

Corporate Presentation



Agenda

1. COMPANY PROFILE
2. VISION & MISSION
3. KEY FIGURE
4. ESTEEMED CUSTOMER BASE
5. AWARDS, CERTIFICATIONS & STANDARDS
6. LEGACY PROJECTS
7. MILESTONES
8. COMPANY INFRASTRUCTURE & CAPABILITIES
9. PRODUCT PORTFOLIO
10. SEGMENTS & APPLICATIONS
11. KEY PROJECTS
12. NETWORK
13. TOTAL MACHINES vs CUSTOMERS
14. CSR

Company Profile

The Next-Gen 360° Concreting Solutions



Self-Loading
Concrete Mixer



Batching Plant



Transit Mixer



Concrete Pump



Boom Pump

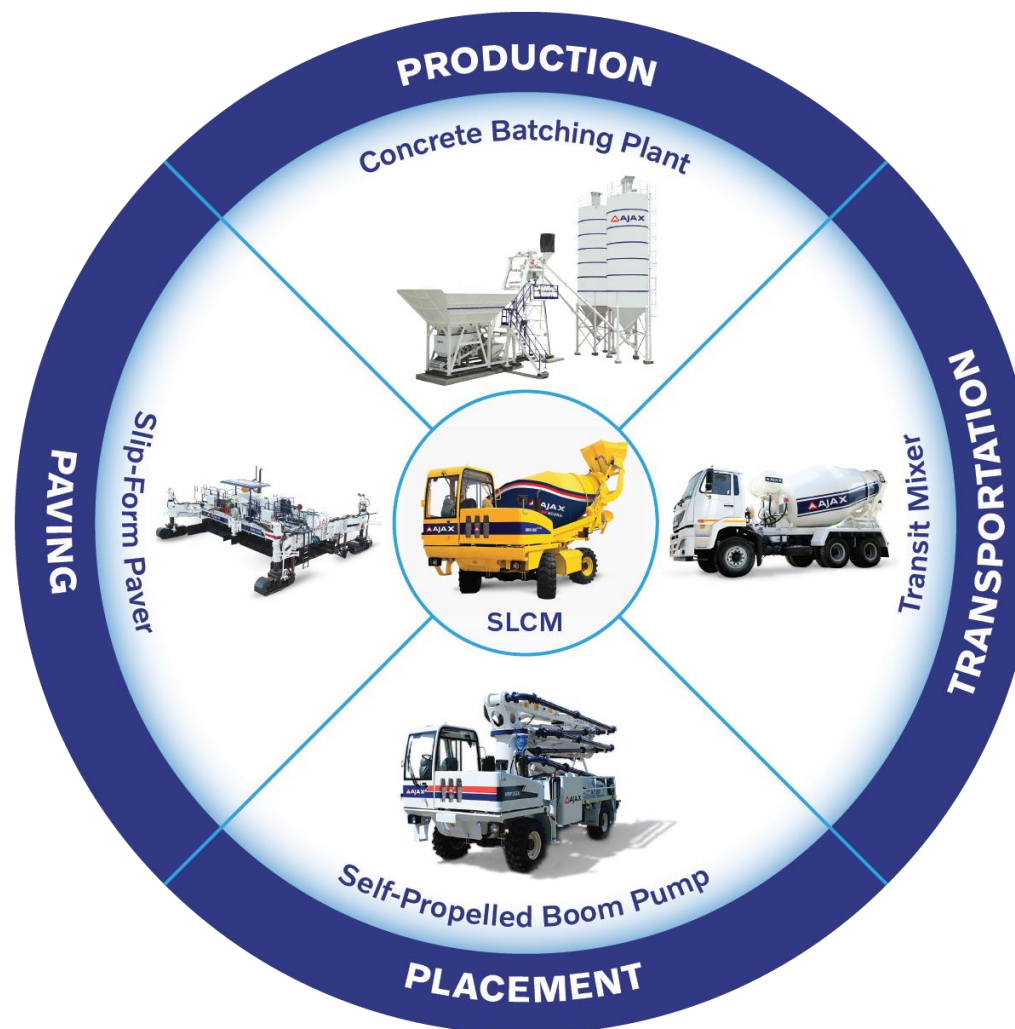


Self-Propelled
Boom Pump



Slip-Form Paver

The Next-Gen 360° Concreting Solutions



Vision

- To enhance customer value in Concreting Equipment, in delivering cost-effective products and reliable solutions, that meet the customer's needs.
- To enhance customer satisfaction through high quality product support.



Mission

- To have competent and motivated people and build strong value based partnership with all our stakeholders across the value chain.

