



Our USP lies in excellent customer service and extensive product portfolio

Action Construction Equipment Limited is India's leading material handling and construction equipment manufacturing company with a majority market share in mobile cranes and tower cranes segment. In an exclusive interview, **CHETAN GOLE, CEO, ACTION CONSTRUCTION EQUIPMENT** speaks to **CONSTRUCTION OPPORTUNITIES** about the warehousing equipment industry, USP'S of the products, meeting market requirements and more.



Briefly give us an overview of the warehousing and warehousing equipment industry. What are the warehousing equipment currently most in demand?

The Warehousing industry is extremely fragmented in India. Almost 90 per cent of the warehousing space is controlled by the unorganized players. It has huge growth potential and slated to become institutionalized over the next few years. It is estimated that the average size of warehouses will increase from 20,000 sq. ft. to 2-3 lakh sq. ft., creating huge opportunities for warehousing equipment manufacturers. With implementation of GST, e-commerce boom and growth in manufacturing sector, need for sophisticated logistics and smart warehousing systems will witness huge demand. It will rather act as the key trigger in developing warehousing systems for manufacturing sector and entire gamut of trade activities in India. In next five years, the sector will attract investments of around \$2 billion (from both domestic & international investors) for developing warehousing facilities across India. This investment will also create 2 lakh job opportunities at different levels.

Currently, Forklifts (Diesel, Electric & LPG) and entire range of warehouse

equipment range including Pallet Trucks (Manual, Semi Electric & Fully Electric), Stackers (Manual, Semi Electric & Fully Electric), High Reach Stackers, Tow Tractors and Narrow Aisle Articulated Forklift Truck are majority in demand in the warehousing industry.



Provide us details regards to any new products being launched by your company?

We have launched advanced version of Reach truck having rated capacity of 1.6 Tonnes and lifting height of 10 mt. This reach truck will have 1000 kg lifting capacity @ max height of 10mt. In coming few months, we have plans to launch Counter balance stacker.

Briefly tell us about the products/solutions offered by your company for the warehousing sector, their lifting capacities, applications and their demand in the Indian market.

ACE offers a diverse range of material handling equipment catering diverse needs of warehousing industry. Under the material handling equipment segment, we offer Diesel Forklift (1.5T-3.5T), Electric Forklift (1.5T-8.0T), LPG Forklifts (3.0T) and an entire range of warehouse equipment range including Pallet Trucks (Manual, Semi Electric & Fully Electric), Stackers (Manual, Semi Electric & Fully Electric), High Reach Stackers, Tow Tractors and Narrow Aisle Articulated Forklift Truck. We also offer wide range of attachments which can be retro-fitted on the equipments, making them versatile and application specific, to make the material handling job easy, safe and convenient.

Tell us on the Cutting edge technological innovations featured in your products in terms of safety, ease of operation etc. What are the USP's of your products Vis-à-vis competition?

Productivity, maneuverability and safety are the key features of our warehousing equipment. The all weather handle in Hand Pallet truck enhances productivity by reducing the operate fatigue. One pneumatic spring and two damping springs located on each side on BOPT rider platform takes care of operator fatigue while traveling long distance. In case of BOPT and Stacker, wider and thicker fork are also provided to get the longer lift of forks. ACE is using H+H mast wherein lift cylinder are well protracted. Our truck are fitted with Floating drive wheel system which takes care of smooth operations on uneven floor. Through this feature, speed automatically declines to a safe level while truck is turning at the corner, ensuring operators' safety and cargo stability.

What are the indigenisation efforts undertaken by the company to meet the market requirements?

ACE started its operations with the production of cranes and today the company has established itself as one of the leading material handling and construction equipment manufacturing company in India. With a dominant market share of 63%, ACE is the largest crane manufacturer in India and world's largest manufacturer in pick and carry cranes category. We have achieved this position through continuous focus on offering innovative and high quality products at cost competitive price.

Our USP lies in excellent customer service and extensive product portfolio catering diverse customer needs of multiple industries such as Infrastructure, Construction, Mining, Power, Steel, Cement. Pharmaceuticals, FMCG etc. We are continuously leveraging our world-class R&D facilities to meet the constantly evolving demand of the warehousing equipment through continuous investments in R&D.

Aftermarket services offered by your company. To what extent are aftermarket services a strategic differentiator.

At ACE we pay huge emphasis on customer support and after sales services. Apart from continuously upgrading our products and processes, we also train our operators and staff on our technological and product advancements. We have pan-India robust aftersales service network of dealers and area offices which operate out of 100+ locations and supported by 21 regional offices based at key Tier-I and Tier-II cities including Delhi, Mumbai, Chennai, Kolkata, Ahmedabad, Pune, Jaipur, Ranchi, Patna, Raipur, Bhubneshwar, Kanpur, Jamnagar, Chandigarh, Guwahati, Lucknow, Indore, Hyderabad, Bangalore, Vizag and Cochin. These regional offices are connected with product and zonal heads through our Marketing HQ and a dedicated Product Support Division based out of Faridabad (Haryana).

What is your cost/quality equation in a price sensitive market like India?

In the price sensitive market like India, buyers and owners are extremely conscious of Total Cost of Ownership (TCO) while making equipment purchase decision. Apart from equipment cost, they also evaluate the cost of fuel/energy, consumables, operators, spare parts, customer service, maintenance etc. associated with it. At ACE, we are constantly striving to develop products and services to make complete TCO attractive for its customers. Our dedicated R&D Division based out of Ballabgarh (Haryana) helps us in launching innovative products attuned with customer's needs to ensure ACE always remains at the forefront and capitalize on new opportunities in the market.

Future outlook for the industry and from a company perspective.

Warehousing industry has huge growth potential. In coming few years, demand for warehousing equipment will witness huge upsurge. Enjoying 18 per cent market share currently, ACE is the third largest manufacturer of Forklifts in India. We are currently operating at 60 per cent of our capacity and have huge potential to utilize our expertise and capabilities for achieving leadership position in India. On export front, currently we are exporting Forklifts to 10 countries in Asia Pacific, Africa and Middle-East region and moving forward we plan to expand our global footprints to 20 countries.

We have also commissioned a product focused group of service engineers at ACE head office for strengthening our product support department. Further, ACE has planned to digitally connect all its machines through GPRS for their live tracking in future. ◆