

## **C Venkateswara Rao**

### **Business Person of the Year**

The Godavari Polymers Private Limited was established with a mission to provide farmers with durable pipes as a substitute for rusty GI pipes and worn out PVC ones. C Venkateshwar Rao founded this company along with Rajendra Kumar. Endowed with native enterprise, Venkateshwar Rao, a statistics graduate from Osmania University, hailing from a business background forayed into cargo business at the age of 16.

Under his leadership, Godavari Polymers has laid pipes for about 3.5 lakh kilometres. They have a strong business presence in not just Andhra Pradesh and Telangana but also in Karnataka and Tamil Nadu.

The production has grown over hundred fold to 25,000 tonnes from 240 tonnes when they started off. They manufacture pipes ranging from 20mm to 500 mm and offer HDPE pipe fittings, sprinklers and drip irrigation equipment to farmers. Venkateshwar Rao's contribution to taking the company's turnover from a modest 0.42 crore to a whopping 342 crores is immeasurable.

For his pioneering efforts to conserve water and thereby ensuring that every precious drop reaches the farmer's field, Godavari Polymers MD C Venkateshwar Rao receives the Sakshi Excellence Award 2017 in Business Performance of the year category.