

# PRESS RELEASE

September 6, 2006

## Indian CAD Engineering Services Provider Expands Into Structural Drawings

*One of India's best-known and highly reputed CAD engineering services providers, The Magnum Group, has expanded its range of engineering and architectural services into structural drawings. It is kicking off this debut with \$2,200 of free, customized structural drawings to qualified customers.*

One of India's best-known and highly reputed CAD engineering services providers, The Magnum Group, has expanded its range of engineering and architectural services into structural drawings. It is kicking off this debut with \$2,200 of free, customized structural drawings to qualified customers.

"The real effort is in convincing customers that our offer of free structural drawings is not a typical Internet scam, where you find that you are getting low-quality information available for free at a thousand other places online," says Lucky Balaraman, Executive Director of The Magnum Group ([http://themagnumgroup.net/Structural\\_Offer.htm](http://themagnumgroup.net/Structural_Offer.htm)).

Says Balaraman, "the drawings we are offering will be custom-drafted for the customer's specific project. The drawings can be for steel detailing, foundation plans, concrete joints, roof trusses, beams, columns, retaining walls, industrial chimneys or anything else pertaining to structures."

"This is a transparent opportunity for customers to get \$2,200 of CAD services absolutely free of cost. In addition the customer gets a reasonably-priced, highly-skilled structural engineering back office in India, which creates many important long-term benefits," Balaraman declares.

Balaraman goes on to point out that the most obvious benefit of a structural engineering back office in India is that of cost. The Magnum Group's current billing rate for structural CAD drafting is \$11 per hour, whereas one might expect to pay up to \$25 per hour for equivalent services provided from the western hemisphere, he states.

Another benefit, he says, is that the back office can be trained over time to provide more difficult engineering services such as structural analysis using STAAD.PRO, which will result in further cost savings.

"A third benefit is that the customer will now have more time to spend on important areas like interaction with their clients and definition of a project's overall parameters," continues Balaraman, "both which often receive short shrift in the light of tight deadlines and budgetary constraints."

"Unlike many other CAD drafting firms, we have skilled engineers and architects on our full-time staff. We have immense experience drafting and designing engineering projects and are excellent communicators," he adds.

"As regards communication, we speak to our customers constantly over the telephone, we look at drawings simultaneously using screen-sharing software and we use our FTP server to create a "drafting-chat" space with them," explains Balaraman. "We are available to talk to our customers in real time because we work two shifts," he describes.

The Magnum Group's introductory offer includes other valuable components and is available at [http://themagnumgroup.net/Structural\\_Offer.htm](http://themagnumgroup.net/Structural_Offer.htm).

For more information contact:

Lucky Balaraman  
The Magnum Group  
Webmail: [http://themagnumgroup.net/Message\\_Form.htm](http://themagnumgroup.net/Message_Form.htm)

###