

Action Construction Equipment

COMPANY PROFILE



FUTURE[®]
MULTI BAGGER STOCK

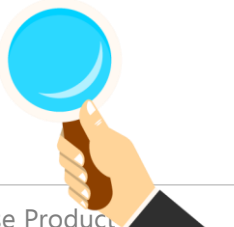
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1. PREMIER FINDINGS

A person's hand is shown holding a pen, poised to write on a document. The document features several charts and graphs, including a bar chart and a pie chart. The entire scene is overlaid with a blue gradient, giving it a professional and modern appearance. The background is slightly blurred, showing a laptop and other office equipment.

- The global construction equipment market size is valued at \$153 billion in 2020, and is projected to reach \$220 billion by 2023, growing at a CAGR of 4.2% from 2020 to 2025.
- Construction equipment are specially designed machinery used to perform or assist in construction operations. Typically, these machines include Wheel Bulldozers, Front Loaders, Dump Trucks, Backhoe loader, Grader, Crawler Dozers, Compactors, Excavators, Forklifts, Concrete Mixer Truck, and Others. These equipment are used for different functions such as drilling, hauling, excavating, paving, grading, lifting, and others. The global construction equipment market covers different industries such as construction & infrastructure, manufacturing, and oil & gas.
- Owing to rapid urbanization, major cities across the world are getting crowded and resources are being overused. Simultaneously, real estate is also getting excessively expensive. By 2040, the global population is estimated to grow approximately by two billion with the urban population growing by over 45%. Thus, to resolve this issue, various countries such as Egypt, India, Indonesia, and others are building cities to re-accommodate the population.
- For instance, Egypt is building New Administrative Capital at a cost of about \$42 billion. In addition, rise in focus on public-private partnerships (PPP) is also positively affecting the construction equipment market growth. A public-private partnership as the name suggests is a partnership or some kind of joint venture between a private company or entity and a government entity.
- Typically, these partnerships are meant for the construction of public infrastructure systems, in which a private company handles a project and lends technical & operational expertise, and sometimes financial support for the government projects.
- The growth in public-private partnerships in different countries such as India, Africa, and China are expected to fuel the growth of the construction equipment end-user segment. Further, the rise in urbanization across the world has also increased the demand to build infrastructure such as residential and transportation.



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2. INDUSTRY INFORMATION (with similar companies of the industry)

2.1 Introduction (1/21)

- **Market Size:** The Indian construction machinery manufacturing market is one of the largest in the world. It comprises a wide range of machinery and equipment, including excavators, loaders, cranes, concrete equipment, road construction machinery, and more.
- **Infrastructure Development:** India has been investing heavily in infrastructure development, including roads, bridges, railways, airports, and urban infrastructure. These initiatives have contributed to the increased demand for construction machinery.
- **Government Initiatives:** The Indian government has launched several initiatives such as "Make in India" and "Atmanirbhar Bharat" (Self-Reliant India) to promote domestic manufacturing and reduce dependence on imports. These initiatives aim to boost the manufacturing sector, including construction machinery manufacturing.
- **Foreign Direct Investment (FDI):** The Indian government has allowed 100% FDI under the automatic route in the construction machinery manufacturing sector. This has attracted foreign manufacturers and investors to establish their manufacturing units in India.
- **Growing Construction Industry:** The construction industry in India has been witnessing robust growth, driven by urbanization, population growth, and increased investments in real estate and infrastructure projects. This growth has led to a higher demand for construction machinery.
- **Technological Advancements:** The Indian construction machinery manufacturing sector has been adopting advanced technologies to enhance productivity, efficiency, and safety. This includes the integration of telematics, GPS tracking, remote monitoring, and automation in construction machinery.
- **Competitive Landscape:** The market is highly competitive, with both domestic and international players operating in India. Key players in the Indian construction machinery manufacturing market include Tata Hitachi, JCB India, ACE Ltd., Escorts Group, and others.

