

ENGLISH HOME

PRE-ENGINEERED BUILDING SOLUTIONS





Introduction

English Home is a premier Pre-Engineered Building (PEB) solutions provider based in Bokaro Steel City, Jharkhand. Since its inception in 2016, and with a fully operational manufacturing facility from 2021, the company has been delivering customized, cost-efficient, and high-quality steel structures for industrial, commercial, and warehouse applications.

We focus on innovation, precision engineering, and durability, ensuring our buildings are flexible for expansion, resilient to natural forces, and efficient in construction. At the core of our operations is a commitment to quality, client satisfaction, and sustainable building practices, making us a trusted choice for organizations seeking long-term structural solutions.

Our approach emphasizes advanced design tools, in-house R&D, and stringent quality control, enabling us to develop solutions that meet modern construction standards and client expectations.

Vision & Mission Statement



Vision

To be the most respected and admired provider of Pre-Engineered Building solutions, recognized for quality, innovation, and reliability across India and beyond.

Mission

- Deliver exceptional value to customers and stakeholders.
- Leverage innovative engineering for superior building solutions.
- Utilize high-quality materials to ensure durability and performance.
- Implement efficient construction practices for timely project completion.
- Foster empowered and high-performing teams.
- Uphold a culture of commitment to excellence in all operations.

Challenges We Address

- **High Construction Costs:** Many clients struggle with budget overruns due to inefficient design and material wastage.
- **Long Project Timelines:** Traditional construction methods often delay project completion.
- **Structural Limitations:** Conventional buildings may not allow large clear spans or flexible expansion.
- **Quality & Safety Concerns:** Ensuring earthquake resistance, wind pressure compliance, and durability can be challenging.
- **Relocation & Reusability:** Standard structures cannot be easily dismantled and relocated when needed.
- **Lack of Technical Support:** Limited access to trained builders and technical guidance can impact project quality.

English Home addresses these challenges through cost-optimized PEB designs, faster installation, flexibility for expansion, superior safety standards, and dedicated technical support via certified builders.





How We Solve Challenges

- ***Cost-Effective Design:*** Utilizing advanced structural software, we optimize material usage and design for maximum efficiency, reducing overall construction costs.
- ***Faster Installation:*** Pre-engineered components are part-marked and ready for quick assembly, ensuring timely project completion.
- ***Flexible Structures:*** Buildings are designed for clear spans up to 100 meters, future expansion, and easy relocation if needed.
- ***Quality & Safety Assurance:*** All buildings comply with earthquake and wind pressure standards; rigorous quality checks ensure durability.
- ***Technical Support & Expertise:*** Our network of certified builders, technical consultants, and on-site engineers provides guidance at every stage.
- ***Innovative Materials & Solutions:*** High-quality cladding, structural members, and accessories enhance performance, aesthetics, and longevity.

