

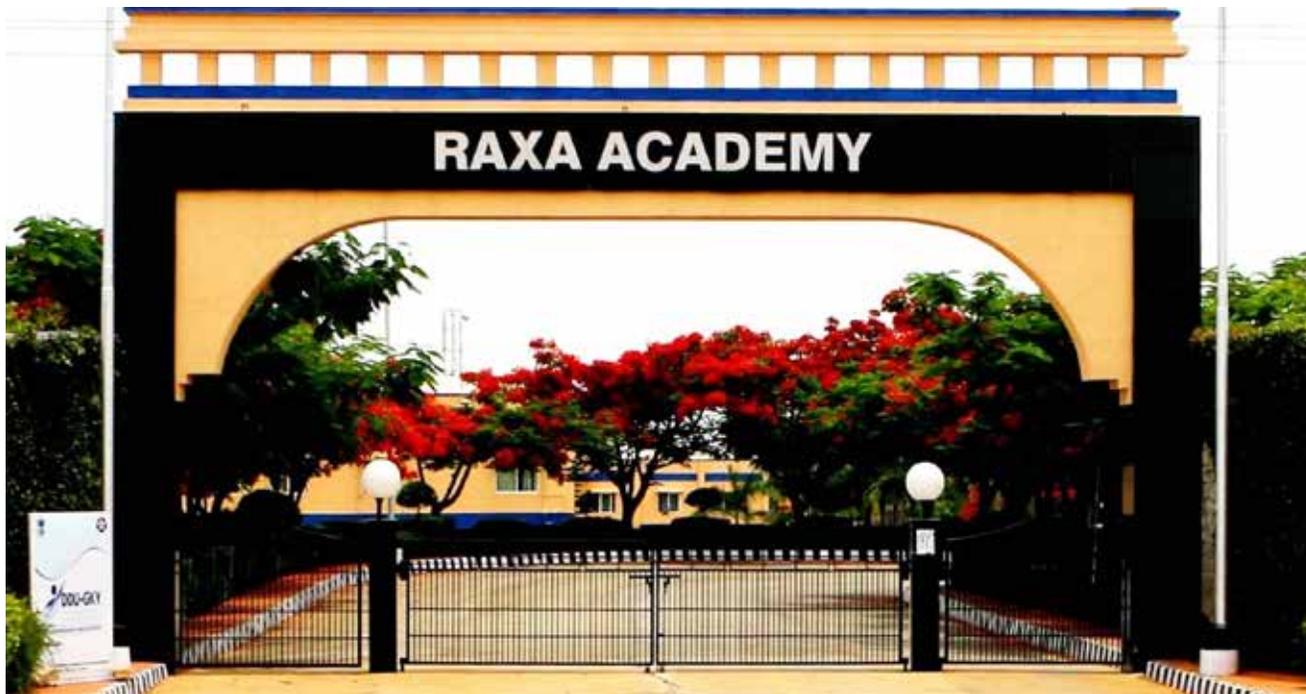
We value the importance of taking feedback from customers and actively seek their inputs to improve our services continually. Apart from the feedback taken through regular interactions with clients, we conduct a structured survey every year to get feedback from clients on several parameters of our functioning and take macro as well as micro level improvement actions.



THE RAXA WAY: 4

TRAINING TODAY FOR SECURING TOMORROW





The leadership of GMR Group and RAXA understands the importance of training for delivery of high-quality service and organizational excellence. While training is important in any organization, it holds a more significant place in the area of security. The ever-evolving security threats demand that security personnel remain one step ahead, to handle them effectively, through appropriate and continuous training.

It is this firm belief that resulted in the establishment of a world-class security training institute by RAXA. The RAXA Academy, spread over in a 100-acre campus on the Bangalore-Hyderabad highway, at a distance of 80 km from Bangalore International Airport, is renowned for its state-of-the-art security training infrastructure. It is truly the best-in-class security training institute, about which RAXA can proudly boast of. No other private security agency in the country has any training institute that is even distantly similar to RAXA Academy.

