



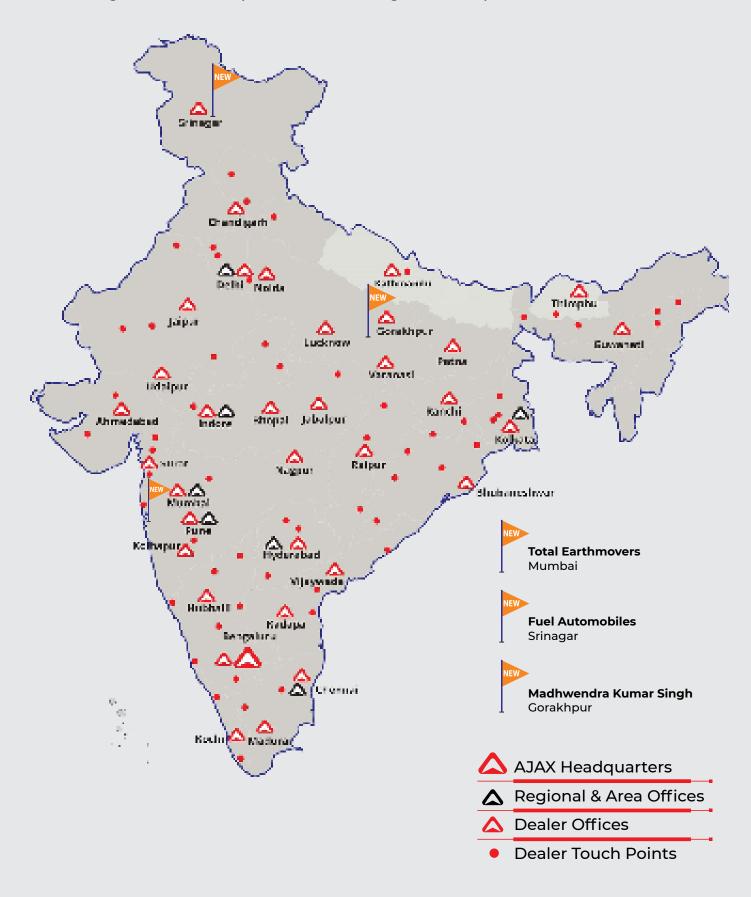
Proud to be an Indian

The only Indian company that offers the Next-Gen 360° Concreting Solutions



GETTING CLOSER TO OUR CUSTOMERS

The ever growing AJAX Dealership Network across the country.
Welcoming New Dealership facilities at Srinagar, Gorakhpur and Mumbai.





Dear Friends,

From the month of March 2020, we have seen challenging times. We were all caught unaware and unprepared by the COVID 19. The world is slowly trying to make sense of this invisible enemy and move ahead.

It is important for the economy to function for any nation to survive. In India, the markets are now opening up cautiously and infrastructure projects which were put on hold in March are now coming back to work at nearly the same pace as prior to COVID.

The demand for construction equipment has been picking up in the past 2-3 months and is expected to accelerate further owing to the demand from sectors like roads, railways, energy, irrigation and others.

Wishing you

and your family a very **Happy Diwali.**

The National Infrastructure Pipeline (NIP) is a USD 1.4 trillion Government Investment Plan spread over the next five years. This pipeline brings greater focus on and transparency in pushing projects towards execution with continuous monitoring through a dashboard. The implementation of these projects will ensure a steady demand for construction equipment in the coming years.

The focus from the Government on infrastructure spending is very high. Road project awards during April-September 2020 have grown 140 percent and they are driving demand. 23 Expressways have been announced with target completion dates between March 2023 and March 2025. India's solar power space has emerged as a bright spot for investors amid the global slowdown, with contracts for 14,000MW (megawatt) of new projects, roughly 40% of the current installed capacity, being awarded since the COVID pandemic, as per Government data.

