The background of the slide is a grayscale photograph of a construction site. In the foreground, a yellow and black ACE truck-mounted crane is positioned, facing right. The crane's boom is extended upwards. The background shows a complex network of steel reinforcement bars and formwork for a building's structure.

Established Brand with over 25 years of Industry Presence

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

World's largest Pick & Carry Crane Manufacturer

India's most diversified Construction Equipment Manufacturer

Pan India and Global Presence in over 25 Countries

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

Most Awarded Construction Equipment Company

Strong Training and R&D Backbone

Customer-Centric Organisation

Ample Capacities in place to ensure Future Revenue Growth

ACE
P&D CENTRE

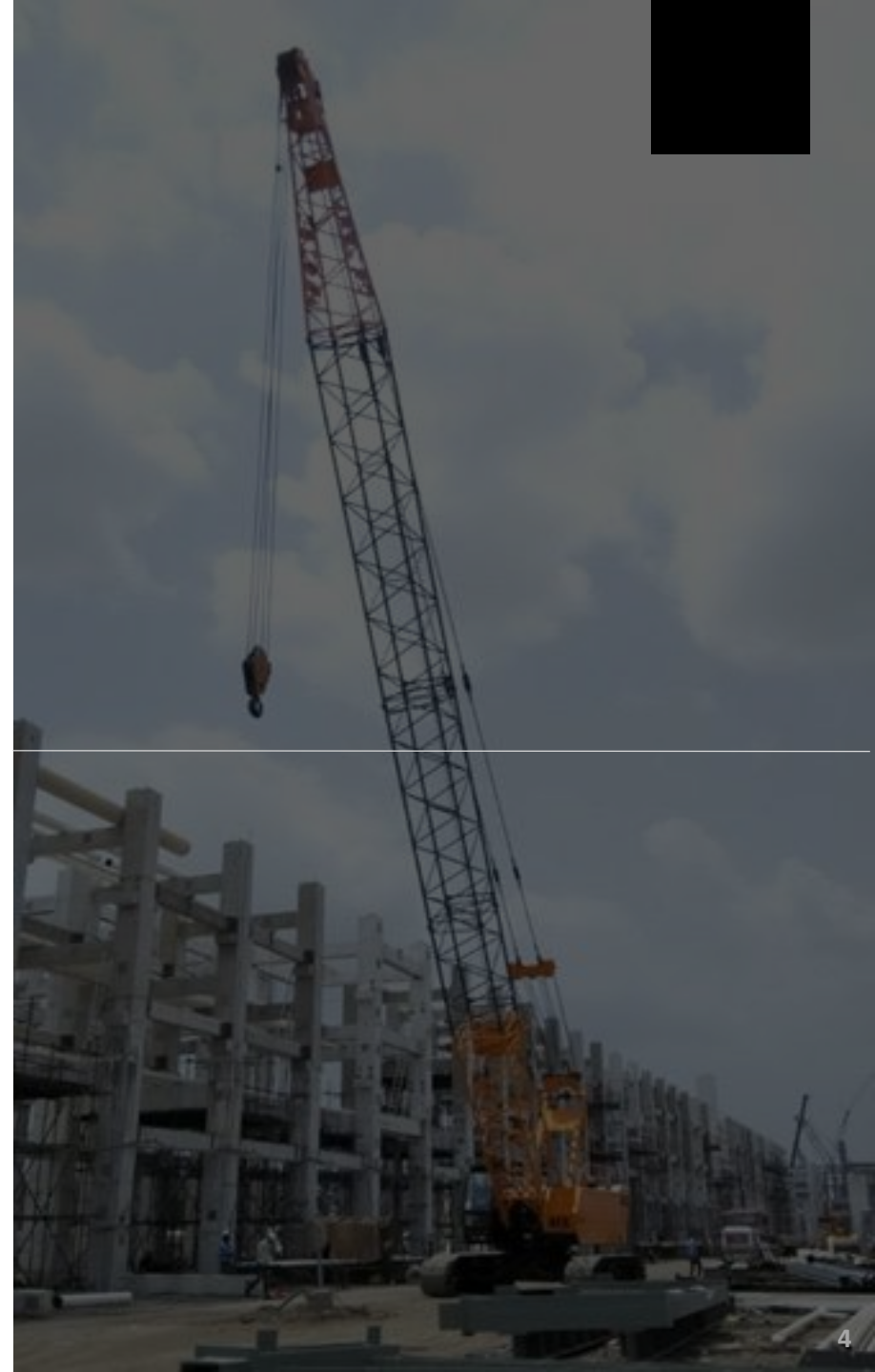
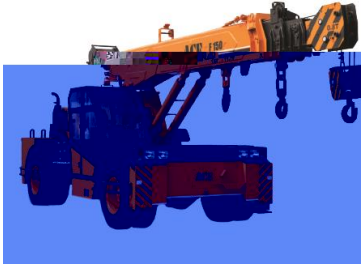
ACE