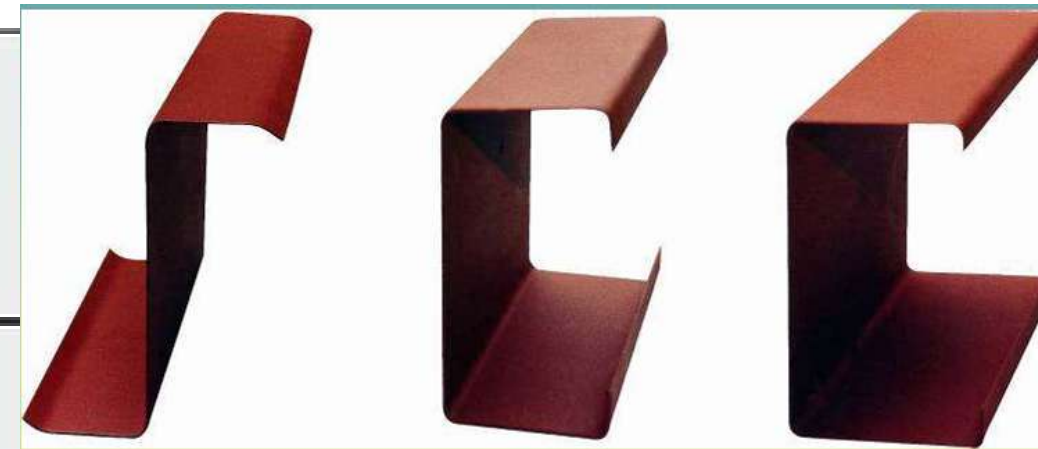
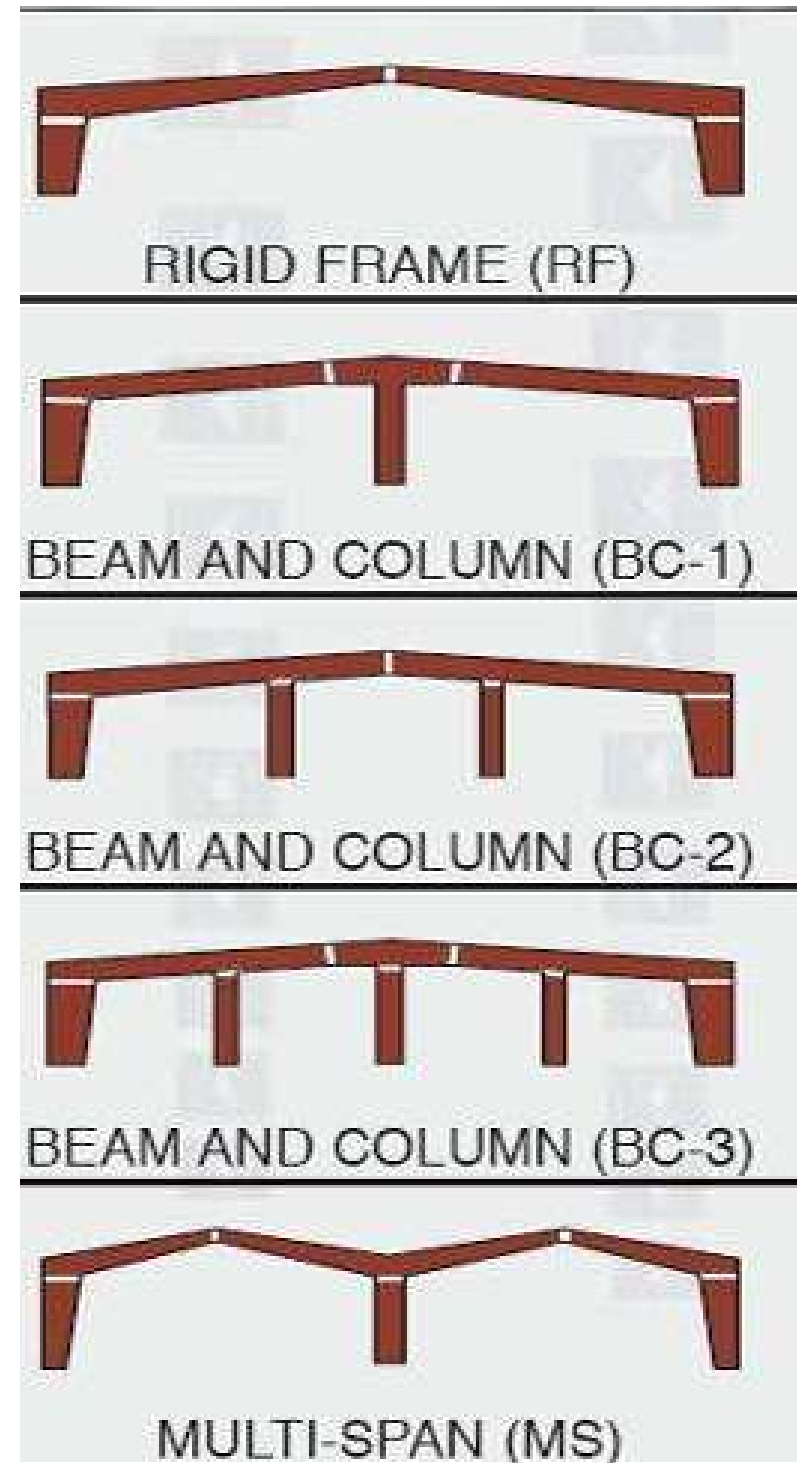
