

# Action Construction Equipment Ltd.

Corporate & Regd. Office

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



**Date: March 14, 2022**

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 Ltd.  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E),  
Mumbai-400051

**CM Quote: ACE**

**Subject:** Corporate Presentation-March 2022.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith, Corporate Presentation-March 2022 of the Company.

Kindly take the above in your record.

Thanking you

Yours faithfully

**For Action Construction Equipment Limited**

  
**Anil Kumar**  
Company Secretary



Corporate Office & Regd. 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, E-mail: marketing@ace-cranes.com

Customer Care No.: 1800 1800 004 (Toll Free), CIN : L74899HR1995PLC053860



Corporate  
Presentation  
March 2022

100%  
Swadeshi

ACE



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# ACE At a Glance



**Established Brand with over 27 years of Industry Presence**

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

**One of the world's largest Pick & Carry Crane Manufacturer**

**India's most diversified Construction Equipment Manufacturer**

**Pan India and Global Presence in over 25 Countries**

**Customer Centric Organization with 16,000+ strong Customer base**

**Wide Sales Network across 100+ Locations in India**

**Strong Manufacturing, Training and R&D Capabilities**

**Significant Growth Prospects in Indian Infrastructure Sector**

**Ample Capacities in place to ensure Future Revenue Growth**



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.

## Market Leader in Mobile and Tower Cranes

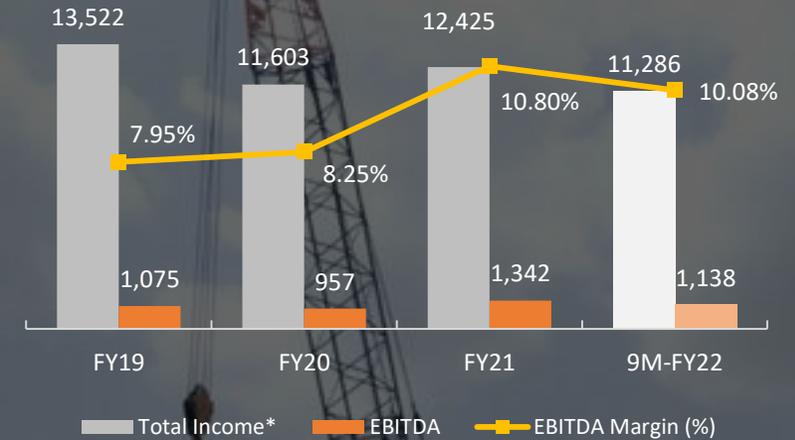


**63% +  
Market Share**

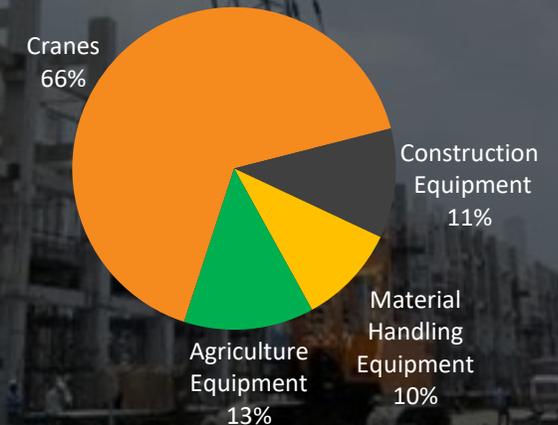
- The company is the world's largest Pick & Carry cranes manufacturer with over 63% market share in the Mobile cranes segment and a majority market share of more than 60% in Tower Cranes segment domestically.
- Additionally, ACE also offers Crawler Cranes, Truck Mounted Cranes, Lorry Loaders, Backhoe Loaders/Loaders, Vibratory Rollers, Motor Graders, Forklifts, Tractors & Harvesters and other Construction Equipment.
- The company has one of the widest sales network, with over 100+ locations supported by 13 regional offices in India and also exports to over 25 countries across Middle East, Africa, Asia and Latin America.



## Financial Highlights (INR Mn)



## Segmental Revenue – 9M-FY22 (%)



\*Note : Total Income includes Other Income

# 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 Equipment



Forklift Trucks



Warehousing Equipment



Piling Rig

## Agriculture Equipment



Tractor



Track Combine



Wheel Harvester



Rotovator

# Manufacturing Facilities

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.

▶ Cranes



Pick & Carry Crane



Crawler Crane



Tower Crane

▶ Construction Equipment



Backhoe Loader



Motor Grader



Vibratory Roller

▶ Agriculture Equipment



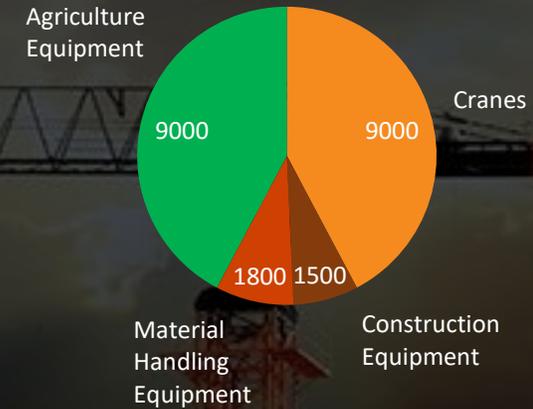
Tractor

▶ Material Handling Equipment



Forklift truck

## Total Capacity (Units)



## State-of-the-Art Manufacturing Facilities

Location:

Faridabad, Palwal

Total installed Capacity

21,300 units

Total Area:

~90 acres

Utilized Area:

