

Action Construction Equipment Limited

Corporate & Registered Office

Dudhola Link Road, Dudhola, Distt. Palwal-121102, Haryana, India



An ISO 9001 Certified Co.

Date: March 11, 2021

To,

The Manager Listing
BSE Limited
5th Floor, P.J. Towers,
Dalal Street, Mumbai- 400001

Scrip Code: 532762

The Manager Listing
National Stock Exchange of India Limited
Exchange Plaza, BandraKurla Complex,
Bandra (E), Mumbai-400051

CM Quote: ACE

Sub: Investor Presentation of the Company.

Dear Sir/Madam,

Pursuant to Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith, copy of Investor Presentation of the Company.

Kindly take the above in your record.

Thanking You.

For Action Construction Equipment Limited

Anil Kumar

Company Secretary and Compliance officer



Corporate Office: Phone: +91-1275-280111 (50 Lines), Fax: +91-1275-280133, E-mail: works2@ace-cranes.com

Mktg. H.Q.: 4th Floor, Pinnacle, Surajkund, Faridabad, NCR-121009, Phone: +91-129-4550000 (100 Lines), Fax: +91-129-4550022, Email: marketing@ace-cranes.com **Customer Care No.:** 1800 1800 004 (Toll Free), **CIN:** L74899HR1995PLC053860, **Website:** www.ace-cranes.com



Investor
Presentation
March 2021



ACE

At a Glance



Established Brand with over 25 years of Industry Presence

Operating across Infrastructure, Construction, Manufacturing, Logistics and Agri sectors

World's largest Pick & Carry Crane Manufacturer

India's most diversified Construction Equipment Manufacturer

Pan India and Global Presence in over 25 Countries

16,000+ strong Customer base with Significant Presence across Diversified Sectors

Most Awarded Construction Equipment Company

Strong Training and R&D Backbone

Customer-Centric Organisation

Total Industrial land of ~90 acres with 50% utilisation



A sign on the building facade reads 'ACE P&D CENTRE'. The 'ACE' part is in a large, bold, sans-serif font, and 'P&D CENTRE' is in a smaller font below it. The sign is white with black text.

| Company Overview

Company Overview

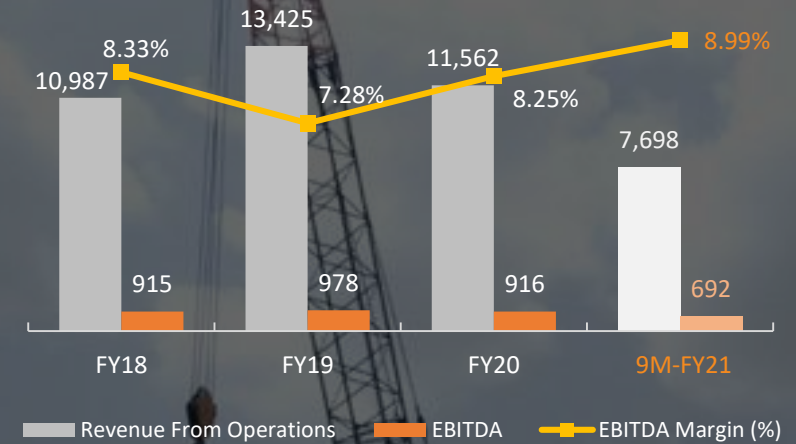


• **ACTION CONSTRUCTION EQUIPMENT LIMITED** was established in 1995 by a technocrat, Mr. Vijay Agarwal who has over 50 years of industry experience and is run by a team of experienced professionals.

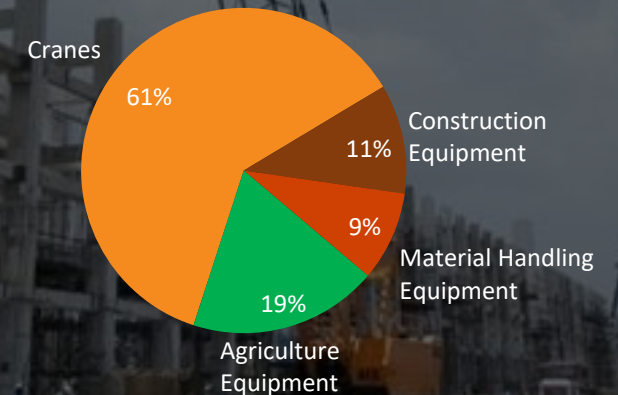
- ACE is an established and reputed brand with a significant presence across diversified sectors like Construction, Infrastructure, Manufacturing, Logistics and Agriculture.
- The company is the world’s largest Pick & Carry cranes manufacturer with over 63% market share in the Mobile cranes segment and a majority market share of more than 60% in Tower Cranes segment domestically.
- Additionally, ACE also offers Crawler Cranes, Truck Mounted Cranes, Lorry Loaders, Backhoe Loaders/Loaders, Vibratory Rollers, Motor Graders, Forklifts, Tractors, Harvesters and other Construction Equipment.
- State-of-the-art production facilities based in the industrial townships of NCR, Haryana with a capacity to produce around 12,000 construction equipment and 9,000 Tractors annually.
- The company has one of the widest sales network, with over 100+ locations supported by 21 regional offices.
- Apart from the domestic market the company also exports to over 25 countries across Middle East, Africa, Asia and Latin America.



Financial Highlights (INR Mn)



Segmental Revenue – 9M-FY21 (%)



