AJAX Infocus



INR 100 Crores investment



Mr Jagadish Bhat, Managing Director, AJAX Engineering Pvt Ltd.

AJAX, the truly Atmanirbhar Bharat company with its continued focus on innovation and indigenization expands its footprint to meet the growing demand from diversified construction segments namely roads, railways, energy and irrigation by being the next-gen 360° concreting solutions provider delivering world class concreting equipment.

ATMANIRBHAR BHARAT AJAX: INVESTMENT & EXPANS

AJAX Engineering, the World's largest manufacturer of SLCMs has recently earmarked

AJAX Engineering Invests Rs. 100 Crores ocrores for the allotment of 20



AJAX Engineering earmarks ₹100 crores to build a new manufacturing facility and a design centre in Karnataka WE BRAGAT ALAX: INVESTMENT & Speciary Good for investment is experienced.

EXPANSION PLANS IN 2021

New investments.

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AJAX ENGINEERING GEARS UP

FOR ATMANIRBHARTA

and best precisions, delivering cutting-edge innovations at par with global standards. AANX, has strategically aligned its product portiosis in the with the Indian government's Make in India. Make for the World program by offering state of the World program by offering state of the art machines, equipped with top class technology, for the complete bendwidth of construction infrastructure segments.

As a next-per 300" concreting solutions provider, AJAX is defineing world-class concreting equipment with its continued consisting equipment with its community focus on amountain and indipenduation. The company is known for its in-house The company is known by an arrown or property or property and is proved to attraction the first Sup Form Plaser that has been designed, engineering and manufactured in India **One of our latent resources on the Yours Chill Williams remarkationed in India. "One of our Meant incovations in the Toal Cell Weigh Betching System for SLCM, which incures a higher level of accuracy in the weight arrangement of apprepries, and ensures. Cell meantains in S4925, which no other CM manufacturer offers today," every

or further details, please visit



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jax Engg gears up for Atmanirbharta









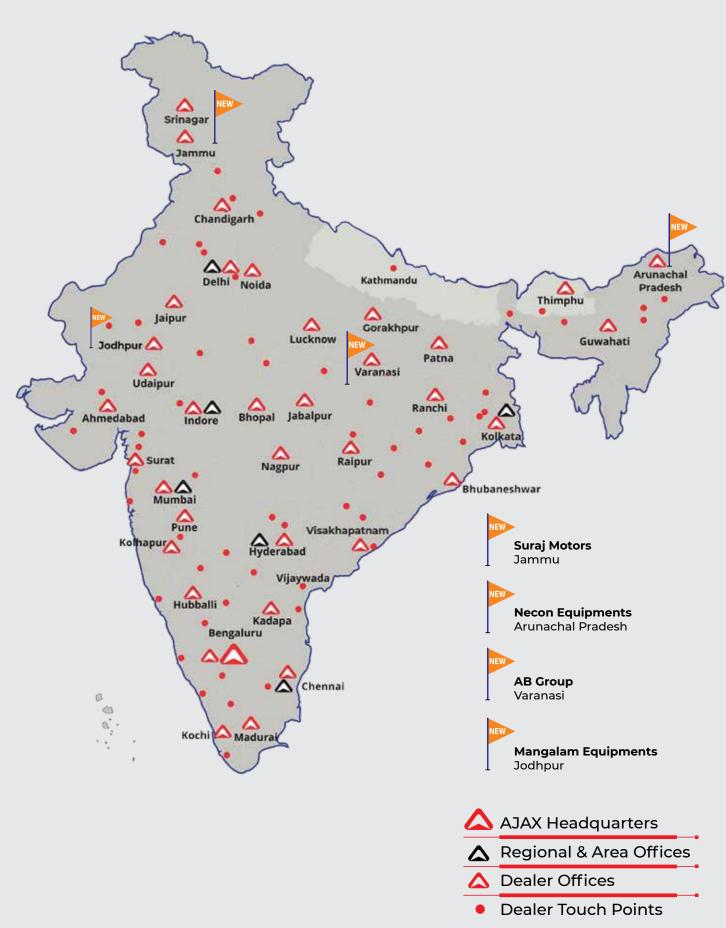
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GETTING CLOSER TO OUR CUSTOMERS

The ever growing AJAX Dealership Network across the country.

