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Mr. Manish Handa
Business Head (EED Division) - Action Construction Equipment Ltd

Q-1. How are the special preparations going on with special reference to Excon participation by ACE?
Ans. Our preparations are on full swing. It will be a very special year for us as we gear up to showcase our latest product range: rotary piling rigs, innovative and intelligent next-generation NX-series cranes, including the NX360° full slew cum pick-'n'-carry (20 tonne) crane, NX-150 pick-'n'-carry crane combined with a telehandler and NXP-150 pick-'n'-carry crane cum aerial work platform (AWP), hydraulically operated from the top and upgraded AX-124 with improved featured. Also on display will be our newly introduced higher capacity truck-mounted cranes TM 450 and TM 550. Additionally, our other equipment such as motor graders, tower cranes, tandem rollers, agri-equipment and soil compactors will also have a prominent presence at Excon 2019.

Q-2. What are the additional features offered by ACE's backhoe loaders in comparison to the loaders available in the competitive Indian market?
Ans. ACE Backhoe Loaders is a complete value proposition for customers, offering power packed performance at attractive price. ACE Backhoe Loaders AX-124 are extremely fuel efficient offering higher productivity & lifting capacity, low maintenance cost and enhanced operator safety & comfort. With an extended two years warranty on machine structure, we stand out in the market for our excellent customer service. At ACE, we also pay huge emphasis on customer support and after sales services. To cater our customer requirement, we have developed a pan-India robust after-sales service network of dealers and area offices, operating out of 100+ locations and supported by 21 regional offices based at key Tier-I and Tier-II cities. 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).

Q-3. Which are the core verticals where the loaders of ACE are optimally used and how do you help your clients in their cost cutting measures?
Ans. ACE Backhoe Loader is a highly versatile machine which can be utilized for multifarious activities across various industries. It’s remarkably compact size is aesthetically designed to move easily across rough terrains, construction sites and roads. Backhoes save a lot of time as this multi-purpose equipment can easily perform various projects in different variety of soils.

Q-4. In Indian market the demand for more is for Wheeled or Backhoe loaders and is there any specific reason for the same?
Ans. By share, the Backhoe Loaders continue to dominate the Loaders segment in India and will continue to do so due to its sheer versatility, economies and durability in catering multiple tasks efficiently through a single machine.

Q-5. Any recent technical advancement which you would like to share with us as a breakthrough technology?
Ans. ACE Backhoe Loaders AX 124 are powered with highly efficient 76HP & 96 HP Kirloskar Engines. The machine comes with improved hydraulic pumps and advanced structured loader arms with higher breakout force while digging or loading materials, ensuring 10-15% higher productivity. It is fitted with globally renowned transmission from Carraro and hydraulic pumps from reputed brands with both two-wheel & four-wheel drive options. We are geared up to meet BS IV emission norms and also Telematics as a customized option (on demand) to our customers.

Q-6. With special reference to the existing market conditions what is the prevailing scenario for the loaders segment? Is ACE geared up to meet the additional challenges from the infrasturctural segment once the stalled projects start opening up?
Ans. In past few years, India has evolved as the largest Backhoe Loader market across the world, accounting for approx. 50% of the entire construction equipment sales in India. However, currently the CE industry is facing subdued environment which will last for 2-3 quarters. But moving forward, the construction equipment sector in India will undergo sweeping changes. It will witness higher demand amid the government’s resolve to build world-class infrastructure as well as the digitalization of manufacturing processes for rolling out technically advanced equipment. At ACE, we feel that despite the prevailing global uncertainties and slow economic growth, rising needs for better infrastructure in both urban and rural areas will boost demand for versatile and cost-efficient Backhoe Loaders. With right investment in product upgradation & adding new products to our portfolio, we are ready to take the plunge towards becoming the leading supplier of Backhoe Loaders in India.