

Date: 09.01.2026

To

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001

Scrip Code: 544518

ISIN: INE0TJ801010

Subject: Power Point Presentation

Dear Sir/Madam,

We are forwarding power point presentation for the proposed merger of **Ricardo Elevators Private Limited** with **L. T. Elevator Limited**.

Thanking you,

For L. T. Elevator Limited

Managing Director
Arvind Gupta

Enclosures: Power Point Presentation

Place: Kolkata

L.T. ELEVATOR

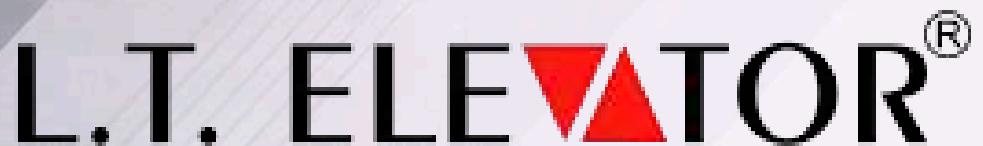


Investor Presentation Jan 2026



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An ISO 9001 : 2008 Certified Company

At a Glance

 **355+**
Employees

 **800+**
Units Annual Capacity

 **₹46.99 Cr**
Revenue (H1 FY2026)

What Sets Us Apart



End-to-end Elevator Lifecycle Ownership

Design → Install → O&M



Engineering led Manufacturing

In-house capabilities



Certified Operations

ISO 14001:2015 certified



Pan-India Footprint

Service & Maintenance present across India



Business Verticals



Passenger & Goods Elevators

Elevators for people and cargo



Automated Parking Systems

Automated mechanical systems for efficient vehicle parking



D2C Home Elevators

Direct-to-consumer sales of residential elevators

**15+ Years of Excellence
in Vertical Transportation**

Trusted, Engineering-Led Partner Across India



Strategic Acquisition



*Creating Value Through D2C Expansion
Accelerating Growth in High-margin Markets
Proven Manufacturing Excellence Meets Distribution Expertise*

Rise of Home Elevators: A High-Growth Niche Market

Accelerating Adoption Driven by Structural Advantages

Compact Footprint

- ~70% space required vs traditional elevators

No Civil Work Required

- No pit, no headroom, easy retrofit

Single-Phase Power

- Compatible with standard home electricity

Premiumization of Housing

- Lifestyle + Aging supporting retrofits

Unique Market Characteristics



True D2C Demand Profile

- Individual homeowners place single-unit orders
- Purchase driven by aesthetics, convenience & trust
- Sales cycle resembles premium consumer durables



Fragmented Competitive Market

- Unorganized fragmented market with many players
- Untapped by MNC & legacy players

Market Size and Growth Signals



~₹2,000 Cr¹

Rapidly expanding niche market



Growing faster than traditional elevator segment



Early stage adoption with long runway ahead

A structurally advantaged, under-penetrated D2C market – Ideally suited for a focused, design-led, Digital native player : Ricardo Elevators

Investment rationale Behind Acquisition

Built for a Premium D2C Market

Design-led Premium Brand

- Indo-Italian aesthetics aligned with premium home buyers

Digital-first D2C Engine

- Lead generation, qualification, and fulfillment using meta/instagram/google

Omnichannel Presence

- Digital discovery supported by physical brand outlets

Pan-India Footprint

- 18+ experience centers across major Indian cities

Early Proof of Scale and Economics

- ✓ **2,000+ monthly enquiries** generated consistently
- ✓ **~2% conversion rate** in a high-consideration category
- ✓ **₹6 Cr monthly order booking run-rate** (last 4 months)
- ✓ **₹45 Cr+ order book¹** with **3–6 months** order execution



Award Winning Brand

The acquisition shifts manufacturing in-house to LT's engineering-led platform, improving margins, quality, and execution certainty.

Elevating Shareholder Value: The Ricardo Acquisition



Revenue Growth

New orders drive faster growth & scale



Manufacturing Knowhow

Ricardo leverages LT's engineering led capabilities & expertise



Distribution

LT gains Ricardo's distribution across India



Pricing Power

D2C brand comes with customer recall and higher pricing power



Economies of Scale

Consolidation drives cost savings and efficiency



Team Addition

Absorb Ricardo's experienced team into LT Elevators

A strategically accretive acquisition with multiple value levers—growth, margins, and scale—working in tandem from Day 1.

Demand Expansion and Capacity Readiness

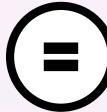
LT Elevator
Order Book¹

₹244 Cr



Ricardo
Order Book²

₹45 Cr



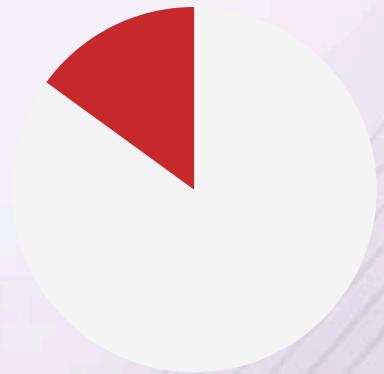
Combined
order book

₹289 Cr

90% orders executable in
next 18 months

Scaling supply to meet demand

- **Integrated manufacturing facility** under development
- Land acquired; construction commenced
- 5x current size
- 2.5x installed capacity
- Target **Capex Go Live - Q4'FY27**



Ambition to gain 15% market share
in home elevator market by 2030

Thank You



Company Contact

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