We welcome the new Dealership facilities at Jammu, Arunachal Pradesh, Varanasi and Jodhpur.





Dear Stakeholders,

I am happy to reconnect with you again as we usher into a new phase of business. The new year started with the second wave of COVID-19 and this time the pandemic has been more severe and has impacted all of us in terms of our customers and our near and dear ones. We at AJAX as part of our CSR, have provided Free Ambulance Service to the Covid Care Centre at Isthur, Dodaballapura, distributed Inter Surgical masks to C V Raman Hospital, and Oxygen Concentrators for a few hospitals. We also provided a computer with a printing facility at the Covid Care Centre in Doddaballapura. Along with this, we have donated N95 masks, Pulse Oxymeters, BP Monitoring machines, PPE kits, Sanitizers. The Indian Construction Equipment Manufacturer's Association, (ICEMA) has also set up a nationwide Covid Helpline, for the staff

and family members of ICEMA Member Companies, their Dealers & Suppliers.

The markets are now opening up gradually, and infrastructure projects are starting to come back to nearly the same pace as before COVID. The focus from the government on Infrastructure spending is very high and many projects such as Roads, Irrigation, Railways Power, Real Estate, etc. are being awarded. We expect the demand to pick up in the coming weeks and be prepared to take advantage of the same. Kindly ensure all your team is vaccinated at the earliest as at this stage of the pandemic, the vaccine is the only hope and their known efficacy is better than expected.

Certainly, it is our immense pleasure to greet our stakeholders who have been our strength all through with their moral support during these challenging times of business downturn and pandemic.

We are reopening our factories as per state guidelines and hope that in the coming weeks we will have approvals to be fully operational. Our suppliers had also closed down and due to a shortage of oxygen, most of the fabrication work was held up. They have also started to unlock and with the return of manpower in the coming days will be fully operational. As a result of this lock-down delivery schedules for some of the customers are delayed and I hope you understand the same. We are fully committed to delivering them on priority in the coming weeks. With Unlock guidelines in most states now, our Dealer Network and their branches will be fully operational in the next few weeks Our Dealership network in Domestic as well as in Export markets have grown the last few months and with this expanded reach we will be able to serve you even better.

The present facility for manufacturing pavers and Boom pumps will not be sufficient for the future projected volumes. Considering this, we are setting up another Factory in Doddaballapur to meet the increasing market demand and this facility will house a Design Centre, manufacturing facility for Paver, Boom Pumps, SPBP, and trailer Pumps. We have already procured the necessary land from KIADB. We are also expanding our Gowribidanur facility for increasing our capacity for making Batching Plants and Transit mixers.

As per the new CEV regulations that came into effect on April 1, our SLCM's range has been upgraded from BS III to CEV IV. This involved a huge amount of design, prototype development, testing, and validation. We started with this work in 2019 and I am very happy to inform you that, Ajax is the first company to offer all BS-IV equipment for approval to ARAI and also to receive certification, in concrete equipment space.

We take the pride in propagandizing that we are the only company in India and an Indian Company to Design and Manufacture a complete range of concreting equipment and solutions in the country. While we continuously protect our leadership position in SLCM, we are steadily gaining market share in Batching Plants and Concrete Pumps. Our Boom pumps are gaining recognition in the market and our New products like Concrete Slip-form paver and Self Propelled Boom Pump has performed exceedingly well during their trial and validation at multiple customer sites.

My best wishes to you and your family and hope for a better and safer year ahead.

Jagadish Bhat MD & CEO, AJAX Engineering Pvt. Ltd.

AJAX Engineering earmarks INR 100 Crores to build a new Manufacturing Facility and a Design Centre in Karnataka

ATMANIRBHAR BHARAT

Ajax Investment & Expansion Plans in 2021.