~45 acres

# Manufacturing Facilities



Dudhola Plant



Fabrication Unit and Weld Shop



Engine



Transmission



Engine Assembly



Machine Shop



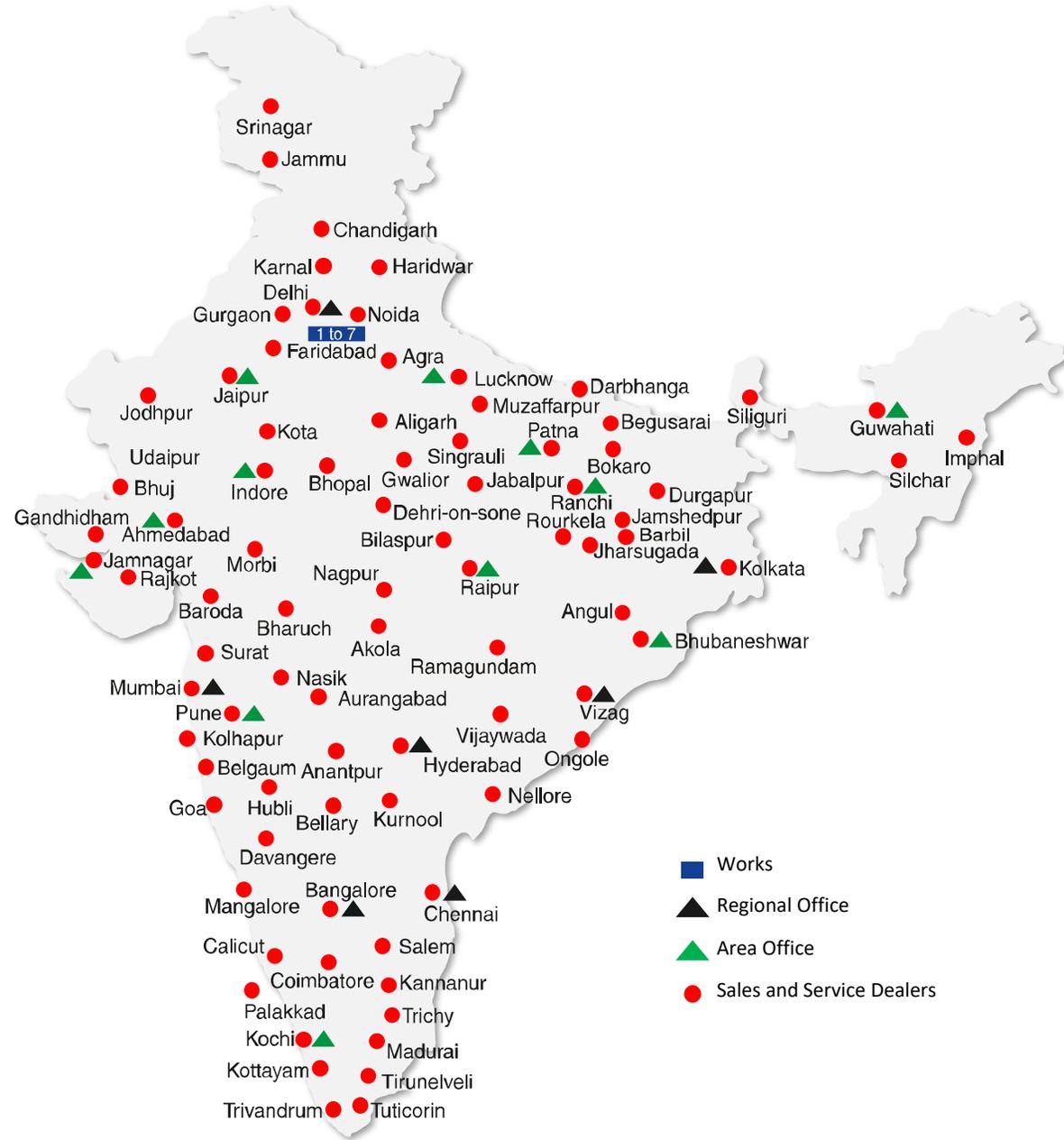
Paint Line



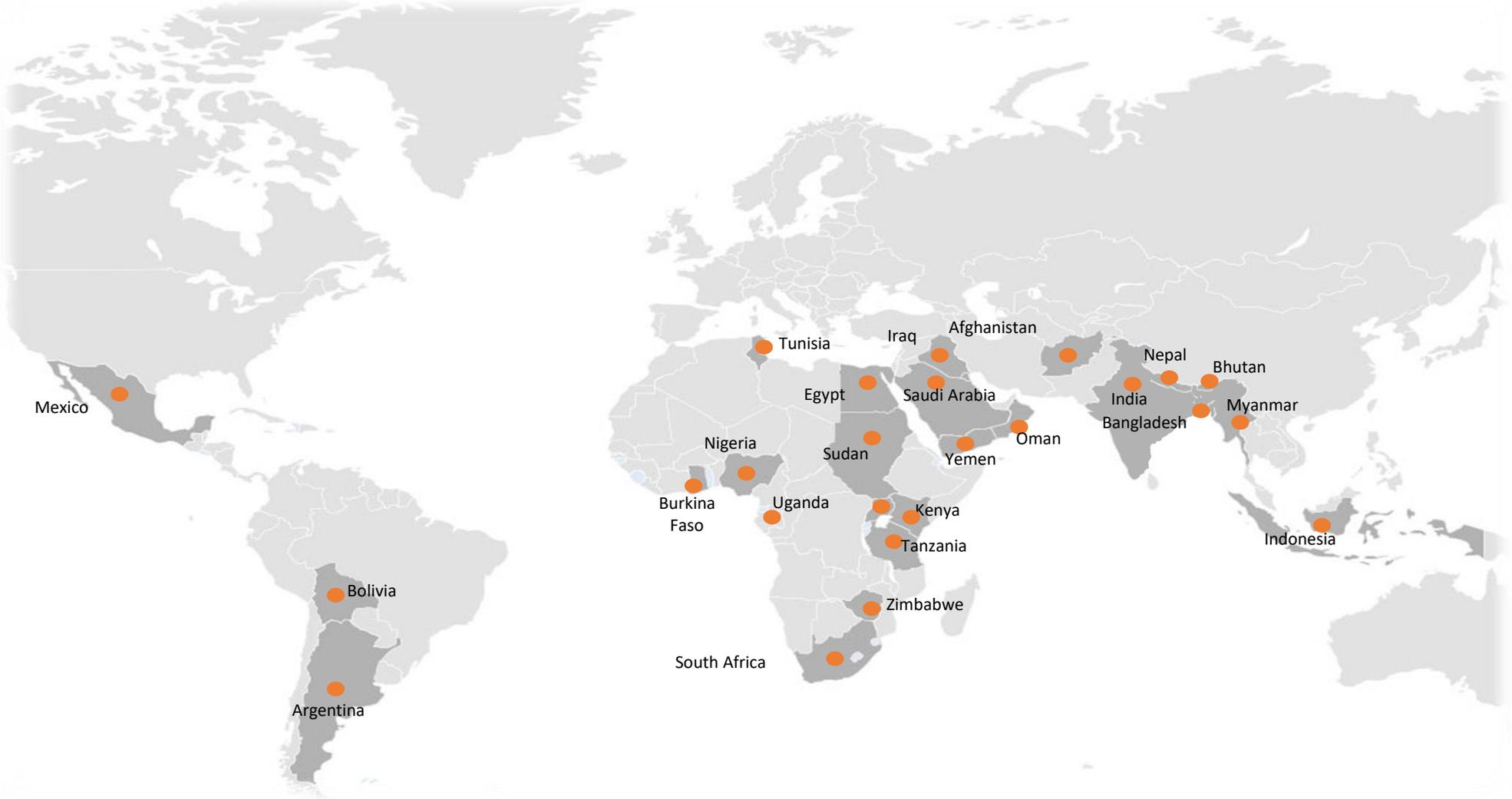
Spare Parts

# Domestic Presence

- ▶ ACE has all India Sales and Service network operating out of all the major cities.
- ▶ Construction equipment dealer network in over 100 locations
- ▶ More than 200 Agri dealers across the country
- ▶ These outlets are further supported by company officials based at Delhi, Mumbai, Chennai, Kolkata, Ahmedabad, Surat, Pune, Jaipur, Chandigarh, Ranchi, Raipur, Indore, Bhubaneswar, Lucknow, Jamnagar, Hyderabad, Bengaluru, Guwahati, Patna, Vizag & Kochi.
- ▶ 21 Regional and Area Offices
- ▶ Outlets are fully equipped to provide Genuine Spare Parts and services by Company trained engineers



# Global Presence



Exports to over 25 Countries Globally

# Clientele



## Key Infra Players



## Manufacturing Sector



## Government Sector



# Strong R&D and Training Capabilities



R&D Center



Training center

**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
- Continually innovate and introduce products to cater to varying needs of the customers
- Develop and indigenise world-class technologies
- Optimize cost of products through value engineering
- Conduct upgradation of existing products and processes
- Develop low-cost engineering solutions

**ACE Training Center:** Set up to impart operation, maintenance and preventive training to in-house, customer and dealer personnel

# 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.

# Highly Experienced Management Team



## **Rajan Luthra** – CFO

Joined in June'2010 as Chief Financial Officer

**Experience:** 38 years in companies such as ABB, Talbros Automotive, Federal-Mogul (Goetze).

**Areas of Expertise:** Strategic Planning, Profit Improvement, Mergers, Investor Relations, Direct and Indirect tax, Compliance, Fundraising

**Education:** ICWA, Company Secretary, and Post Graduate Diploma in Personnel Management from Faculty of Management Studies, Delhi University.



## **Ashok Anantharaman** – COO – Agriculture

**Experience:** 36 years in companies such as Eicher, General Motors, Escorts, Mitsubishi Motors, and Case New Holland.

**Areas of Expertise:** Sales, Marketing, Spares, Distribution, Exports and International Business. He has in-depth knowledge of the agricultural equipment in India, SAARC countries, South East Asia and Africa markets

**Education:** B.E. Hons (Mechanical) from BITS Pilani, PGDM from IIM Bangalore.



## **Chetan Gole** – CEO – Forklifts

Associated with ACE for the last 15 years and under his leadership, the company has consistently increased its market share in the Indian Forklift market

