



**INDIA'S NO. 1**  
MOBILE & TOWER CRANE CO.



**Action Construction Equipment Ltd.**



# Who We Are



- India's leading material handling and construction equipment manufacturing company.
- Enjoying over 63% market share in the Mobile cranes segment and 60% market share in Tower Cranes segment.
- Established brand with a significant presence across the Indian construction, infrastructure, logistics and Industrial landscape.
- Full-fledged state of the art production facilities supported by a strong R&D backbone.
- Widest sales and service network operating from 100+ locations.
- 15000+ strong Customer base including all the leading names.



# Our Philosophy



## Our Aspiration

“To be the largest Company in Cranes and Construction Equipment Sector, with a Global Focus”

## Mission

Provide customers with latest technology, construction equipment and effective Pre sales and after sales support aimed at satisfying their real needs

## Integrated Enterprise

Leveraging the strengths and unique capabilities of our businesses

## Measures

Delivering results today, within each business, while building for the future

## Strategy

Product Development | Market development | Market Penetration



# Products

## Cranes



Pick and Carry Cranes



Lorry Loader Cranes



Self Erecting Tower Cranes



Crawler Cranes



Fixed Tower Cranes



Truck Cranes

## Road Equipment



Backhoe Loader



Wheel Loader



Soil Compactors & Tandem Vibratory Rollers



Motor Graders

## Material Handling



Forklift Trucks



Warehousing Equipment

## Agriculture Equipment



Tractors



Harvester Combines



Wheel Harvesters



Rotavators





# Facilities



## State of art Production Facilities

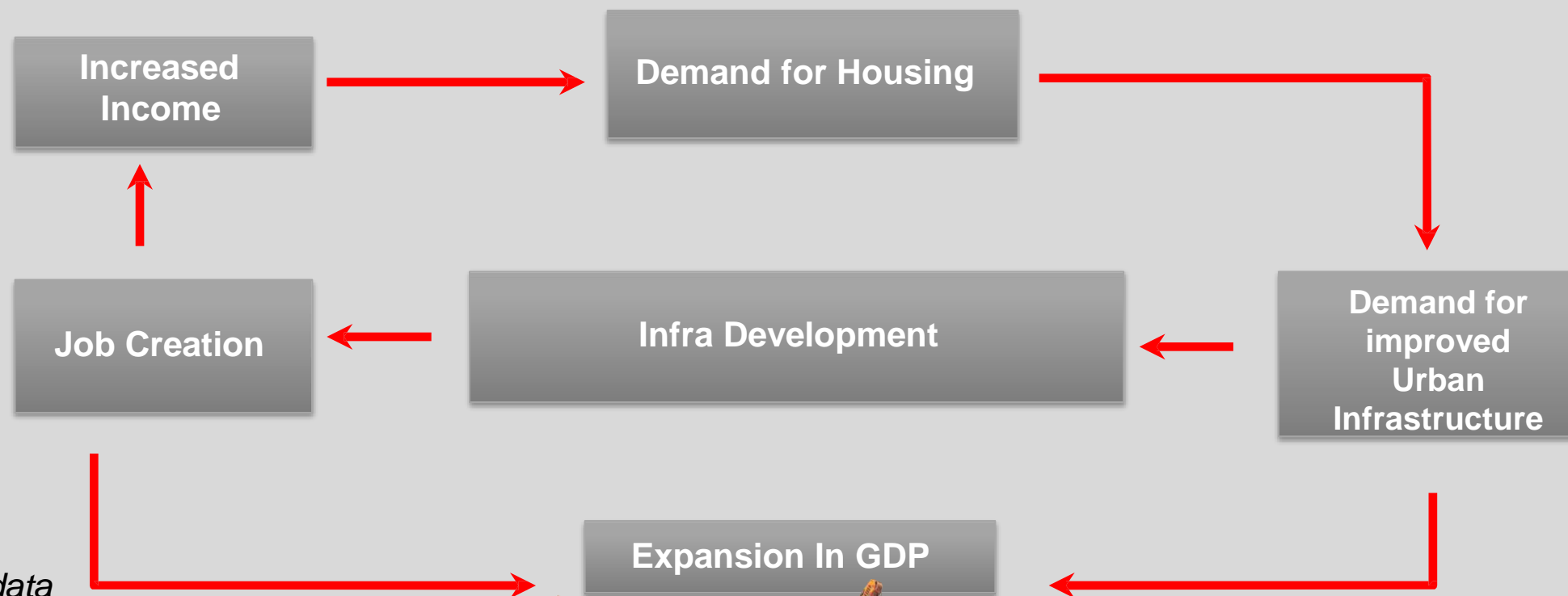
Total owned area: 82 acres  
Utilised area: 30 acres



# Key Drivers



- Government focus on Infrastructure, Railways, Roads, Metro, Defence, Housing and Smart Cities etc.
- Industrial Capex Cycle
- Higher GDP growth rate
- Growing mechanization in the construction, agriculture and manufacturing sectors
- Increased Private sector participation and opening of FDI
- Ease of availability of finance for material handling & construction equipment
- The Indian construction equipment market has the potential to grow to US\$ 5 billion by FY 2020 from US\$ 3 billion in FY 2016
- Infrastructure spending to be about 9% of GDP by FY 2020 from 7.20% in FY 2017



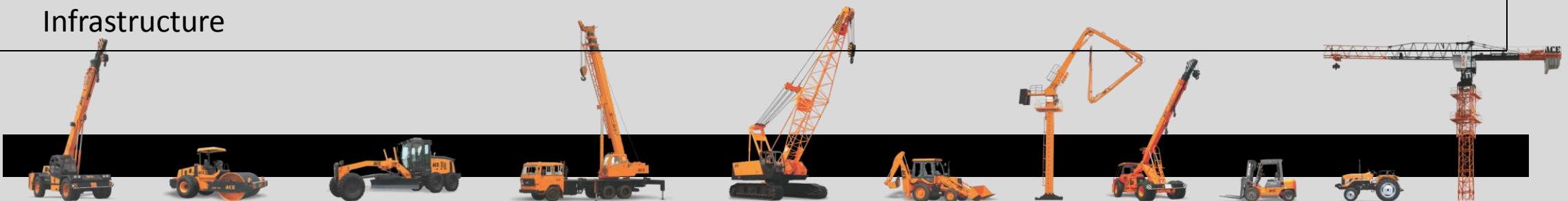
Source: industry data



# Key Infra Projects



- Roads : Bharat Mala Phase-I – 35000 Kms  
PMGSY (Pradhan mantri Gramin Sadak Yojna) – 57000 Kms.  
Mumbai Trans harbour Link (MTHL)
- Railways : Dedicated freight corridor  
High Speed Rail Project ( Ahmedabad – Mumbai )  
Re-development of 600 Major Railway stations  
3600 Kms. Of track removal
- Airports : Increasing airport capacity by 5 times  
Navi Mumbai Airport  
50 locations for Reconstruction
- Housing : PMAY ( Pradhan Mantri Awas Yojna )  
1.2 Crore houses by 2022  
Sanctioning @ 3-5 Lacs houses per month
- Industrial Corridor : DMIC ( Delhi Mumbai Industrial Corridor )  
USD 100 Billion over next 10 years
- Ports : Sagar Mala – comprising of 400 projects
- Metro Rail : Delhi, NCR, Mumbai, Ahmedabad, Jaipur, Lucknow, Kolkatta, Bangalore, Hyderabad, Chennai
- Urban Infrastructure : City Roads, Bridges, Flyovers, Water, Sewage etc. being built all across





