



# Joint Venture Announcement

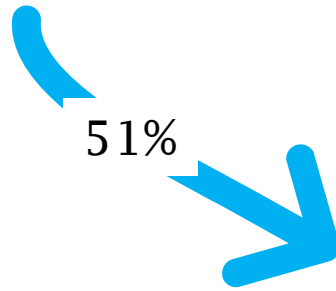


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27 August 2018  
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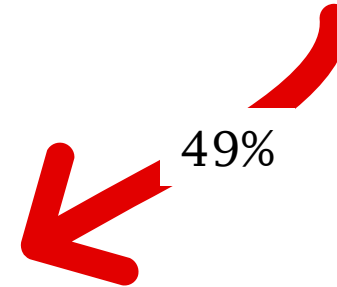
# JV Stake - 51:49



51%



49%



Combine Initial Total Investment of Rs. 60 Crores

# Specialized Products to address High End Category



Rough Terrain Crane



Truck Cranes

**Product Category**

20 to 80 Ton High end Category

**Uses/ Applications in different sectors**

Railways Oil & Gas Industry Mining Power Sector Roads & Bridges

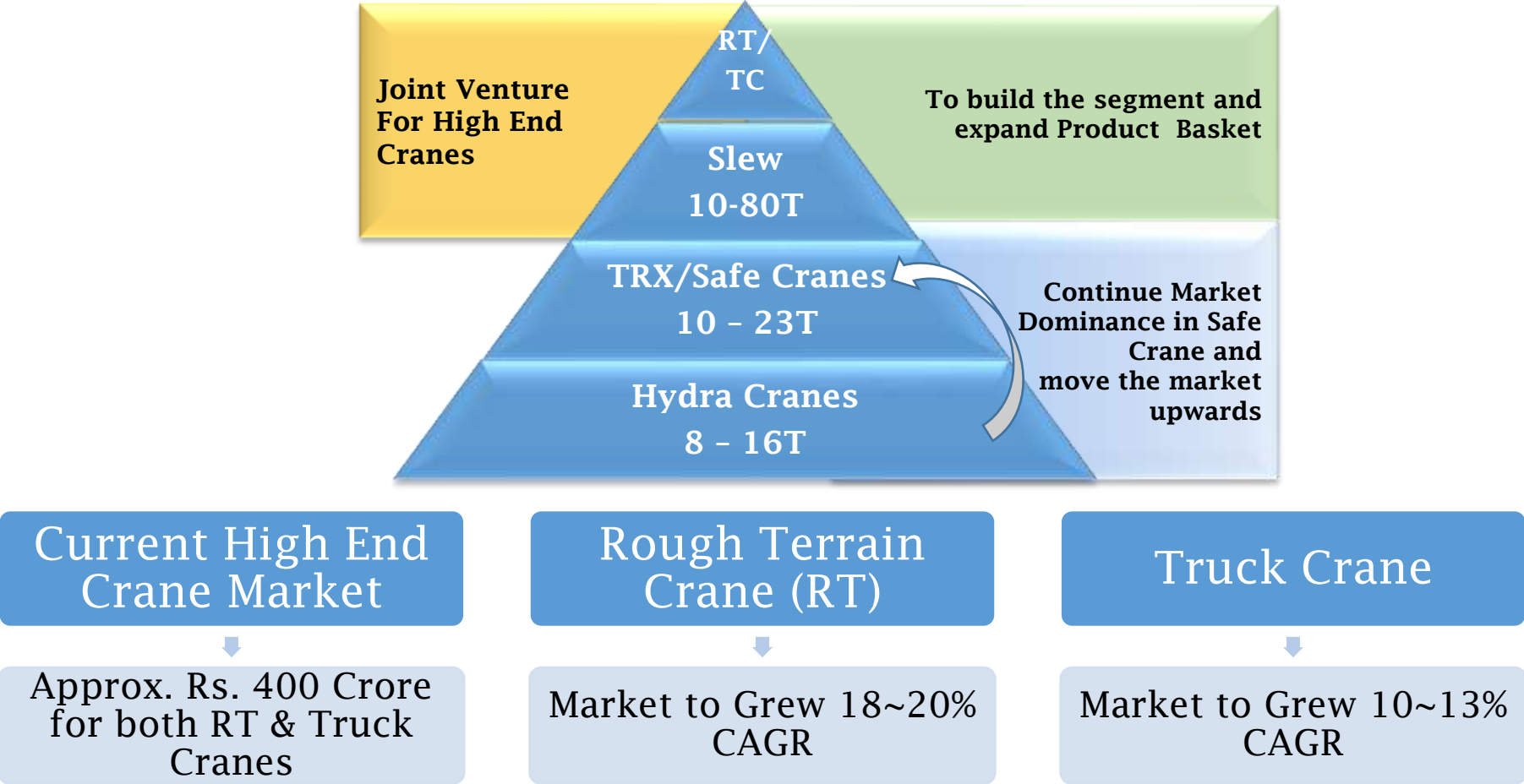
**Market**

India Market, Export Potential will be explore

**Key Competitors**

TIL Limited SANY

# Indian Market Size and Opportunity



**Total construction Equipment market Expected to grow 14% CAGR over medium to long term**

# What we are bringing in together

## Tadano Group

Global Technology Connected Machines

Japanese Quality

Global Leadership Brand

## Escorts Ltd.

Frugal Manufacturing

Current RT portfolio

Indian market understanding and Brand Reach



Bring the world's best to India and take India's best to the world

Dedicated manufacturing plant with JV focus R&D and selling directly in market

Manufacturing for Indian Market to start from Q3FY19 Onwards

# Speaking on JV



## **Nikhil Nanda, Chairman and Managing Director Escorts Limited**

“Escorts vision has always been to bring the world’s best to India and take India’s best to the world. The new joint venture with Tadano Group is a step towards catering to market demand for smarter, safer and bigger mechanized infrastructure solutions in the higher tonnage category. We are confident that the joint venture will enable us to tap the opportunity market segments and reinforce our leadership in construction equipment space.”

**Koichi Tadano, President and CEO, Tadano Ltd., Japan**, said, “We are pleased to announce our partnership with Escorts group. Escorts has a strong technology legacy and diversified portfolio in construction equipment market and Tadano has a proven global technology and together we will cater to India and other growing economies which require safer, efficient & quality products and smarter construction technology.”



# About Tadano

- Tadano Limited, established in 1948 has played a leading role in lifting equipment industry since development of first hydraulic crane in Japan