2.1 Introduction (2/21)

- India has to enhance its infrastructure to reach its 2025 economic growth target of US\$ 5 trillion.
- India's population growth and economic development requires improved transport infrastructure, including through investments in roads, railways, and aviation, shipping and inland waterways.
- Development of infrastructure has a multiplier effect on demand and efficiency of transport and increases commercial and entrepreneurship opportunities.
- Increased impetus to develop infrastructure in the country is attracting both domestic and international players. Private sector is emerging as a key player across various infrastructure segments, ranging from roads and communications to power and airports. In order to boost the construction of buildings in the country, the Government of India has decided to come up with a single window clearance facility to accord speedy approval of construction projects.
- India is expected to become the third-largest construction market globally by 2022. India plans to spend US\$ 1.4 trillion on infrastructure projects through the National Infrastructure Pipeline (NIP), from 2019 to 2023, to ensure sustainable development in the country.

2.1 Introduction (3/21)

- ACE - ACTION CONSTRUCTION EQUIPMENT LIMITED Is India's leading material handling and construction equipment manufacturing company offering cutting-edge technology products with a majority market share in Mobile Cranes and Tower Cranes segment. In addition to Mobile Cranes, With a strong history of innovation, The company's impressive portfolio includes Mobile/Fixed Tower Cranes, Crawler Cranes, Truck Mounted Cranes, Lorry Loaders, Backhoe Loaders/Loaders, Vibratory Rollers, Forklifts, Tractors & Harvesters and other Construction Equipment. ACE has a consolidated presence in all major Infrastructure, Construction, Heavy Engineering and Industrial Projects across the country.
- Established in 1995 in Faridabad, Haryana, by seasoned professionals with rich domain expertise in construction equipment, the company today boasts state-of-the-art production facilities. The plants are fully equipped with the latest technology and have a production capacity of 12000 construction equipment and 9000 tractors annually.



2.1 Introduction (4/21)

- The workforce comprises of qualified professionals having undaunted commitment towards total quality management and our strength lies in standardization of class products. We are dedicated to provide our customers with latest technology Construction Equipment and efficient sales and product support aimed at satisfying their real needs.
- The policy of responding with speed, expertise and the quest for excellence has been rewarded over the years in the form of repeat business resulting in constant growth making us the leading company in the Mobile Cranes, Tower Cranes and Construction Equipment sector in the country. Another factor driving our growth has been the versatility of our equipment to satisfy a vast range of possible applications. Our equipment has been successfully used in many sectors like Infrastructure Construction, Power Projects, Ports & Shipyards, Dams, Metro Rail, Roads, Mining, Steel Industry, Engineering Industry, Railways, Cement, Petroleum, Defence, Chemicals & Fertilizer Plants, Warehousing, Logistics, Building Construction etc., to name a few.



2.1 Introduction (5/21)

- One of India's Most Awarded Construction Equipment Company
- ACE is an ISO 9001 Certified Company and our standards of design, development, procurement, manufacturing, testing, installation and product support meet the most stringent international norms
- Widest range of Construction Equipment
- ACE products are known for superior functional parameters and capacities leading to faster cycle time, improved efficiency and productivity
- Providing unparalleled value for money, ACE equipment is rugged, cost effective and simple to maintain
- Robust product support through a countrywide network of dealers and offices equipped with genuine parts and trained engineers.
- ACE also offers customized solutions for specific requirements
- Dedicated R&D Center working continuously towards product upgradation, development of new products and value engineering
- Dedicated Training Center at Faridabad to provide operation and maintenance training to customer personnel. Regular periodic training courses have been formulated to enhance operator and engineer skill levels
- Clientele includes practically all the leading Government and Private Sector Organizations in the country



2.1 Introduction (6/21)

▪ Mobile Cranes

- ACE manufactures Mobile Cranes which are widely used throughout engineering, construction and infrastructure industry. These machines are used for loading, unloading, moving, shifting and erecting material. The Company currently manufactures these cranes from 9 tons to 25 tons capacity.