With so many opportunities coming our way, it is up to us to make the most of them now. We as a corporate, rank high in terms of quality, reliability, efficiency and productivity. AJAX is the only Indian company, which designs, engineers and manufactures a complete range of next-gen solutions from concrete mixers to transit mixers, concrete pumps, pavers, and batching plants for a wide range of applications. We are committed to build a stronger nation under the "Aatmanirbhar Bharat Abhyaan". We are expanding our manufacturing footprint by undertaking Rs 100 cr investment in anticipation of greater demand for construction equipment. In addition to this we are making investment in a new R&D Centre. In 2021 we will start commercial production of our Slip-Form Pavers and expanded Boom Pump range.

While SLCMs continue to be our most sold product, we have increased our focus on Stationary Concrete Pumps, Batching Plants as well as Transit Mixers. We are witnessing good demand for 4x2 chassis Boom Pumps.

We are in the last two months of the calendar year and the festive season is upon us. Despite the challenging times, festivals give us a chance to Recharge & Re-look at our lives in a renewed manner.

I take this opportunity to thank all of you for your continued patronage of AJAX products and all our Employees, Channel Partners and Suppliers who have endured the uncertainties and challenges during the pandemic and I am confident that we will emerge out of this slowly and steadily, much stronger.

Best Wishes and Festive Greetings to all of you and your families and a very Happy and Prosperous Diwali!

Jagadish Bhat Managing Director, Ajax Engineering.

Proud to be an Indian

Moving towards a self-reliant and stronger India

India as a nation has always been looked upon in awe by the world outside, as well as we Indians. We have shown the world how a true democracy functions by conducting the largest electoral exercise every 5-years, where the accumulation and dissemination of data is no child's play.



rom one of the richest financial cities in the world Mumbai, to the remotest villages in the country, we come under the collective diaspora India. Urban dwellers look to the villages for the simplicity of rural life. Villagers look to come to the cities to upgrade lifestyles. Whatever be the dream, the nation is dynamic, resilient and vibrant.

India is the fastest-growing trillion-dollar economy in the world and the fifth-largest overall, with a nominal GDP of \$2.94 trillion. India became the fifth-largest economy in 2019, overtaking the United Kingdom and France. We are ranked third when GDP is compared in terms of purchasing power parity at \$11.33 trillion.

In the current times, digitisation is what is keeping us connected as one world and India is one of the largest consumers of data. It is transforming business, enterprises and governments to make experiences better, communication effective and work simpler. For the government, the shift to digital has primarily been about transparency and reach—taking services and resources in the healthcare, education and financial sectors to the rural population of India. While ambitious, these efforts mark a major paradigm shift in the planning of governance and service delivery.

Digitisation and technology are bringing several incredible opportunities for world players to drive citizen engagement and create jobs while transforming the lives of billions of Indians.

Infrastructure is a key driver for the Indian economy. The sector is highly responsible for propelling India's overall development and enjoys intense focus from Government for initiating policies that would ensure time-bound creation of world class infrastructure in the country. Infrastructure sector includes power, bridges, dams, roads, and urban infrastructure development. India was ranked 44 out of 167 countries in World Bank's Logistics Performance Index (LPI) 2018. India ranked second in the 2019 Agility Emerging Markets Logistics Index

Healthcare has become one of India's largest sector, both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe. India ranks 145 among 195 countries in terms of quality and accessibility of healthcare.

To sum it up we are on the right path to be a strong and self-reliant progressive nation.



AJAX Argos helped build Ghats at Ram ki Paidi, Ayodhya

The Ram ki Paidi is a series of Ghats on the banks of the River Sarayu. AJAX Argos were working on the Ghats in Ayodhya as part of building the historical Ram ki Paidi. Under its Swadesh Darshan scheme, the ministry of tourism had sanctioned a project called 'Development of Ayodhya' under the Ramayana circuit theme for an amount of INR 127.20 Crore in 2017-18.