New Investment

AJAX Engineering, the world's largest manufacturer of SLCMs has recently earmarked around INR 100 crores for the allotment of 20 acres of land in Bangalore from Karnataka Industrial Areas Development Board (KIADB), as well as for building a new manufacturing facility. This investment was done to expand its robust business operations to meet the demands of the construction industry in the future. The new factory that spreads across 20-acres will be equipped with state-of-the-art facilities to design and manufacture the newly introduced products, such as concrete Slip-Form Pavers, Boom Pumps, and Self-Propelled Boom Pumps. The annual production capacity for Boom Pumps and concrete Slip-Form Pavers would be 100+ units and 50+ units respectively.

Expansion

A further investment of INR 40 crores is being done at the Gowribidanur plant to expand its existing facility where batching plants and transit mixers are being produced. Speaking about the investment & expansion plans, Mr. Jagadish Bhat, MD & CEO, AJAX Engineering said "With our indigenously manufactured product portfolio and engineering expertise, we have been catering to the Indian as well as the global market requirements. We are positive that this investment will further strengthen the 'Atmanirbhar Bharat' initiative and create employment opportunities for the talented youth of the country."

AJAX has always evolved by adapting to the needs of its customers with a clear and consistent goal towards becoming the most customer-centric organization with



a strong customer focus. With the tailwinds of demand blowing in favor of concreting segment, especially with a strong emphasis on indigenization. AJAX is an indigenous brand that has strategically aligned its product portfolio in line with the Indian government's 'Make in India; Make for the World' programme. AJAX has indigenized its product portfolio of state-of-theart machines equipped with top-class technology manufactured at its Bangalore plant for the complete bandwidth of construction and infrastructure segments. Furthermore, the implementation of the USD 1.4 trillion National Infrastructure Pipeline (NIP) plan spread over the next five years, will ensure a steady demand for the CE equipment in coming years. Focus from the government on infrastructure spending is very high where road project awards in April-September 2020 have grown by 140 percent and 23 expressways have been announced with the targeted completion between March 2023 and March 2025.

AJAX has been a leader in the industry with its cutting-edge digital and technological innovations at par with global standards. Leveraging technology to offer innovative products has been AJAX's strength all through. AJAX is committed to embracing digital transformation and is constantly re-inventing itself. Being the market leader in SLCMs, AJAX is dedicated to developing cutting-edge features to provide product accuracy and reliability in terms of technological advancement in our concreting machines. One of the latest innovations is the "Load Cell Weigh Batching System" for SLCM, which ensures a higher level of accuracy in the weight management of aggregates and ensures compliance to IS4925 which no other SLCM manufacturer offers today.

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. 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.

Import Substitute

AJAX concrete Slip-Form Pavers are import substitutes working in line with the Government of India's plan of Atmanirbhar Bharat where we are also working in this area to align ourselves to be self-reliant and have as many as components locally and make it a product made in India for the world.

AJAX Boom Pump is another marquee product resonating with the 'Made in India' theme as the Concrete Boom Pumps have been revolutionizing the construction of large commercial & residential buildings and structures. AJAX's Boom Pumps have overseen deployment in various applications & have been proficient for urban mega infrastructure projects commercial and office buildings, high rise segment, commercial retail spaces, bridges, airports, and various projects under the Smart Cities' initiative led by the Government of India.

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



350 MW Solar Power Project at AVAADA, Bikaner, Rajasthan

AVAADA Energy one of the largest renewable energy organizations is setting up a Large Solar Power Project in Bikaner, Rajasthan. The proposed project is meant to generate 350 MW of solar power to provide electricity to the rural areas in Rajasthan. A total of 4.24 lakh pilling work is required for the entire project.

A challenging task considering the sandy terrains, demands SLCMs with proven capability. The obvious choice was AJAX SLCMs. The AJAX machines already working at the site have completed over 70,000 pilings to ensure the timely execution of the project.



