

Action Construction Equipment Limited

Corporate & Registered Office

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



Date: March 02, 2023

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, 2023.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith, Corporate Presentation-March 2023 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: 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



Corporate
Presentation
March 2023



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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 Mr. Vijay Agarwal, a technocrat, 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

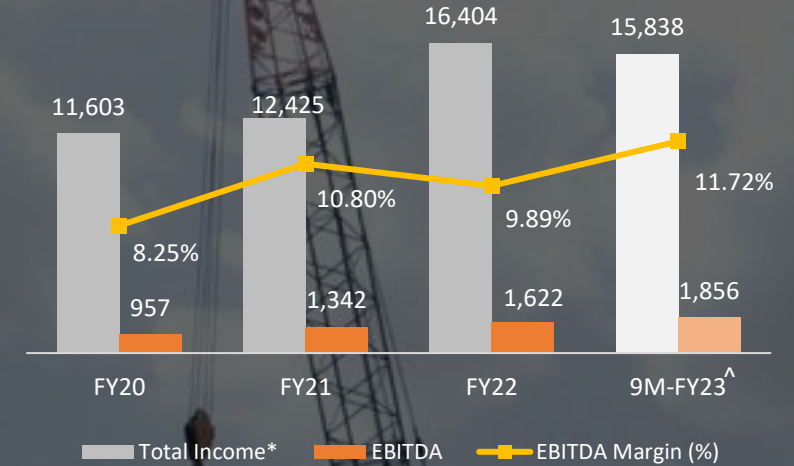


63% +
Market Share

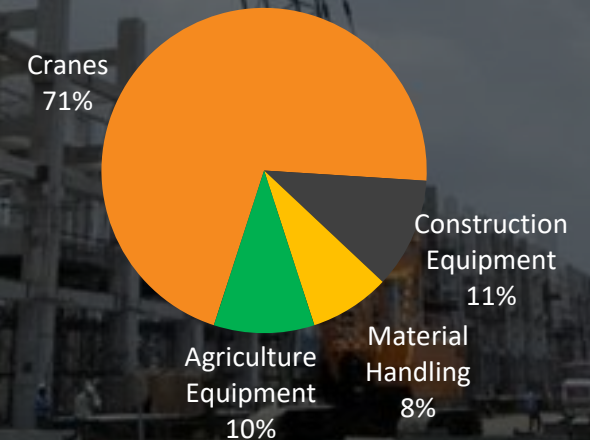
- The company is the world's largest Pick & Carry cranes manufacturer with over 63% market share in the Mobile cranes segment in the country and a majority market share of more than 60% in Tower Cranes segment domestically.
- Additionally, ACE also offers Crawler Cranes, Truck Mounted Cranes, Lorry Loaders, Backhoe Loaders/Loaders, Vibratory Rollers, Motor Graders, Forklifts, Tractors & Harvesters and other Construction Equipment.
- The company has one of the widest Sales and Service network, with over 100+ locations supported by 13 regional offices in India and also exports to over 37 countries across Middle East, Africa, Asia and Latin America.



Consolidated Financial Highlights (INR Mn)



Consolidated Segmental Revenue – 9M-FY23 (%)



*Total Income includes Other Income

[^]Other Income includes one-time exceptional item of INR 197.6 Mn

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

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.



Mr. Rajiv Airon – Head- Manufacturing Excellence and Quality

Experience: 36 years of experience with Companies such as JCB, JBM, Hero Ecotech BCH Electric, Mark Auto.

Areas of Expertise: Operations Management, Plant Turnaround, Lean Management, Projects, JIT, Green Field, Cost Optimization, Quality Management.

Education: BE (Mechanical) NIT Allahabad, Professional Training at IIM-A, CII, IIT Trichy, IMI New Delhi, CSC UK on Business Process Re-Engineering.



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, L & T

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



Mr. Ankit Goel – Head R&D

Experience: 22 Years of Experience in Companies like Escorts, Tecnova India, Axis IT&T, Clutch Auto and Hero Motors.

Areas of Expertise: R&D Management, Product Strategy, New Product Introduction, Innovation & Growth Strategies, Product Planning, Material Cost Reduction, Technology Transfer, Building Technology Center, Product Improvements, Localization of Products, Project Management and Strategic Sourcing.

Education: Graduate Engineer from BITS Pilani, Certification in R&D Management from IIM Ahmedabad and Post Graduation in Management from Symbiosis, Pune.