2.1 Introduction (7/21)

- Truck Mounted Cranes



2.1 Introduction (8/21)

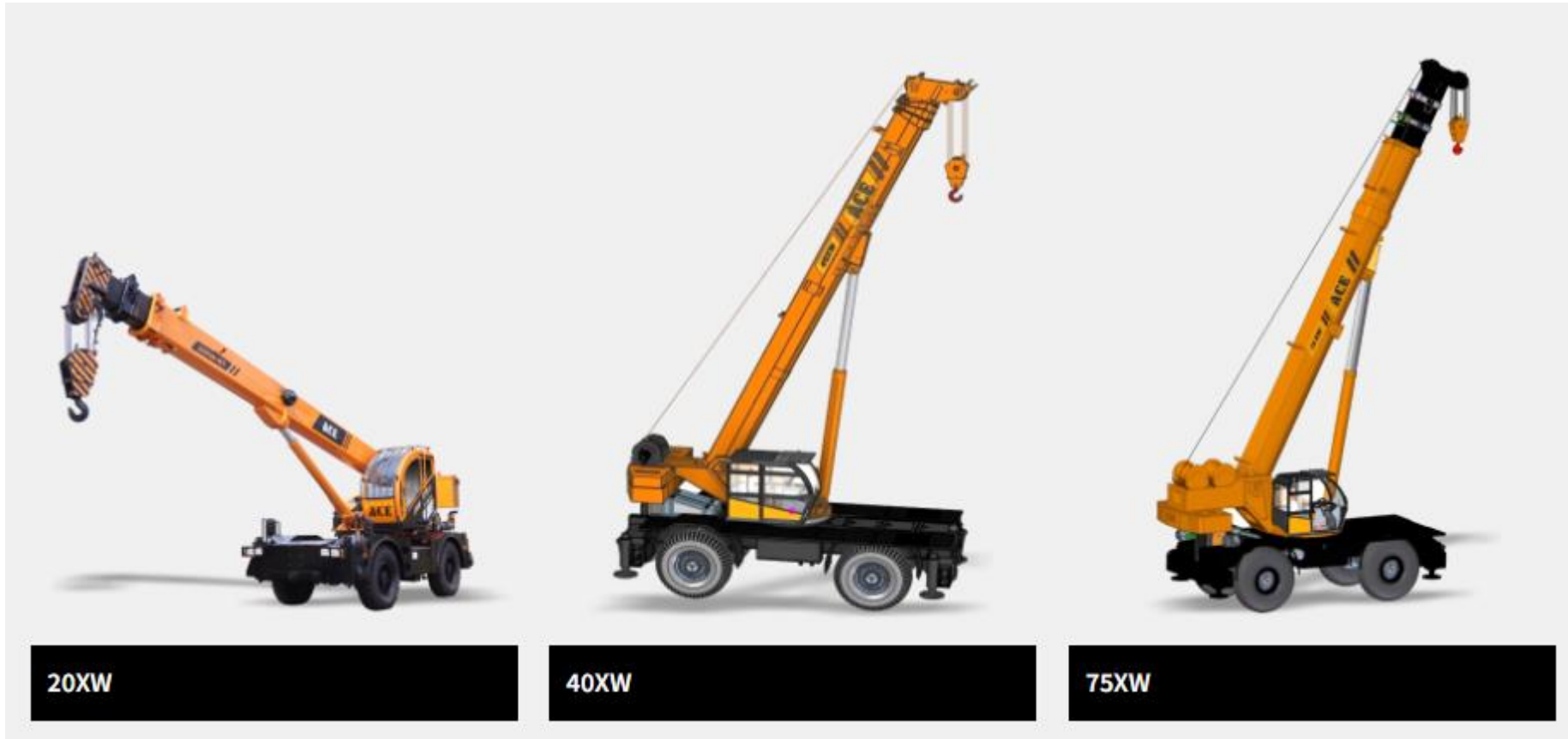
■ Crawler Cranes

- ACE Crawler Cranes are used on soft ground for erection and maintenance work. Crawler cranes are similar to Hydraulic Excavators in traction and swing the load through 360 degrees. The machine stability is achieved by the tracks and there is no need of outrigger stabilization. The basic advantage of the crawler crane is that it is quick in operation on soft ground, compared to other class of cranes. ACE offers Crawler Cranes from 40 tons capacity onwards up to 150 tons.