# ACE in the forefront



## Future ready infrastructure

- Under utilized manufacturing facilities in place for future revenue growth
- Present utilization levels 30%-75%, no further major CAPEX envisaged ( Land Utilization – 37%)
- Establishing new product categories

## Ability to Counter and Capture

- Quality and Reliability Focus
- Competitively priced – cost effective products
- Fastest after-sales product support through a countrywide network (100+ locations) equipped with genuine parts and trained engineers

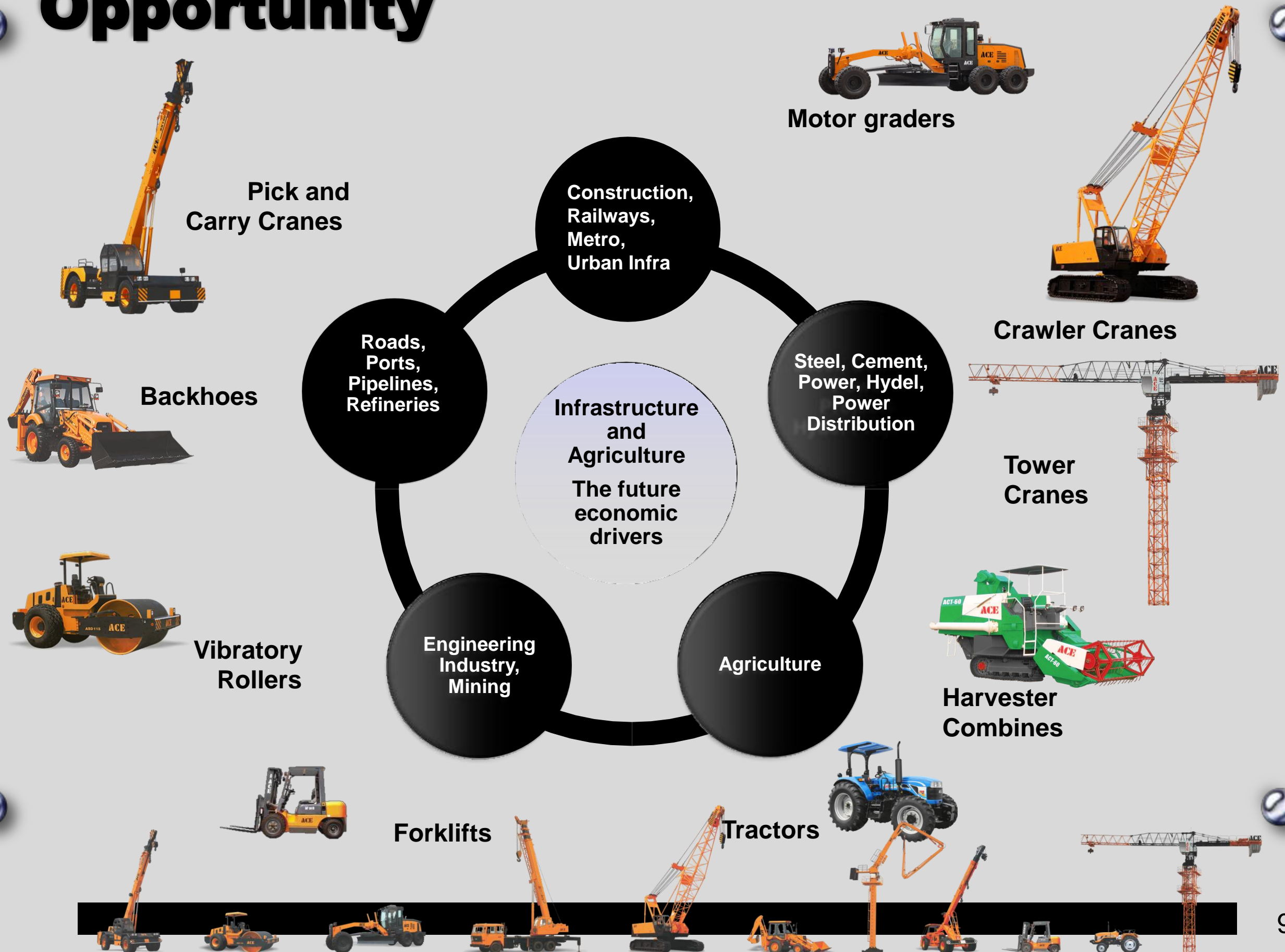
## Strong emphasis on research and development

- Investments in R&D to ensure international quality standards
- Thrust on continued innovation and Value engineering
- Only construction equipment company in India whose R&D department is recognized by DSIR – GOVT. of INDIA





# Opportunity



# Evolving Opportunities

- Indian Defence : Cranes, Forklifts, Skid Steer Loaders, Multi Purpose Tractors, Tele handlers and special mobile equipment.
- ACE – URSUS MOU : (Massey Ferguson Technology Tractor) for Re-export and domestic markets.
- North Eastern States : Increased focus on Infra development
- Exports : Increase in export revenue and %age contribution from INR 480 Mn. (4.5%) to INR 2000 Mn. (11%) over next 2-3 years.
- Foray into AWP segment (Aerial Work Platforms)







## Established Brand Name

- India's largest Mobile Crane and Tower Crane Company
- "ACE" brand name is synonymous with product excellence, quality, product support and customisation
- Most awarded Construction Equipment Company in the Country.
- ISO 9001 certified - stringent quality standards for design, development, procurement, manufacturing, testing & installation.
- Most ACE products are CE Certified – key indicator of a product's compliance with EU standards
- 15000+ satisfied customers including all large names in the country.
- In House Training Centre





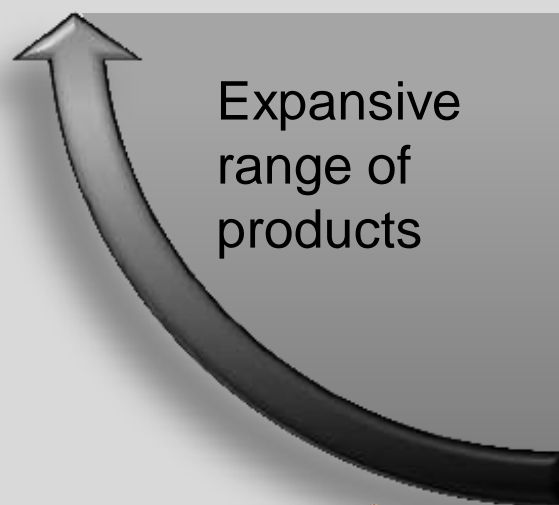
# Extensive Product Range



- Widest range of products with better specifications & capacities at reasonable price points translates to improved efficiency, productivity and cost saving for customer.
- ACE equipment is rugged, simple to maintain and designed to suit Indian work conditions.
- Nearly all products developed indigenously.
- Customers benefit from single window service.