ACE

• ACTION CONSTRUCTION EQUIPMENT LIMITED



Cranes



Pick & Carry Crane



Lorry Loaders Crane



Self Erecting Tower Crane



Crawler Crane



Truck Crane



Tower Crane

Construction Equipment



Backhoe Loader



Wheel Loader



Soil Compactor & Tandem Vibratory Roller



Motor Grader

Material Handling



Forklift Trucks

Warehousing Equipment



Piling Rig

Agriculture Equipment



Tractor



Track Combine



Wheel Harvester



Rotovator

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



▶ Construction Equipment



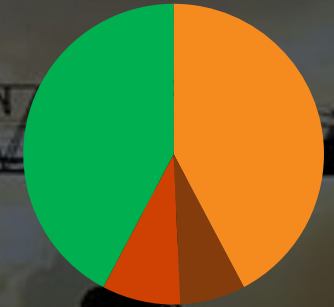
▶ Agriculture Equipment



▶ Material Handling Equipment



Total capacity (Units)



State-of-the-Art Manufacturing Facilities

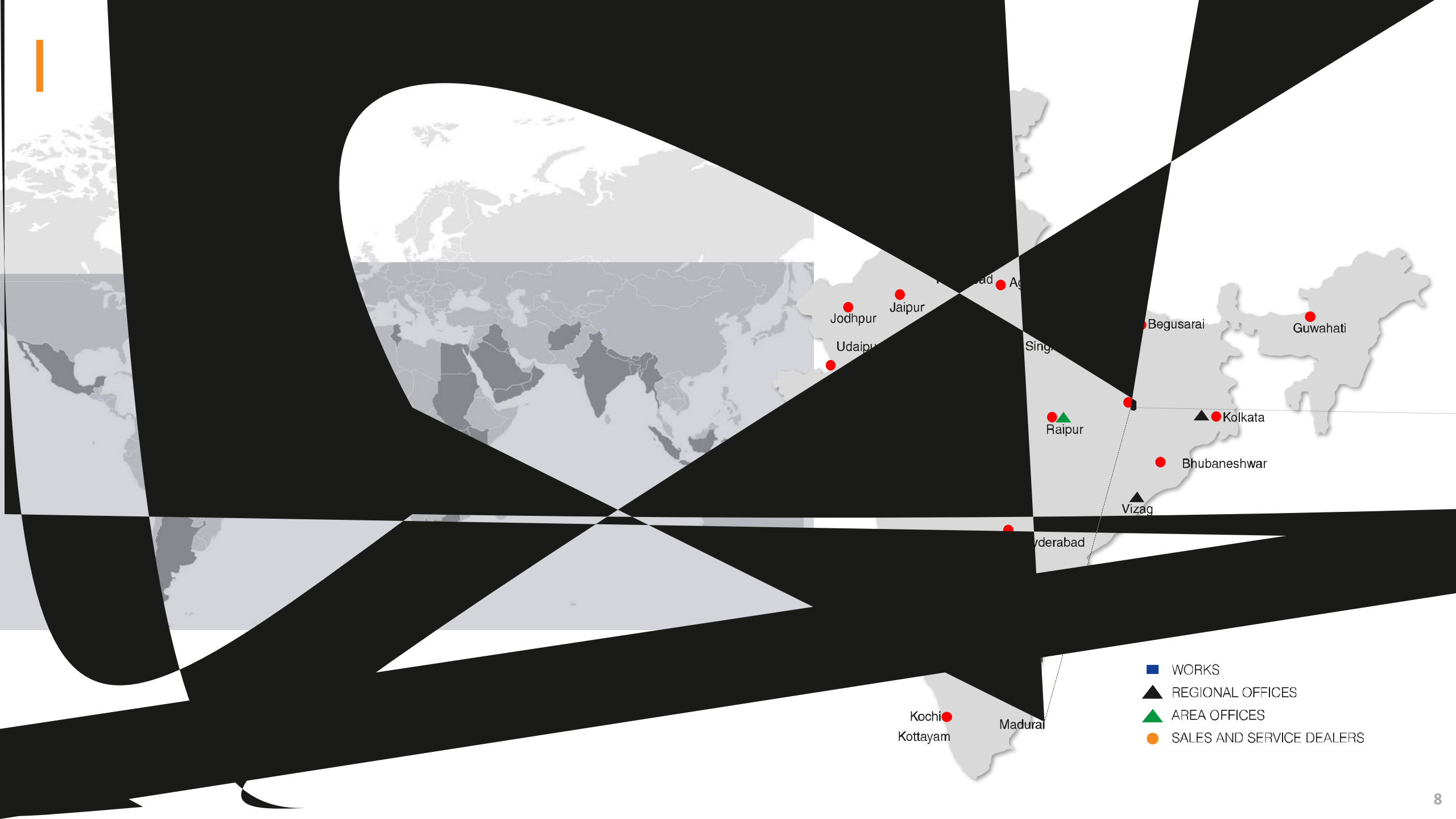
Location:

Total installed Capacity

Total Area:

Utilized Area:





- WORKS
- ▲ REGIONAL OFFICES
- ▲ AREA OFFICES
- SALES AND SERVICE DEALERS

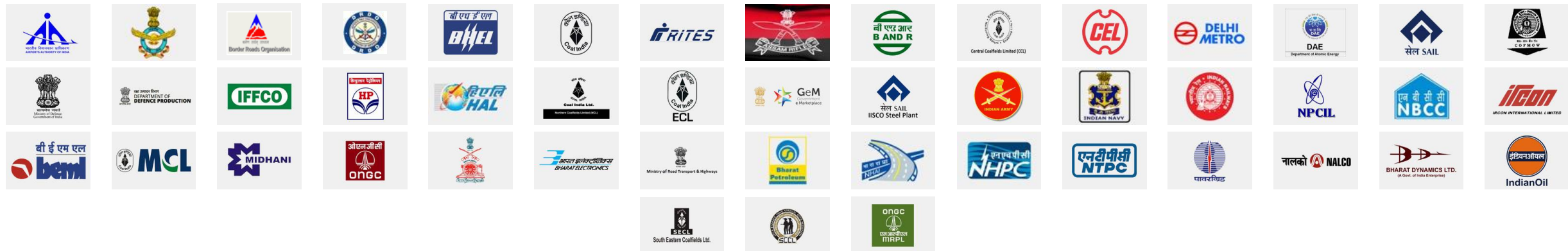
Key Infra Players



Manufacturing Sector



Government Sector



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

-
-
-
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-

ACE Training Center:



R&D Center



Training center



Mr. Vijay Agarwal -



Mrs. Mona Agarwal -



Mr. Sorab Agarwal -



Mrs. Surbhi Garg -



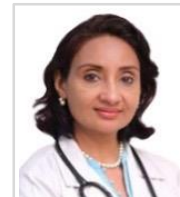
Mr. Avinash Parkash Gandhi -



Dr. Jagan Nath Chamber -



Mr. Shrinivas Vashisht -



Dr. Divya Singhal -



Rajan Luthra –



Ashok Anantharaman –



Chetan Gole –



Dr. Virender Saroha –



Manish Mathur –



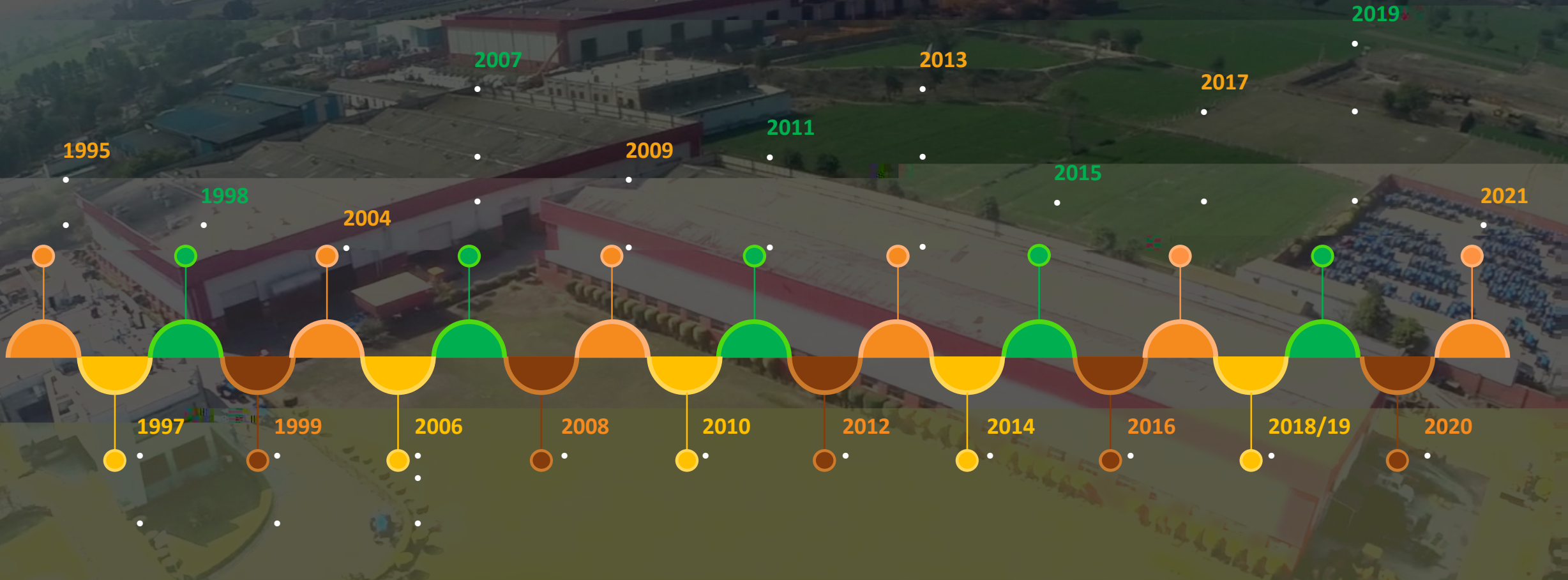
Vyom Agarwal –



Md Imteyaz Ahmed –



Manish Handa –





ACE Bags "Best Company in Cranes & Tower Cranes"



Best Company of the Year 2020 Award



Business Leader of the Year 2020 Award



Outstanding Employee Engagement Strategy Award - 2020



Most Innovative HR Award



North India Best Employer Award 2019 - 20



Bestseller in Mobile Cranes-Equipment India 2019



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



Excellence in Engineering Design 2019



India's Greatest Brands 2019



India's Greatest Leaders 2019



Future of Workplace & Leadership Award - 2019



India's Most Trusted Companies Awards 2019



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



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



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



Brand Excellence- Construction Equipment Industry



India's Best Company of the Year Award 2018



Dream Companies to Work for Construction Sector 2019



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



Best Resourcing Strategy Award HR Association of India 2019



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



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



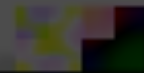
Best Seller in Mobile Cranes Category Award 6th Equipment India-2018