The ministry said the various components sanctioned under this project include development of Ram Katha Gallery and park, Ram ki Paidi, development of Guptar Ghat and Laxman Qila Ghat, rejuvenation of Ayodhya street, multipurpose hall at Digambar akhada etc. Other components included in this project are solar lighting, solid waste management, drainage components, police booth, signages at various locations. **AJAX is proud to be associated with this project**



The world's longest railway platform under construction in Hubballi

Karnataka's Hubballi railway station is set to get the world's longest railway platform with dimensions of 1,400 metres length and 10 metres width. The South Western Railway (SWR) officials have confirmed that the extension work in Platform number 1 of the Hubballi Junction is underway. Many AJAX ARGOs are working at this prestigious project.



The Solar Power Park at REWA, M P is the largest in Asia

AJAX ARGOS have been working tirelessly at the Solar Power Park at Rewa in MP. Rewa Ultra Mega Solar is the first solar project in the country to break the grid parity barrier. It is one of the largest solar power plants in India and Asia's Largest Single site solar plant. It is an operational ground mounted, grid-connected photovoltaic solar park spread over an area of 1,590 acres (6.4 km²) in the Gurh tehsil of Rewa District of Madhya Pradesh. Rewa is the first project in India to be supplying power to an inter-state open access customer, viz., Delhi Metro. This is also the first project in India where solar power would be used for railway traction. AJAX SLCMs played an important role in construction of this prestigious project.



The world's largest fully automated integrated Drip Irrigation in Karnataka

Asia's largest drip irrigation project, involving 2,150 kilometres of pipeline, at Ramthal Marola area of Bhagalkot district in Karnataka, is executed by one of India's largest infrastructure firms Megha Engineering & Infrastructures (MEIL). The project, envisioned by Krishna Bhagya Jala Nigam and built with technical assistance from the Israel firm Netafim. The Karnataka water resources ministry claims that this project will reduce water usage, reduce pesticide usage, reduce costs, and increase yields for around 6,000 farmers of Ramthal Marola region. **AJAX machines are being deployed in this prestigious project.**



AJAX Boom PumpsReaching New Heights

Concrete Boom Pumps have been revolutionizing the construction of large commercial & residential buildings and structures. The placement of concrete in inaccessible areas has necessitated the use of boom pumps in the current construction process.

With the growing usage of ready-mix concrete, the need to use boom pumps has increased manifold. While the ease of pumping depends on the type of boom pump available in the market, the distance over which the concrete is to be pumped, nature of the project, site constraints and a number of other aspects can affect the operation.

There is a growing demand in concreting segment with a strong emphasis on indigenization, AJAX has strategically aligned its product portfolio in line with the Indian government's 'Made in India, Made for the World' programme by indigenizing its product portfolio.

The Boom Pump market is growing and we are currently witnessing the industry trend shifting towards commercial realty projects. In the Tier I cities namely, Mumbai, Navi Mumbai, Delhi & NCR region, high rise residential buildings of 200m and above are common. And next in line, Pune, Bangalore, Hyderabad, Kolkata & Chennai are also moving towards construction of >150 m high rise buildings.

Many Smart city projects are expected to have high rise buildings. High Pressure Concrete Pumps on Trailer chassis are used in these projects. Customers for large infrastructure projects, require bigger capacity pumps along with big batching plants, as a total solution.

The key players in this segment are the European OEMs and the market price is higher. AJAX has emerged as a cost-effective alternative.

Nimble and light footed to reach the farthest point

Boom pumps are generally preferred in large infrastructure & residential projects because of its capability of pumping high volume of concrete in less time and saving substantial labour with its multipurpose robotic arm.

AJAX Boom Pumps the preferred choice - A case study

The project site necessitated for an optimal boom pump with small footprint that is accessible to sites with narrow spaces. The competition could not cater to this requirement of reaching

least accessible areas at the construction sites. AJAX conducted a feasibility study on the scope of the project & site conditions and offered a solution that met the requirements. The AJAX 25ZX Boom Pump that uses 4X2 chassis was perfect for the project due to its lightweight, flexibility and could accurately place the concrete while making the next available boom size of the competition that uses 6X4 chassis expensive & unsuitable for the project.

