

# Sarathi Capital Advisors Private Limited

Bridging the Gaps



## *Crown Lifters Limited*

### *Investor Presentation*

January, 2018  
Privileged and Confidential

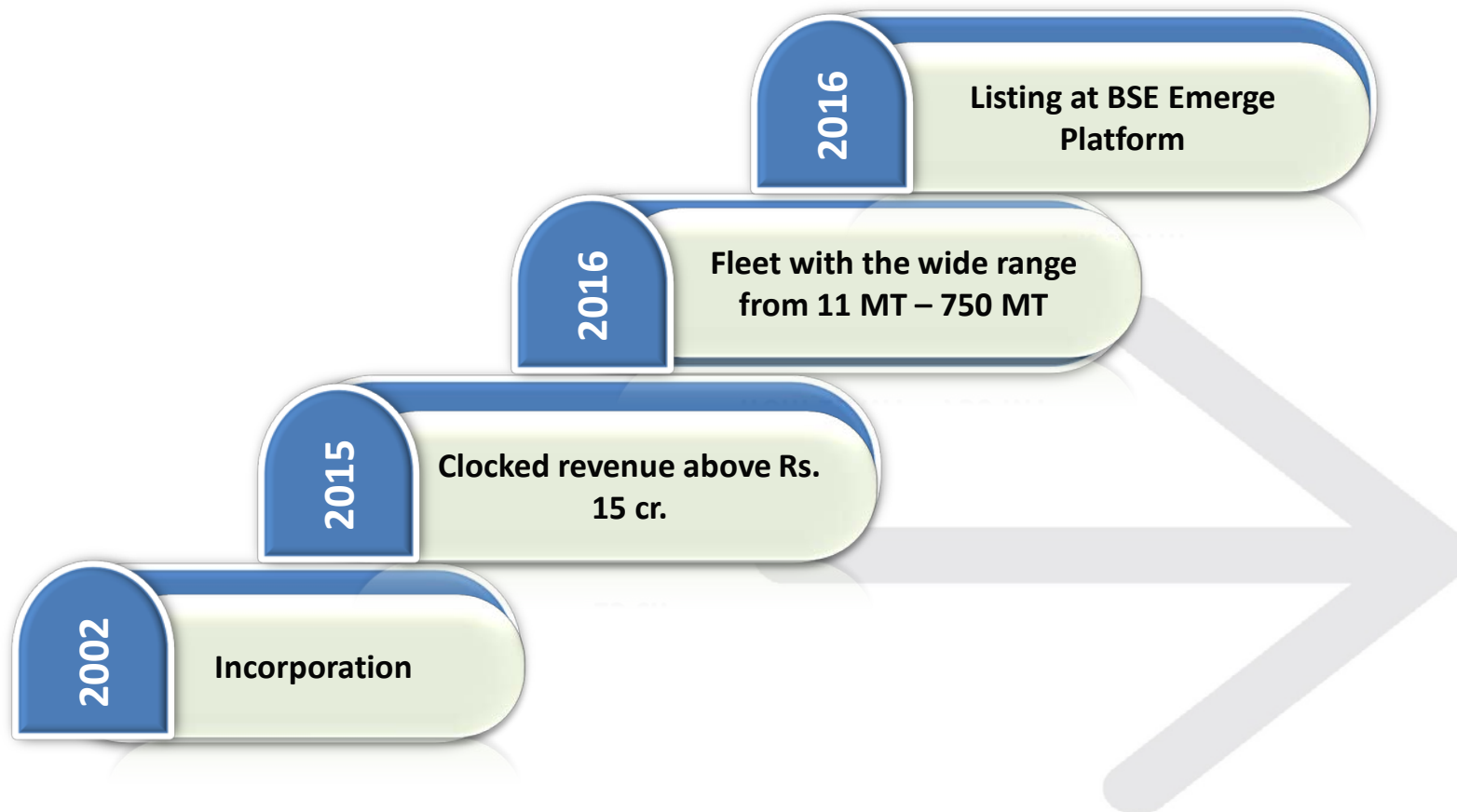
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## Corporate Overview