Key Figures (As of 31 March, 2020)

1 Company

20+
Products &
Variants

19000+
Units Sold

4 State-of-the-art
Manufacturing
Facilities

38 Authorised
Dealers /
Distributors

400+
Full time
Employees

100+
Branch
Offices

11000+ Satisfied
Customers

8 Regional
Offices

16 Service
Centres

770 Customer
Interface Team

Company Infrastructure & Capabilities



Obadenahalli Plant, Bangalore



Gowribidanur Plant, Bangalore

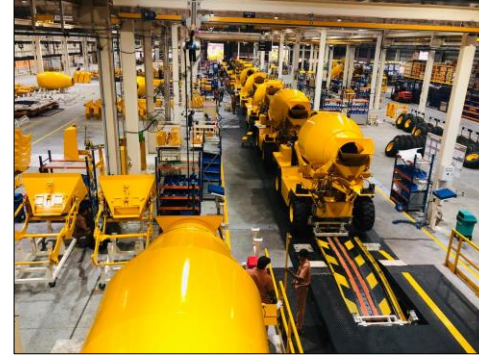
Company Infrastructure & Capabilities



PLANT I:
R&D Centre
Bashettihalli, Bangalore



PLANT II:
Pump Manufacturing
Bashettihalli, Bangalore



PLANT III:
SLCM Manufacturing
Obadenahalli, Bangalore



PLANT IV:
Batching Plants & Transit Mixer
Gowribidanur, Bangalore



CORPORATE OFFICE
Peenya, Bangalore

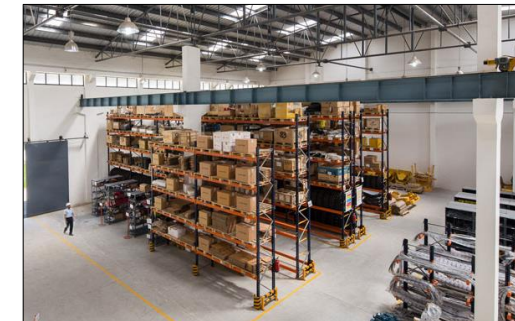
PRODUCTION CAPACITY

Bashettihalli & Obadenahalli:

SLCMs – 9000 units per annum
Stationary Pumps – 300 units per annum
Boom Pumps – 50 units per annum

Gowribidanur:

Batching Plants – 300 units per annum
Transit Mixers – 2000 units per annum



PARTS WAREHOUSE
Peenya, Bangalore

Some of our Esteemed Customers



Awards & Appreciation



ISO Standards

QUALITY MANAGEMENT STANDARD ISO 9001: 2015



ENVIRONMENT MANAGEMENT STANDARD ISO 14001: 2015



Global Leader

- AJAX pioneered the concept of Self-Loading Concrete Mixer (SLCM) in India way back in 1992
- Today, AJAX is a Global Leader in SLCM with over 18,000 machines delivered

AJAX machines are working in countries across the world

Nepal	Bhutan	Bangladesh	Sri Lanka	Egypt
Ghana	Kenya	Rwanda	Tanzania	Mozambique
UAE	Myanmar	Cambodia	Uganda	Sierra Leone



Milestones



1992

AJAX introduced the concept of **Self Loading Concrete Mixer** in India



2004

AJAX teams up with **Eurostar S.p.A** for manufacture & distribution of **Planetary mixers**



2013

AJAX and **Junjin Heavy Industries**, collaborate to introduce the **JSP Concrete pump**



2017

AJAX completes 25 years



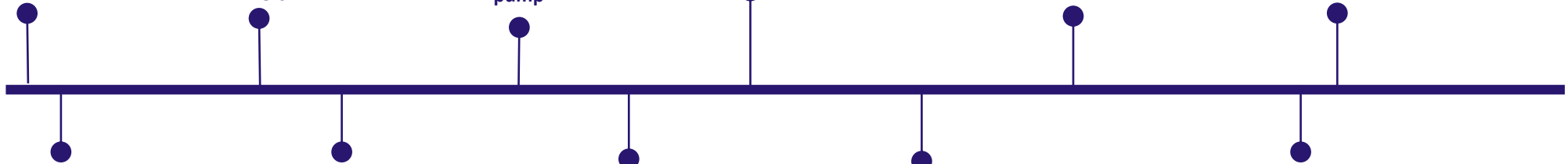
2018

AJAX inaugurated its 4th factory in D'pur, Karnataka for **manufacturing SLCM**



2019

AJAX launched **SPBP**, conceptually first-of-its-kind



1998

AJAX and **ORU** collaborate to launch the **RLA and Bin Batching plant**



2011

Inaugurated 2nd factory at D'pur, Karnataka to **manufacture SLCMs**



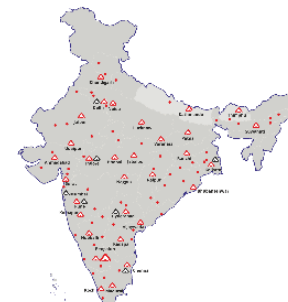
2014

AJAX inaugurated its 3rd factory in Gowribidanur, Karnataka, for assembly of **Concrete Batching plants**



2018

AJAX established dealership mode **Pan India**



2019

AJAX launched **Slip-form Paver**, the first indigenous paver designed and manufactured in India