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



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





Urban Infra

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Railways

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Manufacturing

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Roads

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Housing

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



Agriculture



Logistics



Warehousing



Airports



Ports

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



Established and Strong Brand

Flexibility and Quick Change Adaptation

Highly Experienced and Professional Team

Rugged Products with Superior Functional Parameters

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

Total Industrial land of ~90 acres with 50% utilisation

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

ACE



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Average Selling Price:
INR ~14 lacs



Average Selling Price:
INR ~1-1.5 crore



Average Selling Price:
INR ~60-100 lacs

► Pick & Carry Cranes

- Market leader – 63% market share
-
-
-
- Sectors: Infrastructure, Construction, Manufacturing, Logistics

► Crawler Cranes

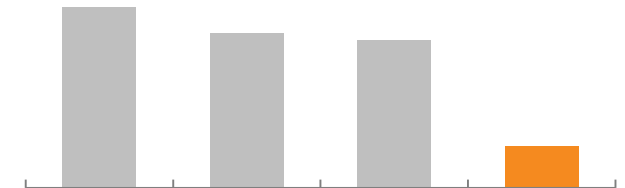
- Market Leader (up to 75 Tons)
-
-
- Sectors: Infrastructure, Construction

► Truck Cranes

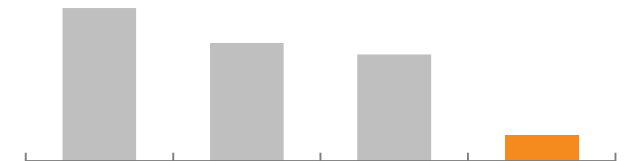
- No. 3 position in India
-
-
- Sectors: Infrastructure, Construction, Logistics



Crane Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 50%

▶ **Fixed Tower Cranes**

- **Market Leader – 60% market share**
-
-
- **Sectors: Infrastructure, Construction (Especially Real Estate)**

▶ **Self Erecting Tower Cranes**

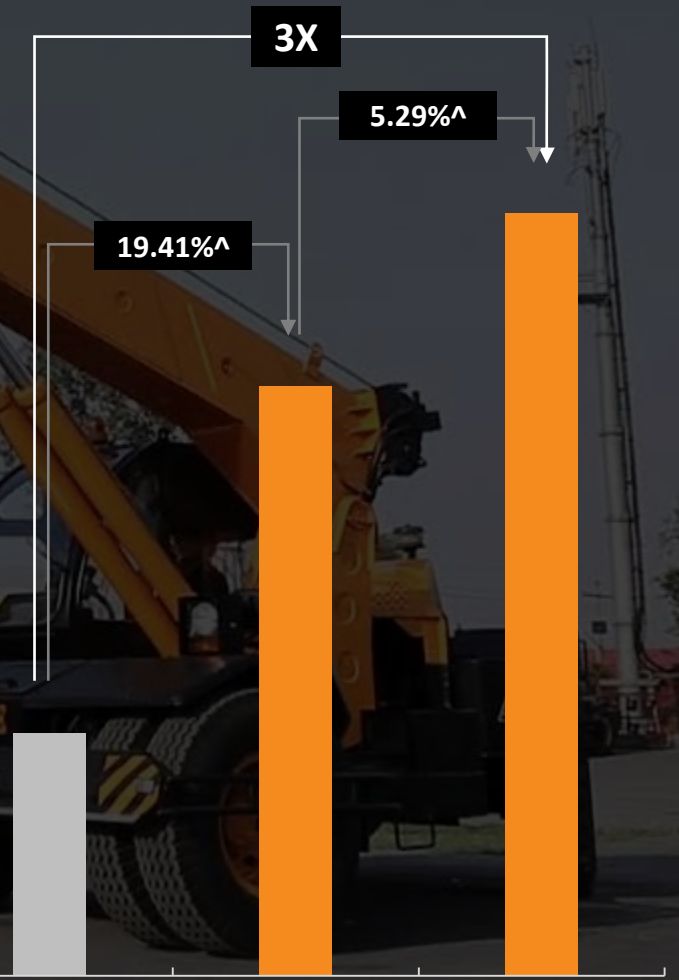
- **Market Leader – 75-80% market share**
-