Product Portfolio



Cranes



Pick & Carry Crane



Lorry Loaders Crane



Self Erecting Tower Crane



Crawler Crane



Truck Crane



Tower Crane

Construction Equipment



Backhoe Loader



Wheel Loader



Soil Compactor & Tandem Vibratory Roller



Motor Grader

Material Handling



Forklift Trucks



Warehousing Equipment



Piling Rig

Agriculture Equipment



Tractor



Track Combine



Wheel Harvester



Rotovator

Manufacturing Facilities



▶ Cranes



Pick & Carry Crane



Crawler Crane



Tower Crane

▶ Agriculture Equipment



Tractor

▶ Construction Equipment



Backhoe Loader



Motor Grader



Vibratory Roller

▶ Material Handling Equipment



Forklift truck



Dudhola Plant



Engine



Transmission



Engine Assembly



Paint Line



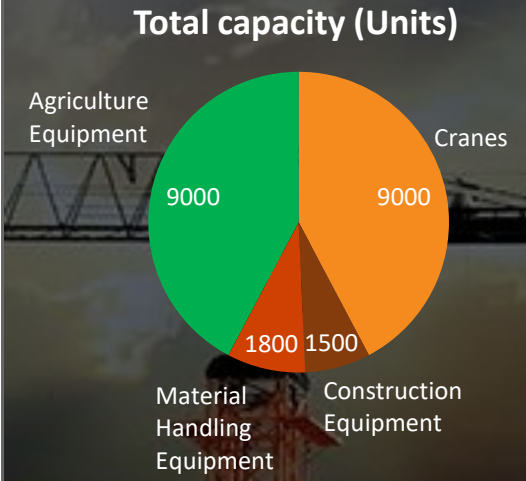
Paint Line



Machine Shop



Spare Parts



State-of-the-Art Manufacturing Facilities

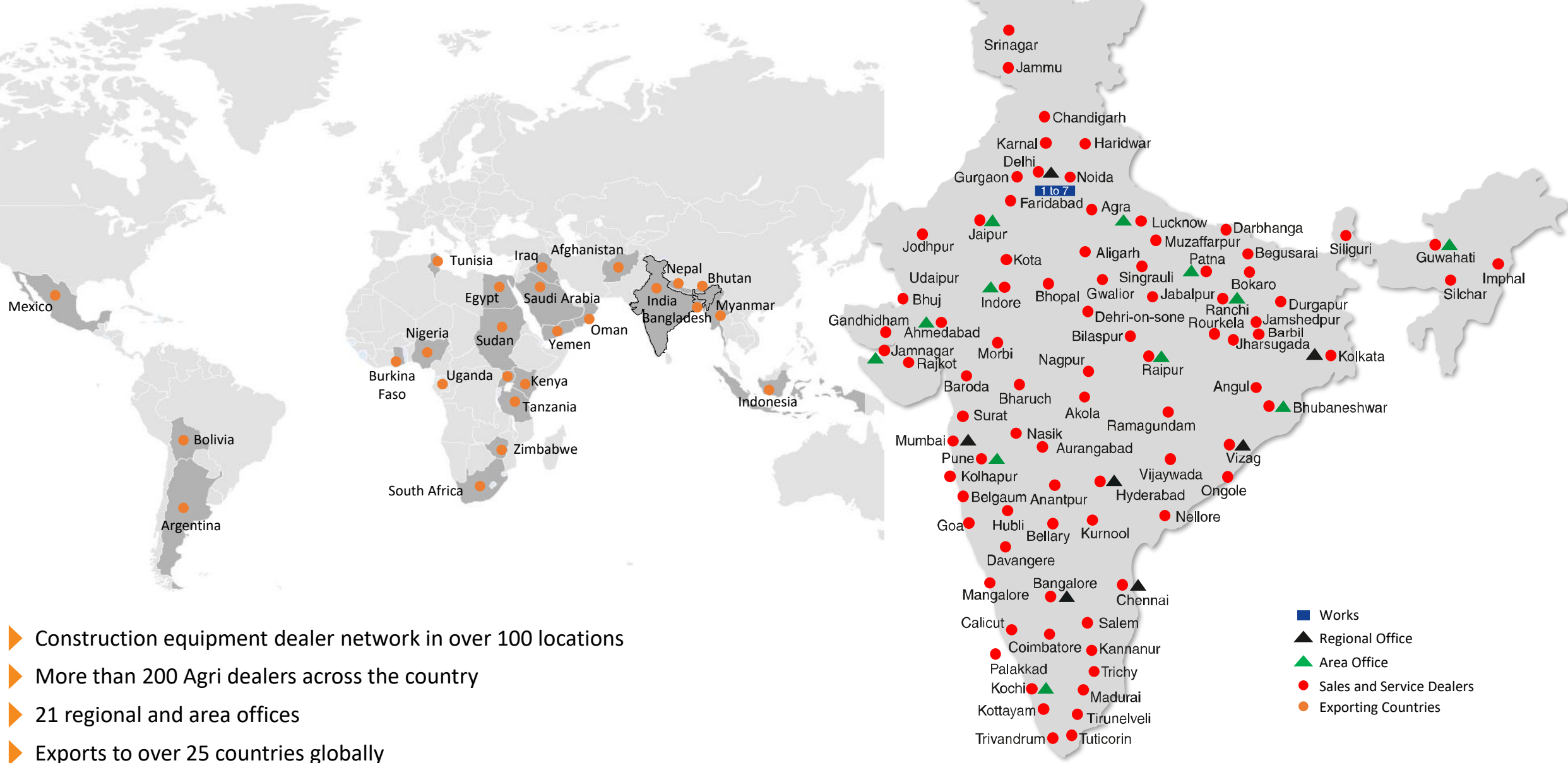
Location:
Faridabad, Palwal

Total installed Capacity
~21,000 units

Total Area:
~90 acres

Utilized Area:
~45 acres

Domestic & Global Presence



- ▶ Construction equipment dealer network in over 100 locations
- ▶ More than 200 Agri dealers across the country
- ▶ 21 regional and area offices
- ▶ Exports to over 25 countries globally

Clientele



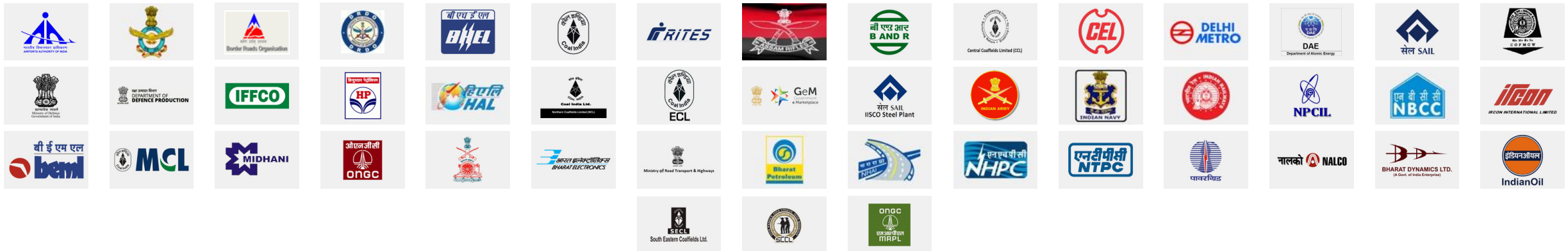
Key Infra Players



Manufacturing Sector



Government Sector



Research & Development



ACE puts strong emphasis on Research and Development. Its R&D Centres at Faridabad and Palwal are recognised by DSIR – GOVERNMENT of INDIA and perform the following activities

- Catalyse Tech Upgradation to Meet International Standards of Safety and Quality
- Innovate Products to Meet the Requirements of Each Class of Customer
- Development and Indigenization of World-class Technologies
- Reducing the Introduction Time of New Products
- Product Cost Optimization through Value Engineering
- Upgradation of Existing Products and Processes
- Customization to meet the specific Needs of Customers
- Low-cost Engineering and Solutions

Board of Directors



Mr. Vijay Agarwal - Chairman & Managing Director

He is the promoter, Chairman & Managing Director of the Company. Mr. Agarwal is having over 50 years of industry experience in the field of material handling and heavy engineering industry to his credit. He has a degree in Mechanical Engineering & MBA from the Faculty of Management Studies (FMS), Delhi. Due to his vast experience in his field and continuous efforts, the company has achieved overwhelming success in a short span of 26 years. It was due to his persistence and never tiring efforts, that the Company was able to achieve growth in the past. He has single-handedly mentored the Company and has proved to be a guiding light throughout all these years of the Company's journey.



Mrs. Mona Agarwal - Whole Time Director

She is the Promoter, philanthropist, and Whole-Time Director of the Company. She has been associated with the company since its inception and is actively involved in the administrative and Human resource development, strategical transformations, business management and employee engagement processes. She has been instrumental in managing various functions of the organization especially the CSR initiative of Ace Emergency Response Service wherein Advance life support vehicles are dynamically deployed to respond to the need of people in distress in case of emergencies, covering the entire area of Palwal and Faridabad.



Mr. Sorab Agarwal - Whole Time Director

Mr. Sorab Agarwal, aged 44 years has a degree in Mechanical Engineering and is leading the Cranes and Equipment side of the business. Mr. Sorab Agarwal has been associated with the company for last 23 years and under his guidance and remarkable Engineering and Marketing capabilities, the company has ventured into new products and territories and its market share has increased considerably. He has played a major role in setting up all India competent Sales and Services network, aimed at achieving target oriented results. He has an excellent grasp and experience of general management besides technology and engineering aspect of products and marketing ability.