2.1 Introduction (9/21)

- Rough Terrain Hydraulic Mobile Cranes



2.1 Introduction (10/21)

▪ Forklift Trucks

- ACE is India's leading Forklift Manufacturer offering Diesel Forklift(1.5T to 35T), Electric Forklift (1.5T to 8T) & LPG Forklift (2T to 5T). We also offer wide range of attachments to suit industry specific applications and operations. ACE forklifts are popularly used by almost all industry segments, Government, Semi- Government & PSU's.



2.1 Introduction (11/21)

▪ Mobile Tower Cranes

- ACE Mobile Tower Cranes are used for civil construction and erection jobs, these are self-erecting / self-folding machines. These have provisions for built-in generators to provide electricity needed to operate the machines. The Company currently manufactures Mobile Tower Cranes, which can work on 6 to 12 storeyed buildings.



2.1 Introduction (12/21)

- Tower Cranes
 - ACE Tower Cranes are used for civil construction and erection jobs. Fixed Tower Crane is used for bigger construction projects. These cranes have maximum lifting heights of 300 metres and a working radius of up to 70 meters and ACE offers Tower Cranes in capacities ranging from 5 tons to 25 tons.



TC 5034



TC 5040



TC 5540



TC 5040-T



TC 5540-T



TC 6040

2.1 Introduction (13/21)

- Concrete Placing Boom



2.1 Introduction (14/21)

- Piling Rigs



2.1 Introduction (15/21)

- Backhoe Loaders
 - ACE Backhoe Loaders are used in the construction and infrastructure sector for digging, moving, grading and loading earth and other loose aggregates. These machinery also find application in heavy industry and mining activity. ACE offers Backhoe Loader in both 2WD / 4WD configurations.



AX 130



AX 130 L



AX 124



AX 124 ECO-MASTER



PHANTOM 2WD



PHANTOM 4WD

2.1 Introduction (16/21)

- Road Equipment



MOTOR GRADERS

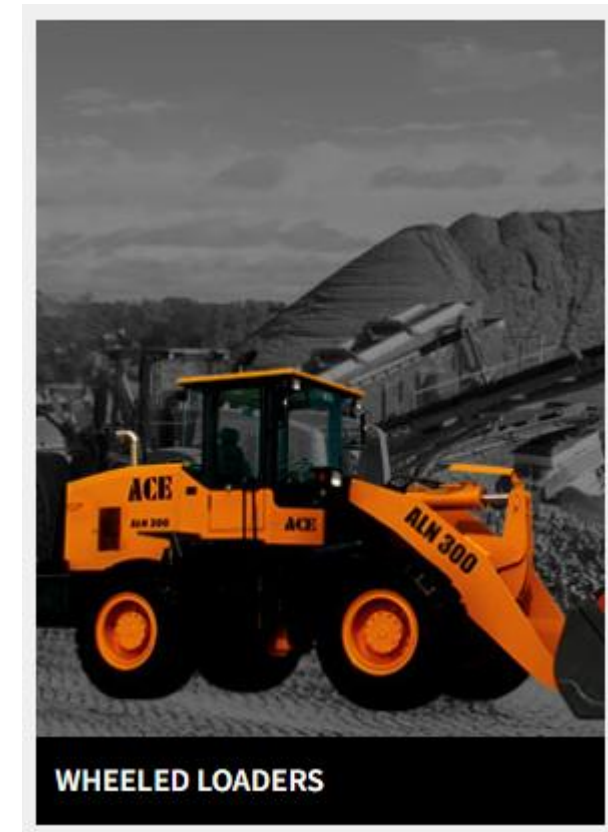
2.1 Introduction (17/21)

- Vibratory Rollers
- ACE Vibratory Rollers are machines used to compact loose soil or asphalt and are primarily used for roads and highway construction. These machines also find application for ground compaction / stabilisation at construction sites. ACE manufactures 10 tons to 12 tons soil compactors and 3.5 tons and 9 tons tandem compactors with advanced features.



