

Rayana Laxmi – Driving Innovation in Water Control Technology
Founder, M/s Sri Parandhama Technologies | Hyderabad, Telangana



Rayana Laxmi launched her entrepreneurial journey in 2014 with M/s Sri Parandhama Technologies, a manufacturing unit specializing in Automatic Water Level Controller Projects based in Nagaram, Hyderabad. Initially facing challenges in distribution and sales, she strategically relocated her unit in 2017 to ECIL, Kushaiguda to scale operations. With an initial investment of

₹2 lakhs and additional financial support from BYST through a ₹2 lakh term loan and ₹2 lakh cash credit loan sanctioned by State Bank of India, Rayana invested in machinery, electrical equipment, and raw materials essential for production. Sri Parandhama Technologies has successfully executed projects for notable clients, including Dalko Diagnostics Pvt. Ltd, Lotus Wireless Pvt. Ltd, SS Power Systems, Hrinfratel Pvt. Ltd, Win AMR Pvt. Ltd, and Costal Engineering Pvt. Ltd. Rayana has established an extensive network of local and non-local distributors across India—in regions such as Jeedimetla, Uppal, Nalla Kunta, Nellore, Vijayawada, and Tamil Nadu. Beyond water level controllers, the company has also diversified into Optical, IR, and IrDA projects, catering to government and private distributors like MPPKVVCL (Jabalpur), Vaibhu Infra Pvt. Ltd (Bhopal), M2H Infotech (Bangalore), Aakruti Engineering Associates, and Coral Innovations Pvt. Ltd (Hyderabad). Today, Sri Parandhama Technologies boasts a monthly turnover of ₹8 to 9 lakhs, demonstrating significant financial and operational growth under Rayana's leadership.

Name of the Entrepreneur:	Ms. Rayana Laxmi
Business Name:	M/s. SRI PARANDHAMA TECHNOLOGIES
Nature of the Business:	Bore well Motor Unit controller Mfg
Type of Business:	Manufacturing
Loan:	4 lakhs
Bank:	State Bank of India
Date of Incorporation	2017
Email ID	sriparandhamatechnologies@gmail.com
Donor:	BYST
Turnover:	35 lakhs
Employment:	8
Mentor:	Mr. Vijay Venkatesh
Mentor Occupation:	CEO & MD, Syscon Solutions Pvt, Ltd.



Sri Parandhama Technologies

Sri Parandhama Technologies, based in Hyderabad, Telangana, is a proprietorship firm established around 2014–2015, specializing in the design and manufacture of electronic automation products, particularly automatic water level controllers for both single-phase and three-phase systems. Their offerings include sensor-based liquid level indicators, portable IRDA reader cables, and lightweight optics cables, catering to residential and industrial applications. With a small team and an annual turnover under ₹50 lakh, the company focuses on quality-driven, user-friendly solutions that help automate water management efficiently. Products are supplied nationwide through platforms like TradeIndia and Dial4Trade, with a reputation for reliability and practical innovation.