From the operational front, AJAX boom pump had a better reach in narrow spaces with short turning radius of 9.1m, which a 10-wheel truck cannot reach due to its turning radius of 11m.

In terms of cost-effectiveness, the AJAX product was witnessed to be a low-cost runner owing to low-cost chassis & optimal boom size that greatly reduced customer's initial investment vis-a-vis the competition.

With the continuing growth and evolution of the concreting industry, AJAX stays in the forefront of technological advancement, benchmarking processes and best practices delivering customer-centric solutions.

Product Features

- · Versatile 4-Section Z-Fold Boom
- · Standard 125 mm AJAX Twin Layer pipeline
- · S-Valve Technology
- · Auto Lubrication System
- · Suitable for 4x2 Chassis



India's first Slip-Form Paver

Designed and Manufactured by AJAX.



AJAX is renowned for its in-house engineering expertise, and is proud to introduce the first Slip Form Paver designed, engineered and manufactured in India. It is a versatile machine for concrete paving projects and is the best solution for your paving needs. The Slip Form Paver was launched during EXCON 2019.

For the first time in India designed and manufactured by AJAX.

Over the years, AJAX expanded its product range substantially to include concrete batching plants, transit mixers, stationary pumps and boom pumps. and operates state-of-the-art manufacturing facilities.

Committed to embracing a digital transformation and evolving to meet the changing needs of the concreting industry it understands the market, while improving its core capabilities and strengths, updating benchmarking processes, meeting international standards and aligning with key global scenarios to sustain progress.

To meet the infrastructure needs the technologically advanced high-performance SPX 1204 Slip-Form Paver – was designed a leading-edge solution.

The SPX 1204 Slip-form Paver is a massive machine that spreads out, forms and applies an initial finish to the surface. Contractors use it to create a continuous and seamless pavement surface for road construction projects.

Slip-Form pavers are huge machines that weigh up to 80 tons. When they started working on the development of this particular product, they required a reliable engine and a Cat® engine was chosen and integrated perform in demanding conditions, applications and environments.

The new, specialized paving machine is the first-of its kind in India with low noise, excellent fuel efficiency, reliability and durability – advantages that add significant value and appeal to end users.



With the continuing growth and evolution of the concreting industry, AJAX stays in the forefront of technological advancement, benchmarking processes and best practices delivering customer-centric solutions.

Features

- · A three pad pump drive with six pumps
- $\boldsymbol{\cdot}$ Proportional valves for steering, slewing and leveling
- · Four leveling sensors and two steering sensors
- Operator's platform with ladders on both sides and hand railings
- · Walkway with grating for better visibility
- · Sectionalized Paving Kit
- · High pressure water cleaning system
- Swing legs for moving the tracks inwards and outwards for easy adjustments as per site conditions
- · Super Smoother for obtaining a smooth finish
- · Spreader Plough for spreading concrete
- · Strike-off bat for removing excess concrete
- · Electrical vibrators for consolidating concrete

Paving success in many parts of the country

Concrete roads are durable and safe. They are considerably less prone to wear and tear defects like rutting, cracking, stripping and potholes that can occur with flexible pavement surfaces. This low maintenance requirement is one of the principal advantages of concrete pavements. There are well-designed concrete pavements that have required little or no maintenance well beyond their 40-year design lives. Less maintenance also means fewer traffic delays, a huge advantage on some of our already congested highways.

AJAX Slip Form Pavers have been successfully paving the NH 161E that traverses the state of Maharashtra in India. The stretch from Washim to Mangrulpir for a distance of about 6 km towards Mangrulpir and about 2.5 km near Washim was completed in a record of 10 days.

Zoji La Tunnel

Asia's longest bi-directional tunnel.

