



Business Presentation

It's not the load we lift... It's the **legacy** we follow.

OVERVIEW

Lightening the Load, since 1984

Established in the year 1984 by Shri Kamruddin V Jaria, Crown Lifters Limited is a professional equipment rental company that finds its presence within India's finest and large (blue chip) companies. With commitment and consistency in reliable services, we have earned a trusted place in our clients' hearts.

It is this commitment that has helped us in being listed on India's National Stock Exchange. It is a milestone we have achieved because of the continuous support of our stakeholders.

Our Founders



Shri Kamruddin V Jaria
Founder

Established Crown Lifters Limited in the year 1984. Later other family members joined the company as partners in 1986.



Shri Nooruddin Rajwani
Partner



Shri Late Murad G Jaria
Partner



Shri Hussain V Jaria
Partner



Shri Siraj V Jaria
Partner

*It's not the load we lift... It's the **expertise** we have.*

**Lattice Boom
Cranes**

Crawler

Truck Mounted

Tower

**Telescopic Boom
Cranes**

All Terrain

Truck Mounted

Rough Terrain

Crawler

Pick & Carry

Telehandler

**Aerial Work
Platform**

Man Lifts

Scissor Lift

Spider Lift

**Piling - Excavation -
And More...**

Piling Rig

Vibro Hammer

Excavator

Generator

*It's not the load we lift... It's the **sectors** we serve.*

Industries

Oil & Gas

Refineries

Steel

Cement

Fabrication

Infrastructure

Bridges

Metros

Bullet Train

Coastal Road

Energy

Wind

Solar

Thermal

Nuclear

B & F

Airports

Railway
Station

Building
Towers

Storage

And More..

Water / Gas
pipeline

Breakwater

Pile drive /
caging

Dredging



*It's not the load we lift... It's the **clients** we serve.*



S.W.O.T Analysis

Strengths

- 40 years of market intelligence & network
- Young & modern fleet - Ave. age 7-8 yrs
- Pan India service presence
- Experience in wide range of equipment and sectors, makes us versatile
- Tech can upgrade, not replace our work
- High credibility & excess to money market

Weaknesses

- Skilled labor shortage, increase in cost
- Heavy transportation and storage cost
- Asset heavy business

Opportunities

- Finance Minister recently unveiled plans to spend \$134 billion on infrastructure
- All sectors in almost all States, under boost. Revamp of capacities in Refineries, Steel & Cement plants, Road projects and Green Energy
- Long term projects, timely delivery of new equipment from manufacturers with trade credits

Threats

- Government domestic and or international policy changes
- New players attracted to industry due to the heavy demand
- Chinese equipment suppliers flooding the market

*It's not the load we lift... It's the **vision** we have.*

Our **Mission**

To provide the widest and technologically modernized range of construction equipment to the Infrastructure Industry ably supported by trained experts and a process-oriented approach. We will continue to value our relationships and remain true and fair with all our stakeholders.

Our **Vision**

To become India's most preferred supplier of construction equipment servicing all industrial sectors by offering competitive technological edge.

Capex Plan (Incl Duties/GST)

2021 - 2022

₹ 14.80 Cr
(Cash Flow + Term Loans)

2023 - 2024

₹ 67.00 Cr
(Cash Flow + Term Loans + Trade Credit)

2024 - 2025

₹ 30.00 Cr - *Estimated 1st two quarters*
(Cash Flow + Term Loans + Trade Credit
+ Preference Shares)

Goals

- Spread investments in different line of expertise to improve optimisation and cover business within the same clients and projects.
- Align buying equipment and time with long term projects for better ROI.
- Build infrastructure and grow company capacities as we increase fleet.
- Equip and educate staff with better tools and techniques to moderate downtime of equipment during breakdown or maintenance.
- Implement seamless communication across all departments and divisions for better client experience and turnaround time during breakdown and transportation of equipment.
- Appointing EHS officer for cultivating practice to safeguard environment, health and safety.
- Rent smaller depots at different project location to save on heavy transportation costs.
- Prepare scalable and sustainable model of business.
- Improve EBITDA margins with best practices.

Board of **Directors**

*It's not the load we lift... It's the **management** we have.*



Mr Karim K Jaria
Chairman & Managing Director



Mr Nizar N Rajwani
Executive Director & CFO



Mr Kapoli Divakar Hebbbar
Independent Director,
Ex L&T - Sr. DGM [P&M]



Mr Sanjay Dayal
Independent Director
Ex AllCargo - GM Equip Div



Mr Amit B. Nandedkar
Independent Director
Associate V.P. KCEI



Payal Y Gaglani
Independent Director,
CA - Specialization in GST

Disclaimer

This presentation contains certain forward looking statements concerning Crown Lifters Limited current and future business prospects and growth plans, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but not limited to, risks and uncertainties, regarding fluctuations in earnings, our ability to manage growth, competition and economic growth in India. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.

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