Mrs. Surbhi Garg - Whole Time Director

She is a business leader and Whole-Time Director of the Company. She has been associated with the company since 2012 and is actively involved in the field of administrative and Human Resource affairs. She has an excellent grasp of the overall experience of general management. Under her guidance, the company's administrative & HR affairs are being handled professionally and she has helped the company to formulate effective policies for performance evaluation and enhancement. Under her able guidance, the company has won many awards of excellence in the corporate and HR world including the award of "Dream Companies to Work for Construction Sector" in 2019 and "North India Best Employer Award" in 2020.



Mr. Avinash Parkash Gandhi - Independent Director

He holds a Bachelor's Degree in Mechanical Engineering from Birla Institute of Technology and has completed the Senior Management programme at IIM. He is a professional and freelance consultant having vast experience and advice on strategic matters to the Indian Automotive Industry. He was previously associated as President of Hyundai Motors India Limited and Escorts Limited as the Chief Executive-R&D. He has also served as Director-General of India Republic of Korea Friendship Society. At present, he is the Chairman and Board member of many other reputed companies namely, Schaeffler India Limited, Lumax Auto Technologies Limited, Lumax Industries Limited, Minda Corporation Limited, Uni products (India) Limited, Fairfield Atlas Limited, etc.



Dr. Jagannath Chamber - Independent Director

He has done his MA in English Literature from Government College Ludhiana and LLB from Delhi University. He was an IAS officer (UP cadre) and served as District Magistrate at few places like Mau, Moradabad etc. He has also served the state government in different capacities in Uttar Pradesh and was also a member of the Board of Revenue. He was associated with the Government of India in the capacity of Joint Secretary, Additional Secretary and Secretary. During his service, he did his MBA from Europe and Ph. D from Kumao University and is an Alumni of Harvard University USA.



Mr. Shrinivas Vashisht - Independent Director

He did his M.A. (Public Administration) From Punjab University, Chandigarh and L.L.B. from Delhi University. He joined Indian Police Service in the year 1981 and was allotted to the Haryana cadre. During his career in Indian Police Service, exceeding 34 years, Sh. Vashisht handled very challenging assignments including Director General of Police, Haryana from October 2012 to January 2015 and promoted professionalism and ethics in the force. He has been decorated with Police Medal for Meritorious Service and President's Police medal for Distinguished Service. Post his retirement, he also served as Chief Governance Coordinator, Gurgaon and is currently advising corporates and startups on managing and mitigating their risk profiles.



Dr. Divya Singhal - Independent Woman Director

She is a seasoned Gynecologist, Infertility Specialist & Laparoscopic Surgeon. She is an MBBS, DGO, FICOG, DIP ENDOSCOPY (FRANCE) and is currently the president of 3H Gyne forum, Secretary of Delhi Gyne forum (North) and president of PTA, ApeeJay School, Pitampura, New Delhi. In addition to this, she is also heading an IVF center in collaboration with a well-known IVF chain. With her able guidance and support, the Emergency Medicine Technicians (EMTs) who are deployed for the ACE Emergency Response Service are trained in basic life support, advance cardiac life support and trauma life support system.

Key Management Personnel



Rajan Luthra – CFO

His qualifications are ICWA, Company Secretary, and Post Graduate Diploma in Personnel Management from Faculty of Management Studies, Delhi University. He has more than 38 years' experience in renowned companies like ABB, Talbros Automotive, Federal-Mogul (Goetze). He has been associated with ACE since June'2010 as Chief Financial Officer. His areas of expertise are Strategic Planning, Profit Improvement, Mergers, Investor Relations, Direct and Indirect tax, Compliance, Fundraising - through debt or from the capital markets.



Ashok Anantharaman – COO – Agriculture

His qualification are B.E. Hons Mechanical from BITS Pilani, PGDM (Marketing and Finance) from IIM Bangalore. He has a rich experience of 36 years in the Automobile industry. In the past, he has worked with reputed companies like Eicher, Royal Enfield, General Motors, Escorts, Mitsubishi Motors, and Case New Holland. He has successfully handled various business verticals like Sales, Marketing, Spares, Distribution, Exports and International Business in these companies. With his vast experience, he has an in-depth knowledge of the markets in India, SAARC countries, South East Asia and Africa for Agricultural equipment like Tractors & Combine harvesters.



Chetan Gole – CEO – Forklifts

His qualifications are BE (Production) from Birla Vishwakarma Mahavidyalaya (S.P University, V.V. Nagar, Gujarat). He has experience of 30 years in Project marketing, Business development in Capital goods (Material handling equipment). He has also headed different verticals such as Sales and marketing, Business Development, P&L Management. Previously, he has worked with Elecon Engg. Ltd; Godrej & Boyce mfg. Co. Ltd and now he is associated with ACE Ltd. (MHE) for the last 15 years. He is an astute business leader with excellent management skills and under his leadership, ACE has consistently increased its market share in the Indian Forklift market.



Dr. Virender Saroha – President – HR & Legal

His qualifications are a Ph.D. in "E HRM- Tools & Effectiveness in Manufacturing & Service Sector" from MDU; and an MBA (HR) from Institute of Management Studies & Research, MDU University. He has more than 25 years of experience in renowned companies like Omax Auto Ltd, Orient Craft Ltd, Kajaria Ceramics Ltd, Grasim Industries, Vardhman Polytex Ltd and Parle Biscuits Ltd. He has been associated with ACE since April'2010 as Group President-HR & Legal. His expertise lies in Strategic HR Planning, Performance Management (KRAs/Targets), Manpower Cost optimization, Job Analysis, Succession Planning, Legal & Statutory Compliances etc. He has also been recognised as the "CHRO of the Year" in 2018 and 2019 hosted by the HR Association of India.



Manish Mathur – CEO – Cranes

He is an alumnus of premier institute MNIT, Allahabad (formerly known as MNREC). In his current assignment as CEO (Marketing & Product Support), he takes care of the Cranes & Construction Equipment Divisions. He joined ACE in 1997 and has an in-depth knowledge of the products. His customer engagement skills are unparalleled and he has been instrumental in developing penetrative marketing and after-sales distribution network. He has an excellent market grasp and under his incisive leadership, ACE has been a dominant market leader in the crane segment for more than 17 years.



Vyom Agarwal – Senior Vice President

He is a Gold Medallist in Economics (H), Hansraj College, Delhi University and has more than 17 years of experience. He has worked with Axis Bank Limited for 9 years as a financial analyst in corporate and forex banking operations and has also handled Large and Mid-Corporate Relationships. At ACE he handles Strategic Sourcing & Vendor Development, Cost Control, Supply Chain & Logistics, Insurance, Finance & Investor Relations. He is a result-oriented corporate leader with strong business acumen and is proficient in implementing cost control initiatives, processes & Controls with a blend of technical and functional skills acquired with his experience in various leadership roles.



Md Imteyaz Ahmed – Head Manufacturing – Agriculture

His qualifications are BE (Mechanical), ME (turbomachine) from AMU Aligarh. He has a rich experience of 38 years in the manufacturing of Agricultural Equipment with Escorts Limited. He has led manufacturing verticals of Assembly and testing of Tractors, Engines, Transmissions and Axles, Apart from manufacturing, he is adept in Project planning, Implementation, Plant engineering and facility management. He was instrumental in planning and set up of Transmission plant for M/S Carraro India in Ranjangaon, Pune. At ACE, he is responsible for the manufacturing activities of the Agri Equipment and execution of engineering projects for the modernisation of the existing plants.



