

# CtrlS™

Asia's Largest  
Rated 4 Datacenter



Confederation of Indian Industry

## Excellence in Energy Management 2023

*CTRLS Datacenters Limited, Gachibowli, Hyderabad.*

Presented by -

Srinivasa Rao Chanamallu – Sr. Manager DC Operations



USA | Singapore | India | Middle East | APAC

[www.ctrls.in](http://www.ctrls.in)

# Our Corporate Factsheet

Asia's Largest  
Rated-4 Datacenter  
and Managed  
Services Provider

## Healthy Financials

EBITDA

2X

The Industry Standard

50%

YoY  
Growth

D/E  
Ratio

1.19

1.35

Debt/EBITDA  
Ratio

1 Million Square Feet  
of DC Footprint in  
India

Serving 60 of the  
Fortune 500  
Globally and 108  
of ET 500 Indian  
companies

Powering  
3,500+  
Enterprises

## Global Footprint (Cloud4C)

25 Countries, 50 Locations

2,000

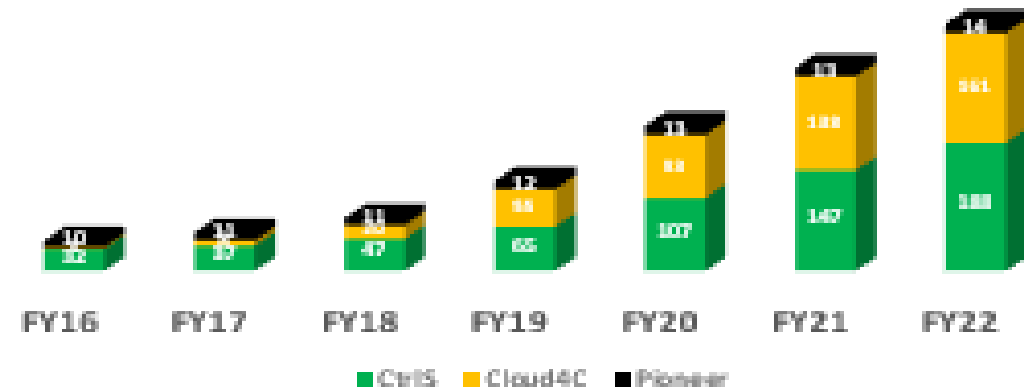
People Strong Group

Most Awarded  
Datacenter in India

200 Innovations in  
technologies since  
2008

## Revenue Growth

Figures in US Million



Company	FY16	FY17	FY18	FY19	FY20	FY21	FY22
CtrlS	32	37	47	65	7	147	200
Cloud4C	3	0	0	0	0	130	161
Pioneer	10	11	11	12	13	13	14
<b>Total</b>	<b>45</b>	<b>56</b>	<b>78</b>	<b>132</b>	<b>113</b>	<b>290</b>	<b>365</b>

Company	FY16	FY19	FY20	FY21	FY22
CtrlS	47	65	7	147	200
Cloud4C	0	0	0	130	161

# Our Corporate Factsheet

Established in 2008 Promoted  
by Pioneer Group

**Most** Awarded Datacenter in India  
**200** Innovations in technologies since 2008

## Healthy Financials

Industry  
Standard

2X

0.5

50%

EBITDA

D/E Ratio

YoY Growth



Cumulative Business Revenues of  
**\$200 Million**

Serving **15** of the Fortune **100** Globally  
and **25** of ET **100** Indian Companies

## Global Footprint

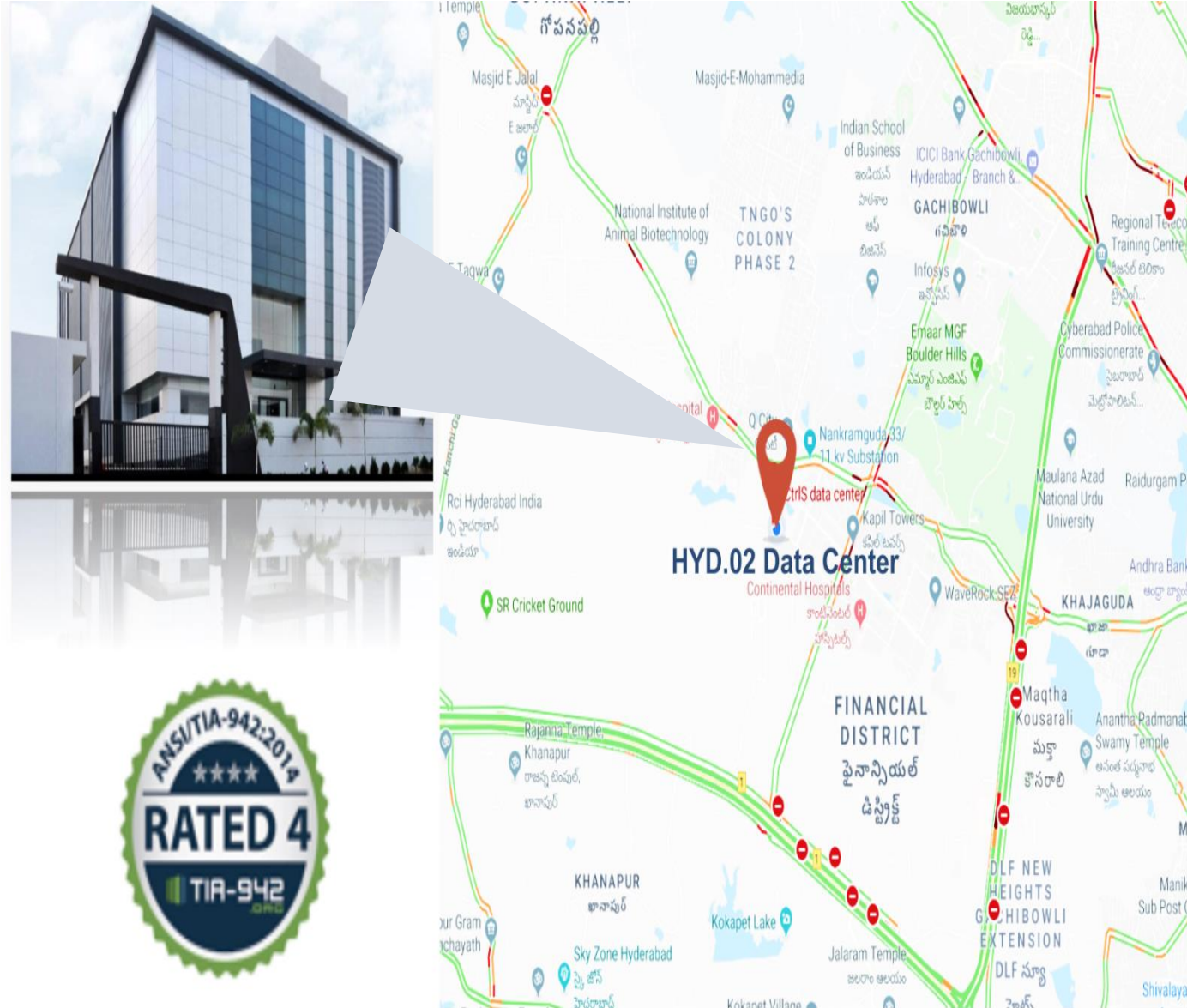
Americas | South East Asia |  
Middle East | Europe | APAC