- ✓ Headquartered in Mumbai, Crown lifters Limited was incorporated in the year 2002, company is engaged in providing crane hiring services to the various industry.
- ✓ Company owns fleet of cranes of well known brand like Fushun, Kobelco, Link Belt, Manitowoc, Terex and Liebherr etc. for various requirements like Crawler cranes with lattice boom, all terrain cranes with telescopic boom, Rough Terrain, etc. It has fully equipped workshop in 3 acres of land at Taloja, Maharashtra.
- ✓ Over the last three decades Crown have successfully worked with some of the leaders in the engineering and construction industry like Reliance Industries Limited, Larsen & Turbo Limited, BHEL, Ultratech Cement Limited, Tata Projects Limited and many more.
- ✓ Currently company owns various capacity cranes in the fleet to fulfill the requirement of various clients as per their need.

# Key Milestone





## **Operational Overview**

## Board of Directors



Mr. Karim Kamruddin Jaria, aged 43 Years, is the Promoter and Managing Director of our Company. He is a Commerce graduate from Mumbai University. He has done Diploma in International Trade management(NMIMS). He looks after day to day business activities of the Company.



Mr. Hanif Hussain Jaria, aged 32 years, is the Executive Director of our Company. He has completed B.Com from Mumbai University. He has experience of 9 years. He takes care of operations of the Company and provides field support to the employees on Site.



Mr. Nizar Nooruddin Rajwani, aged 36 Years, is the Executive Director of our Company. He has done B.Com from Mumbai University. Since September 14, 2012 he has been working as an Executive Director of the Company and has been taking care of business and market development. Recently considering his qualification, expertise and vast experience, has been appointed as CFO of the Company, thus taking care of entire gamut of Corporate Finance, Marketing, Strategies and Business Development.



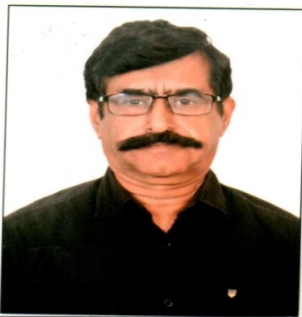
## Board of Directors



Mrs. Salima Siraj Jaria, aged 46 years, is the Non - Executive Director of our Company. She has experience in the field of administration.