Manish Handa – Vice President – Construction Equipment

He has more than 27 years of leadership experience with a proven track record of increasing revenue, accelerating business growth and P&L management. He has rich experience in greenfield projects involving the creation of a new product category, introducing a new brand in the market & establishing the distribution channel. He has successfully led Market initiatives with distribution model offering a viable platform to dealer partners. He also has experience in Institutional Sales, business development and customer interface process & systems. Previously he has worked with reputed organisations like JCB India Ltd., Eicher Polaris Pvt.. Ltd., Fiat India, Larsen & Toubro Ltd.

Our Journey



Recent Awards



ACE Bags "Best Company in Cranes & Tower Cranes"



Best Company of the Year 2020 Award



Business Leader of the Year 2020 Award



Outstanding Employee Engagement Strategy Award - 2020



Most Innovative HR Award



North India Best Employer Award 2019 - 20



Bestseller in Mobile Cranes-Equipment India 2019



Person of the Year Mr. Vijay Agarwal by Equipment India 2019



Excellence in Engineering Design 2019



India's Greatest Brands 2019



India's Greatest Leaders 2019



Future of Workplace & Leadership Award - 2019



India's Most Trusted Companies Awards 2019



Best Company of the Year Material Handling 2019 at Worldwide Achievers Business Leader's Summit & Awards 2019



Ranked 223rd among the Next 500 Companies & Listed as Top Wealth Creators, 2019- Fortune India Magazine



Best Training Initiative Award Infrastructure Sector by National Award For Excellence in Training & Development 2019



Brand Excellence- Construction Equipment Industry



India's Best Company of the Year Award 2018



Dream Companies to Work for Construction Sector 2019



Appreciation Certificate for Commendable Work in Employee Engagement Strategy HR Association of India 2019



Best Resourcing Strategy Award HR Association of India 2019



North India Best Employer Brand Award 13th Employer Branding Awards 2018



India's Top Challengers Award 16th Construction World Global Awards-2018



Best Seller in Mobile Cranes Category Award 6th Equipment India-2018



India's Best Material handling & Construction Equipment Manufacturing Company Award-IBC USA-2018



Best Seller in Mobile Cranes Category Award 5th Equipment India-2018

A grayscale photograph of a skid steer loader, likely a Bobcat, dumping a load of material from its bucket. The machine is positioned on a large pile of the same material. The background shows a hazy, mountainous landscape. The entire image is dimmed to serve as a background for the text.

| Sector Overview

Sectoral Growth Drivers



Urban Infra

- Upcoming Metro Projects across all major cities.
- Development of City Roads, Bridges, Flyovers, Elevated Road Corridors, Water Sewerage, Transmission Lines and Distribution Infrastructure etc.
- 100 Smart Cities being developed and rejuvenation of 500 others.



Railways

- As per Union Budget 2020-21, Ministry of Railways have been allocated INR 72,216 Cr (US\$ 10.33 billion)
- 7 new DPRs for Bullet Trains are under consideration apart from the Mumbai-Ahmedabad Link
- Construction of Dedicated Freight Corridor will be getting an allocation of Rs 16,086 crore and National High Speed Rail Corporation Limited will be allocated Rs 14,000 crore. Also, 40,000 km rail line is planned till FY30 with an average of 3,600 km/year.



Manufacturing

- The Manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025.
- India's National Manufacturing Policy aims at increasing Manufacturing's share in GDP to 25% by 2025, thereby augmenting growth.
- Industrial Capex cycle has revived owing to initiatives such as 'Atmanirbhar Bharat', 'Vocal for Local' and 'China +1 Strategy.'



Roads

- The roads sector is likely to account for 18% capital expenditure over FY 2019-25 and Roads worth \$200 Bn to be built in next 2 years.
- NHAI is coming up with 23 new highways including network of expressways and economic corridors by March 2025.
- The Central Government awarded a total of 322 projects to construct 12,413 km roads under the 'Bharatmala Pariyojana' and 3.71 lakh km under the PMGSY.



Housing

- Real estate sector in India is expected to reach a market size of US\$ 1 trillion by 2030 and contribute 13% to the country's GDP by 2025.
- Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs.
- The vision of 'Housing For All' and the ambitious PMAY will further bolster the growth in this segment.

The Government of India has allocated US\$ 1.4 trillion under the National Infrastructure Pipeline for FY 2019-25.

Sectoral Growth Drivers



Agriculture

- Indian tractor market stands at ~8,00,000 units and is anticipated to grow at a CAGR of 4.5% over the next five years owing to increase in demand for mechanization in agriculture & logistics industry.
- Budgetary allocation to Rural Development, Irrigation Projects and Subsidies coupled with credit availability will induce increased demand.
- Prediction of a normal Monsoon in 2021 will further boost the sentiments of the sector.



Logistics

- The Size of Logistics Industry in India is \$215-billion.
- The logistics market in India is forecasted to grow at a CAGR of 10.5% between 2019 and 2025.
- The deeper penetration into Tier II, III & IV towns and the National Logistics Policy promise an efficient and integrated logistics industry in coming years.



Warehousing

- Supportive Government policies such as establishment of logistic parks and free trade warehouse zones is expected to spur the market growth through 2025.
- Total supply of warehousing space is likely to almost double by 2022 with the addition of around 200 million sq. ft.
- Indian warehousing and logistics sector is expected to attract ~\$10 billion investments over the next 4-5 years.



Airports

- 200 low cost airports being built in next 20 years.
- India's aviation industry is expected to witness Rs. 35,000 Cr (US\$ 4.99 billion) investment in the next four years.
- The Indian Government is planning to invest US\$ 1.83 billion for development of airport infrastructure along with aviation navigation services by 2026.



Ports

- The capacity addition at ports is expected to grow at a CAGR of 5-6% till 2022, thereby adding 275-325 MT of capacity.
- Under the Sagarmala Programme, Government has envisioned a total of 189 projects for modernisation of ports involving an investment of Rs 1.42 trillion (US\$ 22 billion) by the year 2035.
- Projects worth INR 13,308.41 Cr were awarded in the last three years on upgradation of the major ports.

The Government is undertaking reforms in major sectors with a view to unlock its Potential

Established and Strong Brand

Flexibility and Quick Change Adaptation

Highly Experienced and Professional Team

Rugged Products with Superior Functional Parameters

In-house R&D Centre Working continuously towards Product Upgradation, Development of New Products and Value Engineering

Ample Capacities in place to ensure Future Revenue Growth

High Operational Efficiency with Low Fixed Cost

Low Leverage with a Credit Rating of AA- (Stable)/A1+ by ICRA

Customer Relationships with In-depth Market Intelligence

Value for Money Equipment with Focus on Quality and Reliability

Fastest Service and Product Support through a Countrywide Network Equipped with Genuine Parts and Trained Engineers

Customized Solutions for Specific Requirements

Dedicated Training Centre to provide operation and maintenance training to Dealer and Customer Personnel

The ACE logo is located in the top right corner of the image. It consists of the letters 'ACE' in a bold, orange, sans-serif font, set against a black square background.The text 'Business Overview' is positioned in the lower right quadrant of the image. It is written in a white, sans-serif font. To the left of the text is a vertical orange bar that serves as a decorative element.