**1,800**

People Strong  
Group

**Total Racks: 12500 +**  
**Total Power Capacity: 100 + MW**  
**Total Sft: 1 Million**

# Hyderabad Hyper Scale DC2 | Gachibowli



## Data Center Features

- Rated 4 Hyper Scale Data Centre
- GPS Coordinates latitude - 17°25'23.84"N , Longitude- 78°19'48.98"E
- LEED Gold V4.1 O+M Certified
- EHS Gold Certified from ROSPA#2022
- Certified ISO# 50001 in Energy Management ENMS
- N+N Uninterruptible UPS, Utility Power Substation & Diesel Generator Redundancy For Continuous Support
- N+1 Cooling System Redundancy For Better Temperature Management
- Industry Best Uptime SLA (99.995%)
- IBMS, CCTV, FAS, WLD, Rodent, PA, VESDA Systems For Unmatched Monitoring
- Neutral Networking Allowing Interconnection Between Multiple Telecommunication Carriers
- 6 Pointer Network Path for ISP
- 8 ISP's For Better Transition & Connectivity

# Datacenter Facility footprint



Sr No.	Details	Quantity	Unit
1	Area	85000	Sq Ft
2	Designed Racks Capacity	850	Nos
3	Running racks	700	Nos
4	Connected Load	12	MW
5	Maximum Demand	5	MW
6	Chillers Capacity	3600	TR
7	UPS 500 KVA x 30 nos	15	MVA
8	Power consumption in a year	28.9	Million KWH
9	Power Cost in a year	207.27	Rs. In Million