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



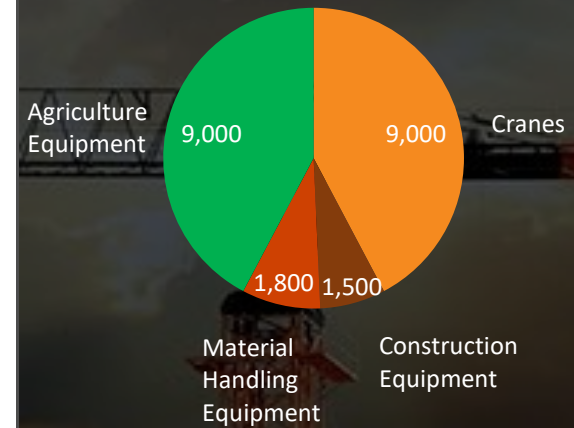
Tractor

▶ 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



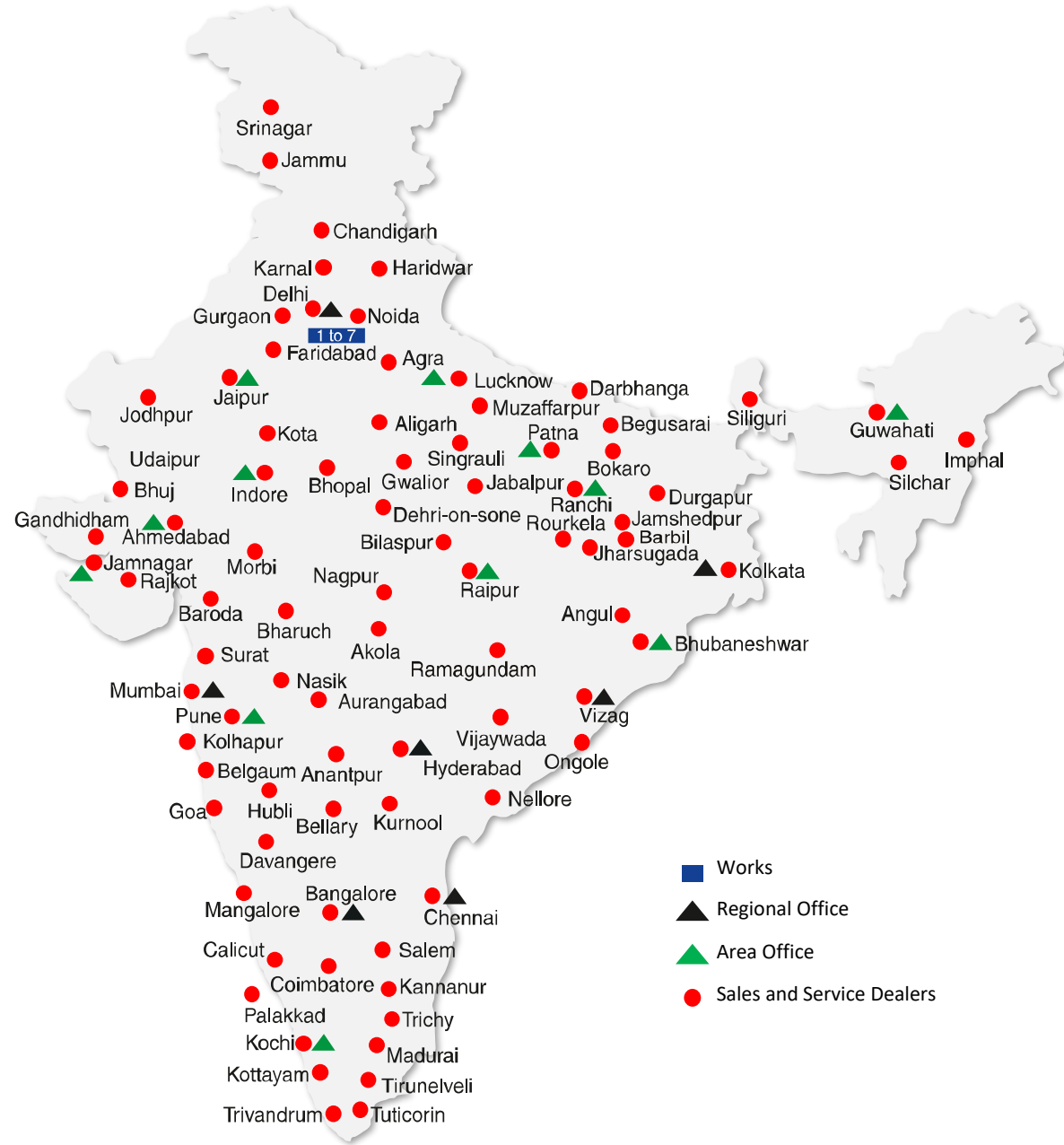
Paint Line



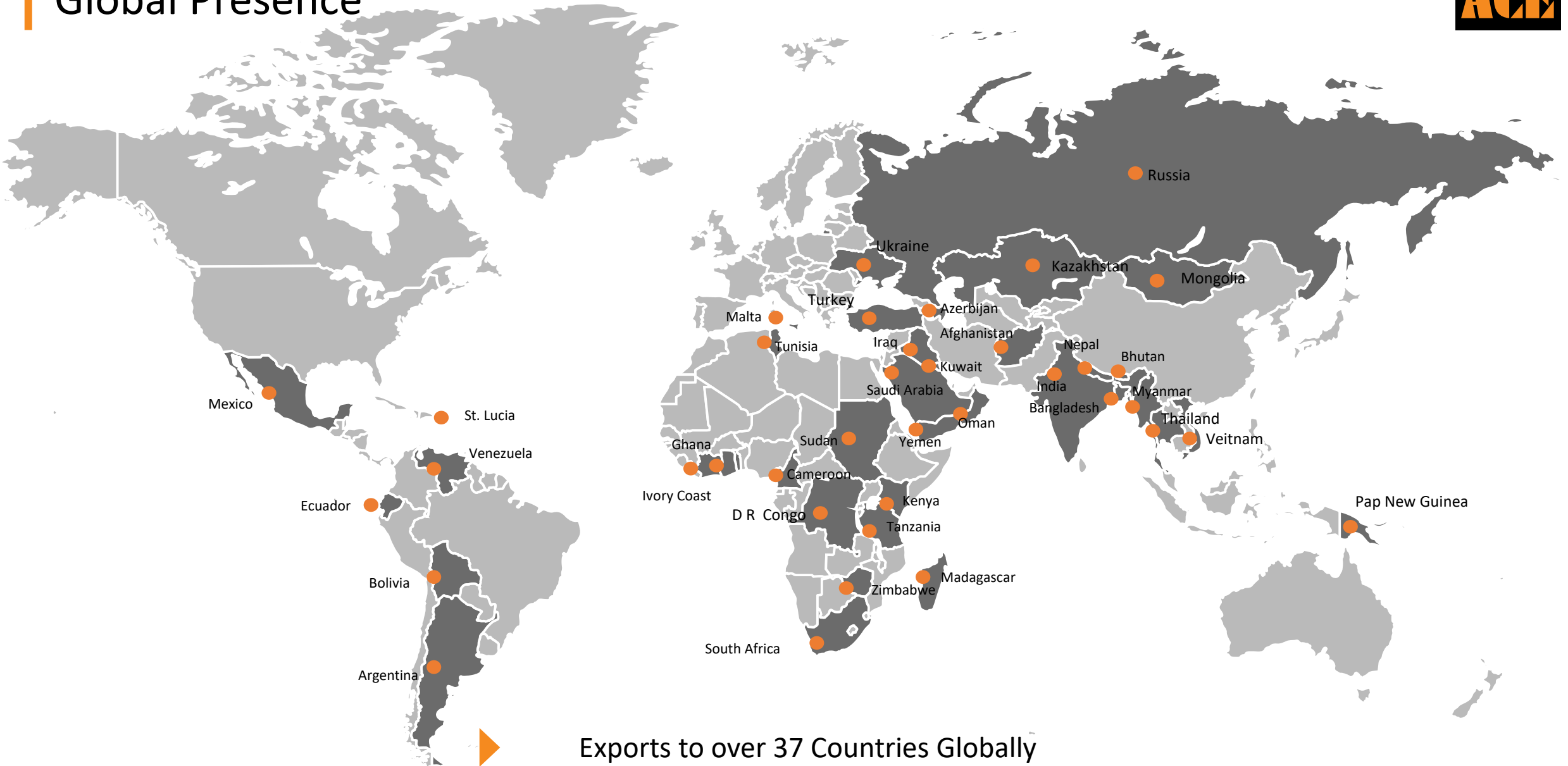
Spare Parts

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 37 Countries Globally

Clientele



