



Mr. Pradeep Sharma
President, ACE

ACE

Action Construction Equipment Limited (ACE) is India's leading material handling and construction equipment manufacturing company with a majority of market share in Mobile Cranes and Tower Cranes segment.

bC India is being organized for the first time in the North. Since it is the home turf for ACE hence we will display our entire range of equipment including tower cranes, mobile cranes, crawler cranes, Lorry Loaders, Backhoe Loaders/Loaders, Vibratory Rollers, Forklifts and other construction equipment. Those customers who did not have the opportunity of visiting Bauma 2012, Mumbai or Excon 2011, Bangalore, will be benefitted by this mega event.

Products on Display-USPs and Technical Attributes

Besides its existing products, ACE will display its newly invented New Generation Hydraulic Truck cranes (14 – 20 tons range) during bC which have following features:

- These cranes use industrial driveline from Trucks resulting in improved gear shifting, better operator comfort and higher speeds.
- Cabin is in front and at lower height. Operator sits just like sitting in a car. He has excellent all round visibility.
- Overall machine height is much less as compared to present m/cs resulting in LOWER Center of Gravity and hence improved stability and very low chances of m/c toppling.
- Less No. of structural parts as Front and Rear Frame are joined by pins having self aligning bearings providing flexibility in structure.
- Rear Frame is connected to axle through Leaf springs providing robust suspension and jerk free ride.

- Luff cylinders are positioned in a way that the cylinders move away from load when the boom is lifted ensuring safer operation.
- Wheel Steering is standard just like cars and hence operator-friendly and facilitates easy manoeuvring of crane.
- ACE Cranes have a special feature that the full rated lifting capacity is available even in articulated / steered position.

Sustainable Features

Our machines carry the latest technology and are according to the current green regulations of the country. In fact, our equipment are not only fully equipped with the sustainable features required in our country but also the other parts of the globe. We export our equipment to various countries across the globe where they are successfully working in all kinds of terrain. We have lately seen that CE exports from India have grown and the growth seems to be sustainable in the future. We shall definitely be benefitted by our readiness in tune with the requirements of the times.

Views on government's 'Make in India' Campaign

Unless the Govt. announces its policies for this sector including the tax reforms and benefits to its allied industries and their implementation is felt on the ground, impact on the growth of CE Sector cannot be assessed. However, we are all waiting for the announcements and are hopeful for the future.

Growth Overview of CE industry & ACE Business

With the new Government, sentiments are improving but the impact of this change is still not visible on the ground. We feel it will take some more time to see visible changes in the demand pattern.



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Tower Cranes: If we look at sector wise growth, the demand for Tower Cranes is likely to grow from the first quarter of the calendar year 2015 onwards. Tower Crane demand is mainly driven by growth in Real Estate and Infrastructure Sector and expect it will grow by approx. 15-20% next year.

In order to drive the demand for Tower Cranes, we also offer Tower Cranes on rental basis, which helps a contractor to utilize Tower Crane without getting into hassles of fixed cost. Customers need not bother about operations and maintenance or availability / uptime issues. We provide the complete package which enables customers to work with Tower Cranes without owning them.

We also offer Self-erecting Mobile Tower Cranes which are of smaller capacities and work for buildings up to 10 floors. These Cranes are very good for smaller projects and are in great demand from tier 2 cities.

Forklift Trucks: ACE is today established as one of the largest manufacturers of Forklifts in India. The range includes Electric Forklift (1 – 3 Tons), Diesel Forklift (1.5 – 35 Tons), & LPG Forklift (3 Ton). ACE forklifts are known to be cost-effective, durable and high performance. ACE forklifts are registered with relevant Govt. agencies & Defence sector and have received some of the bulk prestigious orders from Govt. & public sector agencies like Railways & Defence.

Road Construction Equipment: Road Construction Equipment division of ACE has several quality products to offer like the Soil & Tandem compactors, Motor Graders, Backhoe Loaders & Wheel Loaders. The market is set to boom for these Road Construction Equipment once the Govt. Policies are in place and the effect is visible in the market.

The key success factors for the future depends on innovative financing and value-added services where the focus is on

increased penetration of financing, leasing and rental services, providing adequate maintenance to equipment and training to crew, and facilitating immediate repair and refurbishing of equipment. The study also points out the importance of R&D and innovation in terms of appropriate product technology and pricing, product customization for different applications, product reliability and ease of use, and last but not the least, post-sales support in terms of service and training infrastructure, focus on maintenance of equipment, ensuring the availability of spare parts and widening the distribution network to service the client better.

Despite the prevailing global uncertainties, rising needs of better infrastructure, modernized methods of agriculture and growing complexity of mining/manufacturing methods will boost demand for technologically advanced equipment in these industries. Moreover, looking ahead, the growth path widens for the emerging and developing nations, which will inevitably be attractive destinations for machine makers worldwide. The new political dispensation lends lots of credibility and hope for growth in infrastructure sector in future.

For further details please contact:

Tel: +91-11-40549900

E-mail: marketing@ace-cranes.com

customercare@ace-cranes.com