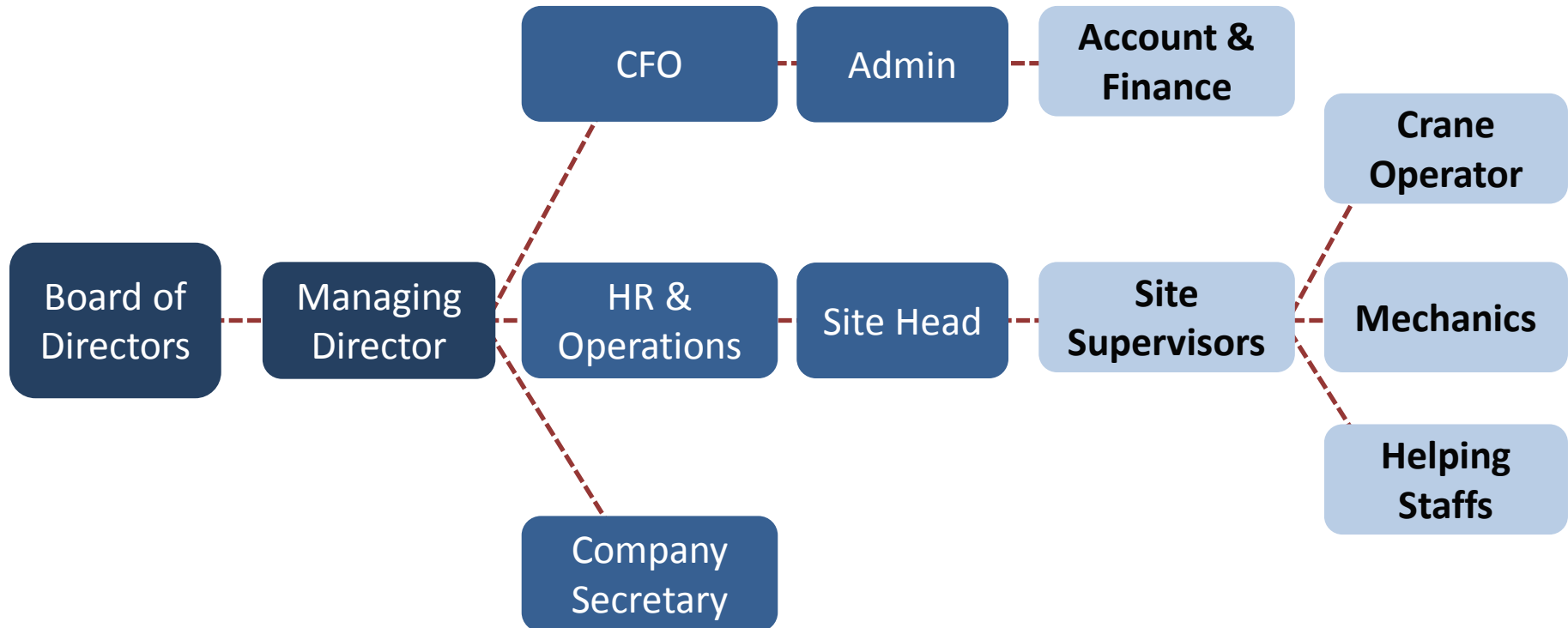


Mr. Pankaj Gupta Kumar, aged 43 years, is the Non - Executive & Independent Director of our Company. He is an associate member of the Institute of Company Secretaries of India, having post qualification experience of more than 16 year in Business Strategies, Planning and Corporate Finance, Compliances and Corporate Affairs.



