



OPERATIONAL EXCELLENCE

An engineering graduate from IIT Madras, Mr. K Vijay pursued his passion in Core Engineering by joining Larsen & Toubro as a Design Engineer and was a member of the technical team that in collaboration with Poclairin of France established L&T's Hydraulic Excavator plant in Bangalore for the first time in India. Having started his entrepreneurial venture in the field of Design and Engineering, the stalwart has successfully led Ajax Fiori to achieve significant milestones as a leading concrete solution provider in the country delivering advanced concreting solutions. Analysing the Indian concrete market, it was the foresightedness of Mr. K Vijay to have perceived the self-loading mobile concrete mixer as the appropriate tool for Indian contractors. Ajax Fiori worked on this belief and under the able guidance of Mr. Vijay, the company was able to spearhead the use of concrete mixer in numerous application sectors in a very short time. Mr. Vijay took a logical step of introducing a complete

range of batching plant solutions and the solution provided by the company today have nationwide acceptance across multiple application sectors in the concreting industry in India.

STRATEGIC EXCELLENCE

With K Vijay at the helm, the company manufactured its first self-Loading Concrete Mixer LCM in 1998 and since then has grown strength by strength to achieve a major landmark of delivering its 10th LCM, through its manufacturing facility at Doddabalapur in Bangalore.

It is the strategic excellence of Mr. Vijay that the company today is a trusted brand for reliability and suitability of its LCM, Concrete Pumps, Dumpers, Transit mixers and Concrete Batching Plants in most of the construction projects. Under the visionary leadership of Mr. Vijay, the company with its wide range of concreting solutions & service network has been able to strengthen its client base not only in India but also beyond Indian shores.

A passionate leader in true sense, Mr. Vijay has been instrumental in expanding the company's pan India network with Dealers and touch

points, making it the strongest customer support network in concreting industry. Being trained in France and Italy, Mr. Vijay has effectively blended the European discipline and work ethic with the Indian ethos to create an effective benchmark of productivity and excellence. Pursuing his vision of taking the company to the foremost position in parallel with making India a leading global economy, Mr. Vijay emphasizes on expanding the company's product range in the concreting equipment sector with timely and effective product support service to its nationwide customers and foresees a significant role for Ajax as a multinational player in realizing his dream in the upcoming decade.

Holding high ethical and professional standards, Mr. Vijay is also involved in humanitarian activities. He has been engaged in the welfare of socially deprived children by providing them financial and mentoring support through his charitable trust, Pragati Educational Foundation.

REALIZING THE CONCRETE DREAM OF EMERGENT INDIA

K VIJAY

As the Executive Chairman of Ajax Fiori, Mr. K Vijay has been instrumental in implementing a work ethic strongly emphasising on world-class manufacturing with timely and effective product support to ensure customer satisfaction. His foresightedness to perceive the infrastructure development requirements of an emerging India has established Ajax Fiori as a prominent player in the concreting sector in India

“He has constantly worked to create a customer centric firm where every customer, no matter how small or big, he is a “Customer” - the firm’s very reason for existence”