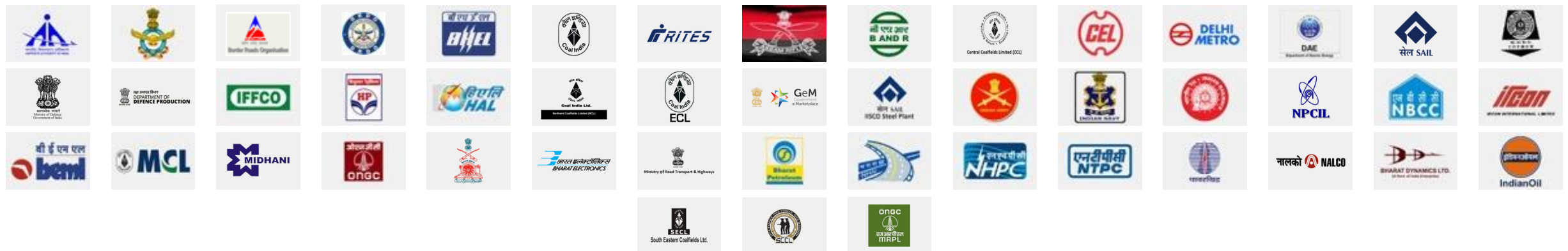
Infra Players



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

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

2022

- Introduced India's first fully electric mobile crane
- Developed India's largest indigenous crane with 180 tons lifting capacity
- Introduced India's first self-propelled aerial work platforms