Cranes

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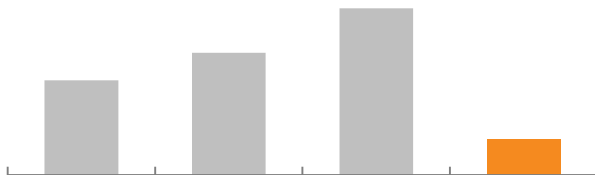
ACE Strategy

Crane Units (000's)*

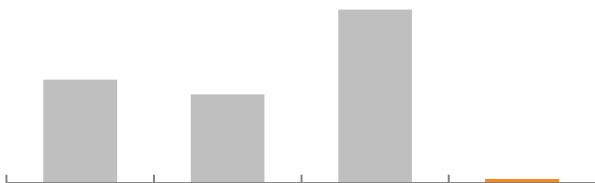




Construction Equipment Revenue (INR Mn)



Products Sold – Volume



Average Capacity Utilization – 40%



Average Selling Price:
INR ~17 lacs



Average Selling Price:
INR ~18 lacs



Average Selling Price:
INR ~50 lacs



Average Selling Price:
INR 2~3 crores

▶ Backhoe Loaders

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- Sectors: Infrastructure, Construction, Mining, Manufacturing

▶ Vibratory Rollers

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-
-
- Sectors: Infrastructure, Construction

▶ Motor Graders

-
-
- Sectors: Infrastructure, Construction, Mining

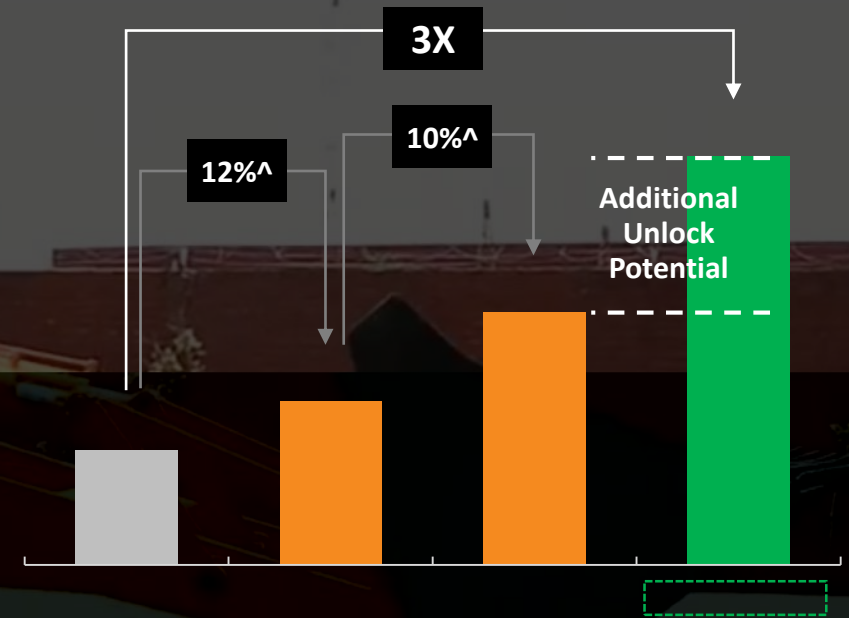
▶ Piling Rigs

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- Sectors: Infrastructure, Construction (Specially Elevated construction)

Construction Equipment

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Indian Construction Equipment Industry Units (000's)



ACE Strategy

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- 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

ACE Strategy



A vertical orange bar is positioned on the far left side of the slide, extending from the top to the middle section.