**R&D Facility**





## Pradeep Sharma

Head – Cranes & Construction Equipment

Qualification – B. Tech

Industry Experience – 39 years



## Vijay Agarwal

Chairman & Managing Director

Qualification - BE (Mech Engg), MBA,

Industry Experience – 48 years

Highly  
capable and  
qualified  
management



## Md Imteyaz Ahmed

Head – Agri division

Qualification – M.Tech (Engineering)

Industry Experience – 35 years

## Sorab Agarwal

Executive Director

Qualification – BE (Mech Engg),

Industry Experience – 20 years



## Ashok Tomar

Head – Tractors

Qualification - B.Tech.(Agril.Engg.)

Industry Experience – 34 years

## Rajan Luthra

CFO

Qualification –ICWA, CS, PGPM

Industry Experience – 35 years



- Promoted by Mr. Vijay Agarwal in the year 1995; went public in the year 2006



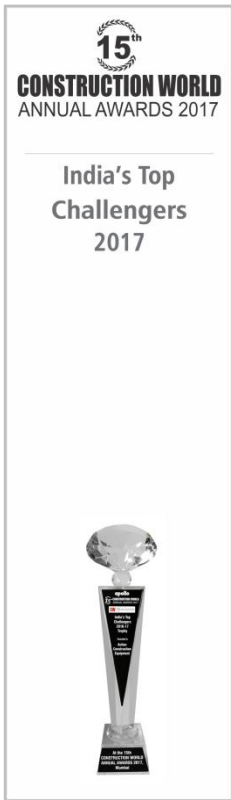


## Value for money proposition

- Reliable Value for money product offerings: latest technology at competitive price points.
- Offering the fastest after-sales product support.
- Customer Centric Solutions .
- Focused on further increasing the sales and service network and dedicated spares parts division.
- Pan-India presence through a network of 83 sales and service locations, supported by 21 offices based at Delhi, Mumbai, Chennai, Kolkatta, Ahmedabad, Surat, Pune, Jaipur, Chandigarh, Ranchi, Raipur, Indore, Bhubaneshwar, Lucknow, Jamnagar, Hyderabad, Bangalore, Guwahati, Patna, Vizag & Kochi.