1995-2006



2007-2012



2013-2018



2019-2022

Recent Awards



Transformative Trailblazing Leader
Mr. Vijay Agarwal
by Zee Business

India's 20 Most Impactful Power Brands 2022-203

Innovative Construction Equipment for Multi-Activity Piling Cranes

Best Seller in Mobile Cranes 2020-2021

India's Top Challengers 2020-2021

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

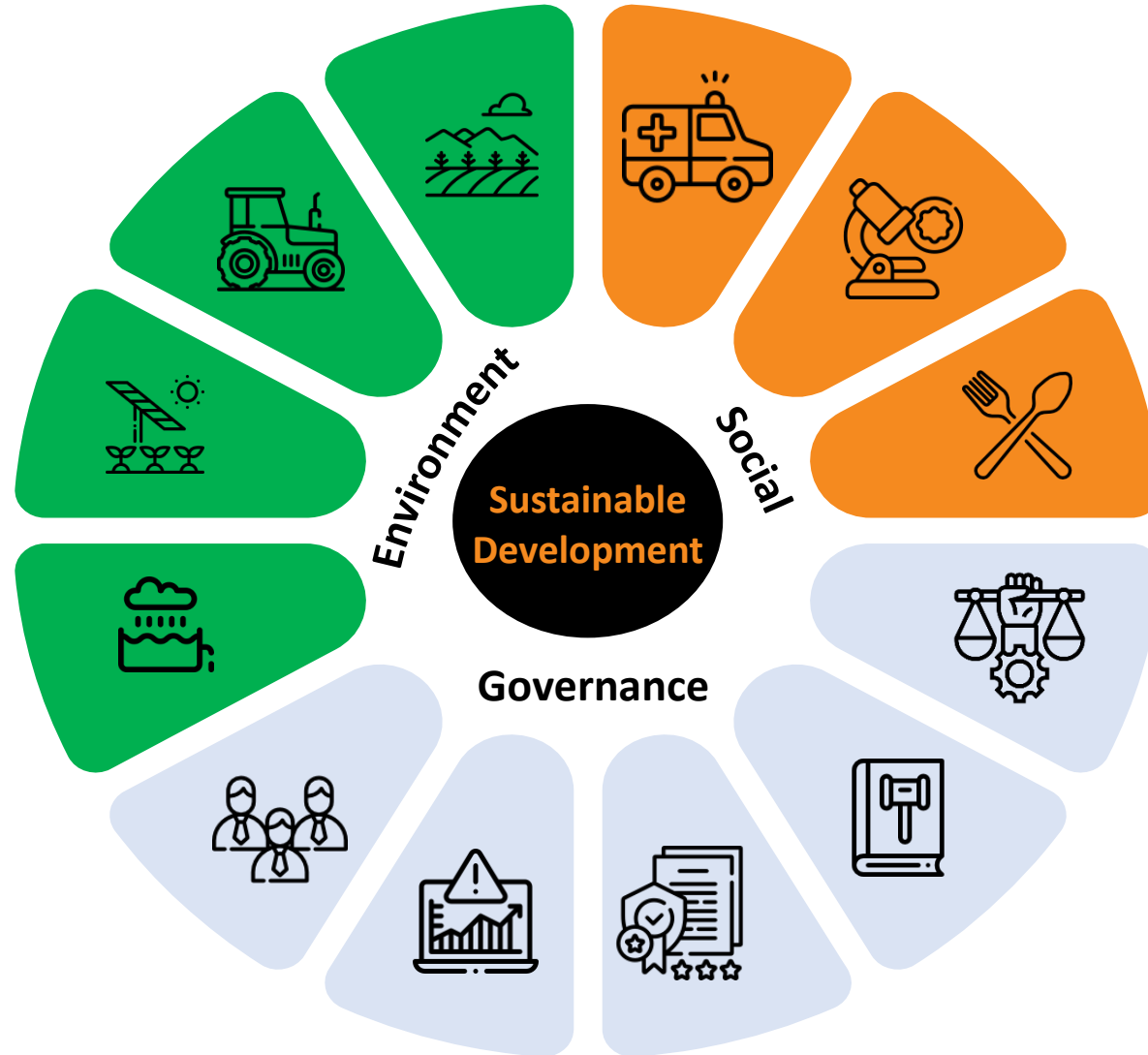
Best Resourcing Strategy Award HR Association of India 2019

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

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

A white skid steer loader is shown in a dark, industrial setting, likely a quarry or construction site. The loader is positioned on a large pile of material, and its front bucket is raised and tilted, dumping a large amount of material. The background shows a hazy, mountainous landscape. The overall image is in a dark, monochromatic style with a slight orange tint.

| Growth Drivers

Sectoral Growth Drivers



Urban Infra



Railways



Manufacturing



Roads



Housing

- The Centre has allocated INR 10,00,000 Crs capital investment, a steep increase of 33% for third year in a row, to enhance growth potential of the country.
- Investment of INR 75,000 Crs, for one hundred critical transport infrastructure projects, for last and first mile connectivity for ports, coal, steel, fertilizer, and food grains sectors.
- Urban Infrastructure Development Fund (UIDF) will be established through use of priority Sector Lending shortfall, which will be managed by the national Housing Bank, and will be used by public agencies to create urban infrastructure in Tier 2 and Tier 3 cities.
- The government has allocated INR 16,000 Crs towards its Smart Cities Mission for FY24.
- Capital outlay of INR 2,40,000 Crs has been provided for the Railways, which is the highest ever outlay and about nine times the outlay made in 2013-14.
- 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 New line projects will be getting an allocation of INR 31,850 Crs and National High Speed Rail Corporation Limited will be allocated INR 40,184 Crs.
- The Manufacturing sector of India has the potential to reach US\$ 1 Tn by 2025.
- PLI in 14 sectors for achieving the vision of 'Atmanirbhar Bharat' with the potential to have additional production of INR 3,00,000 Crs during next 5 years.
- Industrial Capex cycle has revived owing to other initiatives such as 'Vocal for Local' and 'China +1 Strategy.'
- As per Budget 2023-24 Expansion of the National Highways network by 14,000 km in FY24, INR 20,000 Crs 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 kms under the PMGSY.
- Outlay for PM Awas Yojana is being enhanced by 66% to over INR 79,000 Crs.
- 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 INR 100 lakh Crs national infrastructure master plan, building a foundation for holistic infrastructure.

Sectoral Growth Drivers



Agriculture

- In the 2023-24 Union Budget, Ministry of Agriculture and Farmers' Welfare has been allocated INR 1,25,000 Crs. 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

- 5 Multimodal Logistics Parks at four locations through PPP mode contracts to be awarded in FY24.
- The government had decided to set up as many as 35 Multi Modal Logistics Parks, at a total capital cost of Rs. 50,000 crore.
- 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.
- 30 Mn square ft of warehousing space is expected to be added to the existing 86 Mn square ft in 2023.
- Indian warehousing and logistics sector is expected to attract ~\$10 Bn 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 INR 35,000 Crs (US\$ 4.99 Bn) investment in the upcoming years.
- 50 additional airports, heliports, water aerodromes and advance landing grounds will be revived for improving regional air connectivity.
- The Indian Government is planning to invest US\$ 1.83 Bn for development of airport infrastructure along with aviation navigation services by 2026.



