

6,300 SQ. FT. OF LED DEPLOYMENT IN HYDERABAD: NEW MILESTONE FOR SAR BUILDCON IN INDIA'S DIGITAL DISPLAY LANDSCAPE

SAR BUILDCON successfully installed one of India's largest active LED structures, spanning an impressive 6,300 sq. ft., for SAS ITOWER Khajaguda, a tallest building in Hyderabad, marking a significant milestone in the country's digital media infrastructure landscape.

Executing a project of this magnitude required overcoming several challenges, including stringent timelines, monsoon conditions, height-related safety considerations, and the implementation of rigorous safety protocols throughout the installation process. However, demonstrating the company's commitment to quality, innovation, and engineering excellence, SAR BUILDCON delivered a robust and future-ready structure designed to support one of India's most ambitious digital display

installations.

The project involved the deployment of over 50 tonnes of MS steel, ensuring exceptional structural strength, durability, and long-term reliability. The active LED display solution, powered by **Absen** video wall technology, further elevates the project's scale and impact. Designed to withstand demanding operational conditions, the installation stands as a testament to an uncompromising approach to quality and craftsmanship.

The successful execution of this landmark project was made possible through collaborative efforts of SAR BUILDCON and the Hyderabad-based **One Vision Iconic Ad Agency**, whose shared commitment, dedication, and expertise drove the project to completion.



**Sandeep Moitra, Owner,
SAR BUILDCON**



India's recent deployment of 6,300 sq. ft., active LED for a tallest building in Hyderabad

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