

ESCORTS

August 27, 2018

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 051 BSE – 500495	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400 051 NSE – ESCORTS	Delhi Stock Exchange Limited DSE House, 3/1, Asaf Ali Road, New Delhi – 110 002 DSE – 00012
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Subject: Prestation on Joint Venture

Dear Sir,

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Presentation on Joint venture entered today **with Japan's Tadano Group for Higher Capacity Mobile Cranes**".

This is for your information and record.

Thanking you.

Yours faithfully,
For **Escorts Limited**

Ajay Sharma
Group General Counsel
& Company Secretary

Encl: as above

ESCORTS LIMITED

Corporate Secretarial & Law

Registered Office : 15/5, Mathura Road, Faridabad - 121 003, Haryana, India

Phone : +91- 129-2250222, Fax : +91-129-2250060

E-mail : corpsl@escorts.co.in, Website : www.escortsgroup.com

Corporate Identification Number - L74899HR1944PLC039088

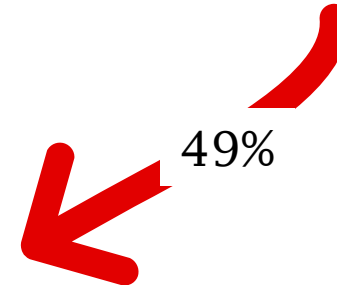
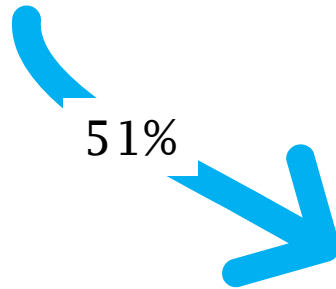


Joint Venture Announcement



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27 August 2018
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JV Stake - 51:49