Ports

- The Ministry of Ports, Shipping and Waterways aims to complete projects worth INR 2,00,000 Crs in the next financial year under the Sagarmala Programme.
- The Government has included 1,537 projects under the ambitious Sagarmala Programme at a cost of INR 6,50,000 Crs.
- Projects worth INR 13,308.41 Crs were awarded in the last three years on upgradation of the major ports.

The Government of India has allocated US\$ 1.4 Tn 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

New Product Launches



India's Largest indigenous crane with a lifting capacity of 180 tons launched by Mr. Nitin Gadkari, Hon'ble Minister of Road Transport and Highways

New Product Launch: India's First Fully Electric Mobile Crane



*India's First Electric Construction Equipment /
India's First Electric Crane*



New Product Launch: India's First Fully Electric Mobile Crane



New Product Launch: India's Largest Indigenous Crane



India's Largest Mobile Crane - 180 Tons Crawler Crane

New Product Launch: 35 Tons 4X4 Next-Gen Crane



New Product Launch: India's First AWP



*India's First Self Propelled AWP
(Aerial Access Platform)*

New Product Launch: Range of Telehandlers



*Telehandler
(2 / 3 Tons)*

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.

Business Overview

Cranes



Average Selling Price:
INR ~18 lacs



Average Selling Price:
INR ~1.1-1.6 crore



Average Selling Price:
INR ~70-100 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

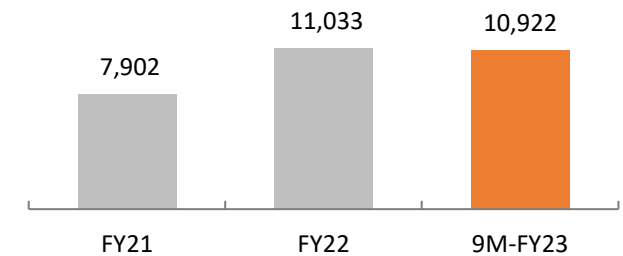
- **Market Leader (up to 75 Tons)**
- Crawler / Track Mounted Slew Cranes for rough terrain and off-road heavy lift applications
- Capacity class: 25 Tons to 75 Tons (160 Tons under development)
- **Sectors: Infrastructure, Construction**

► Truck Cranes

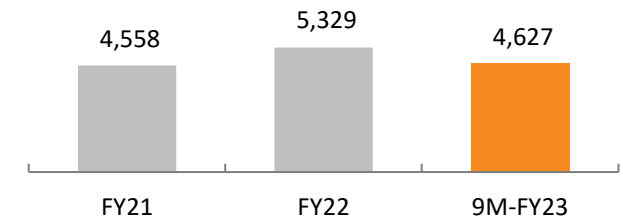
- **No. 3 position in India**
- High mobility on road and off-road cranes for heavy lift applications
- Capacity class: 25 Tons to 60 Tons (80 Tons under development)
- **Sectors: Infrastructure, Construction, Logistics**



Crane Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 75%

Cranes



Average Selling Price:
INR ~60-65 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 ~21 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