Bengaluru's Smart City Project is getting the city ready for the future

Bangalore, the home of AJAX is on a mission of making the metropolis ready for the future. This includes revitalization of the historic heart of the city, redevelopment of economic centers such as K R Market, Malleshwaram and lakes like Ulsoor and Sankey Tank along with the utility network of the city.

This project has been long overdue as Bangalore from a one horse town has leap frogged into one of the fastest growing cities in the world.

We are proud to be associated with this city development project, as many of AJAX machines are working at various locations in Bangalore,



BHAM - Rajgarh Medium Dam Project in Narmada Basin, Khandwa Dist. MP

The Rajgarh Medium Project dam is on the BHAM river near Harsud Tehsil of Khandwa District. The total catchment area of the project is 193.4.km and there are 3 minor projects proposed in the upstream as well.

Agriculture is the prime occupation of the region and this dam will help the farmers to improve their standards of living. The total length of the



earth dam is 2960 m and the height of the dam is 16.5 m.

Satya Lakshmi Infracon is a class 'A' irrigation contractor and works for the Water Resource Division (WRD) of MP Govt. since last 6 years. They are one among the major contractors in constructing 12.39 KM long common carrier canal on the Left Bank of Dam which irrigates approx. 5,000 hectares of farming land in

Khandwa District. Having expertise in canal projects, they are now working on "Bham Rajgarh Madhyam Sinchai Pariyojana " under a joint venture with Velji Ratna Sorathia Infra Pvt. Ltd., Gujarat at Gurhi, Dist – Khandwa, MP. The project will irrigate 7,000 hectares' land across 25 villages of Dhar, Jhabua and Alirajpur Districts. 12 nos. of AJAX SLCMs have been working at this site and the requirement is for 80,000 cu.m. of concrete.

AJAX is honored to be part of this project in the remote area of Narmada basin as it will develop the rural economy of the region.



AJAX A30ZX Boom Pump on BS6 Chassis.

Scaling new heights

A pioneering effort from AJAX has revolutionized 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 several other aspects can affect the operation, getting geared up for the dispatch.

Boom pumps are generally preferred in large infrastructure & residential projects because of their capability of pumping a high volume of concrete in less time and saving substantial labour with their multi-purpose robotic arm. With best-in-class fuel efficiency, the lower total cost of ownership, and higher productivity, AJAX boom pumps offer the best return on investment.



AJAX Boom Pumps are now available on BS6 chassis

An unbeatable combination

AJAX Batching Plant and Concrete Pump

A feasibility study of AJAX CRB20 Batching Plant with ASP 7011 Concrete Pumps for an EPC turnkey project of Water Treatment Plant at Damoh District, MP.

When a leading corporate RMC company was awarded this Water Treatment Plant Project, the company chose AJAX CRB20 Batching Plant and AJAX Concrete Pump ASP 7011, as it was the right combination considering the project scope and site conditions.

AJAX CRB Series with planetary mixing technology has an edge over the competition, which was the key reason for their choice. That combined with the proven reliable performance and productivity proved to be a win-win combination.

The importance of the project

The problem of river water contamination was one of the major problems and raising concerns about risks to human health at Damoh rural area in Madhya Pradesh. The dimension of the problem has generated a growing demand for legislation to prevent contamination, motivated by concerns for public health treating drinking water. Overall, the quality of drinking water in this area is required to be made safe in this area. Central Ground Water Board (CGWB) of MPWRD had come up with a water protection strategy/ Comprehensive groundwater quality control programs. For that, MPWRD has earmarked INR 16.5 cr for the project involving erection of commissioning of water treatment plant with an installed capacity of 59 MLD.



The scope of the project

The scope of AJAX involves the production and pumping of concrete that amounts to 18,000 cum for the complete infrastructure that spans around 100 acres of land with a project duration of 18 months.

AJAX Advantages

- The scope of the project necessitated the continuous production of M35 grade concrete for the construction of concrete structures for water treatment plant chemical equipment viz. clarifiers, aerators, intake wells & distribution tanks.
- the tight deadlines Meeting pumping requirements amounting to 18,000 cu m within 18 months.
- Usage of Rock valve technology not recommended & doesn't suit when concrete gets segregated resulting in choking, rock valve cannot pump during concrete discharge from the plant.
- Moreover, Hydraulic Switching in S-Valve operations with open circuits deployed in AJAX concrete pumps is highly reliable in rugged site conditions requiring less maintenance when compared to electronic switching control with the competition.