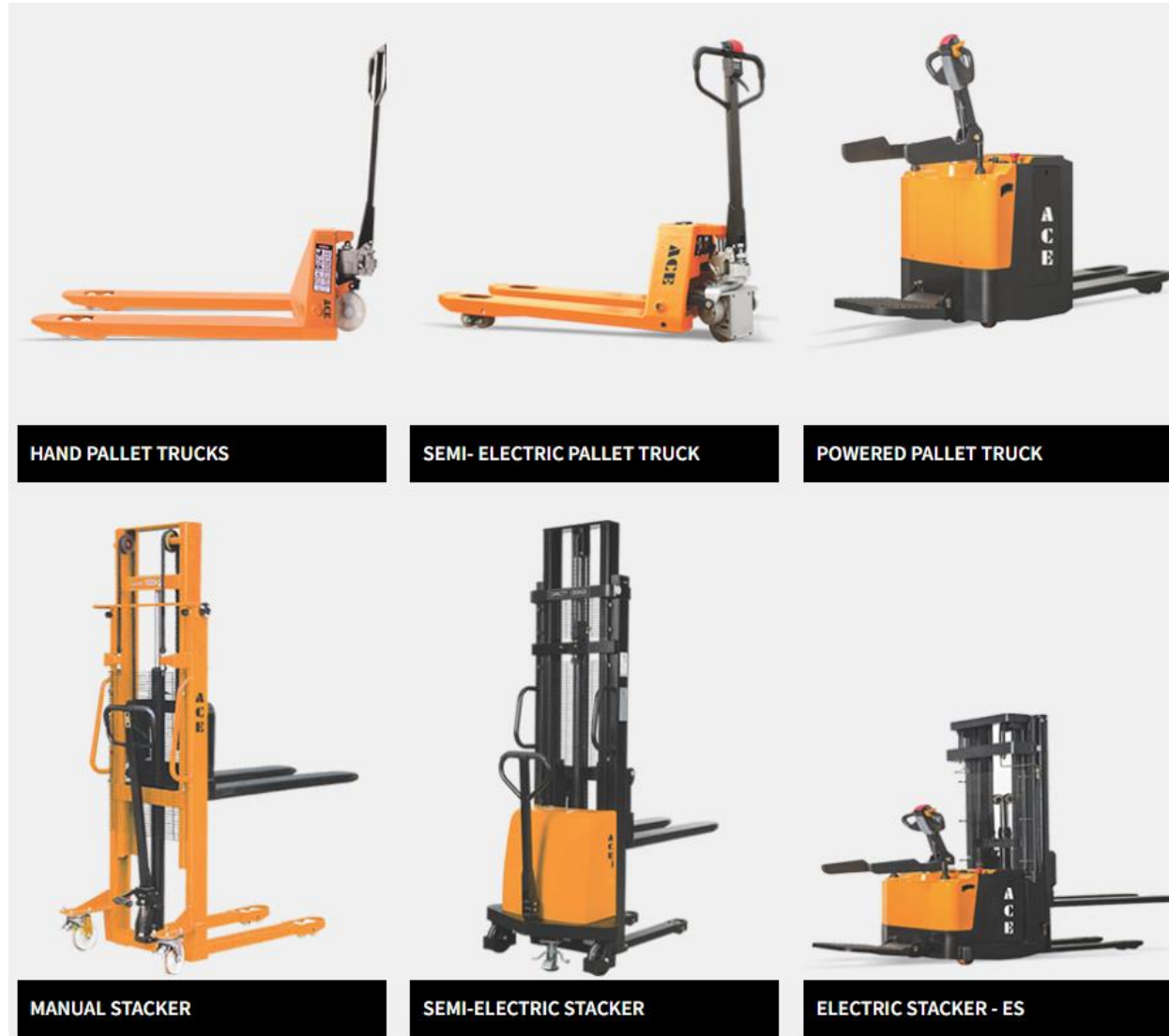
2.1 Introduction (18/21)

- Loaders
- ACE Loaders are used in the construction and infrastructure sector for digging, moving, grading, and loading earth and other loose aggregates. This machinery also finds application in heavy industry and mining activity. ACE offers a loader in both 2WD / 4WD configurations.



2.1 Introduction (19/21)

- Warehousing Equipment
 - Action Construction Equipment offers diverse range of Warehousing Equipment for different material storage and material handling solutions to diverse spectrum of industries such as manufacturing, defence, ports, power, logistics, infrastructure and aviation. Our high quality and technically advanced Warehousing Equipment are adept to perform various tasks such as loading, unloading & stacking, of material as well as distribution and horizontal support. Manufactured with superior material quality and high precision, these machines are designed to increase productivity and efficiency.