Cranes



Average Selling Price:
INR ~14 lacs



Average Selling Price:
INR ~1-1.5 crore



Average Selling Price:
INR ~60-100 lacs

► Pick & Carry Cranes

- **Market leader – 63% market share**
- Versatile equipment and are used for a wide range of lifting needs, both on and off roads
- High quality offering with equitable pricing
- Capacity class: 9 Tons to 30 Tons
- **Sectors: Infrastructure, Construction, Manufacturing, Logistics**

► Crawler Cranes

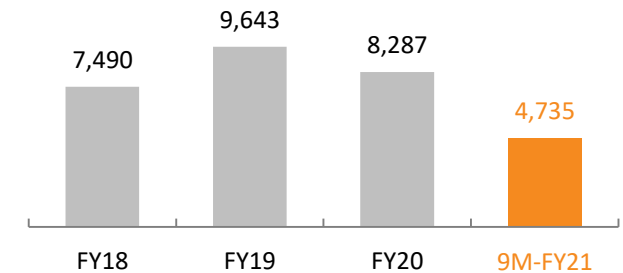
- **Market Leader (up to 75 Tons)**
- Crawler / Track Mounted Slew Cranes for rough terrain and off-road heavy lift applications
- Capacity class: 25 Tons to 75 Tons (160 Tons under development)
- **Sectors: Infrastructure, Construction**

► Truck Cranes

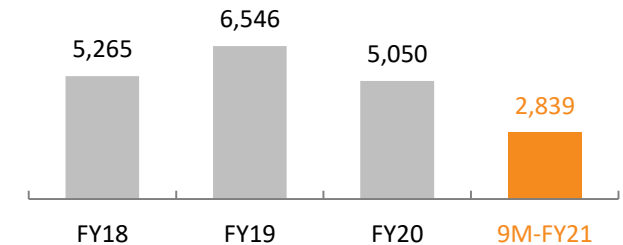
- **No. 3 position in India**
- High mobility on road and off-road cranes for heavy lift applications
- Capacity class: 25 Tons to 60 Tons (80 Tons under development)
- **Sectors: Infrastructure, Construction, Logistics**



Crane Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 60%

Cranes



Average Selling Price:
INR ~45-50 lacs

▶ Fixed Tower Cranes

- **Market Leader – 60% market share**
- For lifting, shifting, concreting and erection jobs at civil construction sites
- Capacity class: 5 Tons to 25 Tons (Lifting Heights: up to 300 meters)
- **Sectors: Infrastructure, Construction (Especially Real Estate)**



Average Selling Price:
INR ~18 lacs

▶ Self Erecting Tower Cranes

- **Market Leader – 75-80% market share**
- Mobile Tower Cranes for lifting, shifting, concreting and erection jobs at civil construction sites for low to medium height projects
- Capacity class: 24 meters to 36 meters heights
- **Sectors: Infrastructure, Construction (Especially Real Estate)**



Average Selling Price:
INR ~10 lacs

▶ Lorry Loader Cranes

- **No. 2 position in India**
- Truck mounted Straight Boom and Knuckle Boom Cranes for light lifting, loading and shifting applications
- Capacity class: 6 Ton meters to 50 Ton meters
- **Sectors: Infrastructure, Construction, Logistics**



Industry Overview



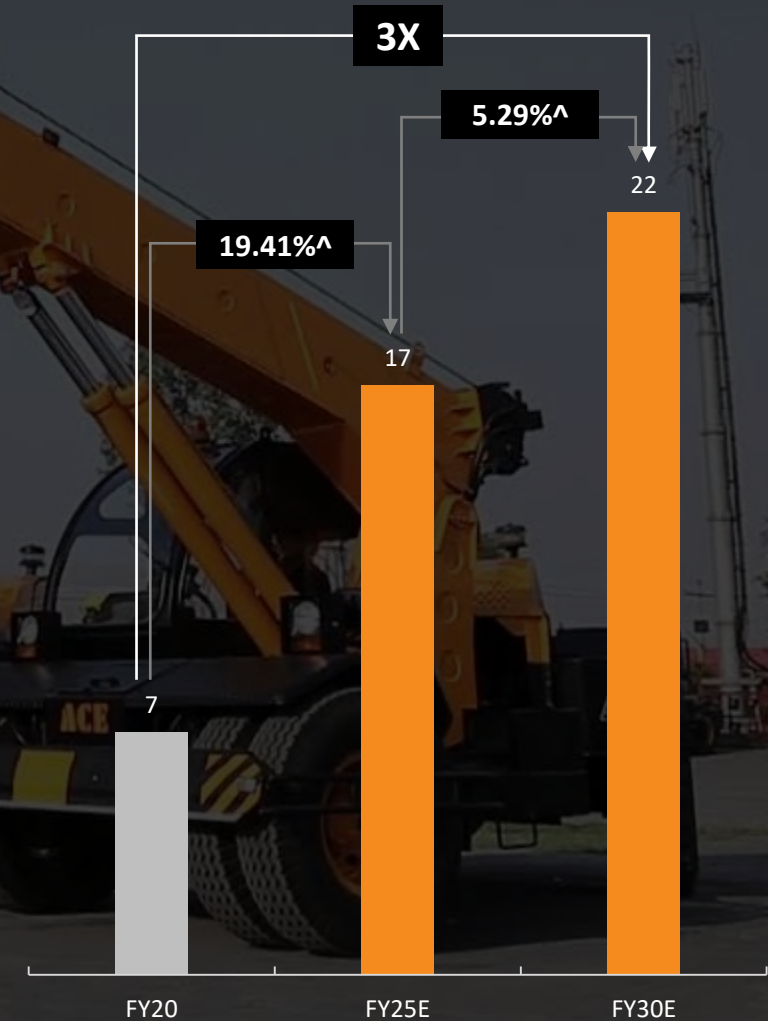
Cranes

- Asia Pacific is projected to register the highest CAGR from 2020 to 2027 owing to growing construction activities in emerging economies, such as China, India, and the Philippines.
- Key factors driving the growth in Mobile Cranes market is the rising investments in infrastructure development.
- The Crane market is estimated to increase by 142% between FY20 and FY 25.
- Manufacturing sector with US 1 Trillion Dollar potential by 2025 will be another major driver for Cranes, apart from upcoming industrial capex cycle.

ACE Strategy

- Focus on improving Market Share – crossing the next milestone 70% Market Share - Pick N Carry Cranes.
- With growth momentum in place increasing the capacity utilisation from 60% to 100%.
- To capitalise on buoyant demand and strong replacement market.
- Upgrade the market wherever possible to NX Series – Multi Activity Cranes.
- Improve Market Share in Truck Cranes by leveraging on strong brand equity.
- Introduction of bigger models of Crawler Cranes.
- Capitalise on demand for bigger capacity Tower Cranes (Precast Construction).
- Increase the export contribution to revenue.

Crane Units (000's)*



Source: Mordor Intelligence, Grand View Research, ICEMA Vision 2030
*Referred to as Material Handling Equipment in ICEMA Vision 2030

^ 5 year CAGR

Construction Equipment



Average Selling Price:
INR ~17 lacs



Average Selling Price:
INR ~18 lacs



Average Selling Price:
INR ~50 lacs



Average Selling Price:
INR 2~3 crores

▶ Backhoe Loaders

- Used for digging, moving, grading and loading earth and other loose aggregates
- Backhoe Loaders come in both 2WD / 4WD configurations
- Cost effective, rugged and reliable
- **Sectors: Infrastructure, Construction, Mining, Manufacturing**

▶ Vibratory Rollers

- Used to compact aggregates and asphalt and also find application for ground compaction / stabilisation
- Capacity Class:
 - Soil compactors - 10 Tons to 12 Tons
 - Tandem Rollers - 3.5 Tons and 9 Tons
- **Sectors: Infrastructure, Construction**