- The group has earned an outstanding reputation both in Japanese market and worldwide by pursuing core values of Safety, Quality and Efficiency.
- Tadano began exporting products in 1960 and created first overseas subsidiary in 1973. Since then, TADANO has been advancing in step with the worldwide development of international business, and have established a strong position in the international field of hydraulic crane sales.
- Now TADANO is aiming to achieve a new growth trajectory by expanding the scope of its business to become the world's No.1 manufacturer of Lifting Equipment, a field that includes not only cranes, but many varieties of machinery and equipment embodying the concept of mobile, gravity-defying equipment for aerial work.
- Net sales:- ¥173,703 million (FY 2017)

# About Escorts Limited

- Established in **1944**.
- Escorts Limited is among India's leading engineering conglomerates, operating in the high-growth sectors of Agri Machinery, Material Handling, Construction Equipment and Railway Equipment.
- The Group has earned the trust of over 5 million customers by way of product and process innovations over seven decades of its existence.
- Escorts endeavours to transform lives in rural and urban India by leading the revolution in agricultural mechanization, modernization of railway technology and transformation of Indian construction.
- **Net Sales** :- Rs. 5,055 Crore (FY 2018 - consolidated)



# SAFE HARBOR

Certain statements in this document include forward-looking comments and information concerning the company's plans and projections for the future, including estimates and assumptions with respect to economic, political, technological, weather, market acceptance and other factors that impact our businesses and customers. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Escorts Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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