**Experience:** 30 years in companies such as Elecon Engg. Ltd and Godrej & Boyce mfg. Co. Ltd

**Areas of Expertise:** Project marketing, Business development in Capital goods (Material handling equipment) and sales and marketing.

**Education:** B. E. in Production from Birla Vishwakarma Mahavidyalaya (S.P University, Gujarat).



## **Dr. Virender Saroha** – President – HR & Legal

**Experience:** 25 years in companies such as Omax Auto, Orient Craft, Kajaria Ceramics, Grasim Industries, Vardhman Polytex and Parle Biscuits.

**Areas of Expertise:** Strategic HR Planning, Performance Management (KRAs/Targets), Manpower Cost optimization, Job Analysis, Succession Planning, and Legal & Statutory Compliances

**Education:** 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.



## **Manish Mathur** – CEO – Cranes and Construction Equipment

Joined ACE in 1997 and under his leadership, ACE has been a dominant market leader in the crane segment for more than 17 years.

**Areas of Expertise:** Customer engagement and he has been instrumental in developing penetrative marketing and after-sales distribution network.

**Education:** MNIT, Allahabad (formerly known as MNREC)



## **Vyom Agarwal** – Senior Vice President

**Experience:** 17 years including 9 years in Axis Bank as a financial analyst in corporate and forex banking operations

**Areas of Expertise:** 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.

**Education:** Gold Medallist in Economics (H), Hansraj College, Delhi University



## **Md Imteyaz Ahmed** – Head Manufacturing – Agriculture

**Experience:** 38 years in the Agricultural Equipment division with Escorts Limited and M/S Carraro India and led manufacturing verticals of assembly and testing of Tractors, Engines, Transmissions and Axles

**Areas of Expertise:** Project planning, implementation, plant engineering and facility management. Responsible for manufacturing activities of the Agri Equipment and execution of engineering projects for the modernisation of the existing plants.

**Education:** BE (Mechanical), ME (turbomachine) from AMU Aligarh



## **Manish Handa** – Vice President – Construction Equipment

**Experience:** 27 years in companies such as JCB India, Eicher Polaris, Fiat India, Larsen & Toubro

**Areas of Expertise:** Creation of a new product category, introducing a new brand & establishing the distribution channel. He also has experience in institutional sales, business development and customer interface process & systems.

**Education:** Bachelor of Engineering, Mechanical, REC, Silchar

# Our Journey and Key Milestones



## 1995

- Company Incorporated
- Introduced Hydraulic Mobile Cranes

## 1997

- Received ISO-9001 Certification
- Started Regional Office in Mumbai

## 1998-99

- Introduced Mobile Tower Crane
- Commenced Exports

## 2004

- Introduced Tower Cranes

## 2006

- IPO Listing
- Ace won CNBC-TV18, Emerging India Award

## 2007

- Introduced Forklift Trucks
- Received CE Certification
- Fastest Growing CE Company – CW-NICMAR

## 2008

- Introduced Crawler Crane

## 2009

- Entered Construction Equipment Market
- Introduced Range of Tractors

## 2010

- Developed Advanced Technology for Big Tower Cranes

## 2011

- Commenced in-house Manufacturing of Crawler Cranes

## 2012

- Introduced Next-generation Pick and Move Cranes and Lorry Loaders

## 2013

- Introduced In-house Engine Plant and Track Combine

## 2014

- Introduced Wheel Harvester

## 2015

- Introduced Rotavator and Other Agri Equipment

## 2016

- Introduced Skid Steer Loaders

## 2017

- Introduced Range of Tractors and Material Handling Equipment

## 2018

- Collaborated with Sunward for Pilling Rig

## 2019

- Introduced NX Series Cranes, 55-60 Ton Truck Cranes and Next-gen Backhoe Loaders