Segment & Applications

RMC



Buildings



NHAI Projects



Metro Rail



Irrigation

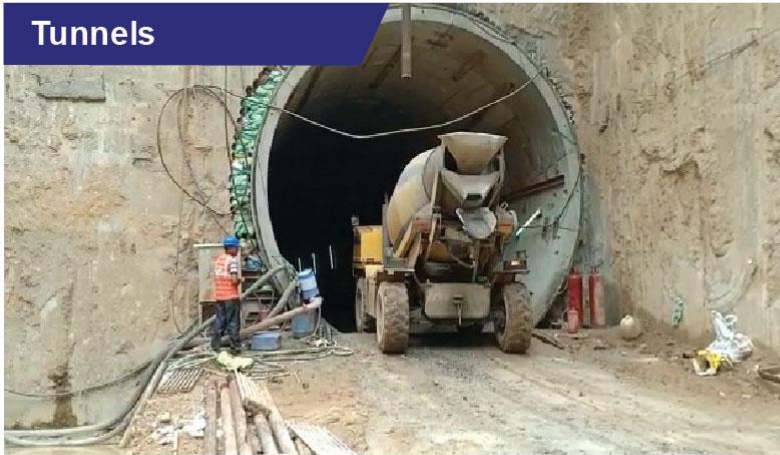


Oil & Gas Terminals



Segment & Applications

Tunnels



Roads



Power Plants



Railways & Transportation



Bridges



Commercial



Key Projects

ADANI SOLAR POWER PROJECT,
Kamuthi 548 MWp,
Ramanad District, Tamil Nadu



AULIA DAM PROJECT
Roshni village,
Khandwa district, MP



BYAPPANAHALLI
RAILWAY TERMINAL 3 CONSTRUCTION,
Bangalore, Karnataka



CC ROAD CONSTRUCTION,
District Sports Complex,
Nagpur, Maharashtra



PATEL INFRASTRUCTURE
SPORTS COMPLEX
Riverfront, Ahmedabad



SPECIAL PROJECT
GOVT ENGG COLLEGE
Nagpur, Maharashtra



YETTINAHOLE DRINKING
WATER PROJECT,
Sakleshpur, Karnataka



AFCONS
METRO TUNNEL PROJECT
Ahmedabad Metro Rail Project, Gujarat



Key Projects

**GMR Group, DIAL Phase 3A,
IGI Airport project, New Delhi**



**URC BANGALORE
METRO RAIL PROJECT,
Bangalore**



**IOCL TERMINAL PROJECT
MP**



**MUMBAI
METRO RAIL PROJECT,
Hiranandini, Thane**



**SYMBIOSIS
UNIVERSITY PROJECT, Pune**



**UPRVUNL POWER PLANT
PROJECT, UP**



Legacy Projects



Some Key RMC plants

PRISM RMC, Chennai, TN



MODEL: IRB 90
CONCRETE PRODUCTION:
 Plant commissioned AUG 2018;
 75,000 m3 concreting done till May 2020.
SITE: Chennai, TAMILNADU
CUSTOMER: PRISM JOHNSON [RMC Division]

TNK READYMIX, Dindigul, TN



PRODUCT/ MODEL: CRB 30
CONCRETE PRODUCTION:
 Plant commissioned DEC 2019;
 8500 m3 Concreting done till May 2020
SITE: Dindigul, TN
CUSTOMER: TNK, Dindigul

VALAR & CO, Salem, TN



PRODUCT/ MODEL: CRB 30
CONCRETE PRODUCTION:
 Plant commissioned May 2018;
 24,934 m3 Concreting done till May 2020
SITE: Salem, TN
CUSTOMER: VALAR & CO

ACC READYMIX, Pune, MH



MODEL: CRB 60T
CONCRETE PRODUCTION: Plant commissioned May 2019;
 36,000 m3 concreting done till May 2020
SITE: ACC RMX Plant kharadi, Pune
CUSTOMER/ CLIENT:
 AURA CONSTRUCTIONS/RAHEJA – DYNAMIC-ACC

D Y UPPAR, Channarayapatna, KA



PRODUCT/ MODEL: IRB 30 with A25ZX
CONCRETE PRODUCTION:
 Plant commissioned March 2019;
 65,000m3 concreting done till May 2020.
SITE: Channarayapatna, KA
CUSTOMER: D Y UPPAR CLIENT: KNNL

ULTRA READYMIX, Perundurai, TN



PRODUCT/ MODEL: CRB 30
CONCRETE PRODUCTION:
 Plant commissioned NOV 2017;
 44,786 m3 concreting done till May 2020
SITE: Perundurai
CUSTOMER: ULTRA Readymix