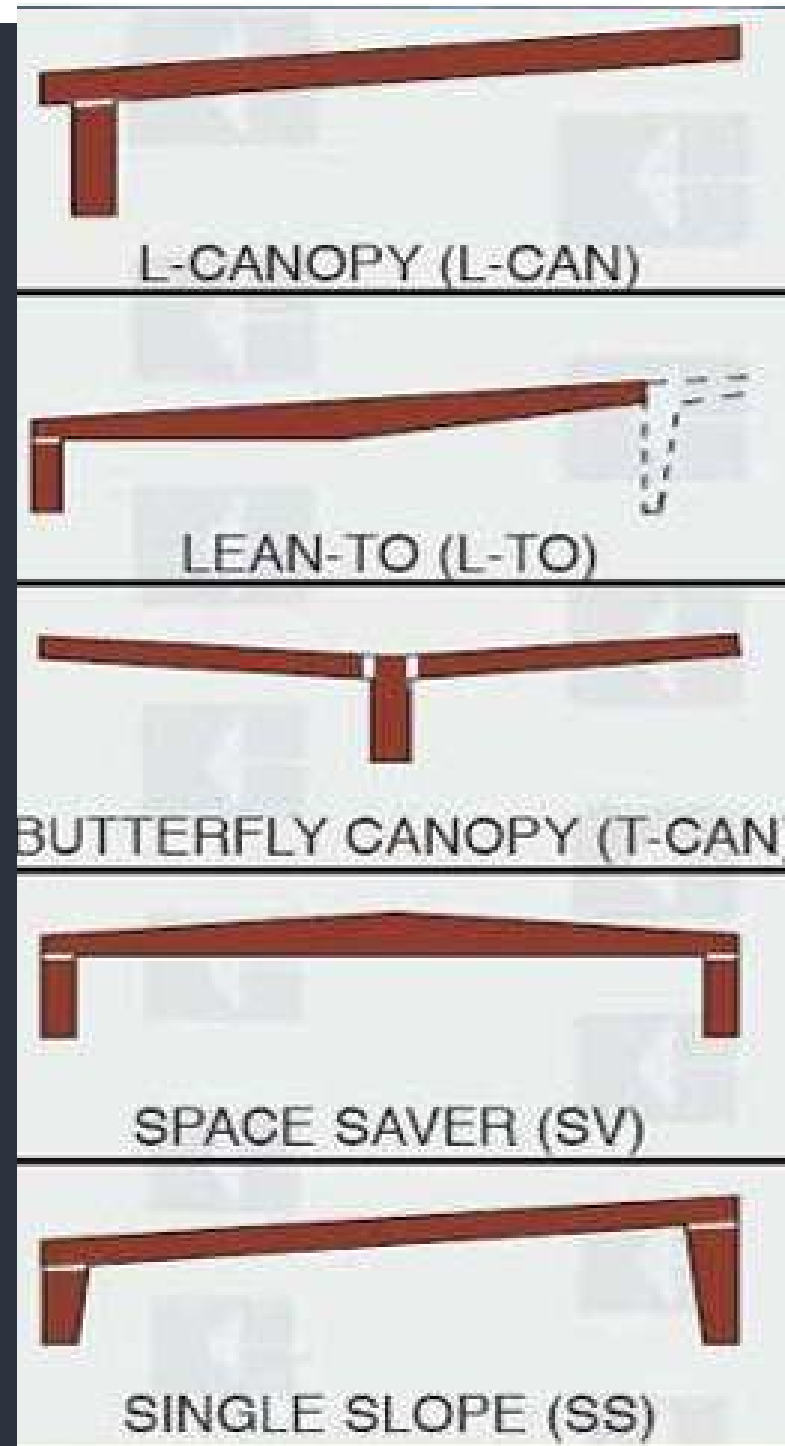
Products & Services