It is not just the infrastructure of the Academy, but the quality of training imparted there that makes security personnel trained from the Academy 'Stand Out', when compared to any other security person. The Academy is recognised as a Centre of Excellence by MEPSC (Management & Entrepreneurship and Professional Skills Council), which stands as a testimony to our





NANDINI



unwavering commitment to excellence in security training. The Academy has also received several prestigious awards.

Though the Academy was initially started to impart training to security guards, over a period it evolved as a “Centre for Higher Learning in Safety and Security”. It now conducts various short-term and long-term higher level courses. The six-month Corporate Security Management Program is the first-of-its-kind in the country and is meant for training young graduates as security officers at the cutting edge level. Our Advanced Security Management Program is very well subscribed by senior security professionals. We also conduct several thematic Courses on various aspects of security and safety, particularly Fire Safety. The latest to be added to our bouquet of training courses is the Drone Pilot Training. Raxa Academy is a recognised Remote Pilot Training Organization and imparts drone courses approved by Directorate General of Civil Aviation.

Raxa emphasizes continuous learning through various interventions. Our online training initiatives have been designed to cater to diverse security professionals, offering flexibility and convenience through our Learning Management System.

THE RAXA WAY: 5

FOCUS ON TECHNOLOGY





Raxa is primarily a Techno-security solutions company, though it provides high quality manned guarding services. Unlike most other private security companies, RAXA has the unique capability to design and execute high-level techno security solutions & advanced Firefighting solutions.

With a strong emphasis on technology, Raxa has set new industry standards by successfully executing integrated and cutting-edge technical security systems. For instance, Raxa successfully implemented the BEAMS (Biometric-Enabled Attendance Management System) for 12,000 employees, covering 270 access control points, at BHEL, Hyderabad. It executed a city surveillance project at Cyberabad. Similarly, Raxa provided perimeter security and access control systems for defence and nuclear power establishments. These are just a few examples of the capability and proficiency of Raxa in the technical security domain.





Raxa's commitment towards bringing the latest security technology to India is demonstrated by the successful implementation of a unique mass screening solution for passengers at NCRTC (National Capital Region Transport Corporation)

Raxa extends comprehensive cyber security services under the brand GRAMAX. Its team of cybersecurity experts deploys advanced tools and technologies to prevent, detect and mitigate cyber threats. Taking a proactive approach to cyber security, GRAMAX/RAXA enables organizations to stay ahead of emerging threats.

Today, Raxa is perhaps the only security company in India that can seamlessly provide security solutions covering all three domains of security – physical, electronic and cyber.

To stay at the forefront of technological advancements, Raxa embraces partnerships with expert companies and leverages the expertise of GMR's in-house innovation hub, Innovex. This collaboration empowers Raxa to maintain its cutting-edge approach to security, safeguarding assets, mitigating risks, and

creating a secure environment.

In conclusion, Raxa stands as a testament to how technology can revolutionize the security industry, with its commitment to technological excellence and collaboration with expert firms and GMR Innovex.