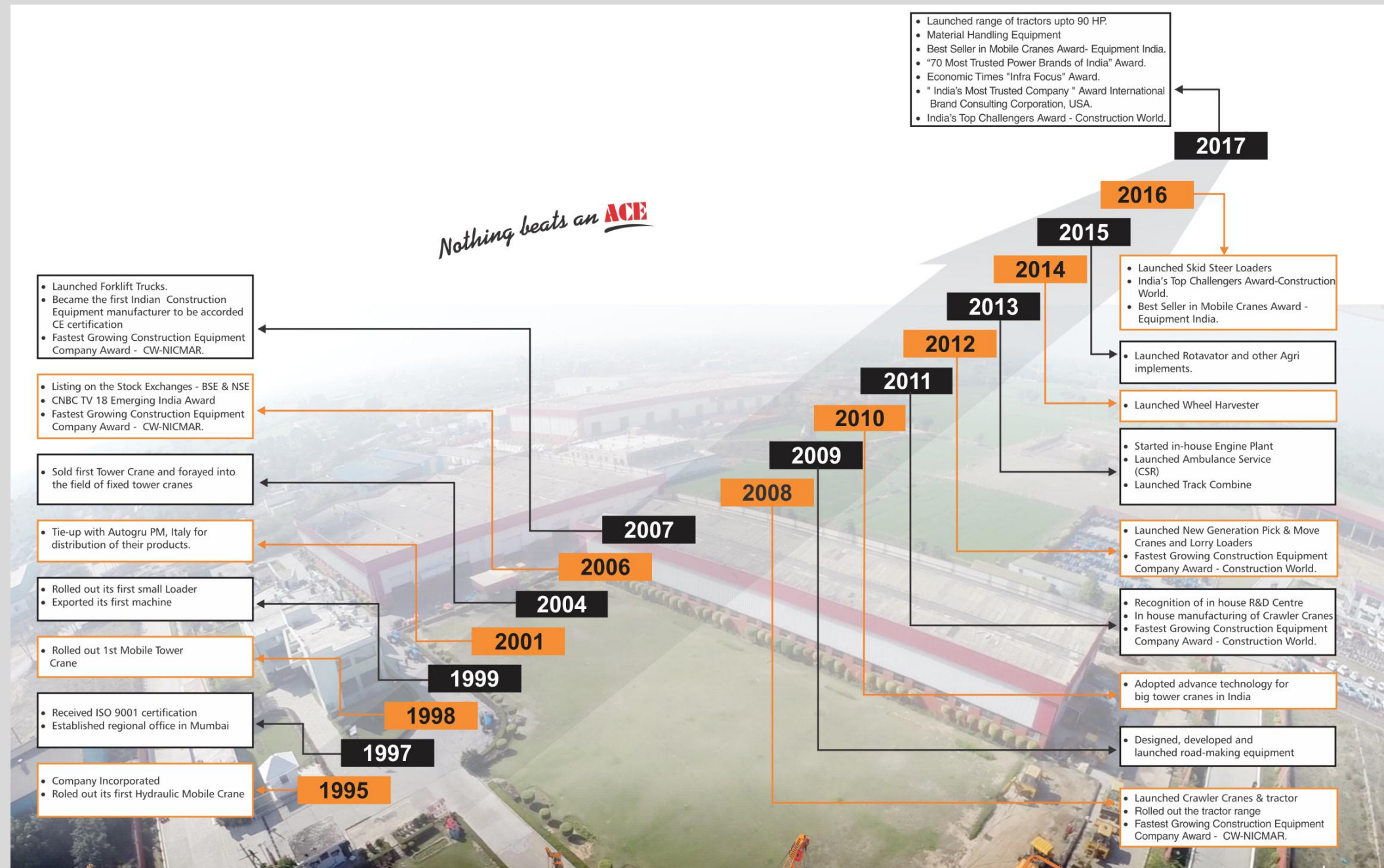


# Awards 2017





# Milestones



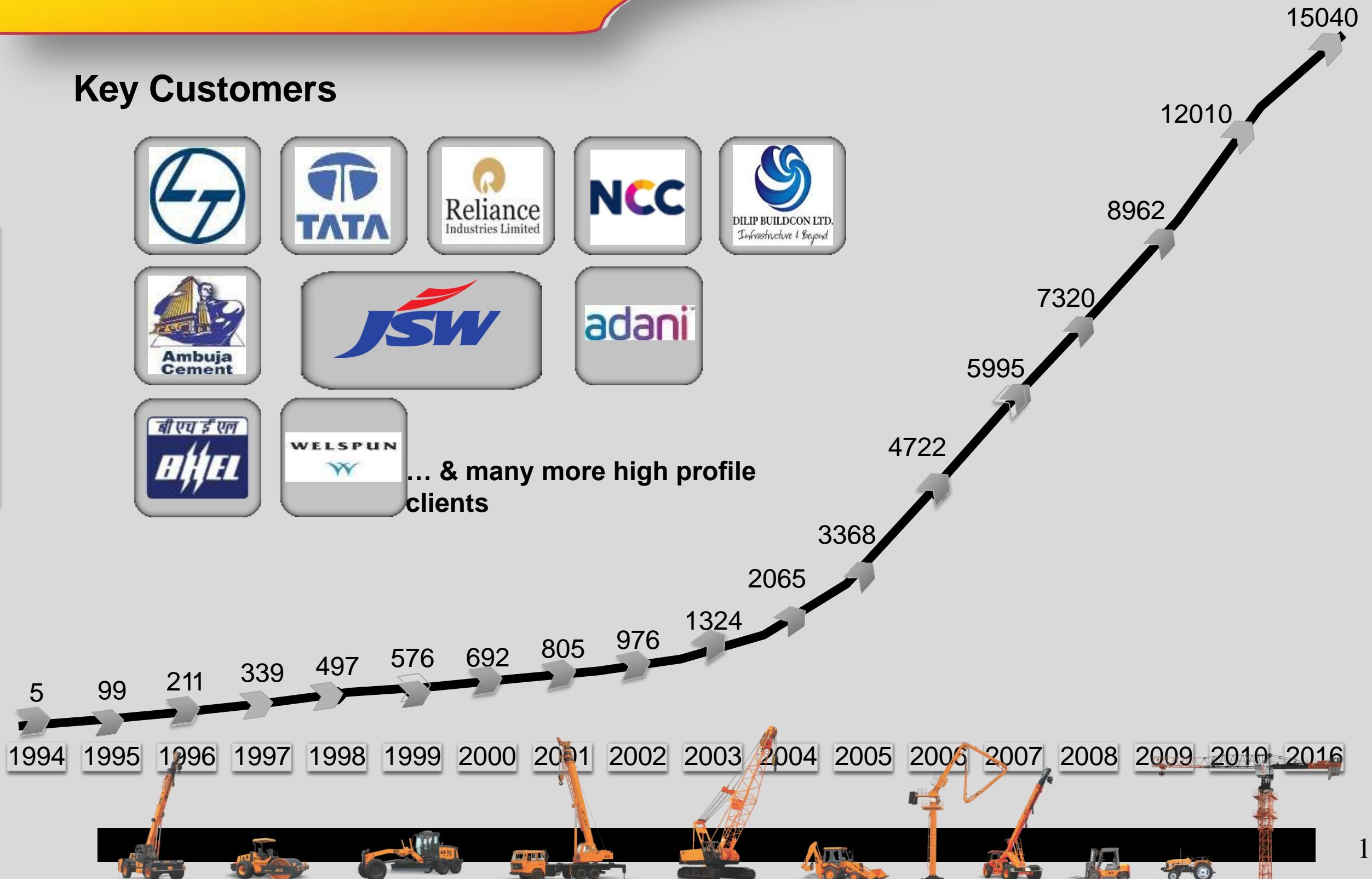
# Customer base



## Key Customers



... & many more high profile clients





# Cranes

ACE

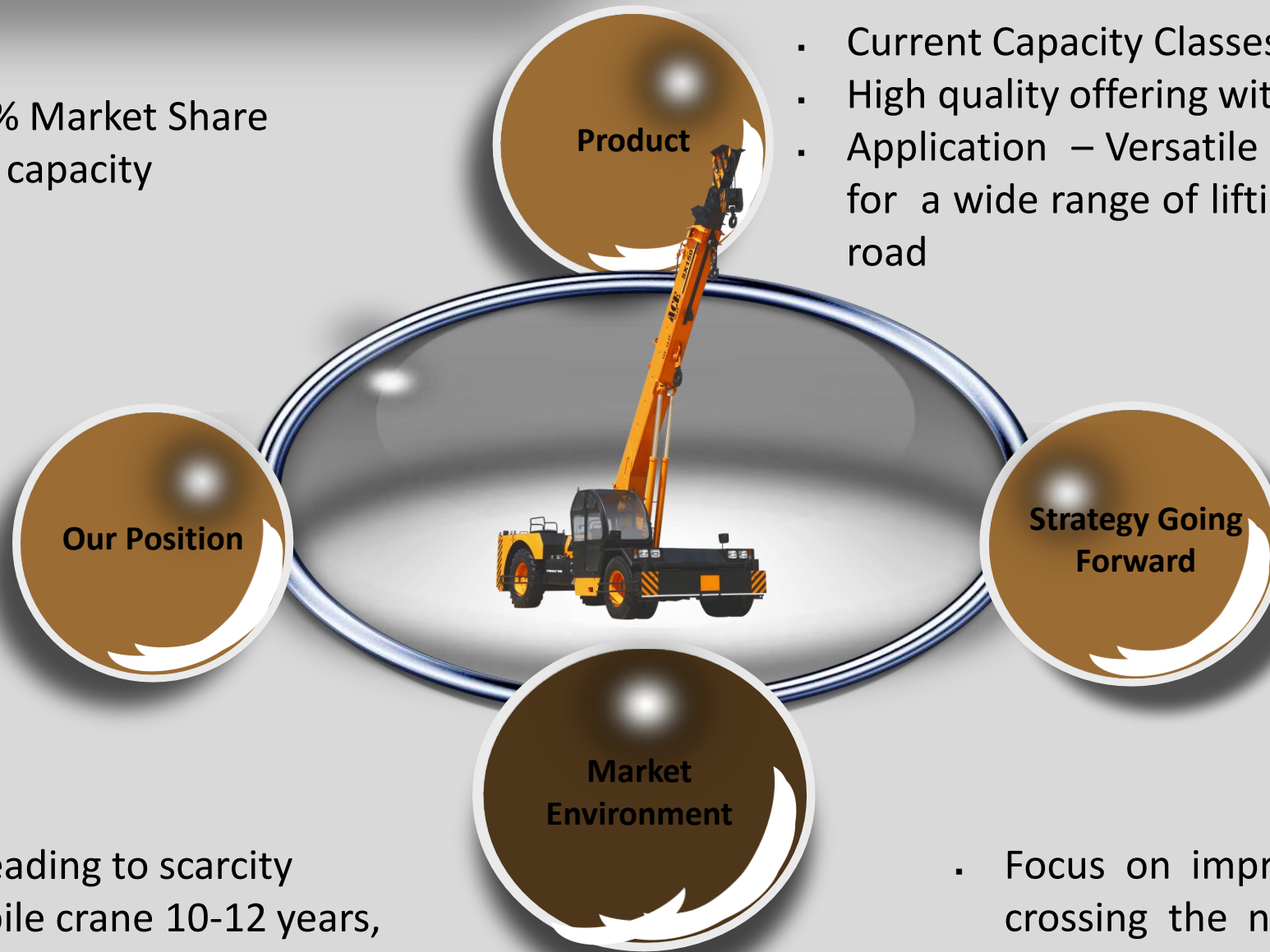


# Mobile Cranes



- Market leader - 63% Market Share
- Operating at 75% capacity

- Current Capacity Classes 9 tonnes – 40 tonnes
- High quality offering with equitable pricing
- Application – Versatile cranes that can be used for a wide range of lifting needs, both on and off road