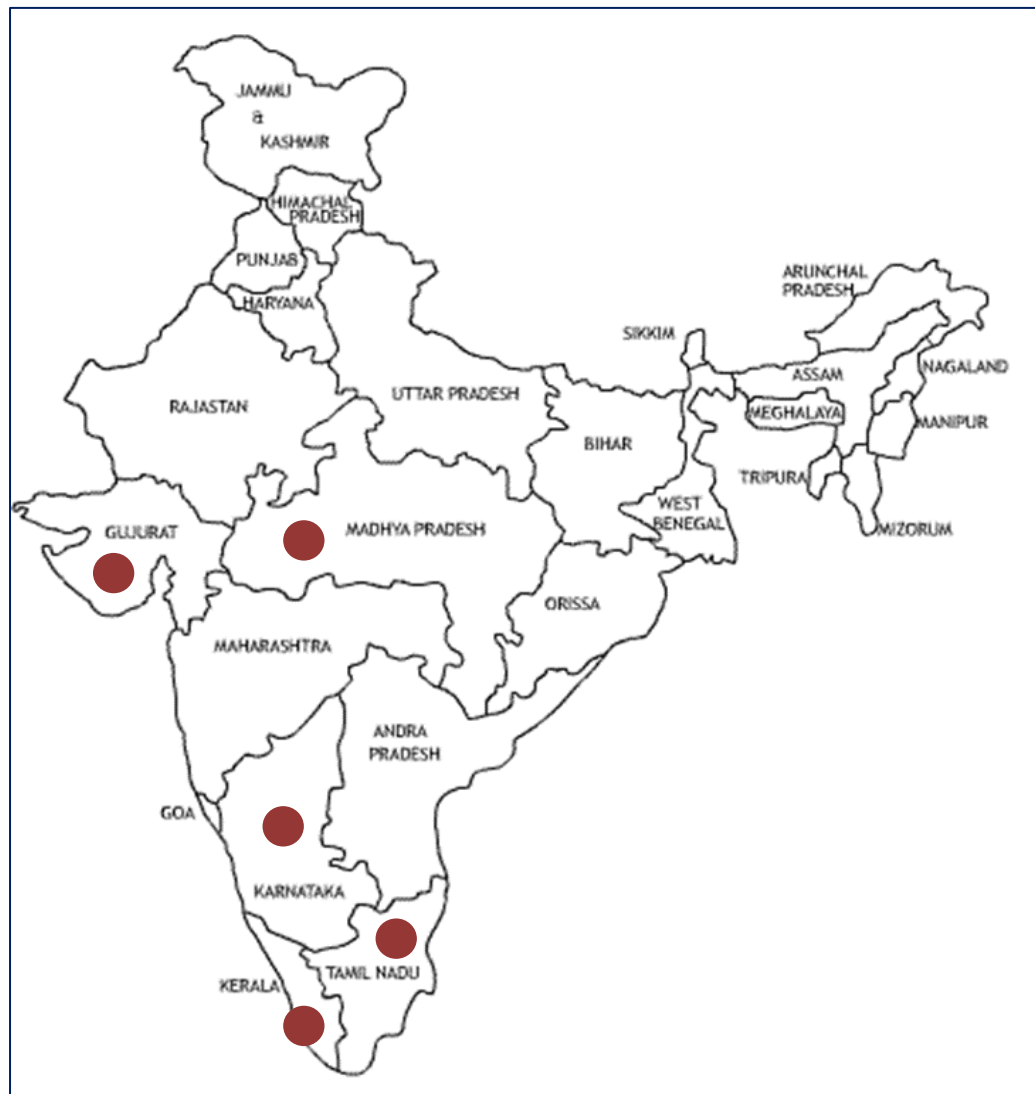
An astute and result oriented Material Management professional with over 45 years of extensive experience in Material, Insurance, Fleet & Business management. During above period worked with companies BHEL, EIL, TATA projects & presently with Quippo Construction Equipment Limited as an adviser.

## Organization Chart

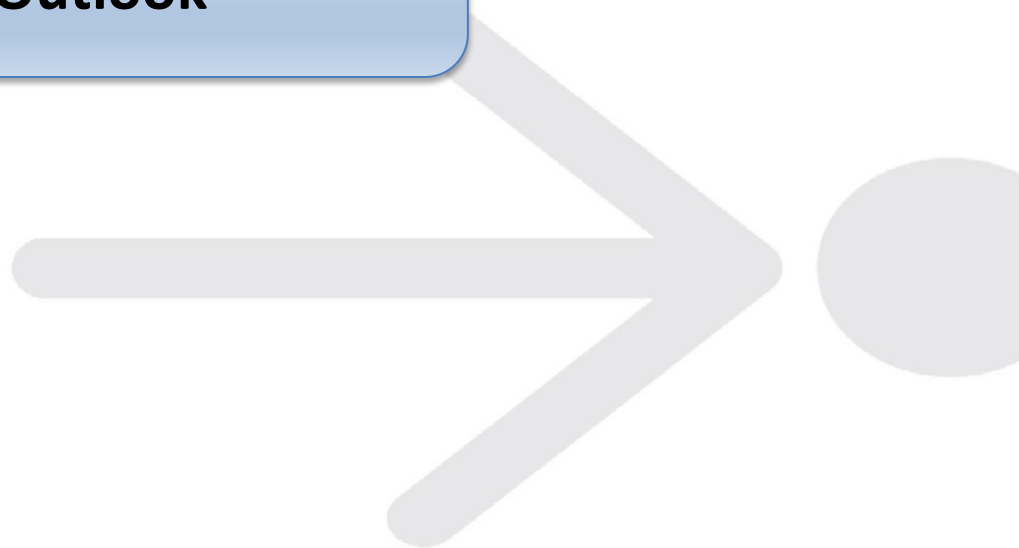


## Cranes Deployed

Sr. No.	Location
1	Tamil Nadu
2	Gujarat
3	Madhya Pradesh
4	Kerala
5	Karnataka



## **Industry & Business Outlook**



## Construction Equipment

- ✓ Construction equipment industry in India is expected to reach USD5 billion by FY20 from USD3 billion in FY16, in value terms. While, volume sale of construction equipment is expected to grow to 96,730 units by 2018 from 76,000 units in FY16.