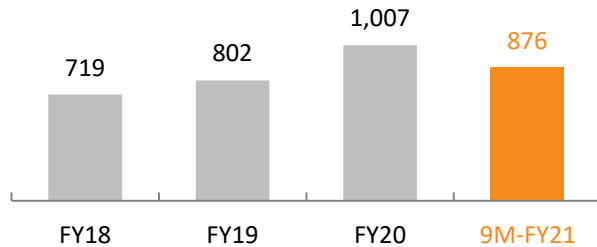
▶ Motor Graders

- Used for Levelling and Grading aggregate layers in Road Construction
- Capacity Class: 100 – 173 HP
- **Sectors: Infrastructure, Construction, Mining**

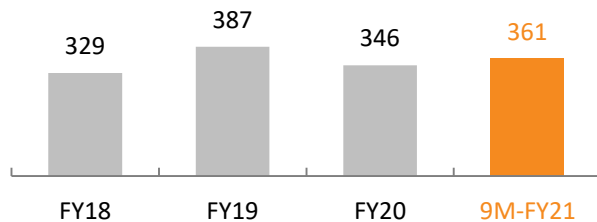
▶ Piling Rigs

- ACE offers Rotary Piling Rigs in tie-up with Sunward
- Used for Piling application / foundation work
- Capacity Class: 60 Kn to 600 Kn Torque
- **Sectors: Infrastructure, Construction (Specially Elevated construction)**

Construction Equipment Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 40%

Industry Overview



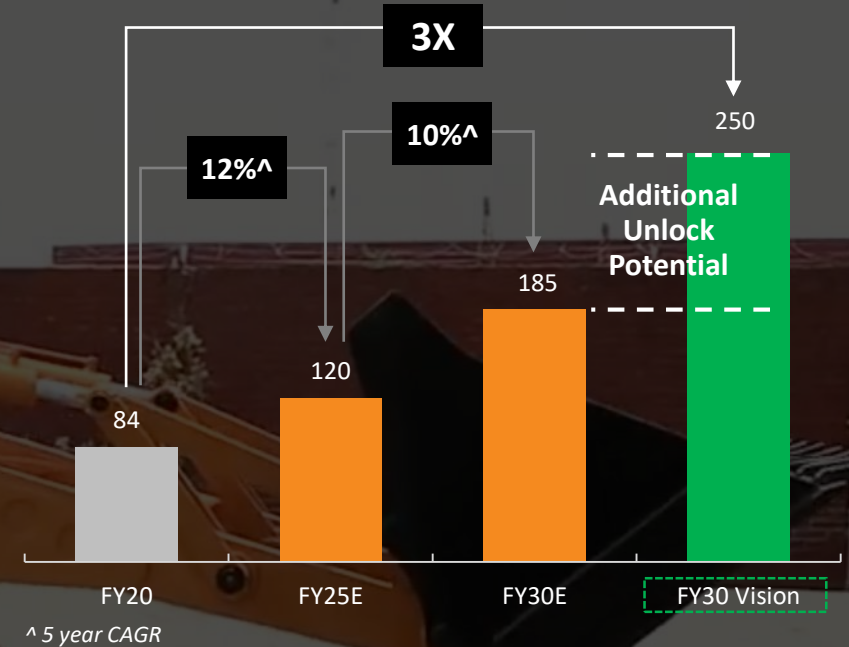
Construction Equipment

- Key factors driving the growth in Construction Equipment market is the rising investments in infrastructure development
- The growing population in emerging economies such as India has resulted in increased residential and commercial construction activities. Thus, the market is anticipated to grow steadily over the forecast period
- The construction machinery market has witnessed significant growth in the recent past, owing to the increased road development programs undertaken by the central and state government
- Tier-2 / Tier-3 cities and Rural areas witnessing increased adoption of Backhoe Loaders

ACE Strategy

- Backhoe loader is one of the key focus products for ACE due to significantly large addressable market size of INR 8,000 – 9,000 Crs
- Leverage existing Sales & Service network to grow the Construction Equipment business
- Leverage existing Customer base
- Target an annual growth rate of atleast 50% for the next 3-5 years
- Tap the export potential

Indian Construction Equipment Industry Units (000's)



- India is the 3rd largest CE market globally
- The market volume is expected to grow 3x over the next 10 years
- The CE market is expected to be one of the champion exporting sectors for India

Material Handling Equipment



Average Selling Price:
INR 8~9 lacs

▶ Forklift

- **India's leading Forklift Manufacturer.**
- ~ 19% market share.
- Capacity Class:
 - Diesel Forklift - 1.5 Tons to 35 Tons
 - Electric Forklift 1.5 Tons to 8 Tons
 - LPG Forklift – 2 Tons to 5 Tons
- In collaboration with Doosan - Korea ACE also offers premium range of Forklifts in the Country.
- Wide range of attachments to suit industry specific applications and operations.
- **First to develop and supply Li-ion technology Electric Forklift Trucks in India.**
- **Sectors: Manufacturing, Logistics, Construction.**



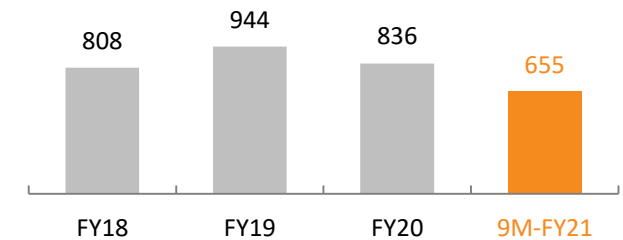
Average Selling Price:
INR 50K - 5 lacs

▶ Warehousing Equipment

- Warehousing Equipment used in diverse spectrum of industries such as manufacturing, defence, ports, power, logistics, infrastructure and aviation.
- High quality and technically advanced Warehousing Equipment, adept to perform various tasks such as loading, unloading & stacking of material as well as distribution and horizontal support.



Material Equipment Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 60%

Industry Overview



Material Handling Equipment

- GDP growth, manufacturing expansion and mechanisation to enhance the market size.
- Increased investments in Logistics and Warehousing activities to drive sales.
- Manufacturing sector with US 1 Trillion Dollar potential by 2025 will be another major driver for growth.
- Industrial capex cycle coupled with increased private sector participation and opening of FDI will expand the MHE market.

ACE Strategy

- Target to increase Market Share to 25% over the next 2-3 years.
- Further increase penetration by increasing the Network and Customer touch points.
- Penetration into the premium segment with Doosan – Korea range.
- Increased penetration with Electric Forklifts – specially Food, Beverages and Pharma industry.

Source: Mordor Intelligence, Grand View Research, ICEMA Vision 2030

Source: Mordor Intelligence, Grand View Research



Agricultural Equipment

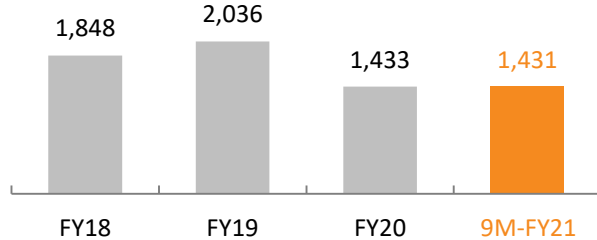


Average Selling Price:
INR 5 lacs

▶ Tractor

- Used for agricultural activities, and also for construction and industrial haulage
- Capacity Class: 35 HP to 90 HP (in both 2WD / 4WD configurations)
- Around 200 dealers for tractor across India
- Started with states such as Haryana, Uttar Pradesh, Rajasthan and Punjab and now have presence in Chhattisgarh, Jharkhand, Bihar, west Bengal, Assam, Karnataka, Andhra Pradesh, Maharashtra and Gujarat
- **Already captured more than 10% market share for tractors in Assam**

Agri Equipment Revenue (INR Mn)