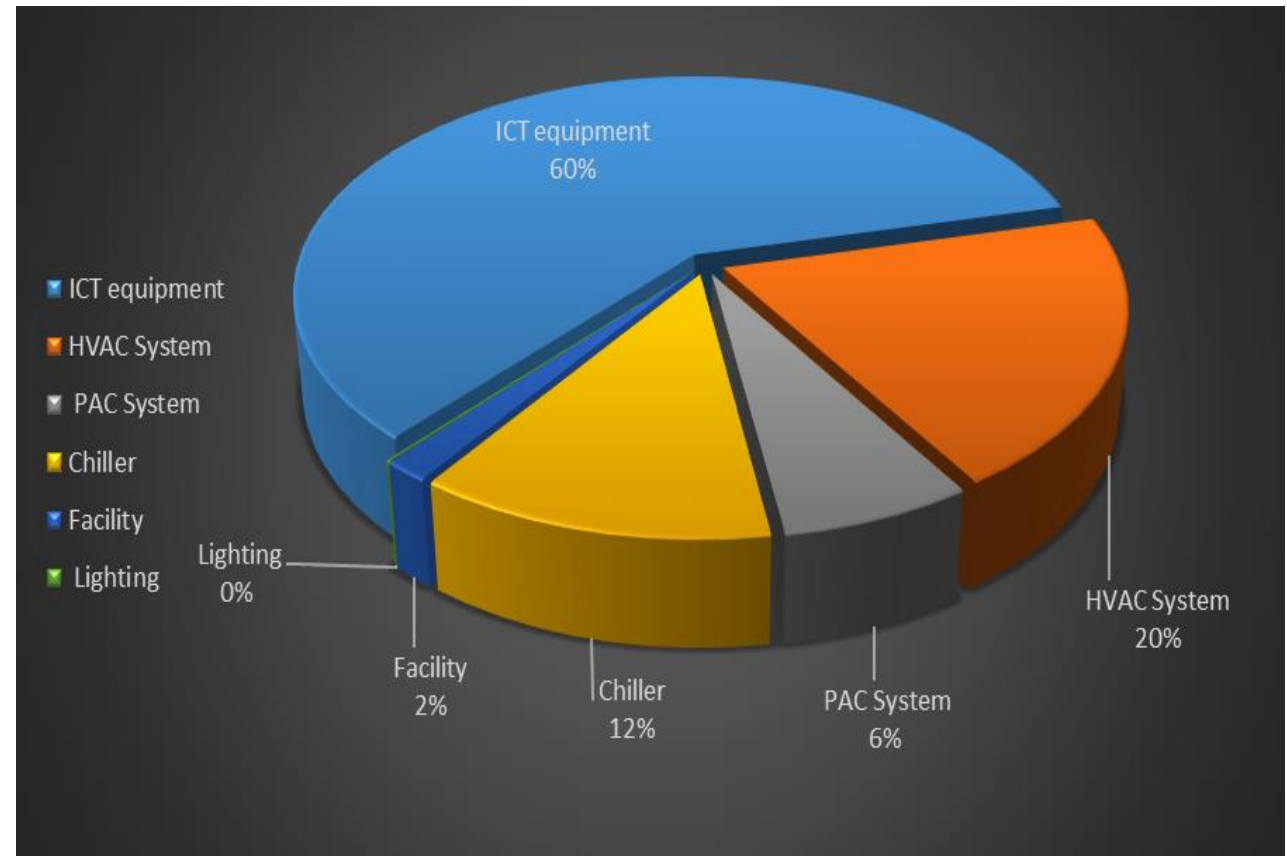
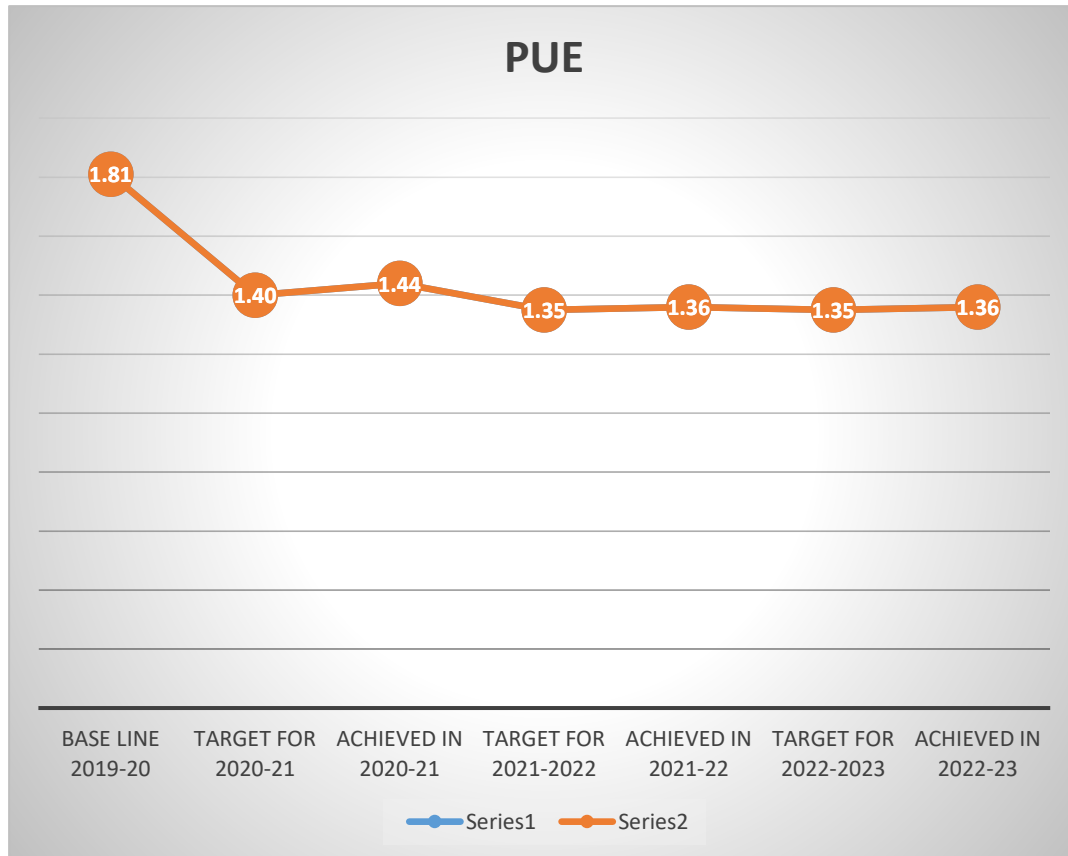
- Phase 2 Expansion planned in same Facility with 1500 Racks
- Cooling Capacity- 6000 TR / IT Load of 13.5MW
- HYD DC#3 will be live by Oct-2023

# Energy Data

Parameters	Units	2019 - 2020	2020- 2021	2021- 2022	2022- 2023
Annual Electrical Energy Consumption, purchased from utilities :	kWh	17805000	23095800	28845500	42638720
Annual Electricity Generation (in-situ), through Diesel Generating (DG)/Gas Generating (GG) Set(s)	kWh	70000	150330	96199	87951
Total Annual Electricity Consumption, Utilities + DG/GG Sets	kWh	17875000	23246130	28941699	42726671
Annual Cost of Electricity Consumed from utilities :	million INR	142.8	180.7	203.44	343.2
Annual Cost of Electricity generated through DG/GG Sets	million INR	1.75	3.8	3.8	3.5
Total Annual Electricity Cost, Utilities + DG/GG Sets	million INR	142.8	184.5	207.27	346.7
Built Up Area	SQMT	5308	5308	5308	5308
No of floors in the building		G+4	G+4	G+4	G+4