AJAX - the preferred choice

AJAX proposal was preferred over the competition as a cost-effective solution owing to the cost attached to the introduction of secondary mixing using a truck mixer to prevent the segregation of concrete since Panturbo mixer cannot mix high-grade concrete in a short time resulting in inconsistency in the concrete mix when loading onto the pump resulting in frequent pump choking problems.

This case study serves as an outstanding example that AJAX CRB series Batching Plants are the preferred choice of leading EPC companies since these plants are known for their higher productivity, energy efficiency, advanced technology, strong built quality, and ease of operation. Also, AJAX concrete pumps are designed for high efficiency and smooth flow of concrete in horizontal as well as high-pressure pumping applications. AJAX Concrete Pumps are a result of years of experience in concrete applications for hassle-free horizontal and vertical pumping of concrete. The pumps are designed for the smooth flow of concrete with less pressure drop and higher fuel efficiency. The versatile pumps are suitable for SLCMs, Transit Mixers, and Batching Plants for all types of applications.

Considering all these factors, AJAX was eventually chosen as an optimal solution provider and resulted in AJAX bagging the prestigious project.



Quality of AJAX machines is exceptionally good

"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 and is well known for its innovative products, viz, the load cell weighing system (patented). Indeed, both productivity and throughput quality of AJAX machines are exceptionally good."

Mr. Rajesh Agrawal

Chairman, Mulchand Bherulal Group



AJAX Customer Service and Support is their USP

"Based on the long-term relationship with AJAX, I would strongly say that Customer Service and Product Support is one of the USPs of AJAX brand that nobody in the Construction Equipment industry can match."

Mr. Syed Ali

Chief Executive Officer, Swastik Infra



AJAX Batching Plants are extraordinary

"We are associated with AJAX for more than 2 decades. AJAX Batching Plants are extraordinary and to cite an example, AJAX BPs performed very well in the quintessential projects of TN - Hydroelectric power project (2x15 MW - Bhavani Kattalai Barrage - 1, producing 70,000 Cu.M of concrete in one year."

Mr. Selvakumar

Managing Partner, KR & Co.



AJAX Machine Health Check-up Campaign



In our efforts to reach out to our customers AJAX launched the "Bharoosa Scheme" for all SLCM Machines beyond warranty. This is essentially a Machine Health Check-up campaign which will ensure the machine's uptime is increased and hence more productivity and profit to our customers. This scheme is presently announced in some select markets looking at the availability of the machines. This scheme will add value to customers and will also help channel partners to connect up with customers and build the business.



An initiative to rebuild by BAI

Builders Association of India (BAI), Hassan held an event during Feb 2021 to focus on the emerging trends in the Indian Infrastructure and Real Estate Sector by exposing Construction companies, Contractors, Construction machinery, Construction products, Building materials in India. This provided a good platform for recreating business opportunities & business relationships for AJAX in meeting up the existing and prospective customers post-pandemic.



Operator Training Programmes

As part of AJAX's efforts to provide its customers with the best products and services, the company has been providing the end-users, dealers, and employees with customized training programs.

In-depth technical knowledge on AJAX products and concrete technology solutions which helps AJAX technicians, engineers, and dealer personnel to support Ajax machines & enhance customer satisfaction.

We also provide in-depth operation & maintenance training to the Customers' operators. which in turn benefits the customers in productivity and reliability of Ajax products.



Inauguration of Total Earthmovers facility at Navi Mumbai

Expanding Service Network.

Taking another step towards spreading its footprints across the country, AJAX inaugurated a new state-of-the-art dealership facility in Panvel, Navi Mumbai. The new Sales, Service & Spares touch-point was inaugurated in December 2020 and is well equipped with a world-class facility to cater to 3S (Sales, Service, and Spares).