- Buoyant demand leading to scarcity
- Average life of mobile crane 10-12 years, strong replacement market

- Focus on improving market share - crossing the next milestone 70%



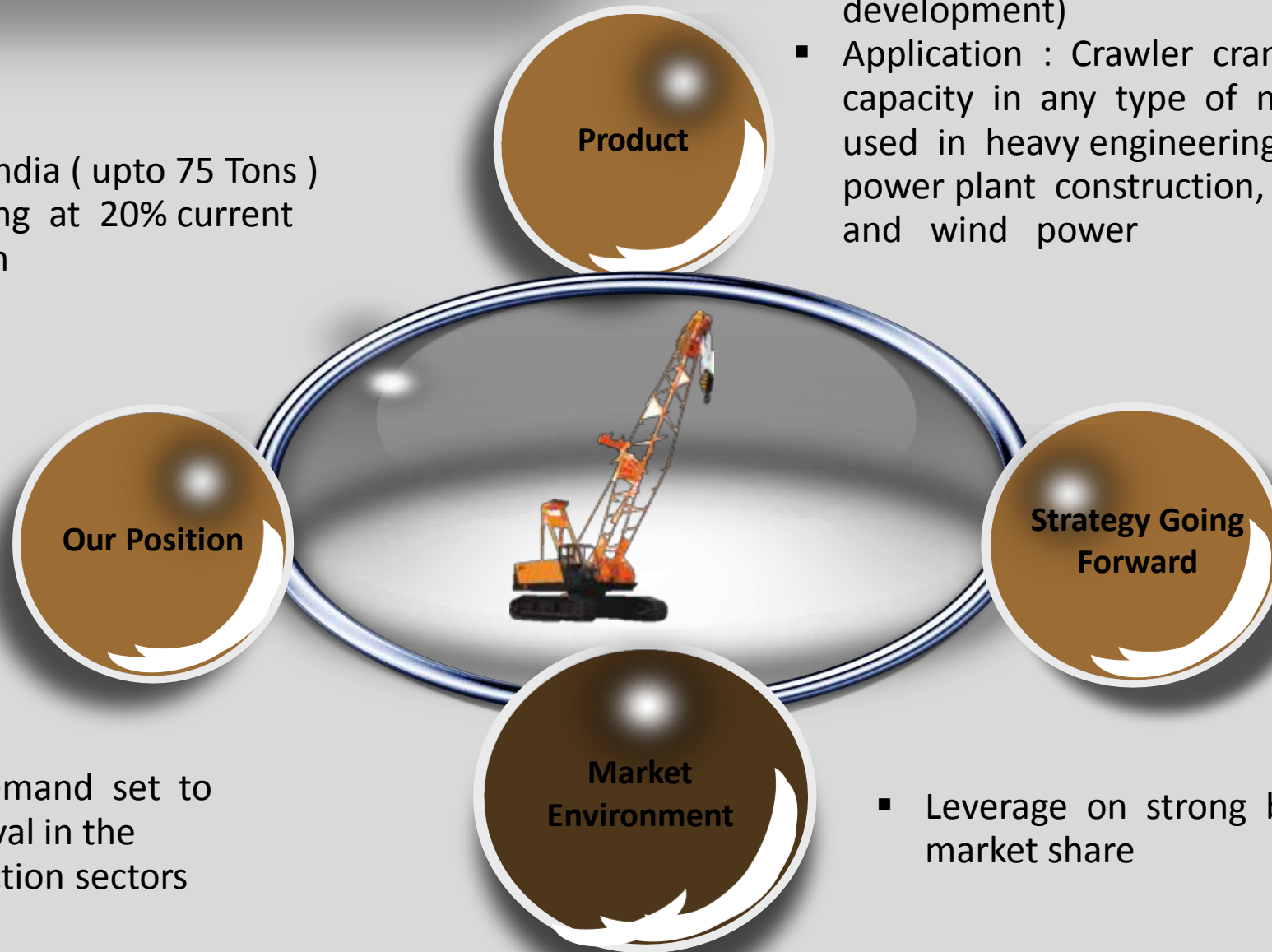


# Crawler Cranes



- No. 1 position in India ( upto 75 Tons )
- Presently operating at 20% current capacity utilisation

- Capacity Class : 25 Tons – 75 Tons ( 150 Tons under development)
- Application : Crawler cranes have the highest lifting capacity in any type of mobile cranes, primarily used in heavy engineering, petrochemical industry, power plant construction, infrastructure projects and wind power



- Crawler cranes demand set to increase with revival in the Infra and Construction sectors

- Leverage on strong brand equity to improve market share



# Tower Cranes



- Market leading position (~60% share )
- Current Capacity utilisation is 40%.

## Product

- Maximum lifting heights of 300 metres and a working radius of up to 70 meters.
- Used in construction of multi storey buildings and infra projects.

## Our Position

- Key Drivers - Increasing construction of multi-storeyed buildings, translating into expansion in demand.
- Precast construction leading demand for bigger cranes.

## Strategy Going Forward

- To leverage Capacity opportunity .

## Market Environment



# Forklifts



- No. 3 player in the market - ~ 18% market share
- Expertise and capabilities available to achieve leadership position
- Operating at 40% capacity

Product

- Electric, Diesel and LPG operated Forklift Trucks
- Capacity Class : 1.5 tons - 10 tons

Our Position

Strategy Going Forward

Market Environment

- Key customers are corporates – used mainly in factories
- Key Driver - Increase in logistics and warehousing activities to drive sales
- Huge potential in the segment with high margin led growth

- Development & expansion of corporate sales channel through dealer leverage





# Road Construction Equipment



# Road Construction Equipment

- Operating at ~ 25% -30% capacity utilisation.
- Our products are competitively priced, offering equivalent quality with cushion to raise prices once volume picks up.

- Value for money products, with latest technology.
- Application - Used for digging, moving, grading, compacting and loading earth and other loose aggregates, also find application in industrial and mining activity.
- Current Capacity Class

- Soil compactors : 10 - 12 tonnes
- Tandem compactors : 3.5 – 9 tonnes
- Motor Graders : 150 – 176 Hp
- Backhoe : 1 Cu.M
- Loader : 3 and 5 tonnes

**Our Position**

**Product**

**Strategy Going Forward**

**Market Environment**

- High growth segment expected to grow at ~70% CAGR for next 3-5 years.
- Key Drivers – pick up in construction and infra activity.

- Leverage existing sales network to grow road construction equipment business.
- Leverage existing customer base.