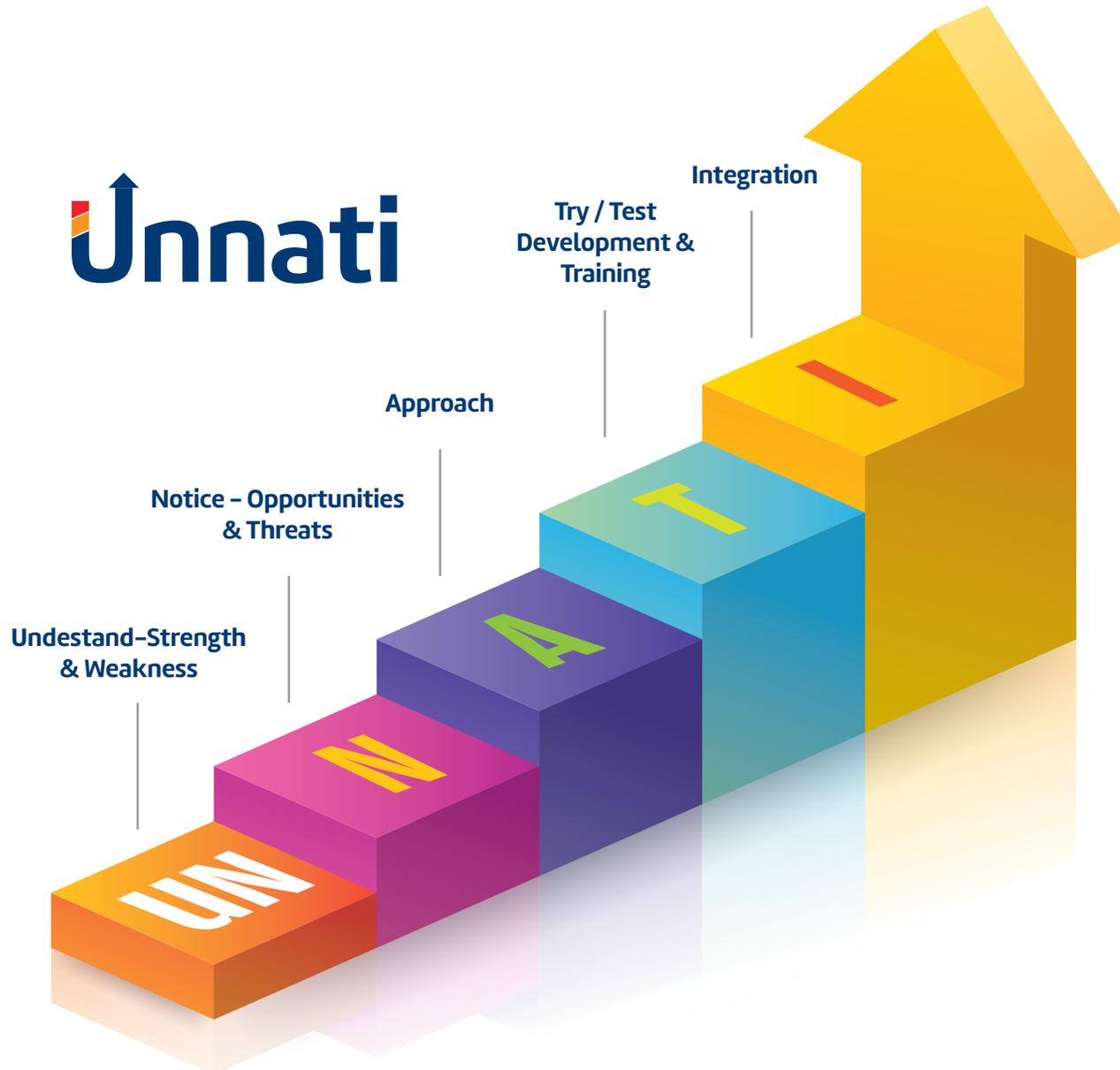


THE RAXA WAY: 6

**EMPOWERING
INDIVIDUALS THROUGH
THE UNNATI WAY**



Unnati



At Raxa, we believe in nurturing talent and empowering our employees to reach their full potential. Our unique development program “Unnati” focuses on upgrading knowledge and skills, while fostering a constructive and engaging environment.

With personalized development plans, continuous learning opportunities, and recognition for achievements, Unnati aims to unlock new levels of success for both our employees and our organization. Together, we move towards a brighter and more prosperous future, powered by the Unnati spirit.

What is Unnati?

It is a development program of RAXA aiming at growth and career progression opportunities for different age groups of employees, particularly those at the guard, marshal and supervisor level.