AJAX is extremely happy to partner with TOTAL EARTHMOVERS as its authorized dealer in the West Zone. The discerning customers of the region will find AJAX equipment exceeding their expectations on quality and

exceptional customer service resulting in strengthening of Customer Relationship Building process on Sales and After-sales Support.

Maharashtra is a key market for AJAX and the new dealership will help AJAX's growth strategy and thereby making AJAX the most coveted brand in the region.

With its new dealership, AJAX intends to meet the growing demand for construction equipment in the region by adhering to the high standards of sales and after-sales like ever.









AJAX in Uganda

Working on an industrial foundation project.

Project: Industrial Foundation-Process Factory for Paper & Tissue Industry

Scope of Work: Industrial foundation work for the built-up area of 21560 sq.mt

AJAX ARGOs machines producing M10 and M15 grades of concrete were used for leveling course and bedding for footings for this project.



AJAX in Cameroon

Cameroon has planned to construct a 400kV electricity transmission line from Nachtigal hydroelectric plant to Bafoussam, which will eventually connect to the neighboring Federal Republic of Nigeria. Upon completion this US\$ 1.2 Bn, Nachtigal power plant is projected to have the capacity to produce more than 2,900 GWh/year.

Project:

Power Transmission & Distribution Tower-OHL Power Lines

Scope of Work:

Cement concreting foundation–Piled Raft Foundation for Transmission Line Towers



AJAX SLCM working at the construction site

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AJAX Govt. Public School

Adoption of the Govt. Higher Primary School, Bashettihalli, Doddaballapur.

In 2019, AJAX Charitable Trust, decided to adopt the Govt. Higher Primary School. The project involved revamping the entire school. Adopting a school is our long term commitment to the future generations.

The aim was to provide all the facilities available in private schools to the students of the Government School, in order to ensure the children get the same level of education.

The project commenced on 22 March, 2019 with a ground breaking ceremony in the presence of the Deputy Commissioner of Bangalore Rural District, Shri Karee Gowda.

Pegged at a generous INR 7.8 Cr budget, the project includes a well-appointed admin office with a cabin for the Head Master and staff room for teachers on each floor.

Keeping abreast with the modern schools, the building has 24 spacious class rooms with modern toilets. Purified drinking water is made available on all floors. Security of the staff and students are monitored with CCTV coverage on the entire premise.

The school is well equipped to work for the holistic development of children. It has a well-equipped Computer and Science Lab, an art and craft room, an audio visual room, library and a child counselling room.

The school has a modern kitchen and dining hall cum auditorium with a capacity to accommodate 300 people. The school also has a large playground and good sport facilities.



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AJAX Smart Fleet

State-of-the-art telematics system that connects AJAX ARGO 24x7 with the customer through the computer or mobile phone.

AJAX ARGOs come equipped with AJAX Smart Fleet Telematics system, which helps in off-line / on-line monitoring and real time reporting.

Monitor & Analyze Fleet Utilization

With AJAX Telematics you can see in real time the current location of your vehicles and vehicles' performance data that is critical for you to have control on your fleet.

Health Parameters Monitoring

AJAX Telematics shows you the areas of improvement to support profitability in the long run. By providing clear and accurate information, the system helps with diagnostic maintenance.

Timely Maintenance and Service updates

The Telematics system notifies on timely maintenance and service updates.

Vehicle Performance analytics at any time

By controlling and monitoring the information on vehicle performance and location, various opportunities for improving operational efficiency are identified and can be actioned upon.

Nearest Dealer/Service Center Locator

The Telematics Systems helps you search for the nearest dealer or service center in case of an emergency

Anti-theft vehicle protection through vehicle immobilization

Smart Fleet System allows you to immobilize the vehicle when not in use, there by improves safety.

CONSUMER FEATURES

PARTNER ECOSYSTEM







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The Next-Gen 360° Concreting Solutions















Batching Plant Transit Mixer

Concrete Pump

Boom Pump

Self-Propelled Boom Pump

Slip-Form Paver