2.1 Introduction (20/21)

- Tractors
 - ACE Tractors are widely used for agriculture activities, and also for construction and industrial haulage. ACE offers tractors from 15HP to 90HP. Tractor models with 2 WD or 4 WD options are also available. Here you can also find an updated list of ACE Tractor price in India 2023. Popular new tractors in India are ACE VEER 20, NG Series Tractors, Star Series Tractors, DI 65 Chetak, DI 6565 V2, Di 6500, DI 7500, DI 7500, DI 9000 and many more. Below you can find the best tractor in India with specification.



VEER 20



DI-305



DI-854 NG



DI-350 NG



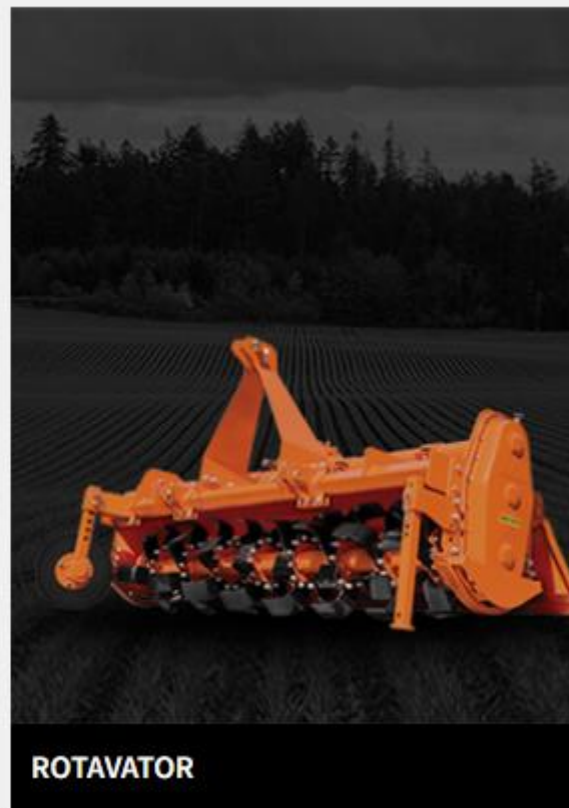
DI-450 NG



DI-550 NG

2.1 Introduction (21/21)

- Agri Equipment
 - Explore ACE agri equipment products - tractors, track harvesters combine, baler and tractor rotavator tillage equipment, ACE agri-machinery unique technology solutions.



2.2 Trends, Challenges and Opportunities



TRENDS

- Technological advancements: The industry is witnessing the integration of advanced technologies such as telematics, Internet of Things (IoT), and automation to enhance equipment efficiency and productivity.



TRENDS

- Sustainability and environmental concerns: There is a growing emphasis on eco-friendly construction practices, leading to increased demand for energy-efficient and low-emission equipment.



CHALLENGES

- Economic uncertainties: Fluctuations in the global economy can impact construction activity levels and, subsequently, the demand for construction equipment.



OPPORTUNITIES

Infrastructure development: Increasing investments in infrastructure projects, particularly in developing countries, present significant growth opportunities for construction equipment manufacturers.

3. FUTURE GROWTH AND INDUSTRY SCENARIO



3.1 GROWTH DRIVERS (1/6)

- ✓ **Rental and leasing services:** Many construction companies are opting for equipment rental and leasing services instead of purchasing equipment outright, as it offers cost savings and flexibility.
- ✓ **Equipment connectivity and data analytics:** The adoption of connectivity solutions enables equipment monitoring, predictive maintenance, and optimization of operations through data analytics.
- ✓ **Intense competition:** The construction equipment industry is highly competitive, with numerous players vying for market share. Companies need to differentiate themselves through product quality, after-sales service, and innovation.
- ✓ **Regulatory compliance:** Adhering to safety and environmental regulations can pose challenges for equipment manufacturers, but it also presents opportunities for those who can offer compliant and sustainable solutions.
- ✓ **Infrastructure development:** Governments worldwide are investing in infrastructure projects such as roads, bridges, railways, airports, and smart cities, which will drive the demand for construction equipment.
- ✓ **Urbanization:** Rapid urbanization in emerging economies is increasing the need for housing, commercial buildings, and other urban infrastructure, fueling the demand for construction equipment.
- ✓ **Replacement demand:** As existing equipment becomes outdated or less efficient, there will be a need for new and advanced construction equipment, driving the market growth.
- ✓ **Technological advancements:** The integration of advanced technologies in construction equipment improves efficiency, reduces downtime, and enhances safety, leading to increased adoption.