ATK READYMIX, Davanagere, KA



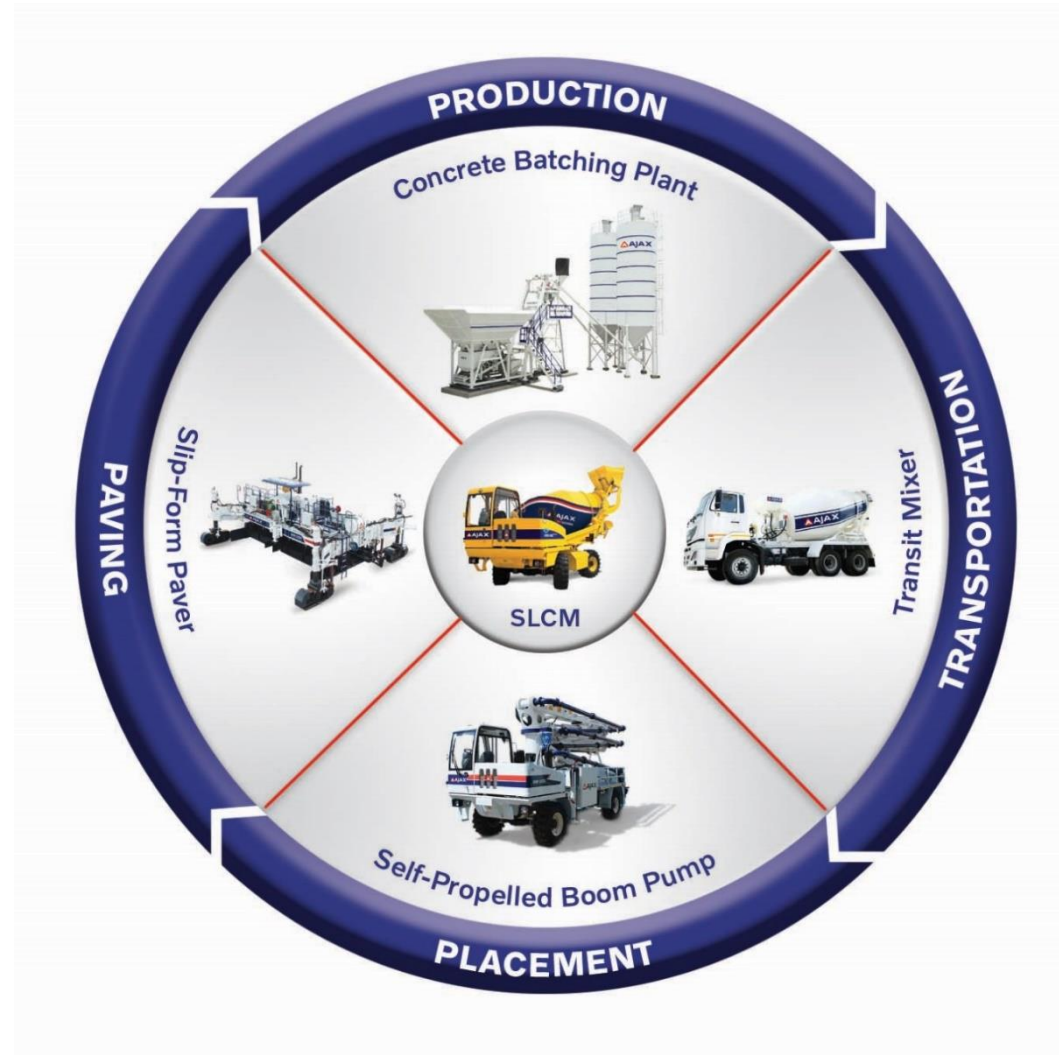
PRODUCT/ MODEL: IRB 30
CONCRETE REQUIREMENT/ PRODUCTION:
 Plant commissioned FEB 2016;
 98,000 m3 concreting done till MAY 2020
SITE: Davanagere
CUSTOMER: ATK RMC

JAWAHAR RMC, Dindigul, TN



PRODUCT/ MODEL: CRB 30
CONCRETE PRODUCTION:
 Plant commissioned during July 2017;
 70,000 m3 concreting done till MAY 2020
SITE: Palani, Dindigul, TN
CUSTOMER: Jawahar RMC

Product Range



Self-Loading Concrete Mixers



Model / Batch Capacity Range

ARGO 1000	1.0 Cu.m	ARGO 4000	4.0 Cu.m
ARGO 2000	2.0 Cu.m	ARGO 4500	4.5 Cu.m
ARGO 2500	2.5 Cu.m		

Key Features

- ▶ Single machine for Batching, Mixing & Transporting
- ▶ Batching by Weight or Volume
- ▶ High mobility: 4 wheel drive/Crab steering/Tight turning radius
- ▶ Opt. features include Drum swivel, Admixture dosing unit etc
- ▶ ARAI certified
- ▶ NABL certified performance of ARGOSLCM conforming to IS-10262-2009 & IS-456-2000
- ▶ NABL certified Homogeneity test of fresh concrete from ARGOSLCM conforming to IS-1199-1959.