## Earth Movers

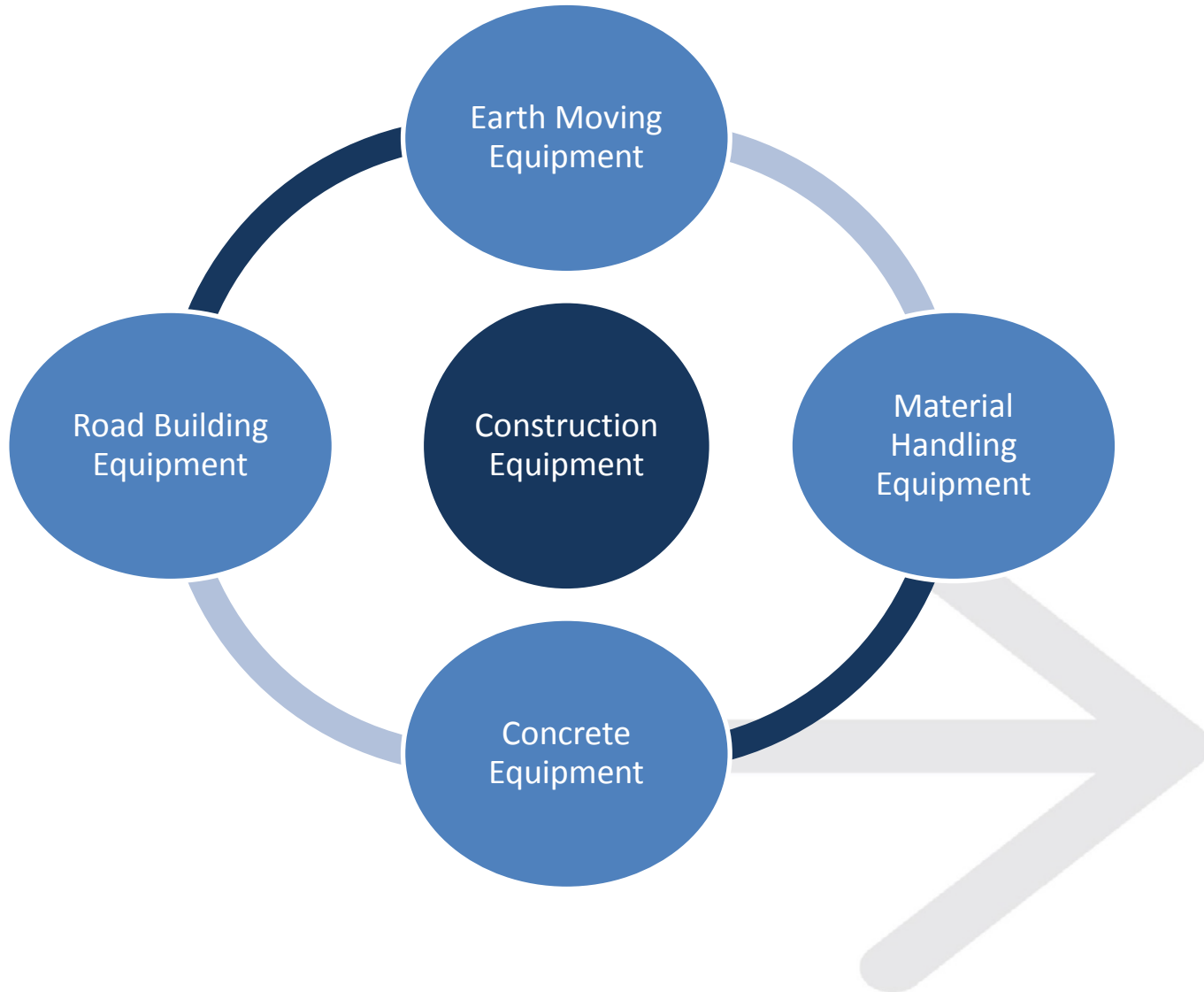
- ✓ Earth-moving equipment's is the largest segment of the construction equipment sector in India; these equipment's primarily find use in mining and construction