Category	Description / Components
Primary Members	Mainframes, columns, endwall posts, rafters, and other main support members
Secondary Members	Purlins ("Z" section), Girts, Eave Struts
Accessories	Decking, fasteners, ventilators, skylights, roof jacks, sealers
Cladding Systems	Simple cladding, concealed cladding, curved cladding, polyurethane panels
Cold Roll Formed Structures (CRF)	Structural elements made from cold-formed steel for flexibility and strength
Erection Services	On-site assembly and installation through English Home Certified Builders

PEB Components Overview

Component Category	Component Name	Description
Primary Members	Mainframes	Main load-carrying members of the structure, including columns, endwall posts, rafters, and other primary support elements.
Primary Members	Standard Frame Types	Pre-defined structural frame configurations designed to suit various building spans and applications.
Secondary Members	Purlins / Girts	Cold-formed steel Z-sections that support roof sheeting and wall cladding.
Secondary Members	Eave Struts	Cold-formed steel C-sections located at the roof-wall junction; available in black or galvanized options.
Structural Members	Mezzanine	Intermediate floor structure provided between main floors for additional usable space.
Structural Members	Trusses	Rigid structural systems ideal for large-span roof systems, multi-bay buildings, and mezzanine floor framing.
Decking	Deck Sheets	Used as permanent shuttering to support wet concrete and help create composite slabs and floor beams.

PEB Components Products



PEB Components –Accessories



Fasteners



Powered Ventilators



Skylights & Wall Lights

**Ridge
Ventilators**



Roof Jacks



Roof Curbs



Sealers

What Sets Us Apart

English Home excels in delivering high-quality Pre-Engineered Buildings that combine advanced engineering, innovative design, and cost-effective construction solutions. Our state-of-the-art manufacturing facilities, modern machinery, and rigorous quality control ensure every project meets the highest standards of durability, safety, and performance. With over 50 landmark projects completed across diverse applications, we have proven expertise in creating structures that are both efficient and reliable.



What truly distinguishes us is our customer-centric approach and nationwide support network. Our team of certified builders, technical consultants, and regional representatives provide expert guidance at every stage of the project. Additionally, our buildings are designed for flexibility, future expansion, and easy relocation, while leveraging globally sourced materials for superior quality. This combination of innovation, support, and adaptability makes English Home a trusted partner for clients seeking long-term, sustainable structural solutions.

