

Industry Outlook

LABORATORY & FIELD TESTING SERVICE PROVIDERS
FOR CONSTRUCTION INDUSTRY

THEINDUSTRYOUTLOOK.COM

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V. Madhu Sudan, CEO

SUPERIOR LABS

*Creating a Centre of Excellence in the
Field of Testing*

₹150



Industry **TOP 10**
LABORATORY & FIELD TESTING
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CONSTRUCTION INDUSTRY 2022

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With the burgeoning Indian Construction sector, the market for laboratory and field testing services is expanding rapidly. Having stated that, service providers are expected to deliver cost-effective laboratory and field testing services in order to precisely quantify the compliance of materials and construction to requirements. Furthermore, delivering independent building materials testing in the field and at cutting-edge laboratory facilities to save clients time and money is vital for the successful completion of any given project. This is where Superior Labs guarantees to provide quality services to its customers within a reasonable time frame and stands out in the market of laboratory and field testing service providers. Superior labs have always prioritized customer feedback and strive to improve and implement changes based on client feedback. This helps the company's service stand out in the marketplace and in the minds of customers who are looking for similar products and services.

COVER STORY



We & continually modernizing our facilities & training employees to ensure that we are future-ready, while also improving our processes & services

V. Madhu Sudan,
CEO





A Single Window Solution

Superior Labs is accredited by NABL as per ISO: 17025-2017 for mechanical testing and has an ISO 9001-2015 certified lab approved by QMS Certification services. Superior Labs field of activities includes Laboratory and field testing of Construction materials and their components, Concrete Core testing for RC Structures & CC Pavements (Semi-destructive tests), Geotechnical Investigations, and Third Party Quality Assurance of Construction activities.

Superior labs' strength lies in its dedicated, multidisciplinary professionals and innovative management skills. The company's team strives to stay current with market trends by focusing on the most recent amendments to Indian and International Standards, as well as constant training, conducting seminars, and encouraging our team to share their ideologies and thoughts. The lab is outfitted with the most recent and up-to-date equipment and instruments.

"We strive to provide quality services on a continuous basis by eliminating defects/non-compliances and incorporating continuous changes and improvements into the system. We have been providing quality service since our inception, which has earned a level of reliability and trust in its customers, towards its brand, service, and confidence. We carry out quality assurance practices that not only improve the quality of services that we provide but also ensure compliance with requirements and regulations," says Madhusudhan Vengala, CEO at Superior Labs.

Superior Labs also conducts competitor research to identify areas for differentiation in order to solve customers' real-time problems. Furthermore, in order to provide a world-class customer experience, the company generates and nurtures brand advocates, differentiates customer service and support, and focuses on social listening and monitoring.

Superior Labs has built a reputation for providing high-quality services to its customers since its inception, and it now has over 100 satisfied clients.



Spearheading Company's Growth Bandwagon

Superior labs' CEO, Madhusudhan Vengala, has played a pivotal role in encouraging organization personnel to bring out their hidden skills in order to perfectly meet the needs of customers while also contributing to the company's advancement. He is a philanthropist who recruits and supports personnel from all walks of life. He also helps orphanages and nursing homes by donating a portion of our earnings.

"Superior Laboratories was founded in 2007. And, as a 15-year-old company, we have polished ourselves towards perfection in this field and are able to provide flawless results as well as gain a level of confidence from a diverse range of customers, which is an important factor in attracting new customers. We have maintained the highest quality standards without any breakage to date, which is a significant achievement for our company," highlights Madhusudhan.

Going forward, Superior Labs aims to provide a wide array of services in the field of construction material testing to the customers adhering to the standards. [||](#)

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IS PROUD TO PRESENT
**SUPERIOR
LABS**

AS ONE OF THE

**TOP 10
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SERVICES FOR CONSTRUCTION INDUSTRY
2023**

in acknowledgement of its unwavering focus and dedication to achieve excellence in quality and delivery in this field.

Sudhakar Singh

Sudhakar Singh
Managing Editor
Industry Outlook