# Agriculture Equipment





# Tractor Industry in India

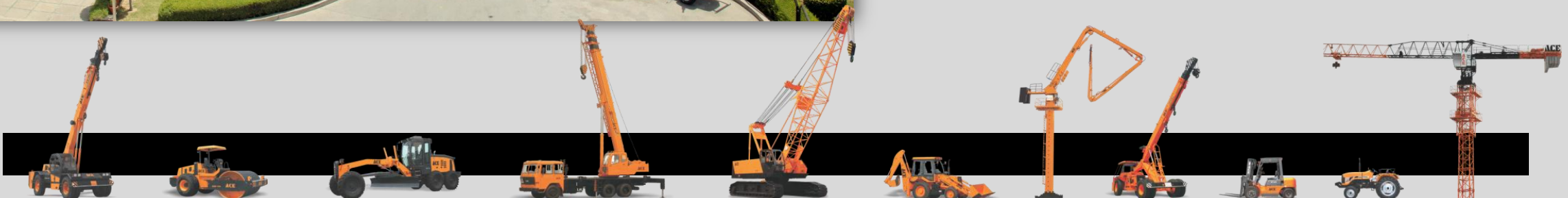


## Key Strengths of Agriculture Industry

- Increasing trend towards Mechanisation
- Minimum Support prices for Key Crops
- Scarcity of Labour
- Ease of Credit Availability from Govt.

## Future Prospects

- According to CRISIL Research, domestic tractor sales are expected to close fiscal 2018 with impressive 16%-18% growth
- The long term growth fundamentals of industry are strong with lowering of the replacement cycle.



# Tractors



- Presence across northern states of Haryana & Uttar Pradesh, focusing on PAN India Presence.
- Cash flow positive business with negative working capital and zero credit on Tractors.
- Operating at 50% capacity

## Product

- Value for money products, offerings with latest features.
- Presence across product ranges in 35, 45 & 50 HP and now upto 90 HP category .

## Our Position

- Increasing trend towards Mechanization.
- Minimum Support prices for Key Crops.
- Scarcity of Labour.
- Ease of Credit Availability from Govt.

## Market Environment

## Strategy Going Forward

- To increase presence and brand awareness in West and South India.
- Increase supply and focus on Marketing & Promotion activities.
- Focus on Export already supplying to Egypt, Afghanistan, Bangladesh and Nepal.