## 2020

- Introduced Cranes for Pilling

## 2021

- Developed Lithium-ion Electric Forklifts
- Introduced New Models of Backhoe Loaders and Tractors for Exports



1995-2005



2006-2010



2011-2015



2016-2021

# Recent Awards



The Economic Times  
Prestigious Brand 2021



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



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



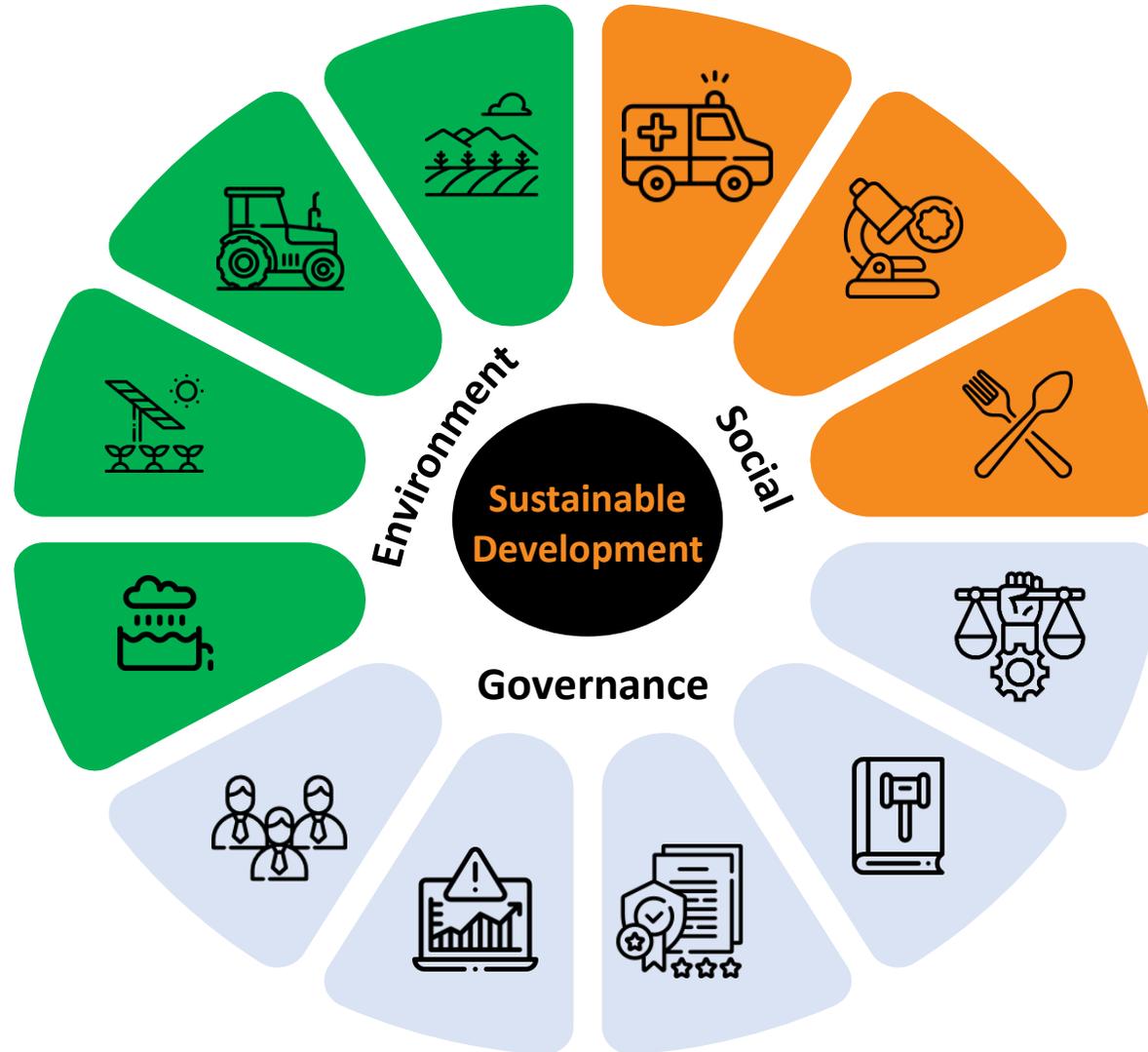
Best Seller in Mobile  
Cranes Category Award  
5th Equipment India-2018

# ACE Sustainability Framework



## ENVIRONMENT

- Installation of Rainwater Harvesting System
- Installation of 1.8 MW Solar Power Plant at the Manufacturing Site
- Upgradation of products with BS-IV Engines
- ~40 acres of Green area inside the Site
- Waste Disposal and Recycling – Recycled Water used for Irrigation



## SOCIAL

- ACE Free Emergency Response Service
- Subsidized Food Facility for Needy
- Subsidized Pathology Laboratory Services for Below Poverty Line Families
- Training of People and Providing Jobs

## GOVERNANCE

- Ethics and Integrity
- Code of Conduct
- Sustainability, Compliance & Review
- Strategic Risk Management
- Board Approved Policies to Guide Strategy and Action

**Established Brand with over 27 years of Industry presence**

**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**

**Total Industrial land of ~90 acres with 45 acres of land still available for capacity expansion**

**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**

**Fast 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**

A white skid steer loader is shown in a dark, monochromatic setting, dumping a large pile of material from its bucket. The loader is positioned on a mound of the same material. The background features a range of low mountains under a hazy sky. The text 'Growth Drivers' is overlaid on the right side of the image, preceded by a vertical orange bar.

| Growth Drivers

# Sectoral Growth Drivers



## Urban Infra

- The Centre has allocated Rs 19,130 crore in the Union Budget 2022-23 for various metro projects in the country.
- Development of City Roads, Bridges, Flyovers, Elevated Road Corridors, Water Sewerage, Transmission Lines and Distribution Infrastructure etc.
- INR 60,000 Cr allocated to provide tap water to 3.8 crore households in FY23 under 'Har Ghar, Nal Se Jal'
- 100 Smart Cities being developed and rejuvenation of 500 others.



## Railways

- As per Union Budget 2022-23, Ministry of Railways have been allocated Rs. 1,40,367 Crores.
- 2,000 km of network to be brought under Kavach for safety and capacity augmentation in FY23.
- 400 new Vande Bharat trains to be developed in the next three years and 'One Station-One Product' to help local businesses and supply chains
- 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.
- PLI in 14 sectors for achieving the vision of 'Atmanirbhar Bharat' with the potential to have additional production of Rs. 30 lakh crores during next 5 years.
- Industrial Capex cycle has revived owing to other initiatives such as 'Vocal for Local' and 'China +1 Strategy.'



