



The team at BANC3, Inc., led by Babu Cherukuri (center), has been providing quality engineering and information technology services for nearly a decade.

Firm is Engineered for Excellence

BANC3, Inc.

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No. of Employees: 75

Top Executive: Babu Cherukuri, PE-President

Product/Service: Civil engineering, land surveying, environmental engineering, construction management, information technology

Year Founded: 2000



Founded in 2000 by Babu Cherukuri, PE, in his home office, BANC3 has now expanded into a 75-person engineering and information technology firm that, despite the general economic climate, has continued to increase revenues by roughly 30 percent annually and has added significantly to its work force. So much so, that the company has outgrown its present office and will be moving into a multifloor office space in Princeton this summer.

BANC3's success is due in large part to the clear, long-term vision of its chief executive officer, Babu Cherukuri. After building a reputation as a knowledgeable and highly skilled engineer with other companies for nearly 15 years, Cherukuri began to fulfill the dream of owning his own company. Long hours and weekends spent working were among the sacrifices he made to make his vision a reality. But for him, success was the only option.

"There was no going back once I decided that this was what I was going to do," he says. "Once I started, I would do whatever it took to get it done. I saw other businesses failing and people who doubted, but that was never an option for me. I never even thought of failure as a possibility."

That hard work, sacrifice and dedication led to BANC3's first big success in 2001: a project with the former New Jersey School Construction Corporation, now the School Development Authority. Since this first project, business has expanded to include clients such as the New Jersey Department of Property Management & Construction, New Jersey Transit, the U.S. Postal Service and others. This public work has led to local projects with East Wind-

sor Township, Hamilton Township, West Windsor Township, and Mercer, Burlington, and Ocean counties. Within the past three years, BANC3 has also made huge strides in working with the federal government, securing multiple large Department of Defense (Army, Navy, and Air Force) contracts for engineering and information technology services, and adding the General Services Administration, the U.S. Department of Transportation (Federal Highway Administration), U.S. Department of Veterans Affairs and U.S. Department of the Interior to its ever-growing list of clients.

While the list of clients was growing, a large part of BANC3's revenue was due to repeat client business. One of the firm's core values is to deliver an unwavering high standard of customer service. "We are constantly conscious of the needs of our clients. We make sure that they get the exact services they want, when they want them, and at a cost that they are comfortable with," remarks Cherukuri, who adds that he himself has been involved with clients on more than one occasion to ensure that the firm was meeting all of their expectations.

BANC3's plans for the future seem simple enough: continue to augment its staff and clientele, raise revenues, and further tune staff skills. Cherukuri remarks, "We see this economic downturn as an opportunity to forge stronger business relationships, get our name out there and perfect our organization internally. That way, when the prospects start rolling in, everyone will know about BANC3 and the great services that we can offer to potential clients." ■