# Range of Agriculture Equipment



**Tractors**



**Wheel Harvester**



**Track Harvester**

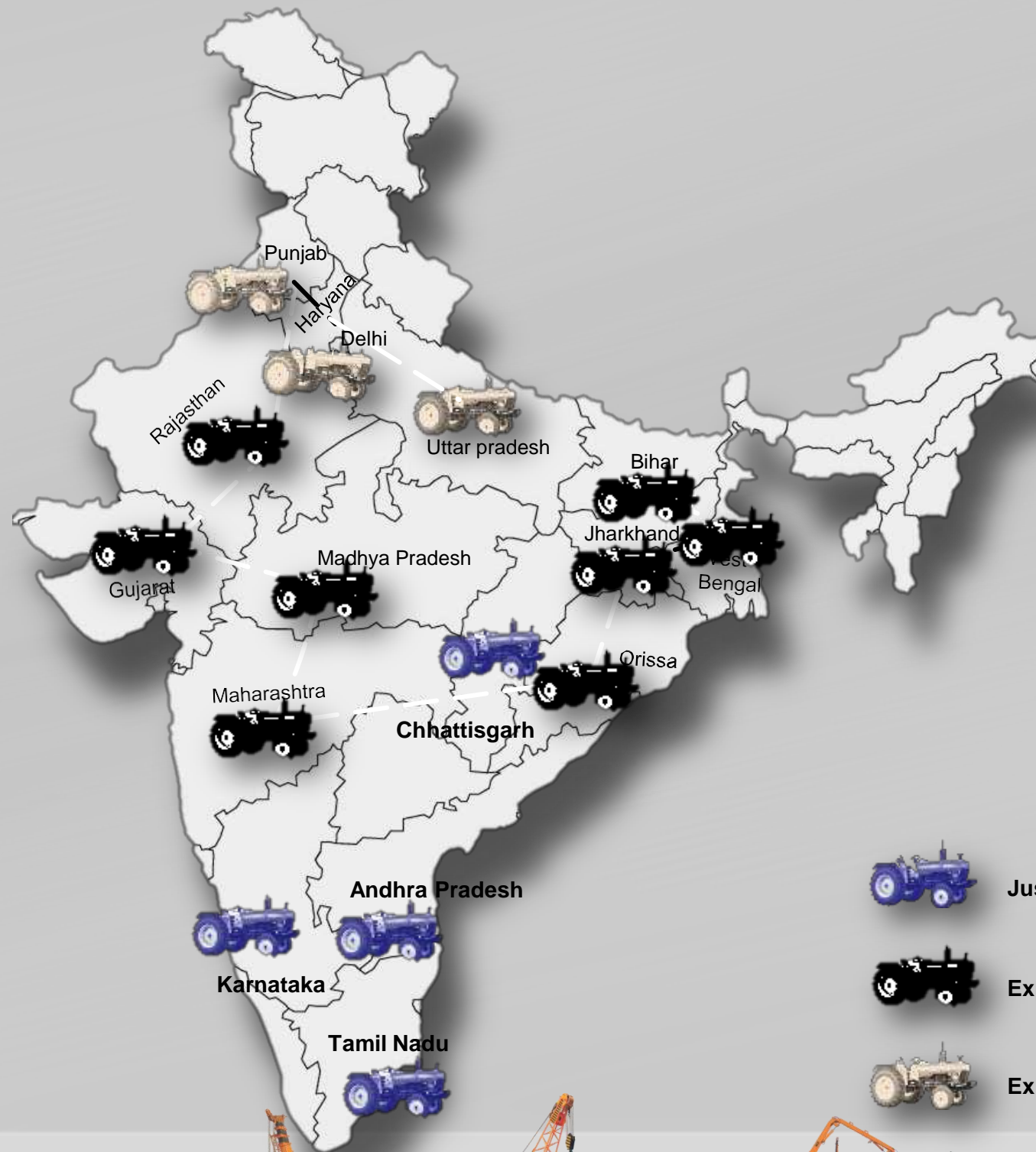


**Rotavators**





# Presence



Just Open



Expanding



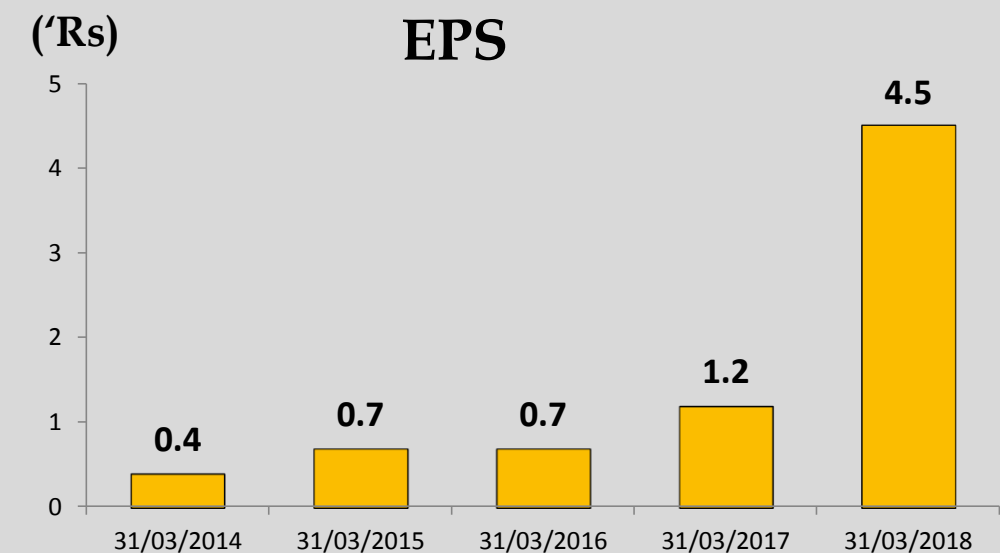
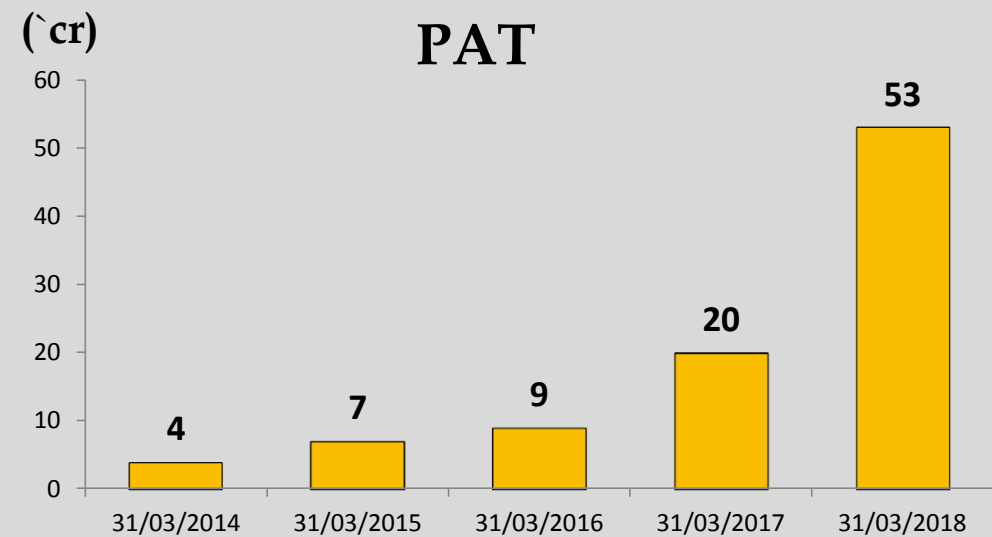
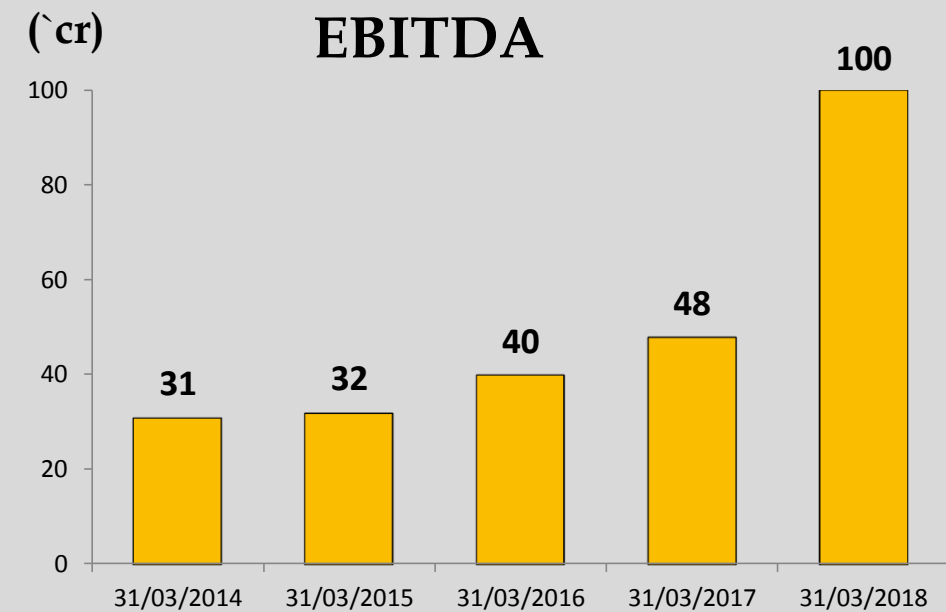
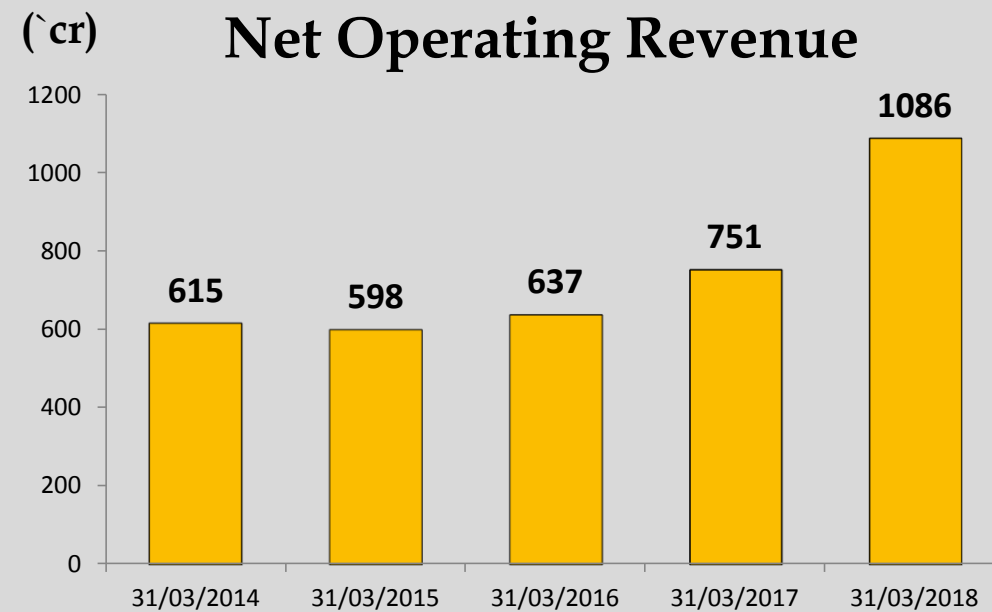
Existing Operations