Key Benefits

- ▶ Versatile machine suited for several types of concreting jobs
- ▶ Lesser labour/manpower required >> Lower operational Cost
- ▶ Suited for tough terrains with poor ground conditions

CRB Batching Plants – Compact Bin Type



Model / Output Range

CRB 20	20 Cu.m/hr	CRB 75	75 Cu.m/hr
CRB 30	30 Cu.m/hr	CRB 120	120 Cu.m/hr
CRB 60	60 Cu.m/hr		

Mixer Type: Planetary / Twin-Shaft

Key Features

- ▶ Fully automatic & computerised plant
- ▶ Modular concept – highly compact

Key Benefits

- ▶ Can be erected & dismantled in a single day
- ▶ Low energy consumption

IRB Batching Plants – Inline Bin Type



Model / Output Range

IRB 30	30 Cu.m/hr
IRB 60	60 Cu.m/hr
IRB 75	75 Cu.m/hr

Mixer Type: Planetary / Twin-Shaft

Key Features

- ▶ Sturdy construction with highly durable components
- ▶ Inline Bin configuration with 3-6 bins
- ▶ Certified by Legal Metrology

Key Benefits

- ▶ Fast, homogenous mixing
- ▶ Low operational cost

Transit Mixers



Model / Capacity Range

AF 6 XE/XP	6 Cu.m	AF 8 XE/XP	8 Cu.m
AF 7 XE/XP	7 Cu.m	AF 10 XP	10 Cu.m

Available with Slave engine / PTO Drive

Key Features

- ▶ Pressurized Water tank
- ▶ Lower discharge time

Key Benefits

- ▶ P.T.O version brings down the capital cost

Concrete Pumps



Model / Output Range

ASP 3009	30 Cu.m/hr	ASP 7011	70 Cu.m/hr
ASP 40	40 Cu.m/hr	ASP 10011	105 Cu.m/hr
ASP 5009	50 Cu.m/hr		

Key Features

- ▶ Internationally renowned technology
- ▶ Proven S Valve design

Key Benefits

- ▶ High reliability & uptime
- ▶ Suitable for horizontal & high-rise pumping
- ▶ Low maintenance Cost

Boom Pumps



Model / Max Reach

A25ZX	25 m
A30ZX	30 m

Key Features

- ▶ Internationally renowned technology
- ▶ Proven S Valve design
- ▶ Z type Boom enhances reachability

Key Benefits

- ▶ Optimized Boom Length on a 4x2 Chassis
- ▶ High reliability & uptime
- ▶ Suitable for high-rise pumping
- ▶ Low maintenance Cost

Self-Propelled Boom Pump



Model / Max Reach

SPBP 25 ZX	25 M
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Pumping Capacity: 70 cu.m/hr