## Roads

- As per Budget 2022-23 Expansion of the National Highways network by 25,000 km in FY23, Rs 20,000 crore to be mobilised through innovative ways of financing.
- 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 more than 13,000 km roads under the 'Bharatmala Pariyojana' and 3.71 lakh km under the PMGSY



## Housing

- In 2022-23, 80 lakh houses to be completed in FY23 under PM Awas Yojana scheme with an allocation of Rs. 48,000 crore.
- 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.

**Launch of PM Gati Shakti Plan, a Rs. 100 lakh crore national infrastructure master plan, building a foundation for holistic infrastructure.**

# Sectoral Growth Drivers



## Agriculture

- In the 2022-23 Union Budget, Ministry of Agriculture and Farmers' Welfare has been allocated Rs. 1,31,531 crore. The government has given a clear signal to rural India that it is committed to their cause.
- 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.



## Logistics

- 4 Multimodal Logistics Parks at four locations through PPP mode contracts to be awarded in FY23.
- One hundred PM Gati Shakti Cargo Terminals for multimodal logistics facilities will be developed till 2025.
- 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 of India has allocated US\$ 1.4 trillion under the National Infrastructure Pipeline for FY 2019-25.**

# 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.
- Foray into AWP segment (Aerial Work Platforms).
- NX Series – Next-gen Cranes.

# Evolving Opportunities – Defence Sector



# Evolving Opportunities - Exports



**Forma Range of Tractors**



**Backhoe Loader – Phantom 4x4**

- ▶ ACE intends to increase the contribution of exports in total revenues to a significant share over the next 2-3 years
- ▶ Accordingly, ACE launched Forma Range of Tractors and Backhoe Loader “Phantom 4x4”, especially designed for International Markets
- ▶ ACE’s products have been upgraded to new emission norms BS IV CEV which is at par with the European standards. This will help the company increase its sales and open up new opportunities in international markets

The ACE logo is located in the top right corner of the image. It consists of the letters 'ACE' in a bold, sans-serif font, with a vertical orange bar to the left of the letters. The background of the entire image is a collage of construction equipment in grayscale, with the ACE logo being the only colored element.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 matches the color of the ACE logo.

# Cranes



Average Selling Price:  
INR ~15.5 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**



Average Selling Price:  
INR ~1.1-1.6 crore

## ► 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**



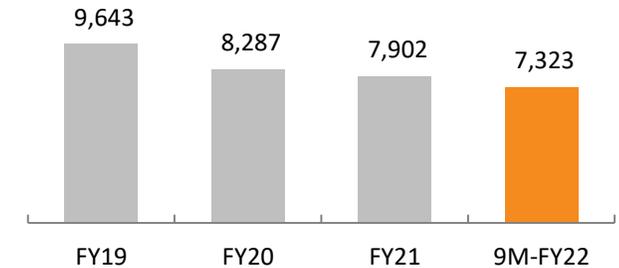
Average Selling Price:  
INR ~70-100 lacs

## ► Truck Cranes

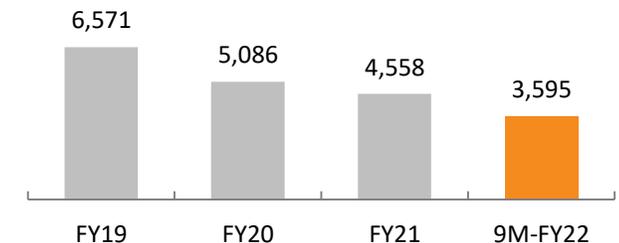
- **No. 3 position in India**
- High mobility on road and off-road cranes for heavy lift applications
- Capacity class: 25 Tons to 60 Tons ( 80 Tons under development)
- **Sectors: Infrastructure, Construction, Logistics**



Crane Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 50%

# Cranes



Average Selling Price:  
INR ~50-55 lacs

## ▶ Fixed Tower Cranes

- **Market Leader – 63% + market share**
- **Application:** 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)

## ▶ Self Erecting Tower Cranes

- **Market Leader – 75-80% market share**
- **Application:** 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 ~20 lacs

## ▶ Lorry Loader Cranes

- **No. 2 position in India**
- **Application:** 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



Average Selling Price:  
INR ~11 lacs





## ▶ 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

- 2 in 1 Crane
- Works as Pick & Carry Crane and can be used for Piling jobs such as:
  - Cage Handling
  - Concreting and
  - Casing Removal
- 60-70% lower cost

# Industry Overview

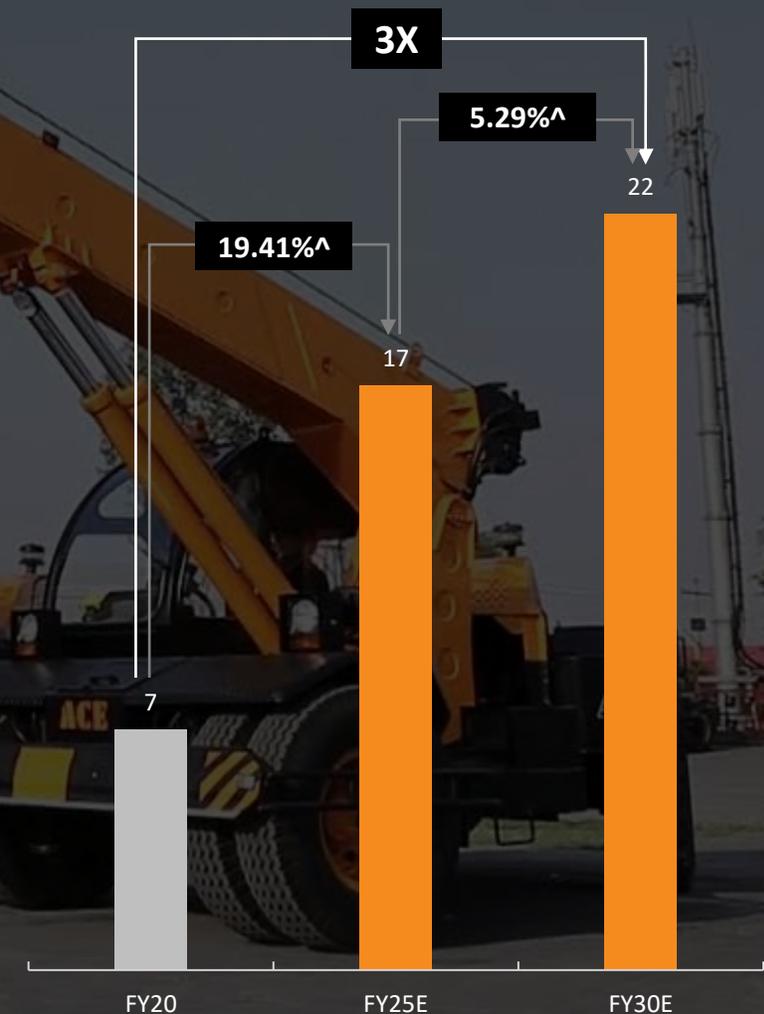
## Cranes

- Asia Pacific Crane market 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 demand 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 potential by 2025 will be another major driver for Cranes, apart from upcoming industrial capex cycle.