# Facility consumption trend – Continuous PUE improvement

Power usage effectiveness (PUE) is a metric used to determine the energy efficiency of a [data center](#)



# Information on Competitors, National & Global benchmark

*As per the standard global bench marking Data centres has to maintain a PUE as per below table*

Global Benchmark			
Description	Standard	Good	Better
PUE	2	1.5	1.2
Temperature as per ASHRAE guideline	19- 27 deg C		
Humidity as per ASHRAE Guideline	40%-80%		

Sr No.	National / Global	Name of Competitor	PUE	Remarks
1	National	CtrlS Datacenter Bangalore	1.72	Actual
2		CtrlS Data Center Gachibowli	1.362	Designed PUE 1.35
3	Global	Google Data Center US	1.11	Source: Internet



# List of Major Encon projects planned in FY 23-24

S.No	Investment	Invested Value in Million	Annual Electrical saving Million KWH	Annual Electrical cost savings millions
1	Enhancement of cooling system by upgrading PAC to PAHU	14.36	1.953	3.10
2	Cold Aisle containment	0.05	0.170	1.36
3	Upgradation of UPS with high efficiency UPS (80 kva 2no's)	3.2	0.069	0.55
	Total	17.61	2.193	5.02

# Energy Saving projects implemented in FY 2022-23

**An overall Investment of Rs. 7.03 Million has been made towards Energy optimization and the savings achieved in Energy is 0.415 Million KWH.**

Sl no	Investment	Invested Value in Million	Annual Electrical saving Million KWH	Annual Electrical cost savings in Million
1	Upgradation of 4x300 kVA UPS with higher efficiency UPS	7	0.384	3.07
2	Installation of Occupancy Sensor	0.03	0.031	0.25
	Total	7.03	0.415	3.32

# Energy Saving projects implemented in FY 2021-22

**An overall Investment of Rs. 3.24 Million has been made towards Energy optimization and the savings achieved in Energy is 0.51 Million KWH.**

Sl no	Investment	Invested Value in Million	Annual Electrical saving Million KWH	Annual Electrical cost savings in Million
1	CPM Automation	Rs. 2.67	0.2278	Rs. 1.822
2	Cooling tower pumps automation	Rs. 0.07	0.0029	Rs. 0.0232
3	3rd floor Cold Aisle Containment in server halls and Blanking panels addition on U space	Rs. 0.5	0.037	Rs. 0.300
4	PAHU logic implementation for 3 <sup>rd</sup> floor	Rs. 0	0.22	Rs. 1.75
5	Implementation of Motion sensor in 3rd floor	Rs. 0	0.03	Rs. 0.25
	Total	Rs. 3.24	0.51	Rs. 4.145

# Energy Saving projects implemented in FY 2020-21

**An overall Investment of Rs. 4.23 Crore has been made towards Energy optimization and the savings achieved in Energy is 7.05 Million KWH.**

Sl no	Investment	Invested Value in Million	Annual Electrical saving Million KWH	Annual Electrical cost savings in Million
1	Variable Colling plant	Rs. 39.810	6.04	Rs. 48.32
2	3rd floor Cold Aisle Containment in server halls and Blanking panels addition on U space	Rs. 3.00	0.77	Rs. 6.16
3	Chiller plant manager(CPM)	Rs. 2.495	0.119	Rs. 0.953
4	PAHU logic implementation for 3 <sup>rd</sup> floor	Rs. 0	0.1	Rs. 0.8
5	Implementation of Motion sensor in 3rd floor	Rs. 0.047	0.017	Rs. 0.121
	Total	Rs. 42.352	7.051	Rs. 56.354

# Energy Saving projects implemented in FY 2019-20

S.No	Investment	Invested Value in Millions	Annual Electrical saving M KWH	Annual Electrical cost savings in Millions
1	High Efficiency UPS	Rs. 32.23	3.152	Rs: 25.21
2	Variable Cooling System	Rs. 39.81	6.044	Rs: 48.35
3	ECO UPS for Mechanical system	Rs. 1.6	0.525	Rs: 4.20
4	On-line Chemical dosing and water treatment	Rs. 2	0.107	Rs: 0.86
5	Motion sensors with LED light	Rs. 0.782	0.088	Rs: 0.706
6	Cold aisle containment system	Rs. 21.35	0.77	Rs: 6.167
7	EB DG Sync & HT Dual source and automation	Rs. 16.0	4.32	Rs: 34.56
8	PAHU operational logic change	Rs. 0.30	0.876	Rs: 7.00
	Total	Rs. 11.1Crores	15.885	Rs: 127.081