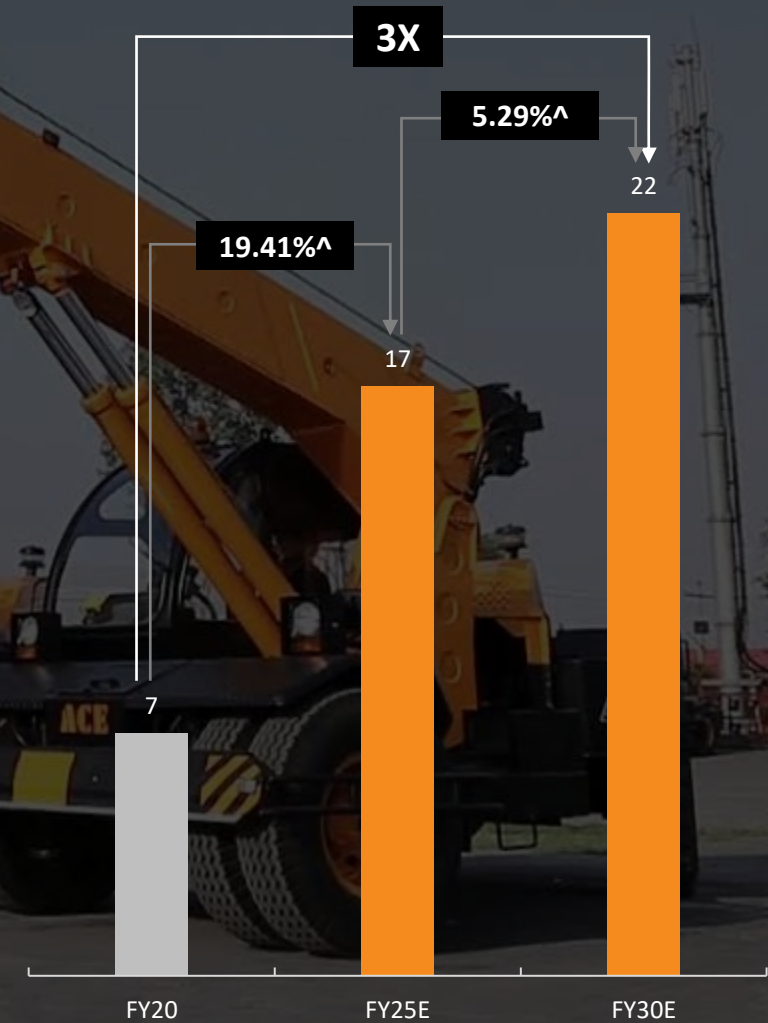
Cranes

- 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**

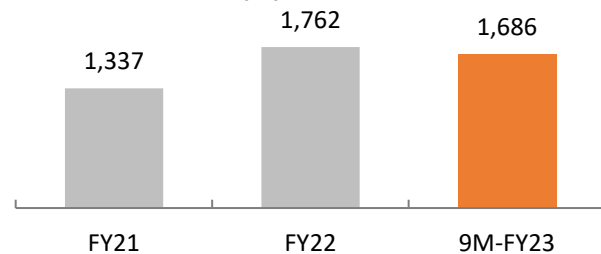
▶ Motor Graders

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

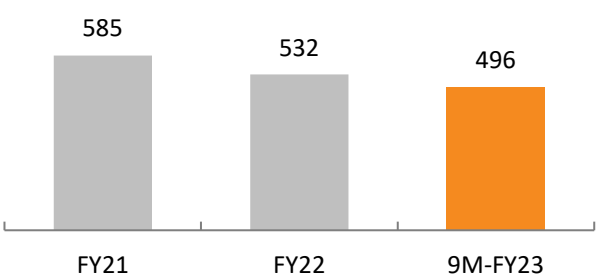
▶ Piling Rigs

- 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



Average Capacity Utilization – 50%

Industry Overview



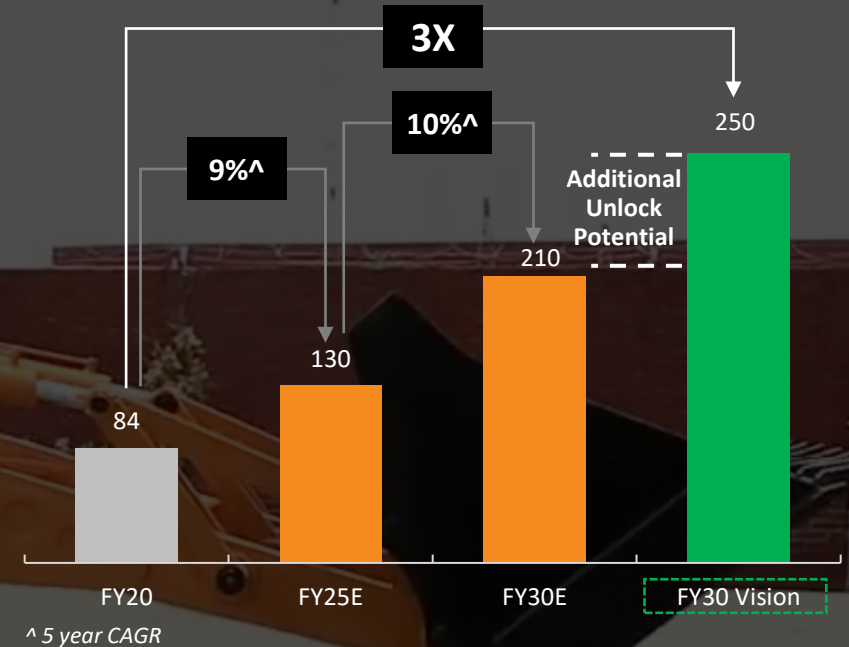
Construction Equipment

- 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.
- Around 100,000 construction equipment are expected to be sold in the local market by 2022-23 an increase of 22-25% from the previous year.
- The construction equipment industry is expected to grow by 10-15% in FY24.
- 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 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 9~10 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

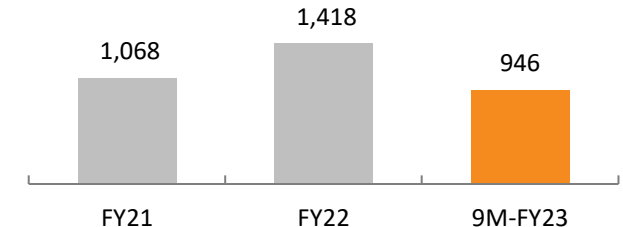
- Warehousing Equipment used in diverse spectrum of industries such as manufacturing, defence, ports, power, logistics, infrastructure and aviation.
- High quality and technically advanced Warehousing Equipment, adept to perform various tasks such as loading, unloading & stacking of material as well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



Material Equipment Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 65%

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 6 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)

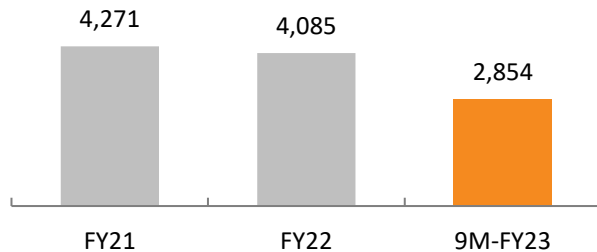


Average Selling Price:
INR 18 lacs

▶ 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 – 45%



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 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 bar chart, visible in the upper right and lower right areas respectively.