3.1 GROWTH DRIVERS (2/6)

Infrastructure Development: ACE has benefited from the growth in infrastructure development projects, both in India and globally. Infrastructure development initiatives, such as road construction, bridges, airports, and metro projects, create a strong demand for construction equipment, including cranes, loaders, and excavators, which are ACE's specialties.

Urbanization and Real Estate Development: As urbanization continues to accelerate, there is a growing demand for residential and commercial buildings. ACE's range of construction equipment, such as tower cranes and concrete batching plants, are vital for high-rise construction and infrastructure development in urban areas.

Government Initiatives and Investments: Government initiatives aimed at promoting infrastructure development, such as the "Make in India" and "Atmanirbhar Bharat" campaigns in India, have created favorable conditions for ACE's growth. These initiatives encourage domestic manufacturing and support the construction equipment industry through policy incentives and investments.

Technological Advancements and Innovation: ACE's focus on technological advancements and innovation has been a significant growth driver. The integration of advanced technologies in their equipment, such as telematics, GPS tracking, and automation, has improved productivity, efficiency, and safety, making ACE's products attractive to customers.

3.1 GROWTH DRIVERS (3/6)

Strong Distribution Network and After-Sales Service: ACE has built a strong distribution network and has invested in after-sales service support. This has allowed them to reach customers across India and provide prompt service and support, enhancing customer satisfaction and loyalty.

Global Expansion and Export Opportunities: ACE has expanded its presence beyond India and has successfully entered international markets. Export opportunities, especially in developing countries with infrastructure development needs, have provided ACE with new avenues for growth and diversification.

Customer Focus and Product Range: ACE's customer-centric approach and a diverse product portfolio have been instrumental in its growth. By understanding customer needs and offering a wide range of equipment options, ACE has been able to cater to various construction requirements and gain a competitive edge.

Export Opportunities: Indian construction machinery manufacturers have expanded their reach to international markets, capitalizing on the growing global demand for construction machinery. Export opportunities in regions like Africa, Southeast Asia, and the Middle East have provided additional avenues for growth.

3.1 GROWTH DRIVERS (4/6)

- ✓ **Growth and Demand:** The construction machinery manufacturing industry has witnessed significant growth due to increased infrastructure development, urbanization, and construction activities worldwide. Emerging economies, such as India, China, and Southeast Asian countries, have been key contributors to the industry's growth.
- ✓ **Technological Advancements:** The industry has been embracing advanced technologies to improve efficiency, productivity, and safety. This includes the integration of telematics, GPS tracking, IoT, automation, and artificial intelligence in construction machinery. Robotics and autonomous machinery are also emerging trends in the industry.
- ✓ **Environmental Sustainability:** There is a growing focus on sustainable and eco-friendly construction practices, leading to increased demand for construction machinery with lower emissions and higher energy efficiency. Manufacturers are incorporating cleaner technologies and developing electric or hybrid machinery to meet these sustainability requirements.
- ✓ **Rental and Leasing Services:** The industry has seen a rise in the popularity of rental and leasing services for construction machinery. Many construction companies prefer renting or leasing equipment instead of purchasing it outright to reduce upfront costs and ensure flexibility in managing their fleet.
- ✓ **Focus on Sustainable Construction:** The industry has seen a growing emphasis on sustainable construction practices in India. Manufacturers are developing environmentally friendly and energy-efficient machinery to meet the demand for sustainable construction solutions. Government regulations and green building certifications have further supported the adoption of sustainable practices.
- ✓ **Foreign Direct Investment (FDI):** The Indian government's liberalization policies and initiatives such as "Make in India" have attracted foreign investment in the construction machinery manufacturing sector. This has facilitated technology transfer, improved manufacturing capabilities, and increased competitiveness of Indian manufacturers.

