



**L Madhusudhan Rao**  
Executive Chairman

Lagadapati Madhusudhan Rao is among the most keenly watched young corporate leaders of modern India.

An engineer with two post-graduate degrees in design and industrial engineering, Madhusudhan Rao returned to India in 1991 after a professional stint in the US. Coming back home, he joined the family's construction business – till then headed by his brother L Rajagopal, and brother-in-law G BhaskaraRao.

Over the next ten years, from a small family construction business, the Group forayed into diversified activities. These included steel, cement, foundry and power. Consolidation of the various businesses under a single entity – Lanco Infratech Limited, followed next. A definite strategic focus on Power, Construction, EPC and Infrastructure – as business verticals – came along its wake.

In 2002, Madhusudhan Rao took over as the Chairman of Lanco Infratech Ltd., when the founder Chairman, his brother L Rajagopal opted for active politics. In the next few years, under Madhusudhan Rao's leadership, Lanco emerged as one of India's fastest growing business

conglomerates. Today, it is one of the largest private power developers in India with over 16000 MW under operation, construction and development. A strong professional leadership has been built across the organization which now employs over 7000 people.

Taking charge, Madhusudhan Rao had identified the need to continuously build and foster a corporate culture where enterprise, identity and ownership control complemented each other. By ensuring this he has succeeded in transforming Lanco into an enterprise that has been sustaining the best professional teams and gaining the confidence of investors and institutions. Critically, he has succeeded in building a unique value system and culture within the organization. Objectivity, clear guidelines and harmony of the individual aspiration with the collective organizational goal mark Lanco today.

Mr. Rao's efforts have drawn recognition and respect for Lanco as a mature and trusted corporate with an integrated Corporate Social Responsibility program. Lanco's CSR arm, Lanco Foundation, has numerous initiatives underway in Education, Health, Community Development, Environment, Disability and Safe Drinking Water. Lanco's CSR philosophy and practice are internalized across the Group and marked by coherent and integrated strategies for sustainable development.