## Energy Saving projects implemented in FY 2018-19

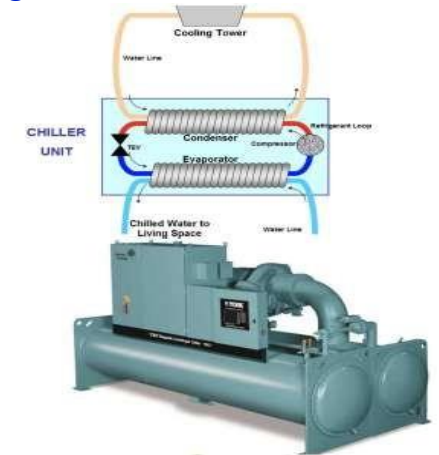
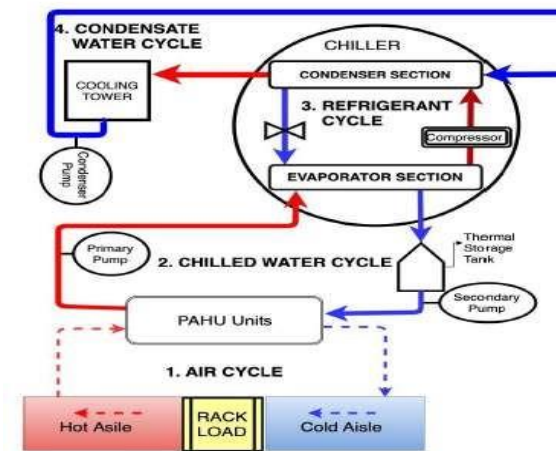
S.No	Investment	Invested Value in Millions	Annual Electrical saving MKWH	Annual Electrical cost savings in Millions
1	Chiller designed with 0.4 iKW/TR	Rs. 14.04	4.43	Rs: 31.9
2	VFD installed for Chiller pumps	Rs. 0.75	1.6	Rs: 11.52
3	Motion lighting sensors to control the lighting consumption	Rs. 0.26	0.05	Rs: 0.34
4	Server hall UPS designed to unity power factor to avoid the losses	Rs. 27.84	1.14	Rs:8.21
	Total	Rs. 42.89	7.22	Rs: 51.97

# I. Innovative Project – TOTAL VARIABLE COOLING PLANT :

The HVAC plant system includes the below equipment interconnecting each other with its respective water piping. Operated through VSD/VFD to meet the required site demand part load operations.

- I. Centrifugal water cooled chillers with Elevated temperature design
- II. Condenser pumps
- III. Cooling towers
- IV. Primary pumps
- V. Secondary pumps
- VI. PAHUs

All components of Cooling system (Chiller, Condenser, Cooling towers, Pumps, PAAHUs) gives maximum efficiency irrespective of loading percentage.



Design & Selected for elevated temperatures application meeting the Data center cooling requirement to the PAHU with inlet 18°C and outlet 25°C respectively.

In-built VSD to run on variable loading with harmonics filter towards energy efficient precise part load operation towards energy efficiency, smooth startup and stop, protects mechanical components, enhances the life span of the chiller motor and compressor.

Attaining the precise set temperature on quick ramp up to take the building load to attain the chiller leaving chilled water set temperature by running on additional load and gets stable once on accomplishing set point.

Quantum capacity with salient part load operations with the sophisticated controller operator interface panel along VSD accomplishing merely less than the design kW/TR even in part load operating conditions as per the below summarized template on chiller plant efficiency equipment wise.

Capable of rugged and heavy duty continuous operation, however changeover has been implemented every 24 hours as per operations phenomena with the available 1 run + 1 standby chiller.

# I. Innovative Project – TOTAL VARIABLE COOLING PLANT :

Refrigerant R-134a with the chemical name Tetra fluoro Ethane is an eco-friendly in terms of the below environmental safety factors, Quick re-start 45 seconds during power interruption to sustain the critical DC cooling is attained in this chillers.

Chiller designed with 0.36 ikw/TR with elevated temperature of 18 and 25°C. 2no's of Chiller installed with each capacity of 1170TR.

Centrifugal Type – Designed for huge capacity at low operating power comparatively. Equipped with inbuilt VSD along harmonics filter.

Major cooling equipment responsible for Chilled water supply to the air handling unit. Removes heat from a liquid via vapor-Compression/absorption refrigeration cycle.

Quick start within 45 seconds restart during power interruption along 2 minutes 20 seconds (total 3 minutes 10 seconds full load whereas the standard chiller 10 minutes 12 seconds) to reach full load conditions accomplishing the set temperatures +/-1 °C.

COP (Co-efficient of Performance) – 9.55

HVAC SYSTEM EFFICIENCY AT CTRLS DATA CENTERS LTD, GACHIBOWLI, HYDERABAD								
System	Rated		Design	Operating			Chiller Plant ikW/TR	Overall ikW/TR
	TR	kW	ikW/TR	TR	kW	ikW/TR		
Chiller	1170	430.8	0.368	439.89	157	0.357	0.56	0.73
Condenser Pump		90			53			
Secondary Pump		75			14.6			
Primary Pump		55			9			
Cooling Tower Fans	1200	18.5			12.39			
PAHUs	1624	439			67.48			
CSUs & TFA	47.9	5.2			6			
					319.47			



# I. Innovative Project – TOTAL VARIABLE COOLING PLANT :

## Primary & Secondary Pumps:

- VFD mode towards part load operation energy efficient, smooth startup and stop, protects mechanical components, enhances the life of the pump and motor.
- **Rated efficiency of 93.5%**
- Both primary and secondary pumps were connected to the UPS power to ensure utmost reliability to feed chilled water to the PAHU machines at all times to eliminate power interruptions.

## Condenser Pumps:

HVAC System high efficiency pumps.