## Infrastructure investments

- ✓ Material handling equipment's have four category: storage and handling equipment, engineered systems, industrial trucks, cranes, crawlers, and bulk handling.

## Cranes

- ✓ Rising disposable income, growth in population, tax benefits, increasing urbanization and Government initiatives are the key drivers of growth.



## Key Trends

- ✓ Of total investment of USD1 trillion during the 12th Five-Year Plan, over 20 per cent each is estimated to have been allocated for roads and power sub-segments.
- ✓ Japanese construction equipment manufacturer, Kobelco Construction Machinery Co.'s Indian subsidiary to double its annual production capacity.
- ✓ India is second only to China in terms of the number of Public Private Partnership (PPP) projects. Encouragingly, the government is set to continue promoting PPP models to help achieve its investment targets
- ✓ The burgeoning real estate industry in India gives a fillip to the demand for concrete and building construction equipment

## Strategy

- ✓ Adding new machines and cranes to the current fleet to service varied requirement.
- ✓ Increasing footprints across the India to cater various region with existing and new client.
- ✓ Rationalization of operations to increase the internal efficiency and propel the sales volume and margins.

**Financials – H1FY18 Vs  
H1FY17**



## Income Statement – H1FY18 Vs H1FY17 Figures in Rs cr



**Revenue**  
**Rs. 8.33 Crs**

**(31.6%)**



**EBITDA**  
**(Rs. 2.5 Crs)**

**(64.8%)**



**EBIT**  
**(Rs. 1.7 Crs)**

**(139.4%)**



**PAT**  
**(Rs. 3.9 Crs)**

**(254.0%)**

Plunge in revenue and profits for H1FY18 is witnessed by slow down in the industry and maintenance of major cranes after completion of one of the projects.