# FINANCIALS



# P&L Perspective



**Note:**

1. Figures for the FY18 and FY17 are after considering the impact of Ind AS.

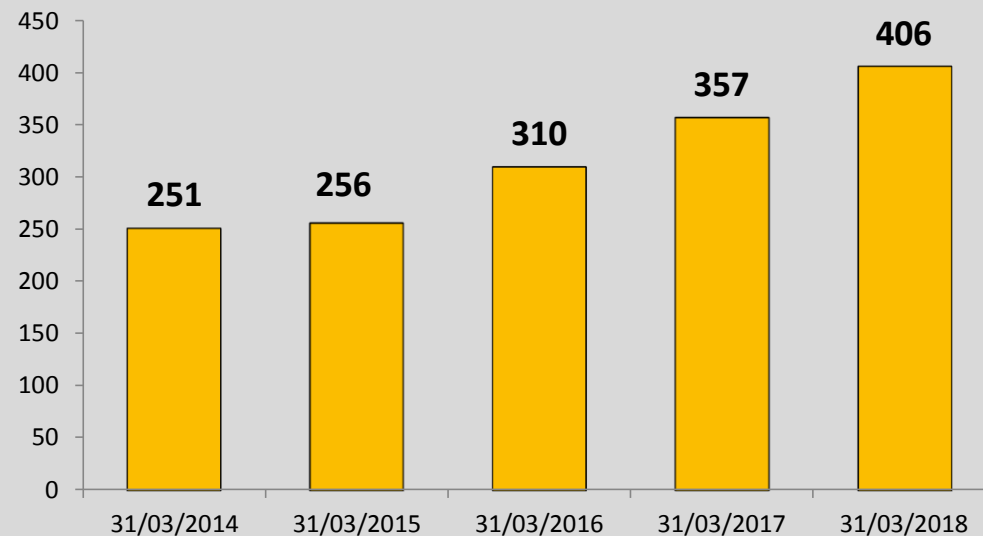




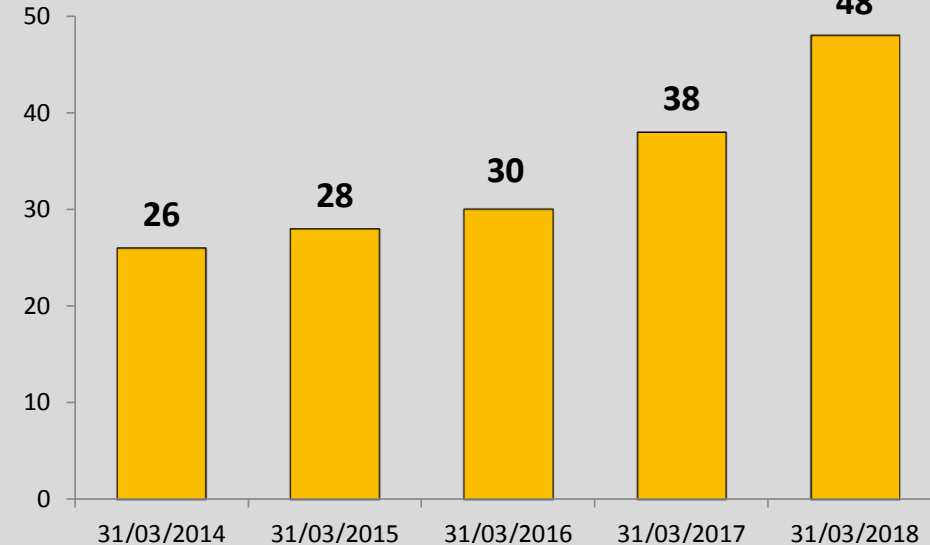
# Balance Sheet Perspective



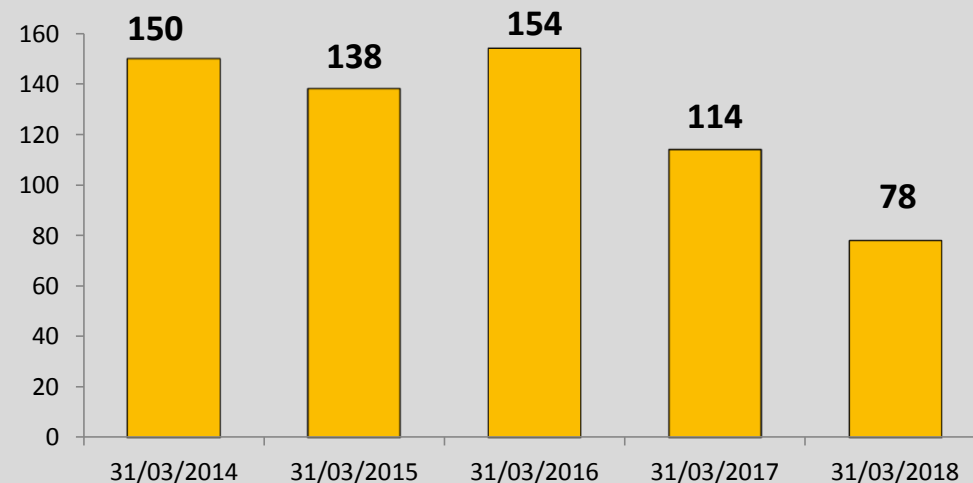
(`cr) **Net Worth**



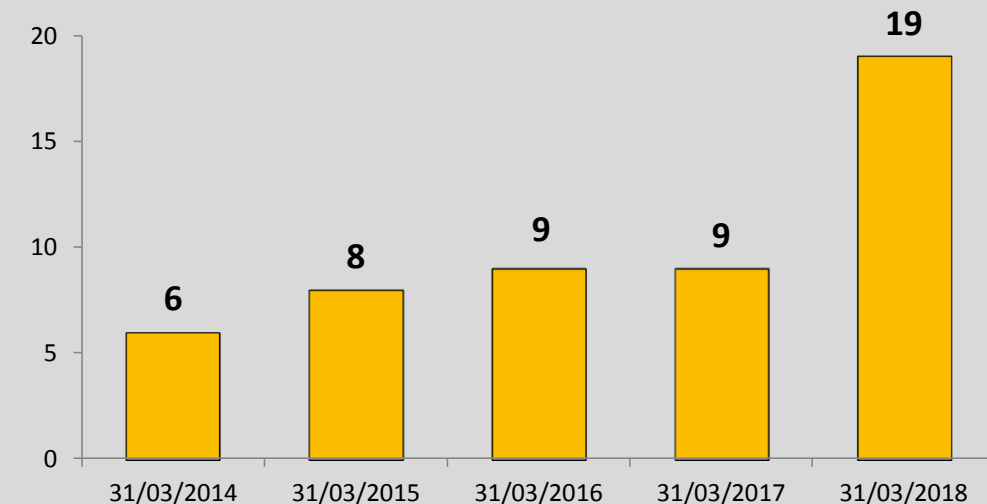
(`cr) **Cash in Hand**



(`cr) **Borrowings**



(%) **Return on Capital Employed**



**Note:**

- Figures for the FY18 and FY17 are after considering the impact of Ind AS.
- Borrowing includes Preference Share Capital of Rs.17 Crs in FY18 and Rs.30 Crs in FY17 & FY16.





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# Lifting India's Infrastructure Growth