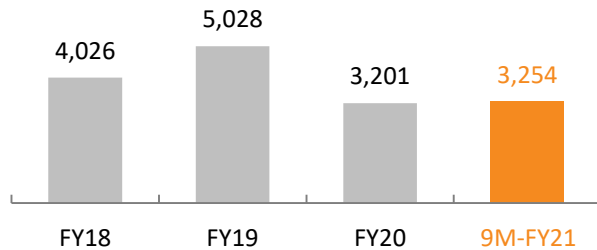


Average Selling Price:
INR 17 lacs

▶ Harvester Combines

- **No. 2 position in Track Combines in the Country**
- Suitable for Wheat, Paddy, Soyabean, Gram, Mustard Sunflower Crops etc.
- Engine Power – 62 HP to 101 HP
- Major markets – Andhra Pradesh, Telangana, Karnataka, Odisha and Tamil Nadu

Product Sold – Volume



Average Capacity Utilization – 55%



Average Selling Price:
INR 0.70 lacs

▶ Rotavator

- Tractor Rotary Tillers are farmers choice for optimum field preparation
- They offer versatility & superior performance for jobs such as tilling preparing large fields

Industry Overview



Agricultural Equipment

- India is one of the largest tractor markets in the world, selling ~ 8,00,000 tractors per annum on average and the Indian tractors market is projected to witness a CAGR 4.5% over 2020-2025.
- Government initiatives regarding rural development and farm mechanization, along with various factors, such as enhancing rural wages and scarcity of farm labour are likely to increase the tractor volume over the long term.
- Govt. focus on doubling MSP and increased production of cash crops will provide increased purchasing power to the farmers.
- Harvester segment is the second-largest application segment after Tractors, with the market in India is projected to register a CAGR of 10.6% during the forecast period 2020-2025, owing to the rise in agricultural activities and increased mechanisation.
- Large number of custom hiring centres are being setup across the country resulting in enhanced consolidated demand.

ACE Strategy

- Strengthening Distribution Channel.
- Enhancing International market presence – SAARC markets, Myanmar, Iraq ,Sudan, Tunisia, East Africa, Ethiopia and Afghanistan.
- Increased market penetration with launch of Orchard Special Tractor (26 HP, 4 WD) and Next-gen Light-weight Harvesters.
- Strong financial tie-ups with Scheduled Commercial Banks and NBFC's like SBI, PNB, IndusInd Bank, Chola mandalam Finance, Sundaram Finance, Magma Fincorp, Adani Finance etc. to provide financing to the end users.





▶ NXP Series – Multi Activity Cranes

- 2 Applications in Price of one machine
- Manlift cum Pick N Carry
- 60-70% lower cost
- 21 Meters & 24 Meters
- Safer / Stable than Aerial Platform
- ARAI approved – No RTO problems
- Self Mobile – No Transportation Cost

▶ NX 360° Series – Multi Activity Cranes

- 2 Applications in Price of one machine
- Slew Crane cum Pick N Carry
- Precision and Easy erection / handling
- 50% lower cost compared to slew cranes
- Compact size for tight sites
- 15 Tons & 20 Tons

▶ FP-210 – Piling Crane

- Replaces fuel consumption and work of 2 machines.
- 60-70% lower cost
- Designed for –
 - Cage Handling
 - Concreting and
 - Casing Removal

Evolving Opportunities



Increased Export Revenue coupled with opportunities in Defence Sector, and increasing utilisation levels of Construction Equipment and Agri business are moving the Company towards counter cyclical domain.

- Indian Defence : Customised Cranes, Forklifts, Skid Steer Loaders, Multi Purpose Tractors, Tele handlers and special mobile equipment.
- North Eastern States : Increased focus on Infra development.
- Exports: Increase in export revenue and percentage contribution from INR 660 Mn. (6%) to INR 2,000-2,500 Mn. (10-11%) over next 2-3 years.
- Foray into AWP segment (Aerial Work Platforms).
- NX Series – Nextgen Cranes.

The title 'Financial Overview' is displayed in a white, sans-serif font. To the left of the text is a vertical orange bar that serves as a decorative element. The background of the slide is dark grey with faint, semi-transparent financial charts, including a candlestick chart and a line graph, visible in the upper right and center areas.

Historical Income Statement (IND-AS)



Particulars (INR Mn)	FY18	FY19	FY20
Revenue from Operations	10,987	13,425	11,562
Total Expenses	10,072	12,447	10,646
EBITDA (Excluding other Income)	915	978	916
EBITDA Margin (%)	8.33%	7.28%	7.92%
Other Income	79	97	41
Depreciation	119	118	130
Finance Cost	135	115	147
PBT	740	842	680
Tax	220	282	155
Profit after Tax	520	560	525
PAT Margin (%)	4.73%	4.17%	4.54%
Other Comprehensive Income	-	-	(2)
Total Comprehensive Income	520	560	523
EPS (Diluted INR)	4.44	4.78	4.55

Historical Consolidated Balance Sheet



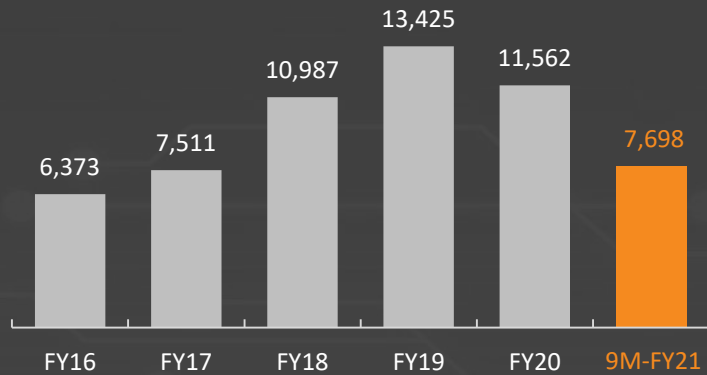
Equities & Liabilities (INR Mn)	FY19	FY20	H1-FY21
(A) Share Capital	235	227	227
(B) Other Equity	4,141	4,199	4,302
Non Controlling Interest	3	3	3
Total -Shareholder Funds	4,379	4,429	4,532
Non Current Liabilities			
(A) Financial Liabilities			
(i) Borrowings	372	295	276
(B) Provisions	26	35	32
(C) Deferred tax liabilities (Net)	156	142	144
Total - Non – Current Liabilities	554	472	452
Current Liabilities			
Financial Liabilities			
(i) Borrowings	66	447	750
(ii) Trade Payables	2,806	3,205	2,194
(iii) Other Financial Liabilities	821	727	725
(D) Other current liabilities	228	232	233
(E) Provisions	15	13	14
(F) Current tax liabilities (Net)		11	9
Total – Current Liabilities	3,936	4,635	3,925
Total Equity and Liabilities	8,869	9,536	8,909

Assets (INR Mn)	FY19	FY20	H1-FY21
(A) Property plant & Equipment	3,275	3,989	3,993
(B) Capital Work in Progress	83	194	231
(C) Investment properties	125	122	121
(D) Intangible assets	6	9	8
(E) Financial assets			
(i) Investments	184	215	75
(ii) Other financial assets	45	14	20
(F) Other non-current assets	685	130	130
(G) Non-current tax assets (Net)	2	1	1
Total - Non – Current Assets	4,405	4,674	4,579
Current Assets			
(A) Inventories	2,129	2,707	2,265
(B) Financial assets			
(i) Investments	267	65	225
(ii) Trade receivables	1,441	1,473	1,277
(iii) Cash and cash equivalents	84	34	39
(iv) Bank balances other than (iii) above	30	59	62
(v) Other current financial assets	23	23	26
(C) Other Current Assets	474	480	391
(D) Current Tax Assets (Net)	16	21	45
Total current assets	4,464	4,862	4,330
Total Assets	8,869	9,536	8,909