- VFD mode towards part load operation energy efficient, smooth startup and stop, protects mechanical components, enhances the life of the pump and motor.
- **Rated efficiency of 94.2%**

Chiller Plant Pumps			
Description	Rated kW	Part load kW	Op. Hz
Condenser Pump	90	53.0	43
Primary Pump	55	9.0	28
Secondary Pump	75	14.6	28
Net Power	220	76.6	

# I. Innovative Project – TOTAL VARIABLE COOLING PLANT :

## Cross-flow induced draft cooling towers:

- Low pumping head since no distribution lines to cause back pressure on condenser pump.
- Easy access into the cooling towers.
- Easy maintenance towards fills replacement and cold water basin cleaning.
- As compared to counter flow type operating cost is low.
- Reduced drift losses due to absence of water droplets.
- Direct sunlight on the cold water basin is mostly non-exposed enables neither algae growth.
- Low noise.
- Cooling tower fan operates on VFD reduced power consumption and seasonal control.
- Higher effectiveness with respect to optimistic Range and Approach.
- Need not consider additional pressure drop of water from condenser pump.

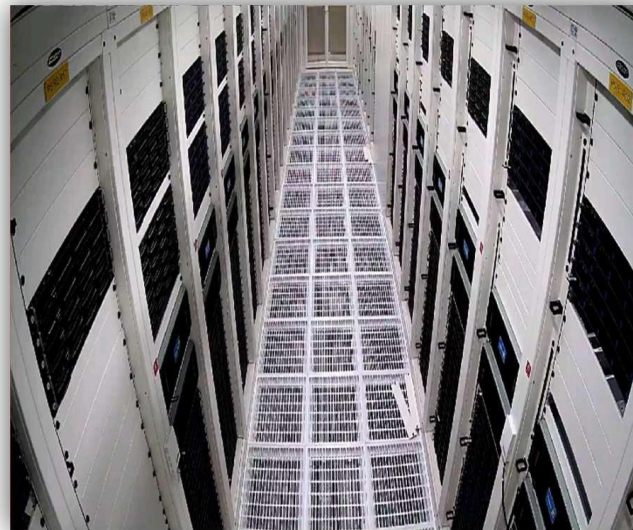
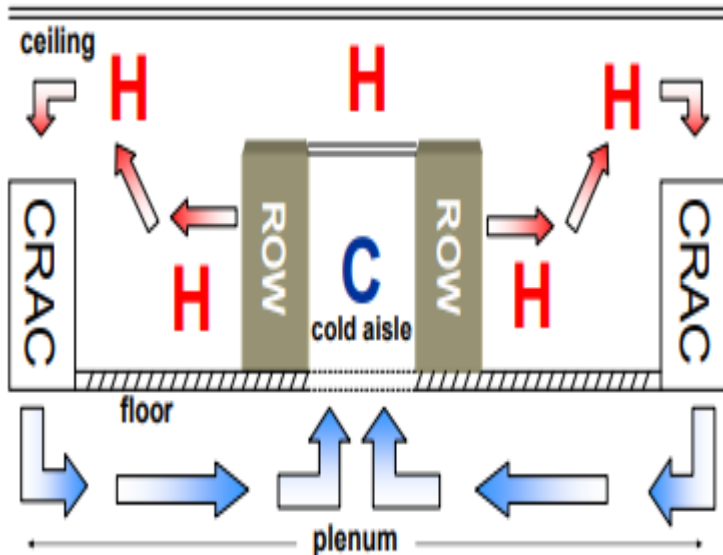
Cooling tower Load						
S#	Cooling Tower	Rated		Op. Qty	VFD Hz	Op. Act. KW
		Fans	kW			
1	CT-1	2	18.5	2	47	12.39
2	CT-2	2	18.5	STANDBY OFF		



## II. Innovative Project – Cold aisle containment:

Cold aisle containment in server halls/ Data centers improves the cooling efficiency by providing greater ability to control supply air to match server airflow.

- Data from top and power from bottom
- Temperature and humidity sensors in cold aisle
- PDUs at the end of each row
- Blanking panels, CAC, cable mangers, rack earthing and seismic protection to racks
- Raised floor height 0.8 m
- 1200 mm clear space in data hall in all corridors
- PAHUs and other services from corridor outside DC
- Raised floor loading 1800 KG/Sqm
- No DC wall exposed to outside (double layered wall).