## Balance Sheet – H1FY18 Vs H1FY17 Figures in Rs cr

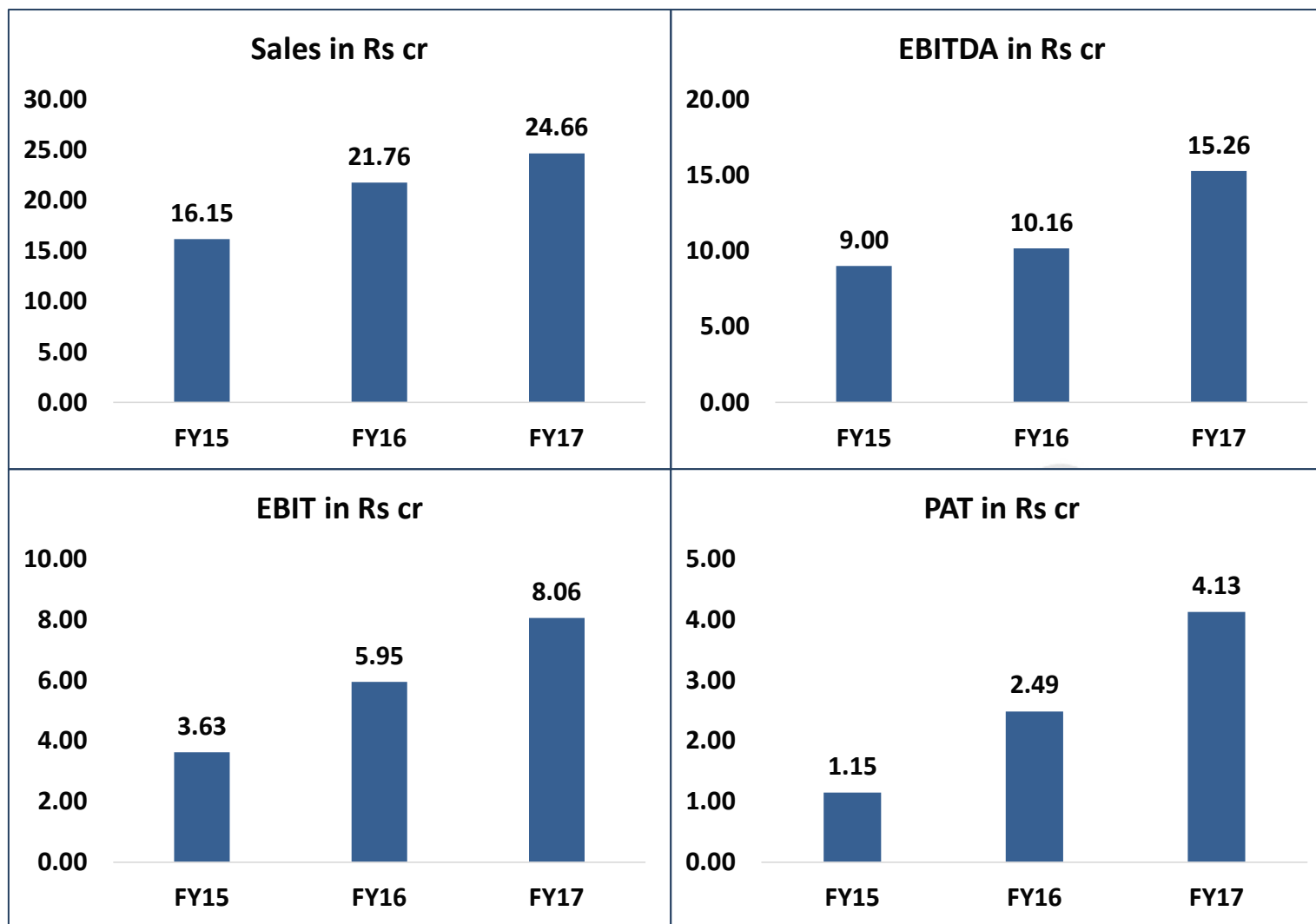
Income Statement	H1FY17	H1FY18	Gr Y-o-Y
<b>Sales</b>	<b>12.18</b>	<b>8.33</b>	<b>-31.58%</b>
Expenditure:			
Operating Expenses	0.00	2.28	
Employee Expenses	0.71	0.91	
Other Expenses	4.42	2.66	
<b>Total Expenditure</b>	<b>5.13</b>	<b>5.85</b>	<b>14.04%</b>
<b>EBITDA</b>	<b>7.05</b>	<b>2.48</b>	<b>64.8%</b>
Margin	57.8%	29.7%	
Depreciation	2.75	4.18	
<b>EBIT</b>	<b>4.30</b>	<b>-1.70</b>	<b>-139.2%</b>
Margin	35.3%	-20.4%	
Finance Cost	1.73	2.26	
<b>EBT</b>	<b>2.57</b>	<b>-3.95</b>	<b>-254.04%</b>
Taxes	0.00	0.00	
<b>PAT</b>	<b>2.57</b>	<b>-3.95</b>	<b>-254.04%</b>
Margin	21.1%	-47.4%	

## Balance Sheet – H1FY18 Figures in Rs cr

Liabilities	H1FY17	HFY18
Share Capital	2.08	2.08
Reserve & Surplus	24.94	22.89
<b>Shareholders Funds</b>	<b>27.02</b>	<b>24.98</b>
Long Term Loan	45.79	36.44
Other long term liabilities	0.04	0.05
<b>Current Liabilities</b>		
Short Term Borrowings	-	0.60
Trade Payables	3.80	0.84
Other Current Liabilities	-	0.43
<b>Total Current Liabilities</b>	<b>3.80</b>	<b>1.86</b>
<b>Source of Funds</b>	<b>76.65</b>	<b>63.33</b>