Historical Consolidated Financial Performance



Particulars (INR Mn)	FY20	FY21	FY22	9M-FY23 [^]
Total Income*	11,603	12,425	16,404	15,838
Total Expenses	10,646	11,083	14,782	13,982
EBITDA	957	1,342	1,622	1,856
EBITDA Margins (%)	8.25%	10.80%	9.89%	11.72%
Depreciation	130	139	154	130
Finance Cost	147	122	95	69
PBT	680	1,081	1,373	1,657
Tax	155	283	323	399
Profit after Tax	525	798	1,050	1,258
PAT Margins (%)	4.52%	6.42%	6.40%	7.94%
Other Comprehensive Income	(2)	8	(4)	-
Total Comprehensive Income	523	806	1,046	1,258
EPS (Diluted INR)	4.57	7.03	9.02	10.41

*: Total Income includes Other Income

[^]: Other Income includes one-time exceptional item of INR 197.6 Mn

Historical Consolidated Balance Sheet



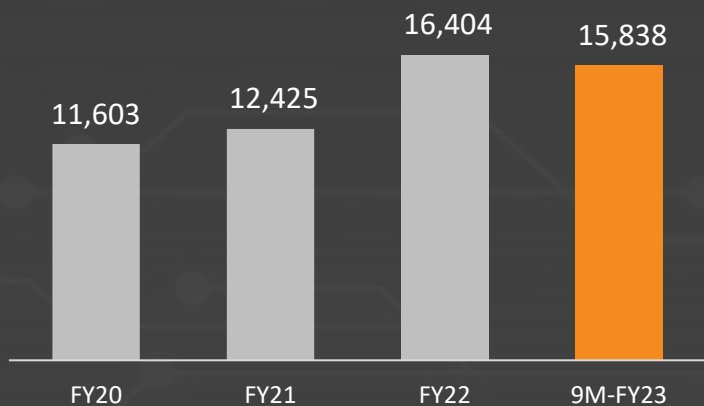
Equities & Liabilities (INR Mn)	FY21	FY22	H1-FY23
(A) Share Capital	227	238	238
(B) Other Equity	5,005	7,303	7,961
Non Controlling Interest	3	3	19
Total - Shareholder Funds	5,235	7,544	8,218
Non Current Liabilities			
(A) Financial Liabilities			
(i) Borrowings	202	-	-
(ii) Lease Liabilities	1	12	10
(B) Provisions	19	23	25
(C) Deferred tax liabilities (Net)	160	135	148
Total - Non – Current Liabilities	382	170	183
Current Liabilities			
Financial Liabilities			
(i) Borrowings	341	292	1,105
(ii) Trade Payables	3,306	4,149	4,082
(iii) Other Financial Liabilities	875	190	339
(iv) Lease Liabilities	2	5	6
(D) Other current liabilities	380	418	549
(E) Provisions	14	18	22
(F) Current tax liabilities (Net)	18	37	77
Total – Current Liabilities	4,936	5,110	6,179
Total Equity and Liabilities	10,553	12,824	14,580

Assets (INR Mn)	FY21	FY22	H1-FY23
(A) Property plant & Equipment	4,161	4,355	4,314
(B) Capital Work in Progress	126	243	347
(C) Right-of-Use Assets	-	18	15
(D) Investment properties	120	118	116
(E) Intangible assets	12	27	24
(F) Financial assets			
(i) Investments	64	802	1,232
(ii) Other financial assets	66	164	173
(G) Other non-current assets	97	65	31
(H) Non-current tax assets (Net)	1	4	2
Total - Non – Current Assets	4,647	5,795	6,254
Current Assets			
(A) Inventories	2,661	3,334	4,136
(B) Financial assets			
(i) Investments	251	990	984
(ii) Trade receivables	2,247	1,887	2,007
(iii) Cash and cash equivalents	329	28	230
(iv) Bank balances other than (iii) above	36	118	258
(v) Loans	-	8	9
(vi) Other current financial assets	23	16	73
(C) Other Current Assets	357	648	629
(D) Current Tax Assets (Net)	2	-	-
Total current assets	5,906	7,029	8,326
Total Assets	10,553	12,824	14,580

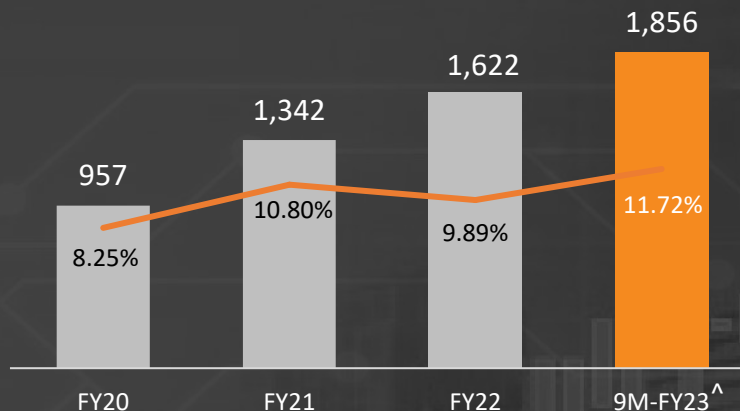
Key Consolidated Financial Highlights



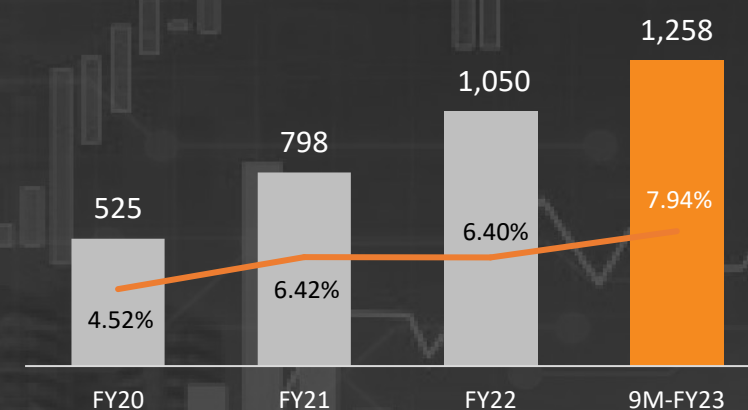
Total Income* (INR Mn)