Agricultural Equipment

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ACE Strategy

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▶ NXP Series – Multi Activity Cranes

▶ NX 360° Series – Multi Activity Cranes

▶ FP-210 – Piling Crane





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.

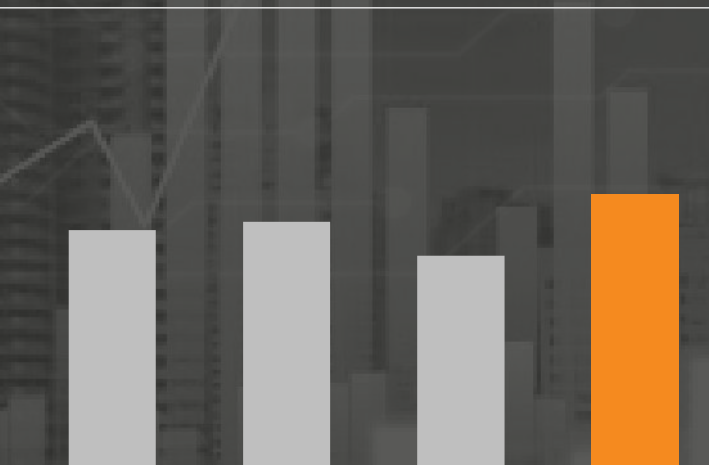
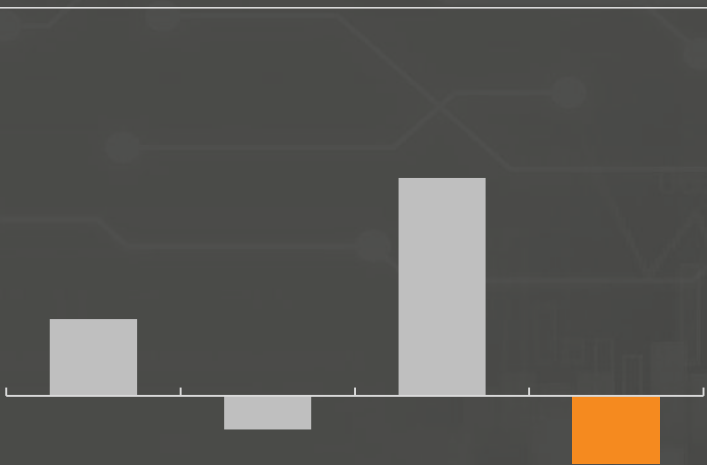
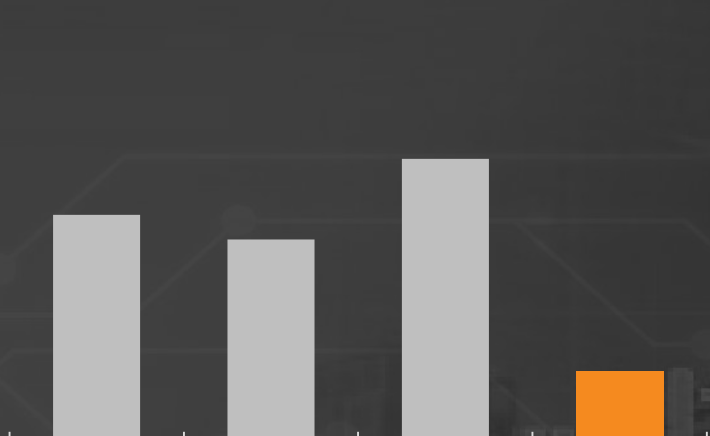
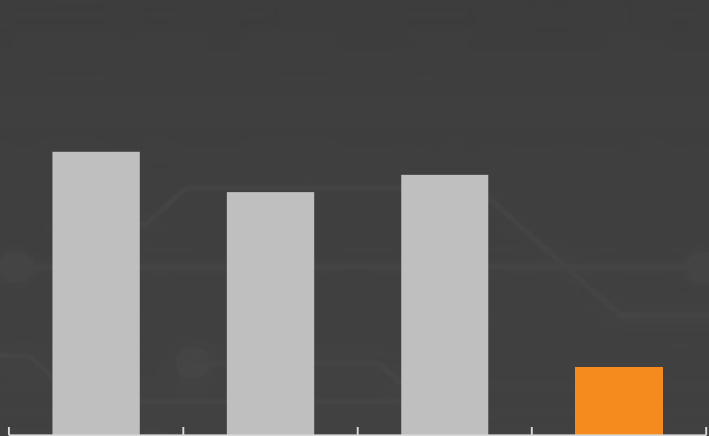