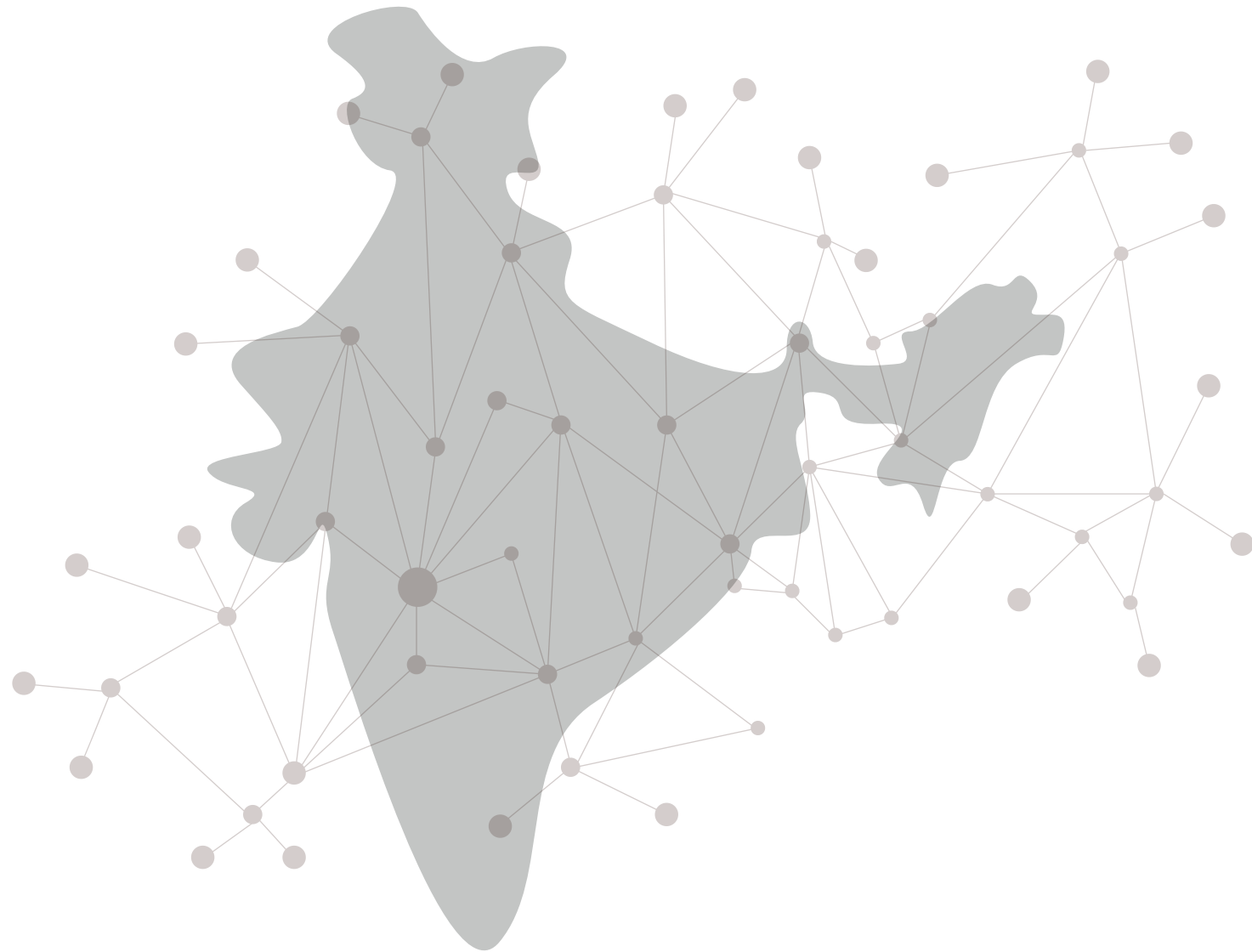


Competitive Landscape

Aspect	English Home	Industry Benchmark / Typical Competitor
Location / Reach	Jharkhand, offices across India	Multiple states or pan-India
Experience	Since 2016, 50+ landmark projects	5–20 years, varying project scale
Manufacturing Capacity	150–200 MT/month	80–180 MT/month
Product Range	PEB, CRF, Cladding, Accessories, Erection	Limited PEB options, some custom steel structures
Flexibility & Expansion	Designed for expansion & relocation	Fixed or moderately flexible designs
Quality & Safety	Earthquake & wind-resistant, high standards	Standard quality, less customization
Customer Support	Certified builders, technical consultants	Moderate or regional support
Global Sourcing	Yes, for superior materials	Limited or local sourcing

Market Size – Pre-Engineered Buildings (PEB)

The global Pre-Engineered Buildings (PEB) market is experiencing robust growth as industries seek faster, cost-effective, and sustainable construction solutions. In 2025, the global PEB market was estimated at around USD 18.7 billion, and it is expected to expand to approximately USD 29.5 billion by 2034, reflecting strong long-term demand driven by industrial, commercial, and infrastructure sectors.



The India PEB market is also expanding rapidly. It reached an estimated USD 2.3 billion in 2025 and is projected to grow to USD 6.5 billion by 2034, with a CAGR of 12.38% during the period between 2026 and 2034. This growth is fueled by rapid industrialization, urbanization, warehousing demand, and broader infrastructure development in the country.

Target Market



- **Industrial Sector:** Manufacturing plants, factories, warehouses, and processing units requiring large-span, flexible, and durable structures.
- **Commercial Sector:** Offices, showrooms, retail spaces, and business complexes seeking cost-effective, fast-to-construct buildings.
- **Infrastructure & Logistics:** Warehouses, distribution centers, cold storage, and logistics hubs where speed of construction and structural reliability are critical.
- **Government & Public Sector:** Educational institutions, hospitals, government offices, and utility facilities requiring standardized, safe, and scalable building solutions.
- **International Clients:** Corporate offices, industrial facilities, and logistic centers in the Middle East and other regions looking for high-quality PEB solutions.

Go-To-Market (G2M) Strategy

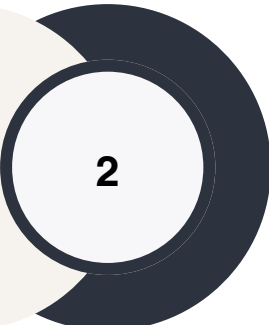
Direct Sales & Client Engagement – Dedicated sales team targeting industrial, commercial, and infrastructure clients with customized PEB solutions.



Digital & Marketing Initiatives – Leveraging website, social media, and campaigns to create awareness and attract clients.