3.1 GROWTH DRIVERS (5/6)

- ✓ **Supply Chain Disruptions:** The construction machinery manufacturing industry, like many others, has faced challenges due to supply chain disruptions caused by factors such as the COVID-19 pandemic, trade tensions, and raw material shortages. These disruptions have led to delays in production, increased prices, and logistical challenges.
- ✓ **Market Consolidation and Global Expansion:** The industry has witnessed consolidation through mergers and acquisitions, with major players acquiring smaller manufacturers to expand their product portfolios and market reach. Additionally, manufacturers have been expanding their operations into new geographical regions to tap into emerging markets and diversify their customer base.
- ✓ **Government Regulations and Policies:** Governments worldwide have implemented regulations and policies related to emissions, safety standards, and environmental impact, which impact the design, manufacturing, and usage of construction machinery. Manufacturers need to comply with these regulations and adapt their products accordingly.
- ✓ **Rise in Construction and Infrastructure Projects:** The increase in construction projects across various sectors, including residential, commercial, industrial, and infrastructure, has driven the demand for construction machinery. Projects such as highways, bridges, airports, metro rail, and power plants have created a strong market for construction equipment in India.
- ✓ **Urbanization and Real Estate Boom:** India's rapid urbanization and the growth of the real estate sector have fueled the demand for construction machinery. The expansion of cities, construction of residential and commercial buildings, and the development of smart cities have contributed to the growth of the industry.

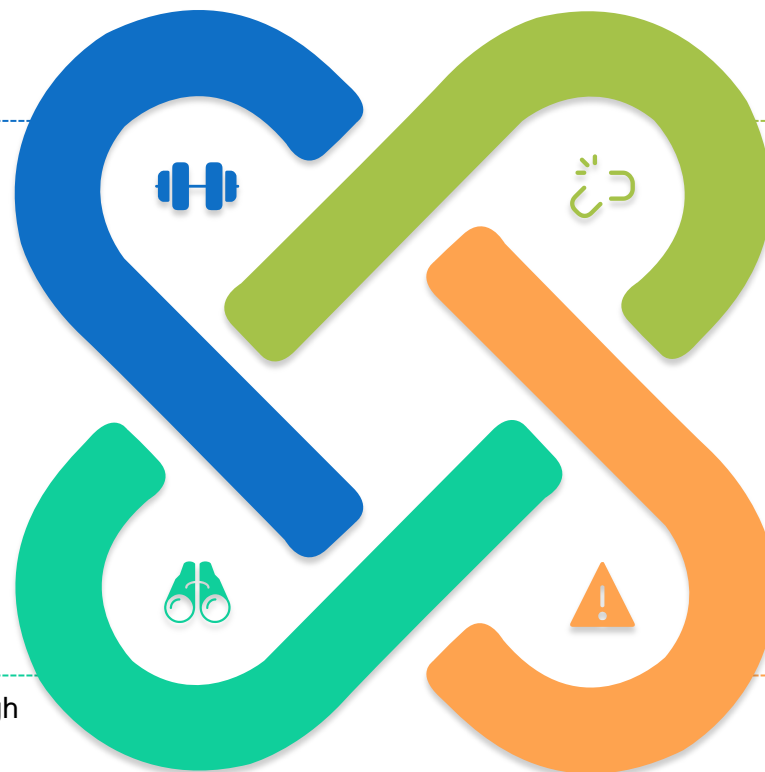
3.2 SWOT Analysis (6/6)

STRENGTHS

- Established market presence in India.
- Diverse product portfolio catering to various construction needs.
- Strong distribution network and after-sales service support.

OPPORTUNITIES

- Expansion into international markets with high infrastructure development potential.
- Collaborations and partnerships for technology transfer and innovation.



WEAKNESSES

- Reliance on the Indian market, with limited international presence.
- Vulnerability to economic fluctuations and regulatory changes.

THREATS

- Intense competition from both domestic and international manufacturers.
- Changes in government policies and regulations impacting the construction industry.



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THANK YOU