## ACE Strategy and Initiatives

- Focus on increasing capacity utilisation from 60% .
- Capitalise on buoyant demand and strong replacement market.
- Upgrade the market wherever possible to NX Series – Multi Activity Cranes.
- Gain market share in Truck Cranes by leveraging on strong brand equity.
- Introduce 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 ~19 lacs



Average Selling Price:  
INR ~20 lacs



Average Selling Price:  
INR ~55 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**

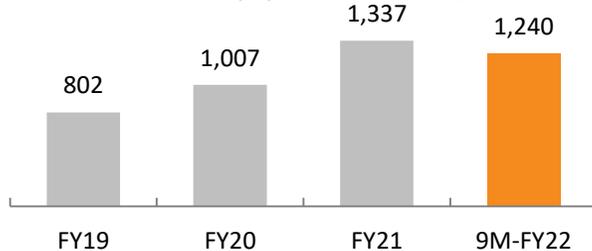
## ▶ Motor Graders

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

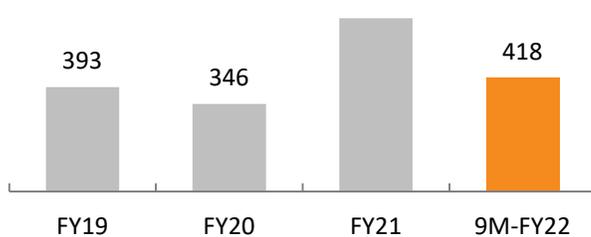
## ▶ Piling Rigs

- 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  
585



Average Capacity Utilization – 40%

# Industry Overview



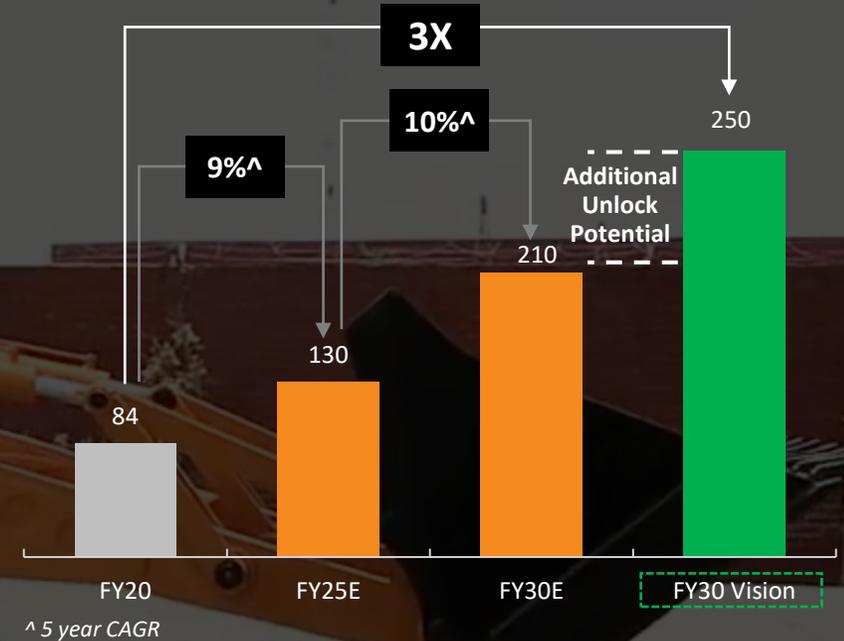
## Construction Equipment

- 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.
- 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 use of Backhoe Loaders

## ACE Strategy and Initiatives

- 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
- Achieve an annual growth rate of over 50% for the next 3-5 years
- Tap the export potential – launched a new backhoe loader with Perkins engine for the European Markets.

Indian Construction Equipment Industry Units (000's)



- ▶ India is the 3<sup>rd</sup> 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



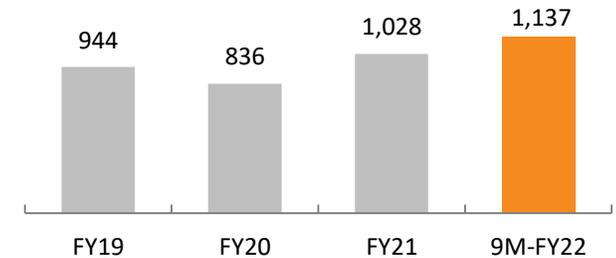
Average Selling Price:  
INR 9~10 lacs

## ▶ Forklift

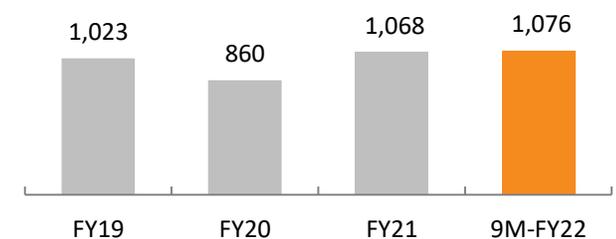
- **India's leading Forklift Manufacturer.**
- ~ 23% + market share.
- Capacity Class:
  - Diesel Forklift - 1.5 Tons to 35 Tons
  - Electric Forklift 1.5 Tons to 8 Tons
  - LPG Forklift – 2 Tons to 5 Tons
- In collaboration with Doosan - Korea ACE also offers premium range of Forklifts in the Country.
- 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.**



Material Equipment Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 75%



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.