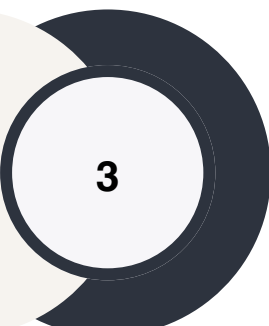
Certified Builders & Consultant Partnerships – Collaborating with certified builders and technical consultants for expert project execution.



Customer-Centric Solutions – Offering flexible, cost-effective, and expandable buildings tailored to client needs, ensuring long-term relationships.



Strategic Regional Presence – Offices across India providing local support, faster response, and efficient project management.



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Scaling Up – 3-Year Plan

Year 1 – Strengthen Foundation

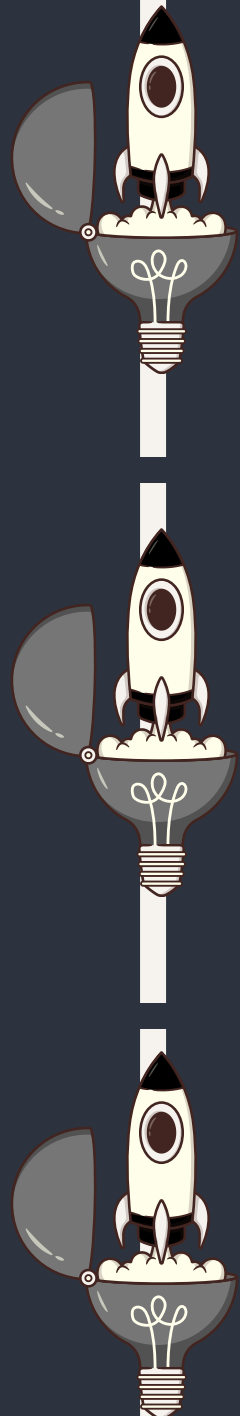
- Expand production capacity at the Bokaro facility to meet growing demand.
- Recruit and train additional certified builders, engineers, and technical staff.
- Enhance digital presence and marketing campaigns to generate quality leads.
- Improve quality control and operational efficiency to ensure timely project delivery.

Year 2 – Market Expansion

- Open new regional offices in strategic locations across India for better market coverage.
- Build stronger partnerships with consultants, architects, and builders to tap untapped sectors.
- Introduce new PEB product lines and modular solutions for industrial, commercial, and infrastructure projects.
- Focus on brand building and customer engagement to strengthen market presence.