Zoji La is a high mountain pass in the Himalayas in the Indian union territory of Ladakh. Located in the Drass, the pass connects the Kashmir Valley to its west with the Drass and Suru valleys to its northeast and the Indus valley further east.

The National Highway 1 between Srinagar and Leh in the western section of the Himalayan mountain range traverses the pass. An all weather Zoji-la Tunnel is now being constructed to facilitate vehicle movement. The total Project cost is pegged at INR 4509.5 Crores.

The Zoji La pass is a strategic route that will drastically reduce the distance from Srinagar to Leh and providing an all year round connectivity to civilians, even during winter, when the roads are blocked due to heavy snowfall.

This is also important for movement of men and machinery for the defense personnel in the area.

MEIL the project contractor is using AJAX SLCMs for portal development & slope stabilization. Ajax is proud to be associated with his landmark project.

Project Specifications

The Project has 3 tunnels & approach Road of 16.8 km

- T1 Nilgrar Tunnel 439 metre twin tube
- · T2 Nilgrar Tunnel 1958 metre twin tube
- Zoji La Tunnel which is 14.1 km Single tube with bi-directional the dimensions of 9.5 metre wide & 7.57 metre height.

The total concrete requirement is 6.5 lac cubic metre and the time completion of project is 6 years.





AJAX Batching Plant is my preferred

choice

"We know AJAX from early 90s, even as a pioneer in key infrastructure development projects, who is unanimously accepted as a versatile brand in the Construction Equipment industry, namely in all CAPTIVE CONSTRUCTION engineering projects".

Mr. K P Ghosh,

Vice President, Prism Johnson, Mumbai



AJAX equipment has no comparison

"My association with AJAX started in the year 2008. Today I have a fleet of 8 ARGO Concrete Mixers, a Batching Plant, a Concrete Mixer and 3 Transit Mixers. I have successfully completed many Lift Irrigation Projects in Karnataka. I have also successfully completed a Special Structure Aqueduct. All these projects were done with AJAX Equipment. The Concrete Pump was very effective for Lift Irrigation Projects. AJAX Service Support is excellent and in time. I recommend AJAX equipment to all contractors for a progressive business."

Mr. Dodda Hanumanthappa,

Class I. PWD Contractor, Hospet



AJAX gives higher productivity



"I have association long association with AJAX. Today I have a fleet of 9 SLCMs working on various projects in Rajasthan. Recently I invested in AJAX Boom Pump because of its features and reliability. The Boom Pump is already working at Samruddhi Project, Mumbai – Nagpur Super Express Highway in Maharashtra and I am extremely satisfied with its performance. AJAX Construction Equipment delivers

higher productivity and the machines are very reliable. The maintenance of these machines is very economical."

Mr. Gopal Kalantri

Kalantri Engineering & Electricals, Chittorgarh, Rajasthan.

AJAX Genuine Lubricants Scheme

The last quarter, AJAX ran a special offer on Genuine AJAX Lubricants during July – September 30. An initiative directed to increase the connect between the dealers and the customers.

The scheme was a major success as it gave another opportunity to AJAX dealers to re-connect with customers and increase sales of lubricants in the ongoing situation.

On Ayudha Puja Day, a lucky draw was organized and 5 lucky winners were selected at the Doddaballapur plant. The winners got 1gm of Gold coin each.





Lucky Draw Winners of Gold Coin

Winner	Dealer	State
Partha Sarathi Panda	Konark Earthmovers Pvt. Ltd.	Odisha
ABCI Infrastructures Pvt. Ltd.	Devendra Equipment	Bihar
Renuka Construction	Chaitanya Construction Equipment	Maharashtra
Rani Construction Pvt. Ltd.	Action Earthmovers	Uttarakhand
A Anand	Jayaraj Suppliers	Tamil Nadu

Sambandh - A Customer Connect initiative by AJAX

Sambandh was an initiative by the AJAX Aftermarket Team, which provided a free health check for AJAX machines beyond the Warranty Period. The scheme also offered attractive discounts on Genuine Parts, Free Structured Check up and Service Advice. The scheme ran during the monsoons until 30th September, 2020 and over 4000 customers were contacted



Operator Training Program

AJAX organised a training program in the first week of November for SLCM and Concrete Pump operators at its plants near Bangalore.