Assets	H1FY17	HFY18
Fixed Assets	63.28	54.62
Loans & Advances	-	-
Deferred Tax Assets	0.13	1.54
<b>Current Assets:</b>		
Inventories	-	0.10
Debtors	6.76	3.26
Cash & Equivalents	1.97	0.27
Loans & Advances	2.80	1.69
Other Current Assets	1.73	1.83
<b>Total Current Assets</b>	<b>13.25</b>	<b>7.16</b>
<b>Application of Funds</b>	<b>76.65</b>	<b>63.33</b>

# Financial Snapshot – Annual



# Income Statement

*Rs. In Crs*

Income Statement	FY15	FY16	FY17
Sales	16.15	21.76	24.66
Expenditure:			
Employee Expenses	2.07	2.92	1.59
Other Expenses	5.08	8.68	7.81
Total Expenditure	7.15	11.60	9.40
<b>EBITDA</b>	<b>9.00</b>	<b>10.16</b>	<b>15.26</b>
Depreciation	5.38	4.21	7.20
<b>EBIT</b>	<b>3.63</b>	<b>5.95</b>	<b>8.06</b>
Finance Cost	2.72	1.97	3.93
<b>EBT</b>	<b>0.91</b>	<b>3.98</b>	<b>4.13</b>
Taxes	-0.24	1.49	0.00
<b>PAT</b>	<b>1.15</b>	<b>2.49</b>	<b>4.13</b>

# Balance Sheet

Rs. In Crs

Balance Sheet	FY15	FY16	FY17
Equity Share capital	0.51	0.51	2.08
Preference share capital	0.00	0.00	0.00
Share Capital	0.51	0.51	2.08
Reserve & Surplus	16.32	18.81	26.66
Shareholders Funds	16.83	19.32	28.74
Other long term liabilities	0.00	0.00	0.00
Long Term Loan	17.48	31.59	35.34
Other long term liabilities	0.02	0.06	0.05
<b>Current Liabilities</b>			
Short Term Borrowings	-	-	-
Trade Payables	0.99	1.02	0.63
Other Current Liabilities	7.93	7.79	8.22
Total Current Liabilities	8.92	8.80	8.90
<b>Source of Funds</b>	<b>43.25</b>	<b>59.78</b>	<b>73.03</b>
Fixed Assets	32.38	49.22	58.79
Loans & Advances	1.66	1.66	0.00
Deferred Tax Assets	1.20	1.67	1.35
<b>Current Assets</b>			
Inventories	-	-	2.28
Debtors	5.57	5.52	3.02
Cash & Equivalents	0.82	1.28	1.79
Loans & Advances	1.61	0.43	3.98
Other Current Assets	-	-	1.82
Total Current Assets	8.02	7.23	12.89
<b>Application of Funds</b>	<b>43.25</b>	<b>59.78</b>	<b>73.03</b>

# Ratio Analysis

Ratio Analysis	FY15	FY16	FY17
EBITDA Margin	55.7%	46.7%	61.9%
EBIT Margin	22.5%	27.3%	32.7%
EBT Margin	5.6%	18.3%	16.8%
PAT Margin	7.1%	11.4%	16.8%
RoCE	10.6%	11.7%	12.6%
RoNW	6.8%	12.9%	14.4%

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**SARTHI CAPITAL ADVISORS PRIVATE LIMITED**  
**Bridging the Gap**

**Corporate Headquarters:**  
**Mumbai**

159/11, Amar Brass Compound, Vidhya Nagari Marg,  
Kalina, Santacruz(E), Mumbai-400098  
Landline: (022) 26528671-72, Fax: (022) 26528673

**Regional Office:**  
**New Delhi**

411, Pratap Bhawan, 5 Bahadurshah Zafar Marg,  
New Delhi - 110002  
Landline: (011) 23739426 – 27, Fax: (011) 23739424