- It enables / facilitates knowledge and skills to employees
- It enables / facilitates growth and career progression opportunities to employees
- It enables and guide the employees to prepare for competitive examinations

UNNATI FOR EMPLOYEES

The UNNATI Employee Programme is focused on developing the knowledge and skills of guards and supervisors to enhance their performance and also to provide them growth and career progression opportunities. This is carried out by forming study circles called Abhyasa. Each circle consists of about 8 to 10 guards, who meet regularly to share knowledge and skills among themselves. The guards are given counselling & training, enabling them to study and prepare themselves for competitive exams. Study material is sent to them through WhatsApp Groups formed at different locations.



UNNATI FOR ORGANIZATION

The UNNATI for Organization Programme is designed to achieve organizational development through the GMR Business Excellence Model, enabling the business to build capabilities to adapt efficiently and effectively to the rapidly changing business environment and achieve all round excellence. The initiative adopts a PDCA model to continuously improve processes for delivering better customer service while optimizing the cost, ensuring business growth and achieving better employee satisfaction.



HOW IT WORKS?

UNNATI Circles are formed at all the units covering all the Security Guards. Each UNNATI Circle has not more than 12 to 14 guards.

Counselling and training are given to employees for self-development and to prepare for competitive exams.

The UNNATI Circles also take up Kaizen, 5 S Projects and CIPs at respective locations for improvement of security processes.

Security-related study material is shared with them through Smart Phones by the Organization.

UNNATI Circle members meet regularly to share knowledge among themselves.

THE RAXA WAY: 7

**WHERE EMPLOYEE
ENGAGEMENT BONDS
THE ORGANIZATION
AND IGNITES GROWTH**



At Raxa, we redefine the corporate landscape with our unwavering commitment to Employee Engagement. Our mission is simple yet profound: to inspire a deep sense of purpose among our employees, propelling them towards constructive engagement and personal growth. This dedication is evident from our annual Employee Satisfaction Survey, in which more than 90% of our workforce has been actively participating and consistently giving us a high rating of 4.5+/5. This level of engagement reflects the success of our initiatives.

Central to our engagement efforts is the Unnati platform, a space where employees come together to participate in various competitions and engagement activities as members of respective Unnati groups. This platform plays a pivotal role in creating a strong sense of belonging among our employees. A key pillar of our corporate culture is continuous learning. We prioritize knowledge sharing, to enhance our collective expertise. Last year, we conducted more than 300+ knowledge sharing sessions on various subjects, fostering a culture of learning and growth.

At Raxa, celebrations are occasions to cherish our achievement of various milestones and other accomplishments. They serve as powerful motivators, instilling pride and unity among our team





members. One such instance is an event organized to celebrate the achievement of 40% revenue growth in FY23 together with several other successes and setting the momentum for FY 24. Additionally, we actively participate in events that promote health and well-being, such as a Cycling Event on World Bicycle Day and marathons under Raxa Runners Club during Independence Week celebration, Private Security Day and New Year's Eve. During the year, Raxa team together completed over 30000 half marathons, showcasing the fitness level of the team members and camaraderie.



To keep the employees fully informed about what is happening in Raxa and, more particularly, to ensure the involvement of every Raxa team member for the achievement of the ambitious goals that the Organization takes up, CEO and other senior team members regularly interact with the workforce. Town Hall meetings held at specific intervals provide a platform for open communication and mutual understanding. Additionally, virtual meetings are conducted to ensure seamless connectivity across the organization.

At Raxa, we firmly believe that our focus on Employee Engagement, continuous learning, and celebrating achievements sets us apart as a flag bearer of Engaged Excellence in the industry.





THE RAXA WAY: 8

EMBRACING FITNESS AS A WAY OF LIFE





At Raxa Security Services, we are deeply committed to the well-being of our valued employees.

Recognizing the significance of physical and mental fitness in delivering top-notch security services, we have implemented annual Physical Efficiency Test (PET) for all security personnel as a paramount evaluation. The PET comprises one Mile Run, Push-ups and Sit-ups, in addition to measurement of BMI and Chest-Waist difference. It is heartening to see that more than 95 % of the employees clear the test, which indicates the high level of fitness among Raxa employees.