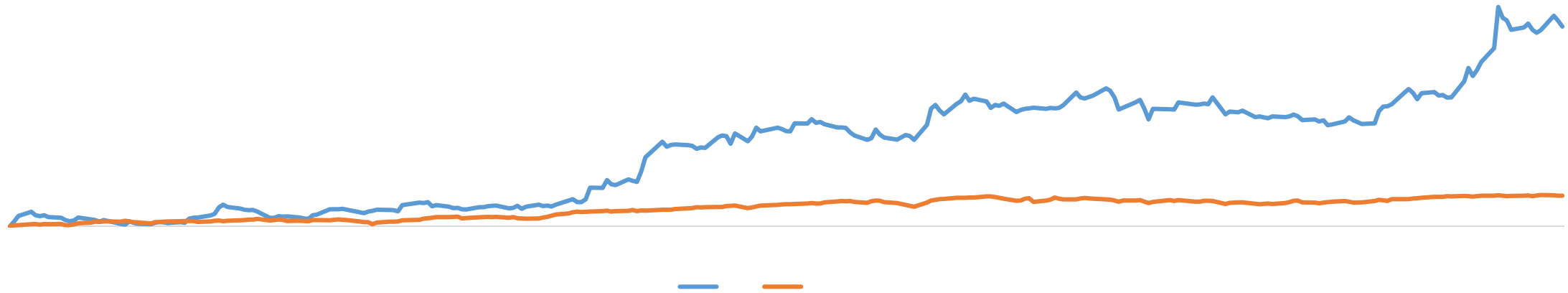
Particulars (INR Mn)	FY19	FY20	FY21	Q1-FY22
Total Income*	13,522	11,603	12,425	3,239
EBITDA	1075	957	1,342	326
EBITDA Margin (%)	7.95%	8.25%	10.80%	10.06%
PBT	842	680	1,081	262
Profit after Tax	560	525	798	193
PAT Margin (%)	4.14%	4.52%	6.42%	5.96%
Total Comprehensive Income	560	523	806	193
EPS (Diluted INR)	4.78	4.57	7.03	1.70

Equities & Liabilities (INR Mn)	FY20	FY21
Total - Shareholder Funds	4,429	5,235
Non Current Liabilities		
Total - Non – Current Liabilities	472	382
Current Liabilities		
Total – Current Liabilities	4,635	4,936
Total Equity and Liabilities	9,536	10,553

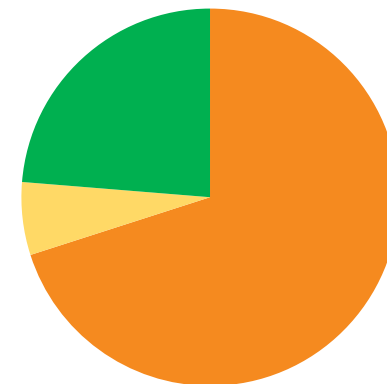
Assets (INR Mn)	FY20	FY21
Total - Non – Current Assets	4,674	4,647
Current Assets		
Total current assets	4,862	5,906
Total Assets	9,536	10,553



Stock Market Performance (as on 30th June, 2021)



Price Data (As on 30 th June, 2021)	



Action Construction Equipment Limited

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