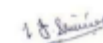



# Utilization of waste material

## Types of waste material:

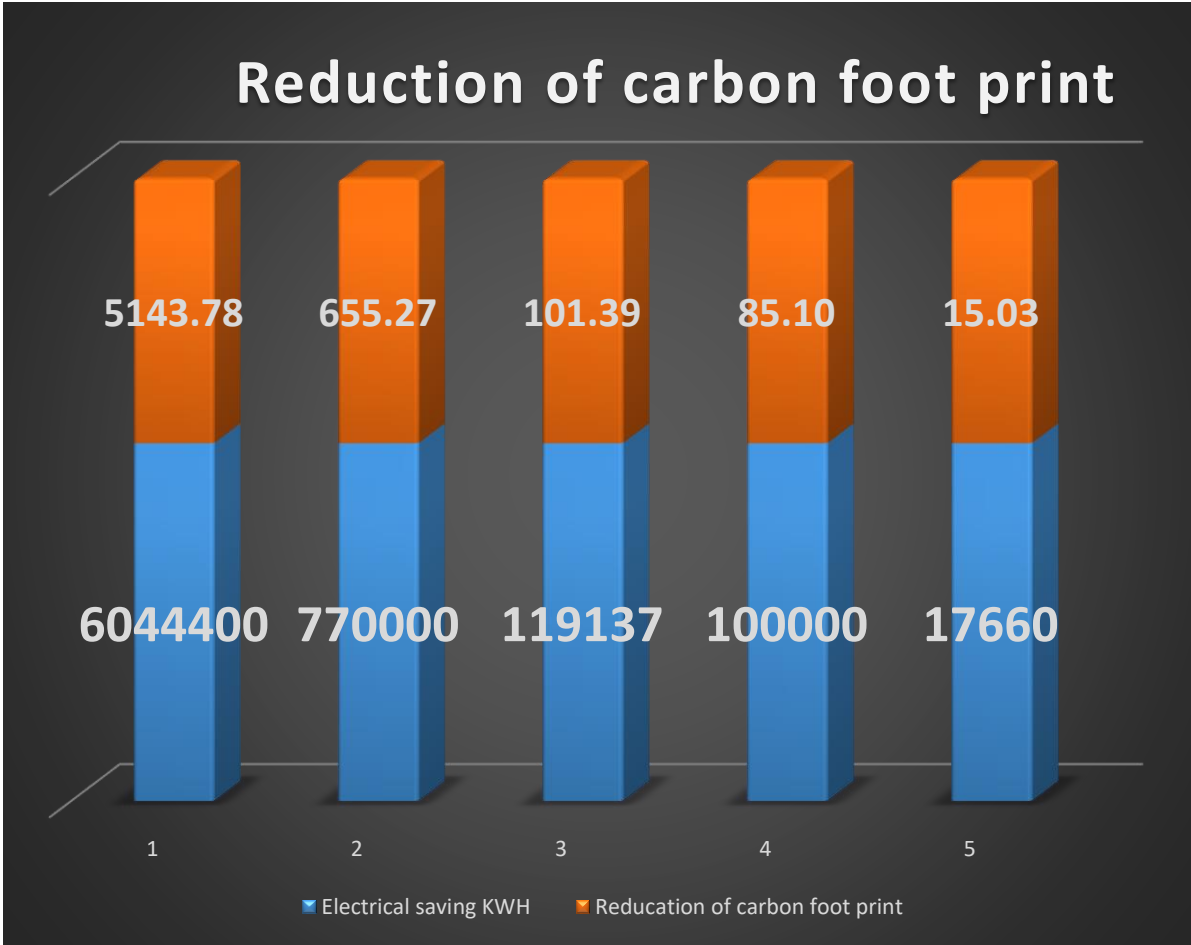
- DG engine oil
- Transformer oil

Name of Fuel	Qty of waste fuel used /year
DG Engine Oil	1130
Transformer oil	190

MANIFEST Document No. S239555		JUNE / 2023 / 09
To be filled by the waste generator	1 Sender's Name and Mailing Address (Including Phone No. and email)	CtrlS Datacenters Limited Plot No.16, APIIC - Software Units Layout, Madhapur, Hitech City, Hyderabad - 500081. Telangana, INDIA GSTIN: 36AADCC1951A1Z8
	2 Sender's Authorisation No.	-
	3 HWMP Membership No.	-
	4 Transporter's Name and Address (Including Phone No. and email)	JAYATHI LOGISTICS Plot No.907, Opp. Sumana Nursing Home, Vivekananda Nagar Colony, Kukatpally, Hyderabad- 500072 GSTIN: 36AALFJ9567G2ZQ Email: sales@jayathilogistics.com Cell: 98854 51199
	5 Type of Vehicle	TRUCK
	6 Transporters Registration No.	36AALFJ9567G2ZQ
	7 Vehicle Registration No.	AP28TA1352
	8 Receiver's Name and Mailing Address (Including Phone No. and email)	Nile Limited NFD Unit - I, Survey No.556 Panthangi Village, Choutuppal Mandal Yadadri District, Telangana INDIA 508 252
	9 Receiver's Authorisation No.	RECY-15/NLG/19/TSPCB/ZO/REP-2022-64- 24/03/2022 VALID UPTO 31.03.2027
	10 Waste Description	Used Lead Scrap Batteries
	11 Total Quantity	12240.Kgs (BMHR-12V-001 12V IBD SCRAP BATTERY)
	12 No. of Containers :	
	13 Physical Form	Solid
	14 Sender's Certificate	I hereby declare that the contents of the consignment are fully and accurately described above by proper shipping name and are categorised, packed, marked and labelled, and are in all respects in proper conditions for transport by road according to applicable national Government regulations. Month - Day - Year JUNE- 09 - 2023
To be filled by The transporter	15 Transporter's acknowledgement of Receipt of Wastes	Month - Day - Year JUNE- 09 - 2023
	Name and Stamp Signature	
To be filled By the receiver	16 Discrepancy, if Any	
	17 Receiver's Certification for receipt of Hazardous and other wastes	Month Day Year JUNE- 09 - 2023 Your faithfully, for NILE LIMITED  AUTHORIZED SIGNATORY 

## Reduction of Carbon foot print :

Opportunities Implemented	Electrical saving KWH	Reduction of carbon foot print Tons of CO2
Variable Cooling Plant	6044400	5143.78
3rd floor Cold Aisle Containment in server halls and Blanking panels addition on U space	770000	655.27
Chiller plant manager(CPM)	119137	101.39
PAHU logic implementation for 3rd floor	100000	85.10
Implementation of Motion sensor in 3rd floor	17660	15.03
<b>Total Savings</b>	<b>7051197</b>	<b>5,781</b>



## Purchased most energy efficient products:

- Energy efficient LED lights, motion sensor
- Cold Aisle containment for all new requirements
- Energy efficient transformer, UPS and PAHU
- Common share point is being used at site by team to maintain documents thereby minimizing the usage of hardcopies
- STP treated water using for flushing and garden.
- Trainings on environmental best practices