However, our focus on fitness extends beyond the PET. We strongly emphasize the importance of having a balanced diet, engaging in regular exercise, practicing relaxation techniques, and incorporating yoga into daily routine. Adequate sleep is also stressed upon to support their overall well-being.

We understand that not everyone may initially meet the fitness criteria, and we guide them towards improvement. Employees



who need support are given a ten-week timeframe to attain the necessary fitness level.

At Raxa, we foster a culture where employees are committed to staying fit for their personal well-being and professional effectiveness. By nurturing the physical and mental health of our team, we empower them to excel in their roles, ultimately providing the highest level of security services to our valued clients.



THE RAXA WAY: 9

**PIONEERING ESG
PRINCIPLES FOR
A SUSTAINABLE FUTURE**



At Raxa, our mission is to lead the way in creating a sustainable and equitable world by embracing the principles of Environmental, Social, and Governance (ESG). We firmly believe that genuine success goes beyond financial gains – it is about leaving a positive legacy for generations to come.



Environmental Stewardship:

At the core of Raxa’s ethos lies a deep commitment to the environment. We actively advocate for a greener world by promoting eco-friendly practices and initiatives. Through our cycling program, we not only encourage healthier lifestyle but also reduce our carbon footprint, contributing to cleaner air and a more sustainable planet. Our uniform recycling program further supports our efforts to reduce textile waste and conserve precious resources.

One of our successful endeavours has been the distribution of cycles to our employees. This initiative not only promoted



physical well-being but also encouraged employees to adopt cycling as an eco-friendly mode of transport. During the week ending 9th June 2023, our employees embraced the cycling culture wholeheartedly, collectively covering an impressive distance of 120,000 kilometres. In addition, we organized a remarkable event named “Raxa Pedals with Pride” – a cycle relay race that took place from 17th to 23rd July, for a distance of over 11,000 kilometres, virtually covering all the locations where Raxa has a presence.



Social Service:

Raxa is dedicated to making a significant social impact by actively engaging in various initiatives. From blood donation drives and tree plantation campaigns to fostering a culture of humanitarian acts, we strive to support communities and social initiatives.

At Raxa, we exceed government norms for undertaking Corporate Social Responsibility (CSR) activities. Through our active participation in various initiatives by our own GMR



Varalakshmi Foundation and other social initiatives like Daan Utsav, we reinforce our dedication to social responsibility and community welfare. On World Food Safety Day, our team visited and donated food to an orphanage. Also, our employees actively participate in various government CSR activities, including Swachh Bharat, teaching underprivileged students, and engaging in other philanthropic endeavours.



Exemplary Governance:

Transparent governance is the cornerstone of Raxa's operations. We uphold high ethical standards and promote accountability at every level of our organization. Our commitment to good governance ensures that we act responsibly, fairly, and in the best interests of all stakeholders.

THE RAXA WAY: 10

TAKING CHALLENGES, DEFYING LIMITS



With a reputation built on resilience and an indomitable spirit, Raxa thrives on challenges, defies the odds, and continuously pushes the boundaries of possibility.

Raxa embraces change as a way of life. The company's dynamic nature and ability to adapt are evident from the way it transformed over the years – from an internal security company to providing security to external companies, successfully competing with other security companies in the market; from providing guarding solutions to evolving into a techno-security and fire safety solutions company; and venturing into areas like cyber security and drone services.

One remarkable accomplishment in FY23 is achievement of 40% revenue growth. Despite the challenging market conditions, the company's relentless pursuit of innovative strategies has led to outstanding financial results.



However, Raxa's proclivity in this regard extends far beyond typical business-related goals. The fact that Raxa team collectively completed a whopping 30,000+ half marathons last year shows the extent to which this spirit of taking up challenges is infused into every Raxa employee and the culture of Raxa.

When it comes to defying limits, Raxa has been questioning the way in which security has to be provided. It made Raxa come up with concepts like integrated security solutions, use of advanced technology for providing security etc.



Innovating the *Future of Security*

www.raxatechnosecuritysolutions.in