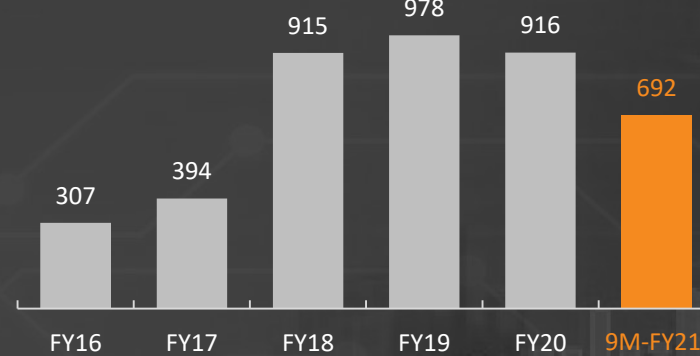
Key Financial Highlights



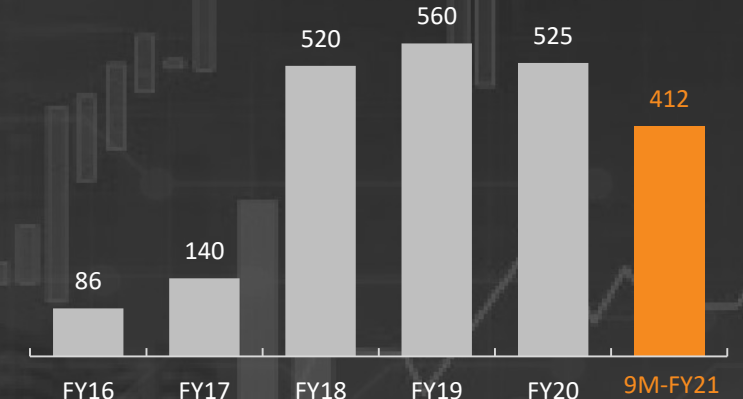
Net Operating Revenue (INR Mn)



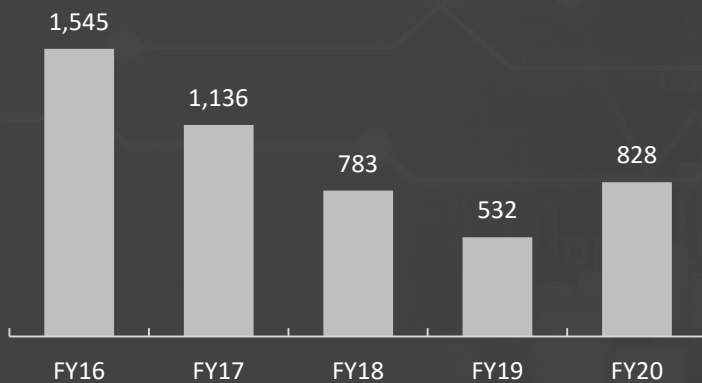
EBITDA (INR Mn)



PAT (INR Mn)



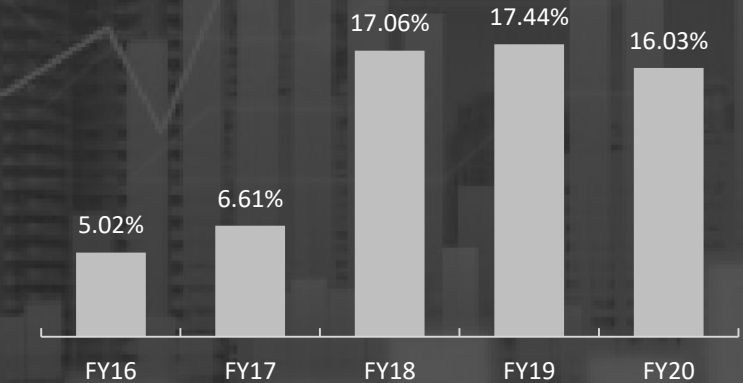
Borrowings (INR Mn)



Working Capital Days

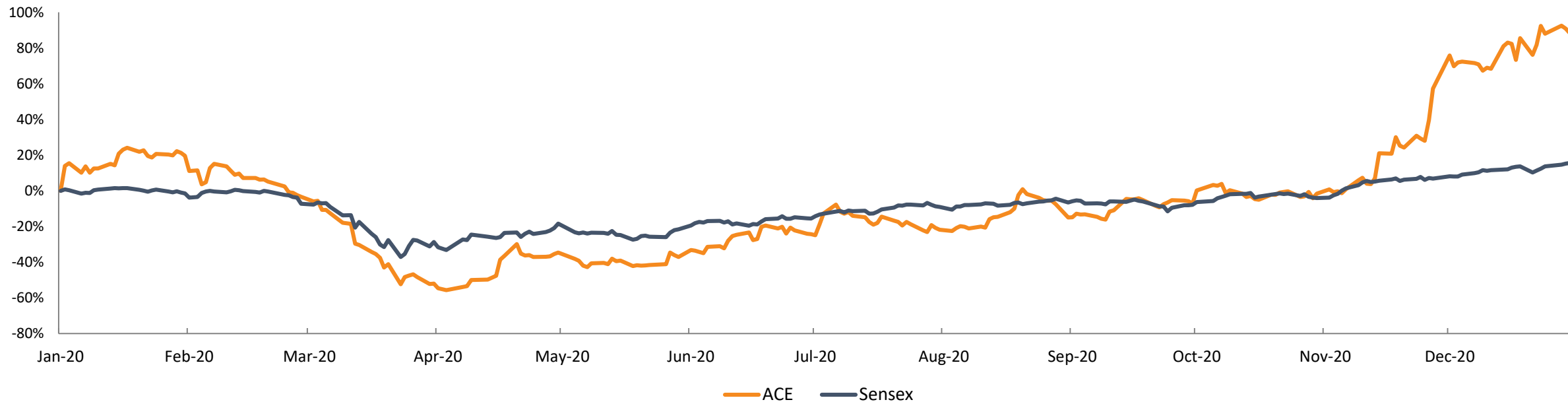


Return on Capital Employed (%)



Note:
Borrowing includes Preference Share Capital of Rs. 60 million in FY19, Rs.171 million in FY18 and Rs.302 million in FY16 & FY17.

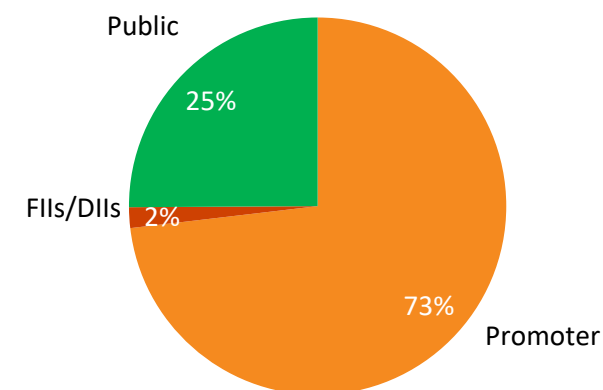
Capital Market Information



Price Data (As on 31st December, 2020)

Face Value (INR)	2.00
Market Price (INR)	135.7
52 Week H/L (INR)	141.75/31.5
Market Cap (INR Mn)	15,399.67
Equity Share Outstanding (Mn)	113.48
1 Year Avg. Daily Trading Volume ('000)	0.46

Shareholding Holding pattern



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