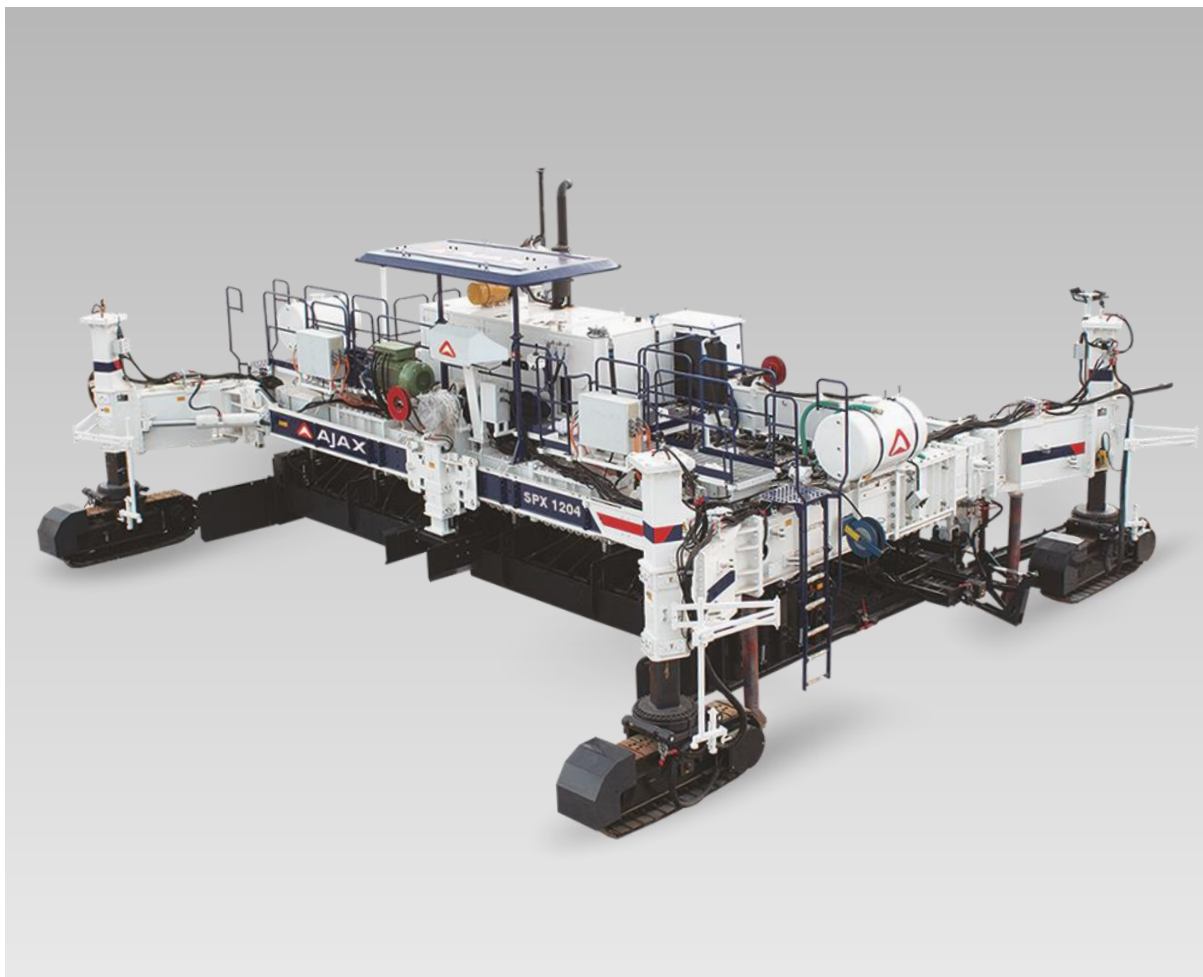
Key Features

- ▶ First of its kind next-gen, Self-Propelled Boom Pump
- ▶ Built on AJAX 4 Wheel Drive Chassis with 3 Way Steering
- ▶ 365° rotation of Boom ensures concrete delivery at the farthest point

Key Benefits

- ▶ Easy manoeuvre at site and effective utilisation of full Boom Length
- ▶ Best suited for Housing & Infrastructure Projects

Slip-Form Pavers



Model / Width Range

SPX 1204	3.5 – 12 m
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Key Features

- ▶ Three Pad Pump drive with Six Pumps
- ▶ Tracks with Slewing drive
- ▶ Four Levelling sensors and Two Steering sensors
- ▶ India's FIRST indigenously Designed & Manufactured Paver

Key Benefits

- ▶ Ackerman steering mechanism enables to work around bends / radius
- ▶ Walkway with grating for better visibility

Dumpers



Model

Range: 2 – 12 ton

Key Features

- ▶ Highly mobile with
- ▶ 4W Drive
- ▶ 4W steering
- ▶ Tight turning radius (0.4 m)
- ▶ Hydraulic cylinder assisted Bucket Dump

Key Benefits

- ▶ Suited for tough terrains with poor ground conditions
- ▶ Compact & manoeuvrable machines