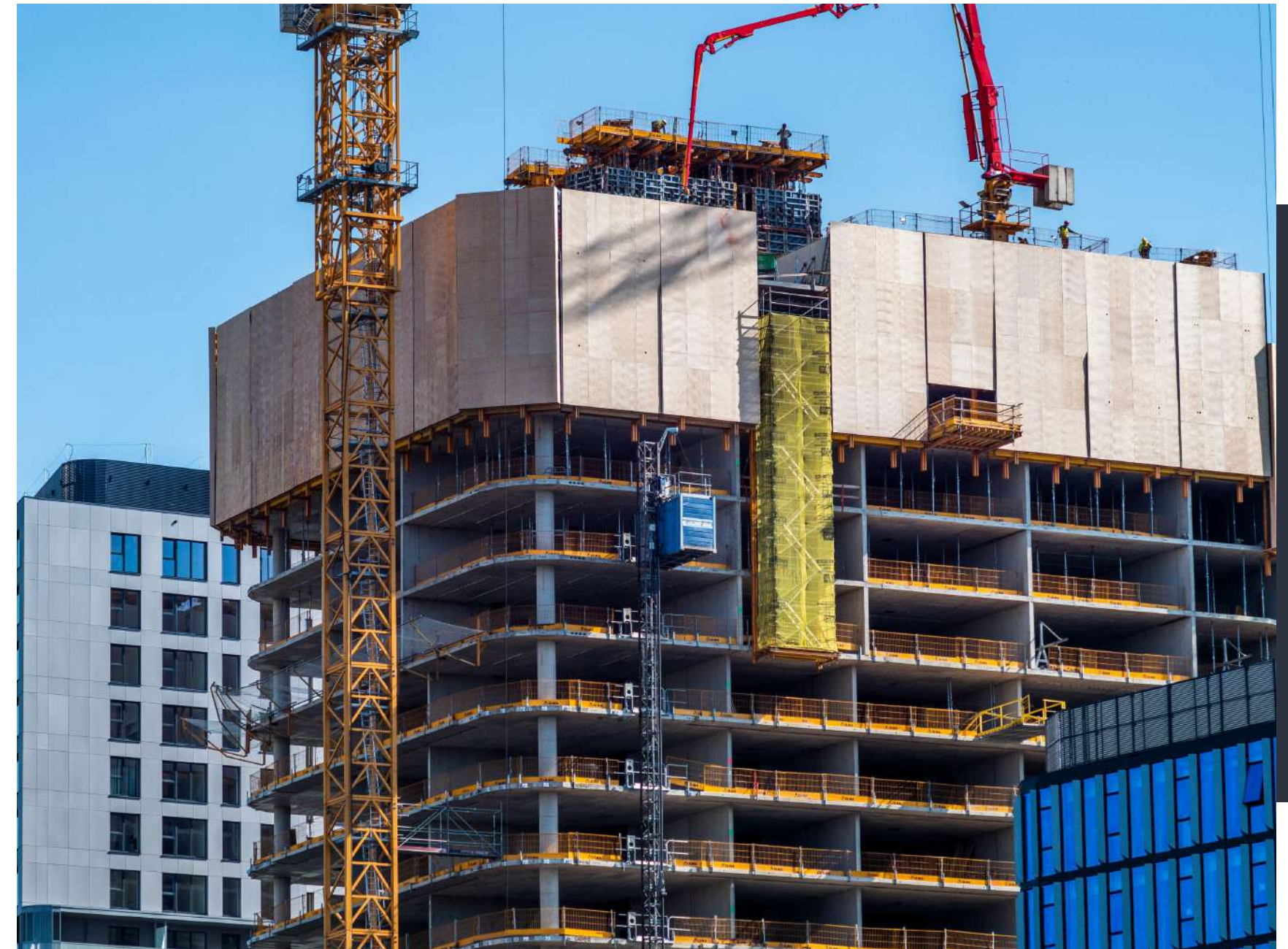
Year 3 – International Growth & Innovation

- Expand into international markets, leveraging experience from projects in Dubai and Kuwait.
- Invest in advanced manufacturing technology and R&D for innovative, cost-effective building solutions.
- Strengthen after-sales support and technical assistance to improve client satisfaction and retention.
- Position English Home as a market leader in both domestic and select international PEB sectors.



Revenue Model

- **Direct Project Sales** - Revenue from designing, manufacturing, and erecting custom pre-engineered buildings for industrial, commercial, and infrastructure clients.
- **Certified Builder Partnerships** - Commission and service fees from certified builders and consultants who execute projects using English Home's PEB systems.
- **Cladding & Accessories Sales** - Income from supplying steel cladding, structural components, mezzanine decking, and other PEB accessories to clients and builders.
- **Erection & Installation Services** - Fees from on-site assembly, installation, and supervision services, ensuring high-quality project delivery.
- **Consulting & Design Services** - Revenue from providing structural design, project planning, and technical consultation for clients seeking optimized PEB solutions.
- **International Projects** - Income from executing landmark international projects, leveraging English Home's experience in Dubai, Kuwait, and other regions.