AJAX on your phone

AJAX SMART FLEET

TELEMATICS SOLUTION

The AJAX Smart Fleet Telematics solution is a unique system that gives real-time information of product performance, fuel efficiency, health of the machine and trip data to customers on their mobile phones or computers. This helps them to take timely decisions and improve Fleet Management with the help of Performance Reports generated by the system. The timely updates of service schedules ensure the on-time maintenance of the machines resulting in higher uptime and reduced cost of maintenance.









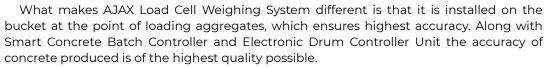


Unique Load Cell Weighing System

Consistent concrete delivered batch after batch

AJAX patented the Load Cell Weighing System for Self-Loading Concrete Mixers (SLCM). The Load Cell Weighing System defines a paradigm shift in concreting with a better weighing accuracy. This ensures a homogeneous quality of concrete delivery batch after batch for unmatched consistency. The Load Cell technology has been applied for patent in India.

This is a game changer in the industry that has made AJAX SLCMs far superior in the industry and has given a competitive edge to contractors with quality concrete they demand for a wide range of projects.





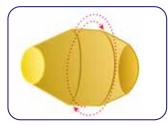
*Patent applied for



Load Cell First time in the segment



Smart Concrete Batch Controller



Electronic Drum Controller Unit

AJAX in Egypt

Working on a canal project in Egypt

AJAX SLCMs are gaining popularity in the Middle East and African nations. More so in Egypt, where there are AJAX SLCMs are seen working on the irrigation canal projects on the banks of the River Nile.

Egypt is engaged in a truly global strategy aimed at preserving its water resources. The Egypt Government

has undertaken many canal projects to avoid infiltration of water by lining the waterways

AJAX SLCMs were found to be highly reliable, energy efficient and on par with other international brands. AJAX SLCMs are known to deliver world-class quality in a cost-effective manner.



The development of a number of infrastructure projects in Bangladesh represents a positive shift in the country's future progress.

From setting up a second nuclear power plant to building efficient water, sanitation, reliable power and transportation network, there are

AJAX Batching Plant operating in Chittagong.

many infrastructure projects in the pipeline. AJAX welcomed M/s. Mood Trading Co. to its expanding SLCM customer base in Bangladesh. As Bangladesh is growing as a nation there is a huge demand of concreting solutions and AJAX Concrete Equipment are gaining popularity for high efficiency and advanced technology.



Recent AJAX SLCM handover in Bangaladesh

13

Helping hand to people in need at Covid-19 affected areas

During the COVID – 19 lock down, many people specially from the economically weaker sections like daily wagers, weavers and migrant workers were affected.

Doddaballapur has about 25,000 people who depend on weaving for their livelihood. To help them during this critical situation, food kits were distributed.

In collaboration with the Weaver's Organization in

Doddaballapur, a door to door survey was conducted that helped identify 500 people who were severely affected and in genuine need of help. Ration coupons were distributed to them in a systematic manner.

Food kits were also distributed on May 23, 2020 while adhering to all COVID – 19 norms. The local MLA and AJAX staff members participated in this event.

Food Kit distribution by AJAX for the Covid-19 affected areas







Supply of drinking water to people at Gowribidanur

During the lock-down, people at Gowribidanur were struggling to get drinking water. Water Tankers were organized by AJAX to supply drinking water in summer.





Powertech, Surat and Orion Equipment, Ahmedabad – AJAX Dealers also distributed food packets during the Covid 19 crisis.







AJAX InFOCUS

14

Unmatched Endurance. Reliable Performance.