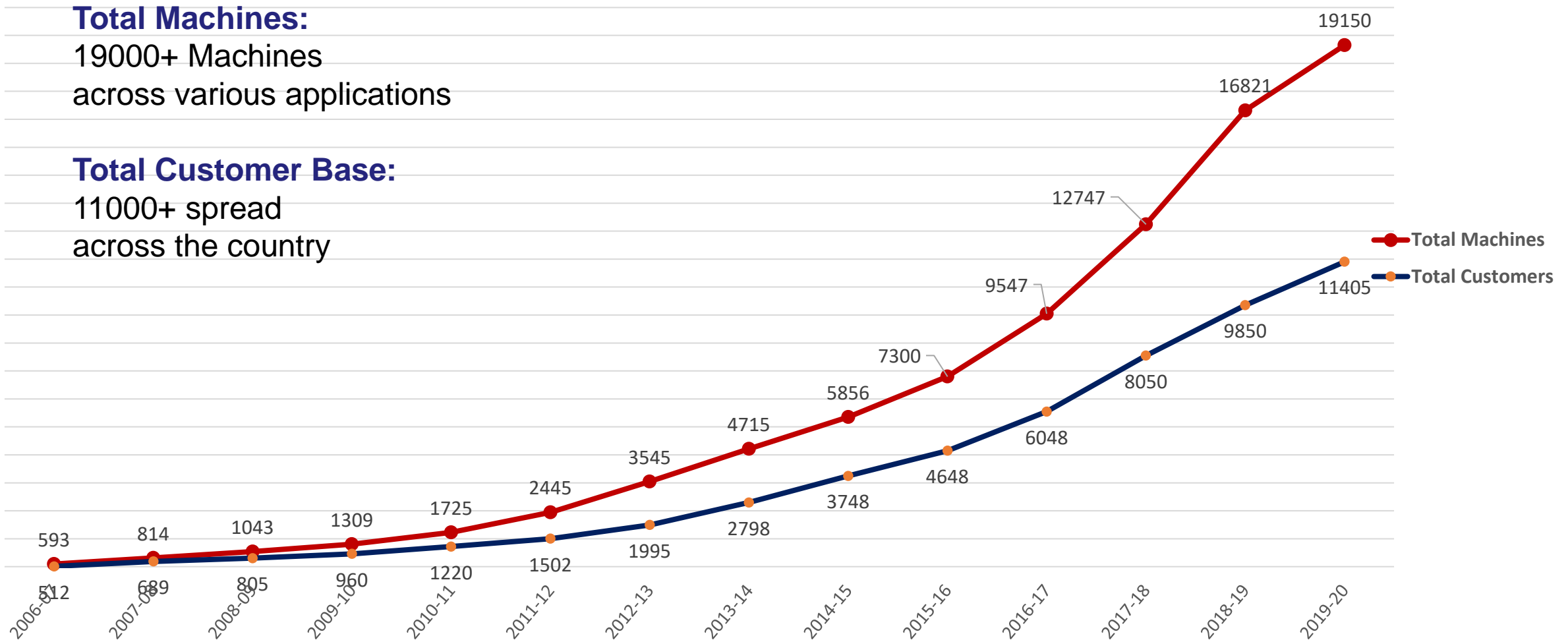
Total Machines and Customers

Total Machines:

19000+ Machines
across various applications

Total Customer Base:

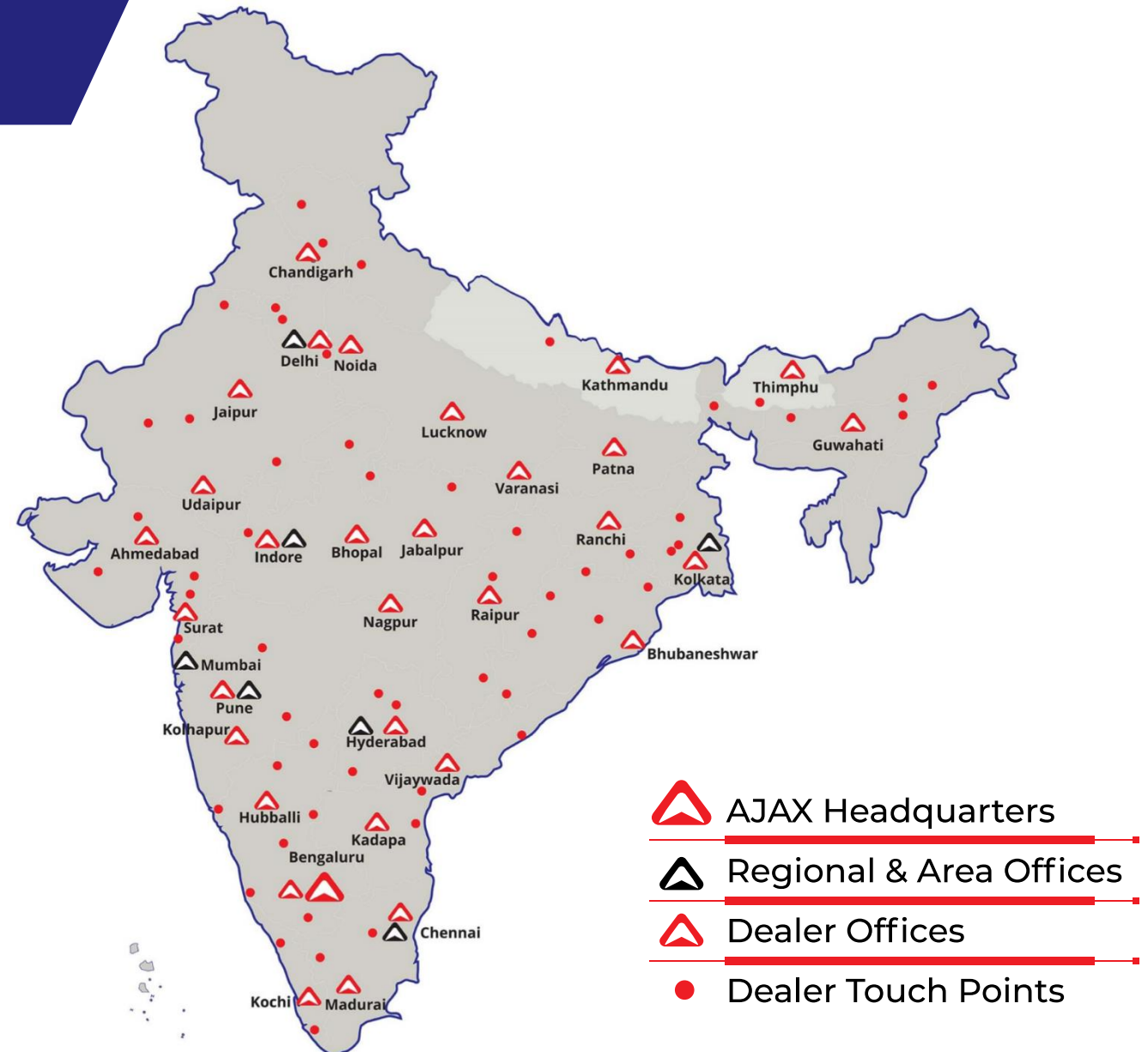
11000+ spread
across the country



Extensive Service Network

Manufacturing Facilities	4
Service Centres	16
Regional/Area Offices	8
Dealership Locations - India	31
Distributor Locations - International	7
Dealership Branches	100+
Parts Logistics Centre	1