English Home – Team Overview

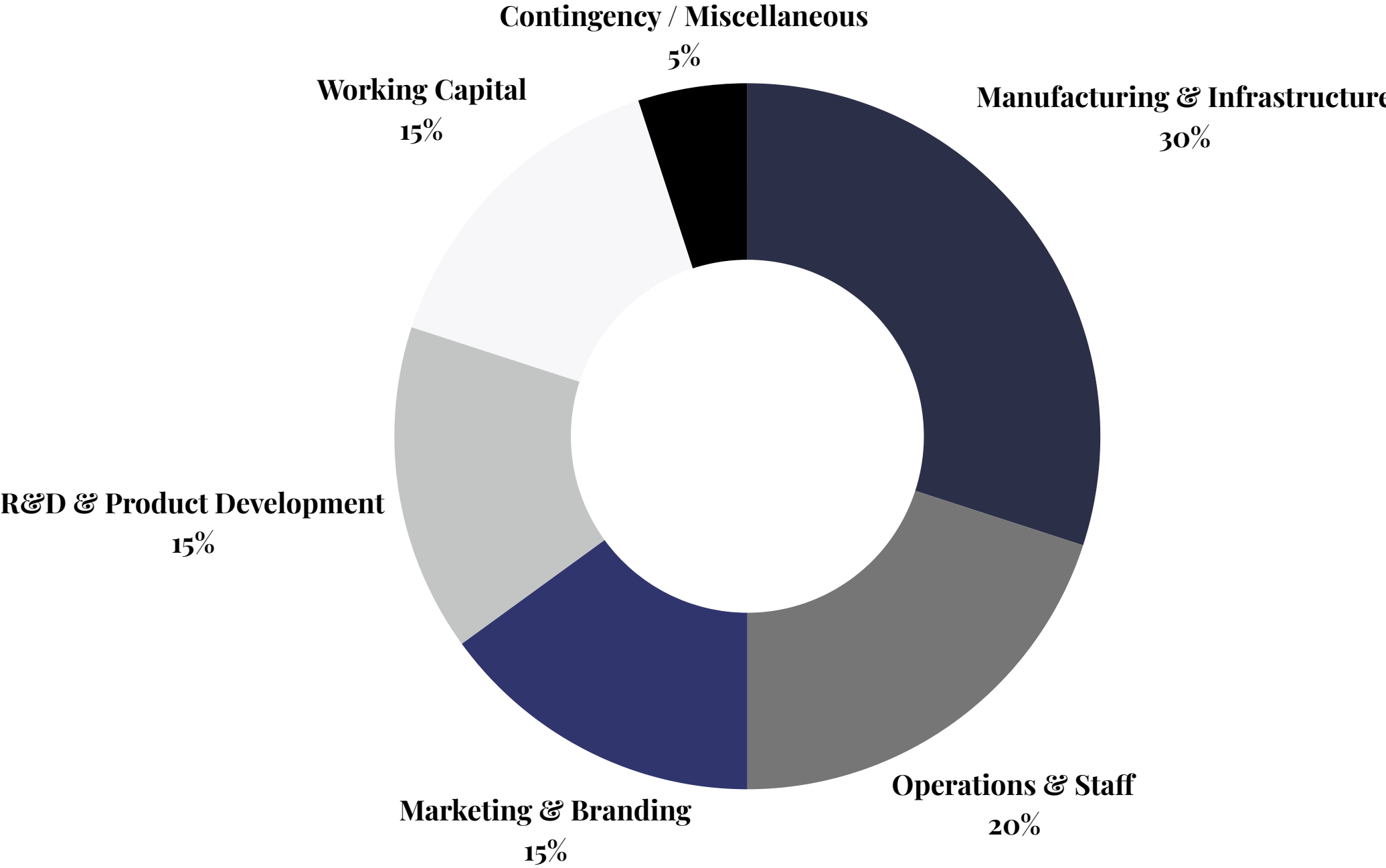
Name	Designation	Function
Mr. Manish Kumar	Managing Director	Operational
Mr. Manish Kumar & Mr. Abhishek Kumar	GM Marketing	Marketing, Project Management & Business Development
Mr. Saddam Ansari	Account Head	Account Department
Mr. Avinash Kumar	Project Incharge	At Shop
Mr. Abhishek Mishra	Site In Charge	Mechanical/Structural at Site/Shop
Mr. Kalim Ansari	Site Supervisor	Execution/Structural at Site/Shop

Our Customers & Industry Experience



Fund Utilization

Area	Purpose	% Allocation
Manufacturing & Infrastructure	Expansion of factory capacity, machinery upgrades, and	30%
Operations & Staff	Recruitment, training, salaries, and skill development	20%
Marketing & Branding	Digital campaigns, brochures, exhibitions, and client outreach	15%
R&D & Product Development	Development of new PEB products, cladding systems, and modular solutions	15%
Working Capital	Raw material procurement, inventory, and day-to-day operational expenses	15%
Contingency / Miscellaneous	Unforeseen expenses and risk management	5%



THANK YOU!

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