Combine Initial Total Investment of Rs. 60 Crores

Specialized Products to address High End Category



Rough Terrain Crane



Truck Cranes

Product Category

20 to 80 Ton High end Category

Uses/ Applications in different sectors

Railways Oil & Gas Industry Mining Power Sector Roads & Bridges

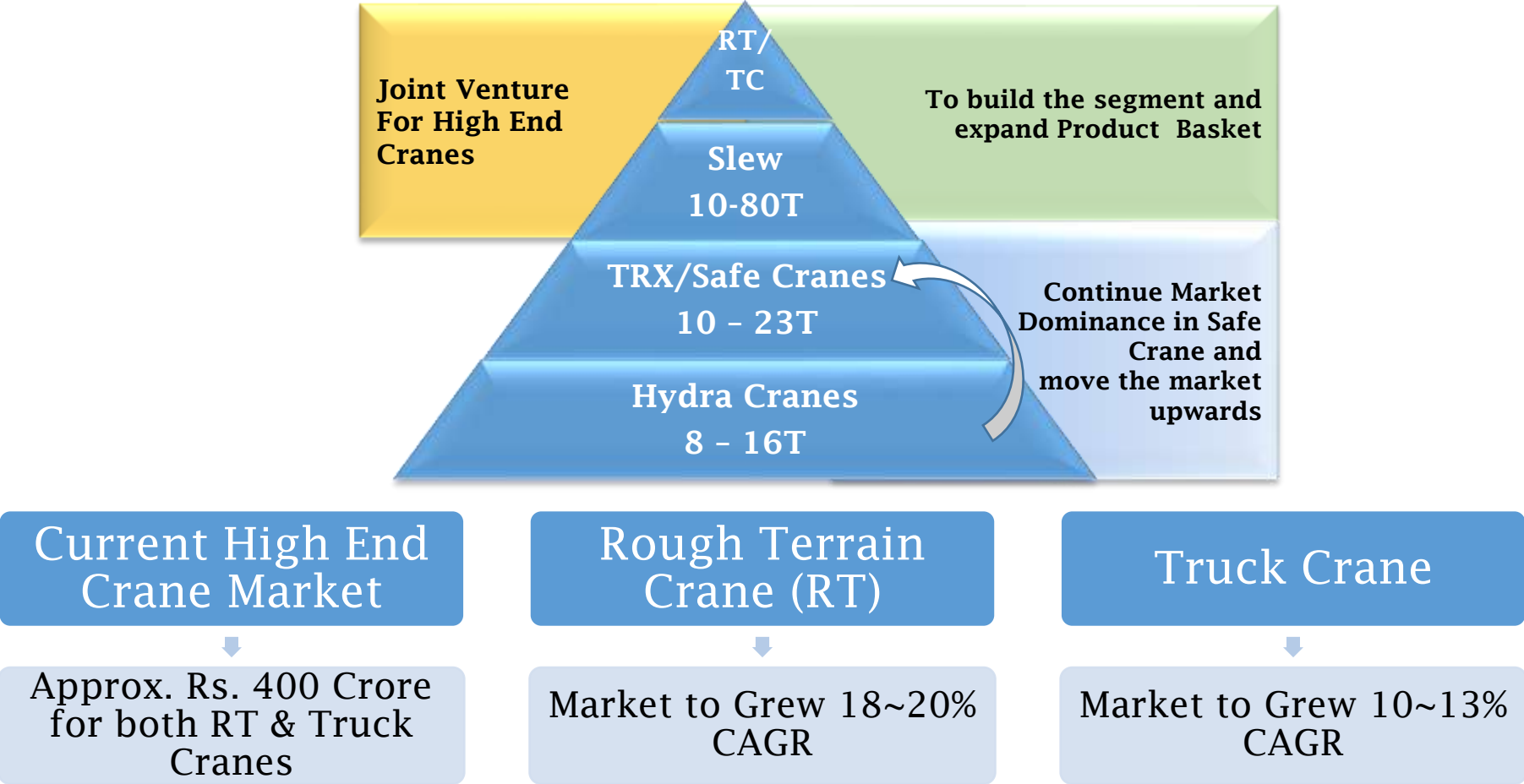
Market

India Market, Export Potential will be explore

Key Competitors

TIL Limited SANY

Indian Market Size and Opportunity



Total construction Equipment market Expected to grow 14% CAGR over medium to long term

What we are bringing in together

Tadano Group

Global Technology Connected Machines

Japanese Quality

Global Leadership Brand

Escorts Ltd.

Frugal Manufacturing

Current RT portfolio

Indian market understanding and Brand Reach



Bring the world's best to India and take India's best to the world

Dedicated manufacturing plant with JV focus R&D and selling directly in market

Manufacturing for Indian Market to start from Q3FY19 Onwards

Speaking on JV



Nikhil Nanda, Chairman and Managing Director Escorts Limited

“Escorts vision has always been to bring the world’s best to India and take India’s best to the world. The new joint venture with Tadano Group is a step towards catering to market demand for smarter, safer and bigger mechanized infrastructure solutions in the higher tonnage category. We are confident that the joint venture will enable us to tap the opportunity market segments and reinforce our leadership in construction equipment space.”

Koichi Tadano, President and CEO, Tadano Ltd., Japan, said, “We are pleased to announce our partnership with Escorts group. Escorts has a strong technology legacy and diversified portfolio in construction equipment market and Tadano has a proven global technology and together we will cater to India and other growing economies which require safer, efficient & quality products and smarter construction technology.”



About Tadano

- Tadano Limited, established in 1948 has played a leading role in lifting equipment industry since development of first hydraulic crane in Japan
- The group has earned an outstanding reputation both in Japanese market and worldwide by pursuing core values of Safety, Quality and Efficiency.
- Tadano began exporting products in 1960 and created first overseas subsidiary in 1973. Since then, TADANO has been advancing in step with the worldwide development of international business, and have established a strong position in the international field of hydraulic crane sales.
- Now TADANO is aiming to achieve a new growth trajectory by expanding the scope of its business to become the world's No.1 manufacturer of Lifting Equipment, a field that includes not only cranes, but many varieties of machinery and equipment embodying the concept of mobile, gravity-defying equipment for aerial work.
- Net sales:- ¥173,703 million (FY 2017)

About Escorts Limited

- Established in **1944**.
- Escorts Limited is among India's leading engineering conglomerates, operating in the high-growth sectors of Agri Machinery, Material Handling, Construction Equipment and Railway Equipment.
- The Group has earned the trust of over 5 million customers by way of product and process innovations over seven decades of its existence.
- Escorts endeavours to transform lives in rural and urban India by leading the revolution in agricultural mechanization, modernization of railway technology and transformation of Indian construction.
- **Net Sales** :- Rs. 5,055 Crore (FY 2018 - consolidated)

SAFE HARBOR

Certain statements in this document include forward-looking comments and information concerning the company's plans and projections for the future, including estimates and assumptions with respect to economic, political, technological, weather, market acceptance and other factors that impact our businesses and customers. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Escorts Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Contact Details

Escorts Ltd.

(CIN: L74899HR1944PLC039088)

Corporate Centre

15/5 Mathura Road

Faridabad - 121003

Phone: +91 129 2250222

www.escortsgroup.com

investorrelation@escorts.co.in

Bharat Madan

(Group Chief Financial Officer)

+91 129 2564837

bharat.madan@escorts.co.in

Prateek Singhal

(Financial Analyst & Investor Relations)

+91 129 2564921

prateek.singhal@escorts.co.in