# Team work, Employee Involvement & Monitoring

Monitoring and Reporting	
Parameters	Details
Frequency of Review of PUE & Consumption :	Monitor through BMS 24/7 and review Once in a Week
Roles & Responsibilities of Energy Manager :	Minimum 20% power savings to be achieved.
Details of Monitoring & Reporting System / Methodology Employed by the Unit for Review of SEC & Consumption (Max. 100 Words):	Mr. Brahma Reddy - SVP, Mr. MVBV Prasad, Vice President,, Mr. Srinivasa Rao, Sr. Manager, Mr. Hari Prasad
Who Chairs the Review Meeting on SEC & Consumption (Provide Designation) :	Mr. Brahma Reddy - SVP, Mr. MVBV Prasad, Vice President, Mr. Rajesh Singh- AVP, Mr. Srinivasa Rao, Sr. Manager, Mr. Hari Prasad
Budget for Energy Conservation	INR 40 Millions which is 0.12% on total company turn over
Energy efficiency / awareness training program	Training are planned quarterly for all the team members
Projects implemented through Kaizens ( Workers and Supervisor level)	Operational savings of all the Electro mechanical equipment, utilization of optimized energy or power.

# Implementation of ISO 50001/Green Co/IGBC rating

Implementation of ISO 50001/Green Co/IGBC rating	
Parameters	Details
Is your Building ISO 50001 Certified?	Certification process been initiated, Internal Audits completed gap analysis also completed stage 1 is in progress final certification expected to complete by sep-21
Is your Building Certified by IGBC/Any other Building Certification?	USGBC Gold certified under (O&M) version 4.1, World's first certified data center under this version 4.1
Total Turnover of the company/Plant FY 2020-21 (RS. Millions)	460
Amount invested in EnCon Projects FY 2020-21 (Rs. Millions)	42.35
Investment %	9%



# Awards



Best Data Center Award 2013



CIO Choice Award for Data Centre Managed Services, Cloud 2013, 2014, 2015



CII Energy Efficiency Award 2012, 2014, 2015, 2020



Nasscom Awards 2010, 2011

Golden peacock Award 2020

# Certifications



**TIA Rated 4 certification**  
Industries highest Uptime of 99.995%



**ISO 22301**  
Industries highest Uptime of 99.995%



**ISO 20000-1**  
Efficient and timely service delivery



**SOC-1, SOC-2**  
Organization wide process



**ISO 27001**  
Ensuring data security and safety



# People



Certified people resources

- ITIL, COBIT
- CISA, CISSP
- Six Sigma, PMP
- CCNA, MCSE,
- SAP Basis, HANA etc

More than 75% of the people resources are dedicated to customer support (Service Delivery) operations.

## Accomplishments



Most Energy  
Efficient  
Unit

**CII Energy  
Efficiency Award**

**SMECHANNELS**  
India's first IT magazine for SME business



Best  
Data Centre  
Award

**2013 - 2019**



CIO Choice Award  
for Data Centre  
Managed Services

**2013 - 2019**

## People



Certified people resources

- ITIL, COBIT
- CISA, CISSP
- Six Sigma, PMP
- CCNA, MCSE,
- SAP Basis, HANA etc

More than 75% of the people resources are dedicated to customer support (Service Delivery) operations.

## Accomplishments



**TSI ( Telangana State Industry Award #2021 for Best Sustainability category**



**CSR ASSOCHAM Award #2021 for Excellence in Energy Management**



**Golden Peacock Awards<sup>®</sup>**

**Golden Peacock Awards<sup>®</sup>**

**Golden Peacock Award #2020 in Eco Innovation & Energy Efficient**

# Certifications and Compliances



**ISO 9001:2015**  
Quality management  
Systems



**ISO/IEC  
20000-1:2011**  
Service management  
system (SMS)



**ISO 22301:2012**  
Business continuity  
Management system



**ISO/IEC  
27001:2013**  
Information Security  
Management system



**ISO# 50001:2018**  
In Energy Management  
ENMS



**ISO/IEC  
27018:2014**  
protection of Personally  
Identifiable Information.



**SOC 1 and 2  
Audit Reports**  
Organization wide process



**ISO/IEC  
27017:2015**  
Information security control



**ISO 45001**  
Occupational health  
& safety management system



**US GBC  
LEED Certified**



# Our Expansion Plans

Chiller plant manager ( CPM ) sets automation of chiller plant system which reduces man intervention on operations and periodical changeover automatically. CPM reduces operating cost with energy conservation Enhanced reliability on sustaining desired operations of chiller plant We can generate complete system reports and trends of each equipment Operational run hours will be maintained uniformly across run and standby system. To meet the global standards in terms of data center sustainability to target 100% uptime and Energy efficient chiller plant auto operations.

Remote monitoring will be available with 90 days back up history

Reduced energy and operating costs up to 20%

Easy performance management. Features such as Data Trending can be tracked and repeated to manage multiple facilities.

Improved sustainability. Gained intelligence from the system provides ways to manage environmental footprint.

Demonstrated performance

The Chiller Plant Manager will **maintain water flow by controlling the pumps**. To determine the site needs, the Chiller Plant Manager will compare the control temperature to the temperature target and develop the step capacity needed.

Thank Q

**CtrlS**<sup>TM</sup>

**Asia's Largest  
Rated 4 Datacenter**

[srinivasarao.chanamallu@ctrls.in](mailto:srinivasarao.chanamallu@ctrls.in)

[Hariprasad.n@ctrls.in](mailto:Hariprasad.n@ctrls.in)