14,605 Engine hrs. since 2011 and still going strong. ARGO 4000 of Bhavani Constructions, Telangana.



18,000 Engine hours since 2012 and still going strong AJAX SLCM of Shree Deepak Joshi, Himachal Pradesh.



Upgrading SLCM to BS/V technology

Bharat Stage Emission standards are instituted by the Government of India to regulate the outputs of air pollutants from vehicles.

While the stringent rules are already in place for Commercial Vehicles, the Construction Equipment industry is also planned to come under new emission norms. All this is set to change from April 2021.

Wheeled Construction Equipment will need to be BS4 compliant. Early this year an Apex Court has ruled that manufacturers cannot produce Wheeled Construction Equipment with current emission norms after March 2021. Manufacturers will get 6 months to sell and register these vehicles. Only BS4 compliant Vehicles can be produced from April 1, 2021. Foreseeing this AJAX has already developed SLCMs with BS4 engines and are now in the testing stage. They will soon go through certification and homologation to meet the deadlines set by the Government.

Farseeing this AJAX has tested and validated its entire range with BS4 engines and AJAX BSIV compliant

machines will be ready well in time to meet the customers' requirements in April 2021.

The new AJAX SLCMs with a BS IV engine will be more fuel efficient helping companies to reduce their carbon footprint.

NOTIFICATION (Excerpts)

The Central Government has extended deadlines for the applicability of new emission norms for Construction equipment vehicles. According to an official release of the Ministry of Road Transport and Highways (MoRTH), the new emission norms for construction equipment vehicles will come into force from April 2021.

For the construction equipment vehicles, the applicability of the next phase of emission norms will be are proposed to be applicable with effect from April 1, 2021.

AJAX ACURA 4500 Swivel

Designed to work efficiently even in constraint sites

AJAX ACURA 4500 Swivel is a state-of-art machine offering high productivity and less fuel consumption. The SLCM with single lever lifting arm bucket and sliding gate operations offers parallel water cement loading and optimized site layout to enhance productivity.

The SLCMs are equipped with a lift and swivel drum that ensures complete and fast discharge of concrete and the swivel arrangement enables to pour concrete at constraint sites.

The machine is highly maneuverable with easy access to any remote area and can travel through tough terrains with a full load of concrete. The AJAX SLCMs are also equipped with the AJAX Smart Fleet Telematics Solution that helps in tracking the performance of your machine.



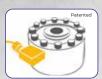
The World's Largest SLCM Manufacturer

Designed for high efficiency, productivity and long service life, AJAX SLCMs are the first choice of contractors across the country for over 28 years

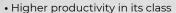


AJAX introduced the Self Loading Concrete Mixers in India back in 1992. This revolutionized the concrete industry and today AJAX is the global leader in SLCM, with over 19,000 machines delivered to 11,000+ happy customers. AJAX exports SLCMs to many countries in Asia and Africa.

Unmatched Advantages



Load Cell First time in the seament



- Lower fuel consumption
- Lift & swivel drum arrangement
- · Closed gate bucket ensures zero spillage
- 3 Wheel steering for excellent maneuverability
- 4 Wheel drive for improved traction
- Ergonomic cabin for ease of operation



Batch Controller



Smart Fleet Telematics System



Electronic Drum Controller Unit

- Bi-Directional Tyres for void guard protection
- Separate Admixture dosing unit
- Rear view camera for better view while
- Joystick for complete control and ease of operation
- Concrete batch controller for consistent quality
- Automatic greasing enhances the life of internal components
- Auto water cut-off, Auto mixing and Auto drum cleaning.
- High wear resistance & lightweight drum
- · Large water pump capacity.
- Dual service brake circuit for more safety

Product Range: ARGO 1000, ARGO 2000, ARGO 4000, ARGO 2500 (Acura), ARGO 4500 (Acura)

The Next-Gen 360° Concreting Solutions

















#GoVocalForLocal









Toll Free No: 1-800-419-0628