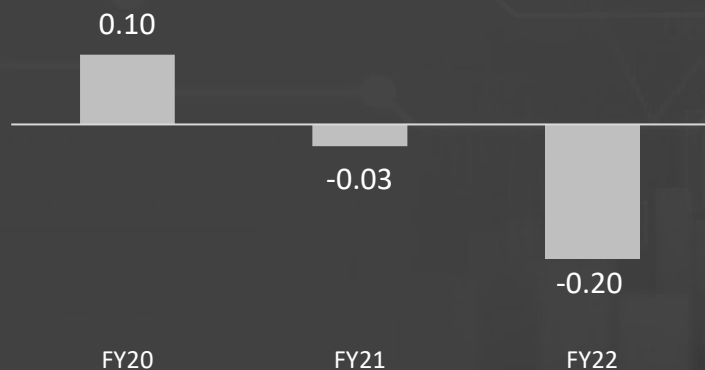
EBITDA and EBITDA Margins (INR Mn)



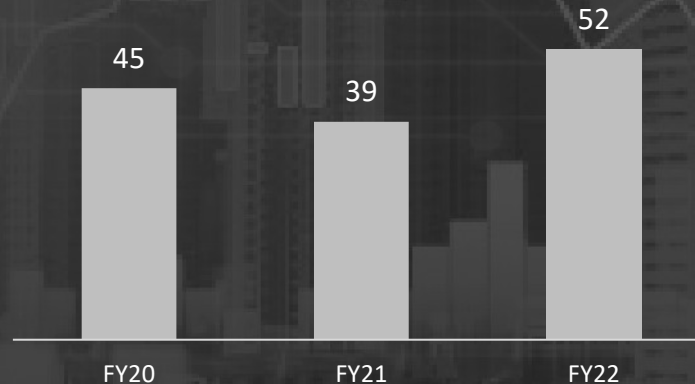
PAT and PAT Margins (INR Mn)



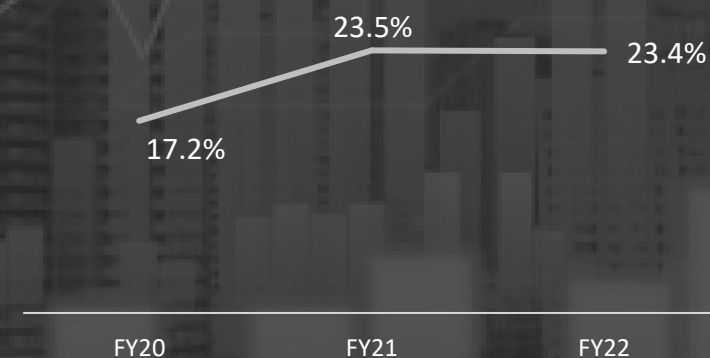
Net Debt to Equity (x)



Working Capital Days



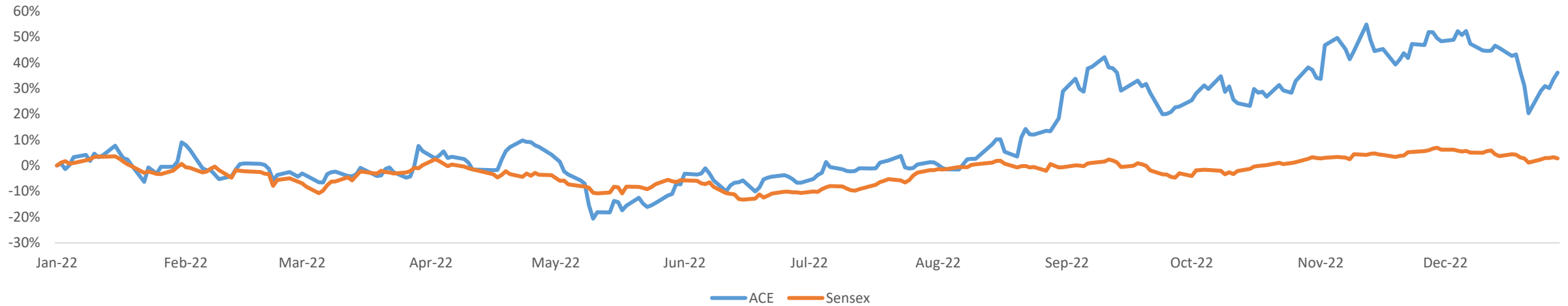
Return on Capital Employed (%)



* Total Income includes Other Income

[^] EBITDA Margin includes one-time exceptional item of INR 197.6 Mn

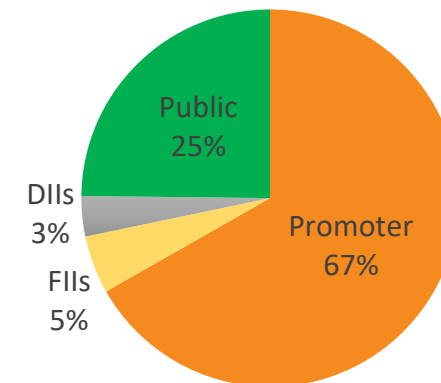
Stock Market Performance (as on 31st December, 2022)



Price Data (As on 31st December, 2022)

Face Value (INR)	2.0
Market Price (INR)	303.95
52 Week H/L (INR)	354.4/175.0
Market Cap (INR Mn)	36,195.3
Equity Share Outstanding (Mn)	119.1
1 Year Avg. Daily Trading Volume ('000)	609.9

Shareholding Holding pattern (As on 31st December, 2022)



Disclamier



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THANK YOU