AJAX Interaction Centre
Customer Care Toll Free Number: 1-800-419-0628



Customer Testimonials

K P GHOSH
Vice President
Prism Johnson
Mumbai



“ We know AJAX from early 90s even as a pioneer in key infrastructure development projects, who is unanimously accepted as a versatile brand in CE industry namely in all CAPTIVE CONSTRUCTION Engineering projects ”

ASHOK BAROT
Managing Partner,
Rajvi Constructions
Ahmedabad



“ The ROI from AJAX brand CE equipments we purchased is very good with remarkable throughput, while keeping up their commitment levels so high in the same manner that helps us in greatly adhering to the deadlines of the turn-key projects that we commit to our clients in the REAL-ESTATE business. ”

Customer Testimonials

SYED ALI

Chief Executive Officer
Swastik Infra
Mumbai



“Based on the long-term relationship with AJAX, I would strongly say that Customer Service & Product Support is one of the USPs of AJAX brand that nobody in this CE industry could match it up in this era.”

JAY PATEL

Managing Partner
Mirambica Constructions
Ahmedabad



“The productivity & product performance of AJAX Batching Plants is so phenomenal that we would buy more CE products from them in the near future & intend to involve AJAX as a turn-key project solutions provider for all our complete Infrastructure requirements.”

Customer Testimonials

RAJESH AGGARWAL
Chairman,
**Mulchand
Bherulal Group**



“ Based on the long-term relationship with AJAX, technology wise, I would fascinatingly say that one of the core competencies of AJAX is their R&D capabilities that is well-renowned for its innovation products viz., the load-cell weighing system (patented). Indeed, both productivity as well as throughput quality of AJAX Machines is exceptionally good. ”

RAJAT MANGAL
Managing Director,
**Mulchand Bherulal
Infrastructures, Indore**



“ The Uptime statistics of the 40 machines we own, is so commendable that I would strongly say AJAX Customer Service & Product Support is excellent & their dealer network is amazing that nobody in this concreting equipment industry could match it up. ”

Customer Testimonials

SELVAKUMAR
Managing Partner
KR & CO
Mettur



“ We are associated with AJAX for more than 2 decades. AJAX batching plants are extra-ordinary and to cite an example, AJAX BPs performed very well in one of the quintessential projects of TN – Hydro-electric power project (2 x 15 MW– Bhavani-Kattalai Barrage – I: producing 70,000 M3 of concrete in a span of 1 year.”

DHAWAL MAKHIJA
Managing Partner,
MAK Buildcon



“ The productivity & product performance of AJAX Batching Plants is so phenomenal that we would buy more CE products from them in the near future & intend to involve AJAX as a turn-key project solutions provider for all our complete INFRA-STRUCTURE requirements.”

Corporate Social Responsibility & Sustainability

AJAX CHARITABLE TRUST:

has been established to support AJAX CSR activities & it marks the success of the developmental impacts of AJAX's CSR initiatives towards its community by inclusion of social and environmental considerations into the company's operations.



MAKING CSR IMPACTFUL:

AJAX collaborates with various NGOs for Social Impact & Community Development

- Education
- Environment
- Skill Development
- Occupational Health & Safety

Corporate Social Responsibility & Sustainability

**Sponsorship towards
Navodaya School, Doddaballapur**



**Classrooms & Computers to Govt.
Model Higher Primary School,
Doddaballapur**



**Vana Mahotsava Community Environment -
saplings plantings, Doddaballapur**



Corporate Social Responsibility & Sustainability

Skill Development Programme

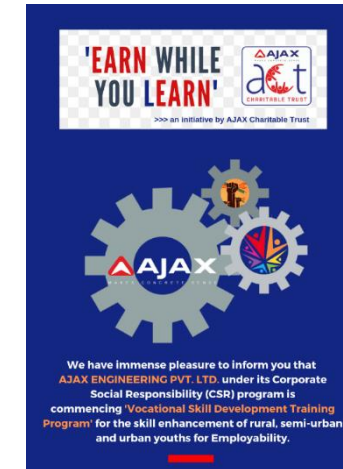
Under its Corporate Social Responsibility (CSR) AJAX started Vocational Skill Development Program for youths. Through this, employability of rural and urban youths in nationwide would be ensured by instilling & building technical competency among youths to get employment and help them to lead their life.

Till date, we have trained 115 operators and 82 technicians.

AJAX School of Concrete

The school has been set up at our plant with dedicated state-of-the-art facilities

- Concrete Testing Lab
- Cut-section Lab
- Computer Lab
- Welding Lab
- Conference Hall
- Lecture Hall
- Library
- Simulator Room
- Auditorium



THANK YOU