# 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 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 and Initiatives

- 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

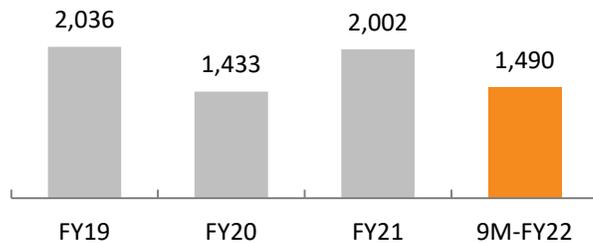


Average Selling Price:  
INR 5 lacs

## ▶ 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 18 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 – 40%



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% between 2020 and 2025.
- Government initiatives regarding rural development and farm mechanization, along with other factors such as enhancing rural wages and scarcity of farm labour are likely to fuel the tractor demand over the long term.
- Government's focus on doubling MSP and increased production of cash crops will enhance purchasing power of the farmers.
- Harvester segment is the second-largest application segment after Tractors, with the market in India projected to register a CAGR of 10.6% during 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 and Initiatives

- Strengthening Distribution Channel.
- Enhancing International presence – SAARC markets, Myanmar, Iraq, Sudan, Tunisia, East Africa and Ethiopia.
- Launched Forma Range of tractors - dedicated products for international market
- Increased market penetration with launch of Orchard Special Tractor (26 HP, 4 WD) and Next-gen Light-weight Harvesters.
- Financial tie-ups with scheduled commercial banks and NBFCs including SBI, PNB, IndusInd Bank, Cholamandalam Finance, Sundaram Finance, Magma Fincorp, Adani Finance etc. to provide financing to the customers.



The title 'Financial Overview' is centered on the slide. It is preceded by a vertical orange bar. The text is in a white, sans-serif font. The background features a dark grey, semi-transparent overlay of various financial charts, including a candlestick chart at the top right and several bar and line charts below it.

# Historical Consolidated Financial Performance



Particulars (INR Mn)	FY19	FY20	FY21	9M-FY22
<b>Total Income*</b>	<b>13,522</b>	<b>11,603</b>	<b>12,425</b>	<b>11,286</b>
Total Expenses	12,447	10,646	11,083	10,148
<b>EBITDA</b>	<b>1075</b>	<b>957</b>	<b>1,342</b>	<b>1,138</b>
<b>EBITDA Margin (%)</b>	<b>7.95%</b>	<b>8.25%</b>	<b>10.80%</b>	<b>10.08%</b>
Depreciation	118	130	139	114
Finance Cost	115	147	122	94
<b>PBT</b>	<b>842</b>	<b>680</b>	<b>1,081</b>	<b>930</b>
Tax	282	155	283	234
<b>Profit after Tax</b>	<b>560</b>	<b>525</b>	<b>798</b>	<b>696</b>
<b>PAT Margin (%)</b>	<b>4.14%</b>	<b>4.52%</b>	<b>6.42%</b>	<b>6.17%</b>
Other Comprehensive Income	-	(2)	8	-
<b>Total Comprehensive Income</b>	<b>560</b>	<b>523</b>	<b>806</b>	<b>696</b>
<b>EPS (Diluted INR)</b>	<b>4.78</b>	<b>4.57</b>	<b>7.03</b>	<b>6.03</b>

\*Note : Total Income includes Other Income

# Historical Consolidated Balance Sheet



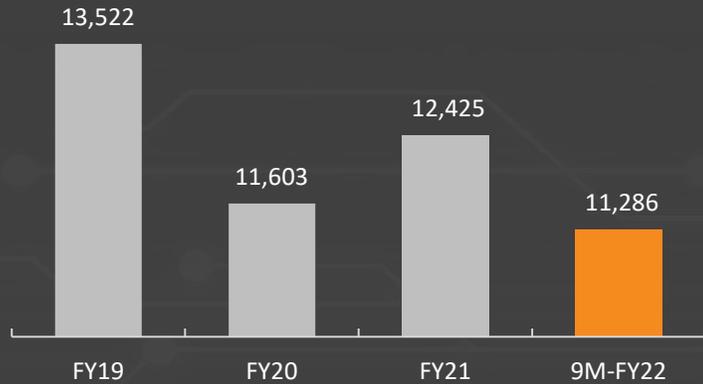
Equities & Liabilities (INR Mn)	FY20	FY21	H1-FY22
(A) Share Capital	227	227	238
(B) Other Equity	4,199	5,005	6,678
Non Controlling Interest	3	3	3
<b>Total - Shareholder Funds</b>	<b>4,429</b>	<b>5,235</b>	<b>6,919</b>
<b>Non Current Liabilities</b>			
(A) Financial Liabilities			
(i) Borrowings	295	203	1
(B) Provisions	35	19	19
(C) Deferred tax liabilities (Net)	142	160	153
<b>Total - Non – Current Liabilities</b>	<b>472</b>	<b>382</b>	<b>173</b>
<b>Current Liabilities</b>			
Financial Liabilities			
(i) Borrowings	447	343	573
(ii) Trade Payables	3,205	3,306	2,643
(iii) Other Financial Liabilities	727	875	874
(D) Other current liabilities	232	380	317
(E) Provisions	13	14	15
(F) Current tax liabilities (Net)	11	18	48
<b>Total – Current Liabilities</b>	<b>4,635</b>	<b>4,936</b>	<b>4,470</b>
<b>Total Equity and Liabilities</b>	<b>9,536</b>	<b>10,553</b>	<b>11,562</b>

Assets (INR Mn)	FY20	FY21	H1-FY22
(A) Property plant & Equipment	3,989	4,161	4,192
(B) Capital Work in Progress	194	126	207
(C) Investment properties	122	120	119
(D) Intangible assets	9	12	16
(E) Financial assets			
(i) Investments	215	64	208
(ii) Other financial assets	14	66	125
(F) Other non-current assets	130	97	96
(G) Non-current tax assets (Net)	1	1	1
<b>Total - Non – Current Assets</b>	<b>4,674</b>	<b>4,647</b>	<b>4,964</b>
<b>Current Assets</b>			
(A) Inventories	2,707	2,661	3,019
(B) Financial assets			
(i) Investments	65	251	629
(ii) Trade receivables	1,473	2,247	2,120
(iii) Cash and cash equivalents	34	329	153
(iv) Bank balances other than (iii) above	59	36	102
(v) Other current financial assets	23	23	26
(C) Other Current Assets	480	357	547
(D) Current Tax Assets (Net)	21	2	2
<b>Total current assets</b>	<b>4,862</b>	<b>5,906</b>	<b>6,598</b>
<b>Total Assets</b>	<b>9,536</b>	<b>10,553</b>	<b>11,562</b>

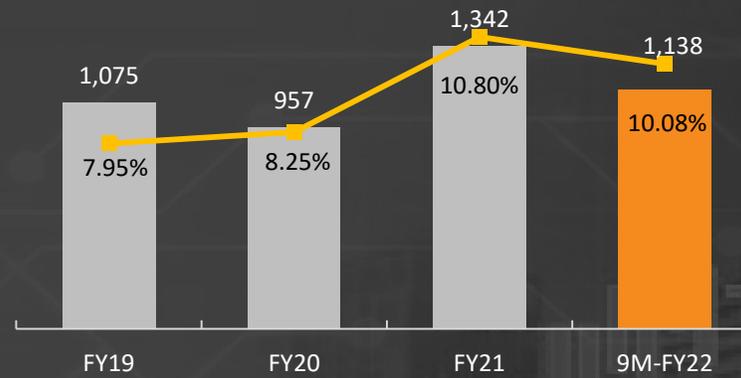
# Key Financial Highlights



Total Income\* (INR Mn)



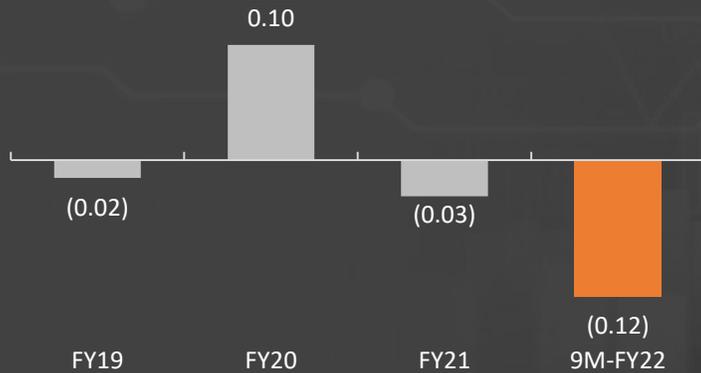
EBITDA and EBITDA Margins (INR Mn)



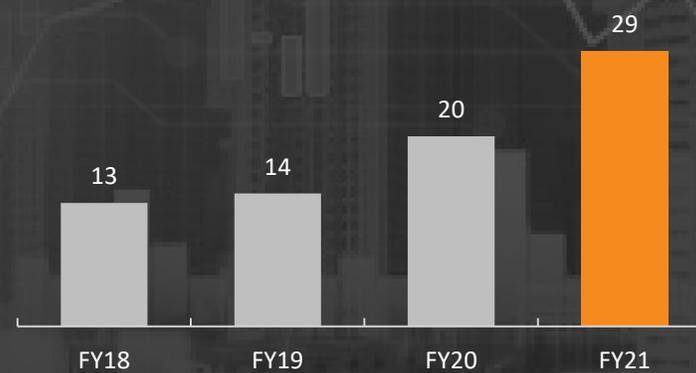
PAT and PAT Margins (INR Mn)



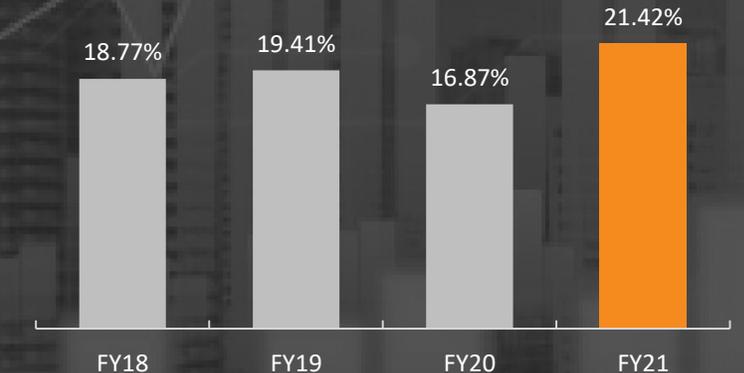
Net Debt to Equity (x)



Working Capital Days



Return on Capital Employed (%)

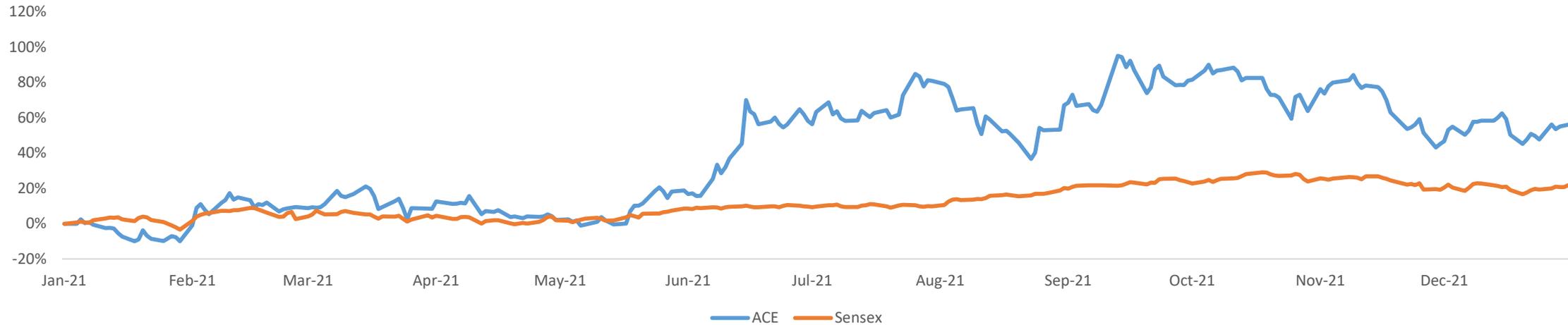


\*Note : Total Income includes Other Income

# Capital Market Information

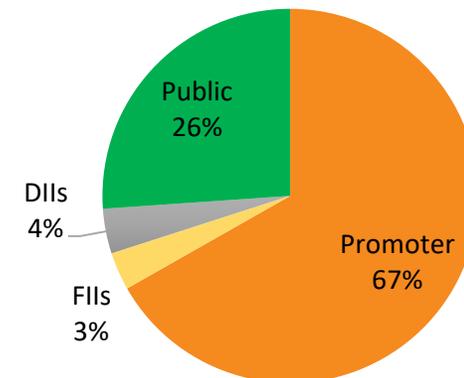


## Stock Market Performance (as on 31st December, 2021)



Price Data (as on 31 <sup>st</sup> December, 2021)	
Face Value (INR)	2.00
Market Price (INR)	222.5
52 Week H/L (INR)	291.6/125.3
Market Cap (INR Mn)	26,496.0
Equity Share Outstanding (Mn)	119.1
1 Year Avg. Daily Trading Volume ('000)	905.7

## Shareholding Holding pattern as on 31<sup>st</sup> December 2021



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