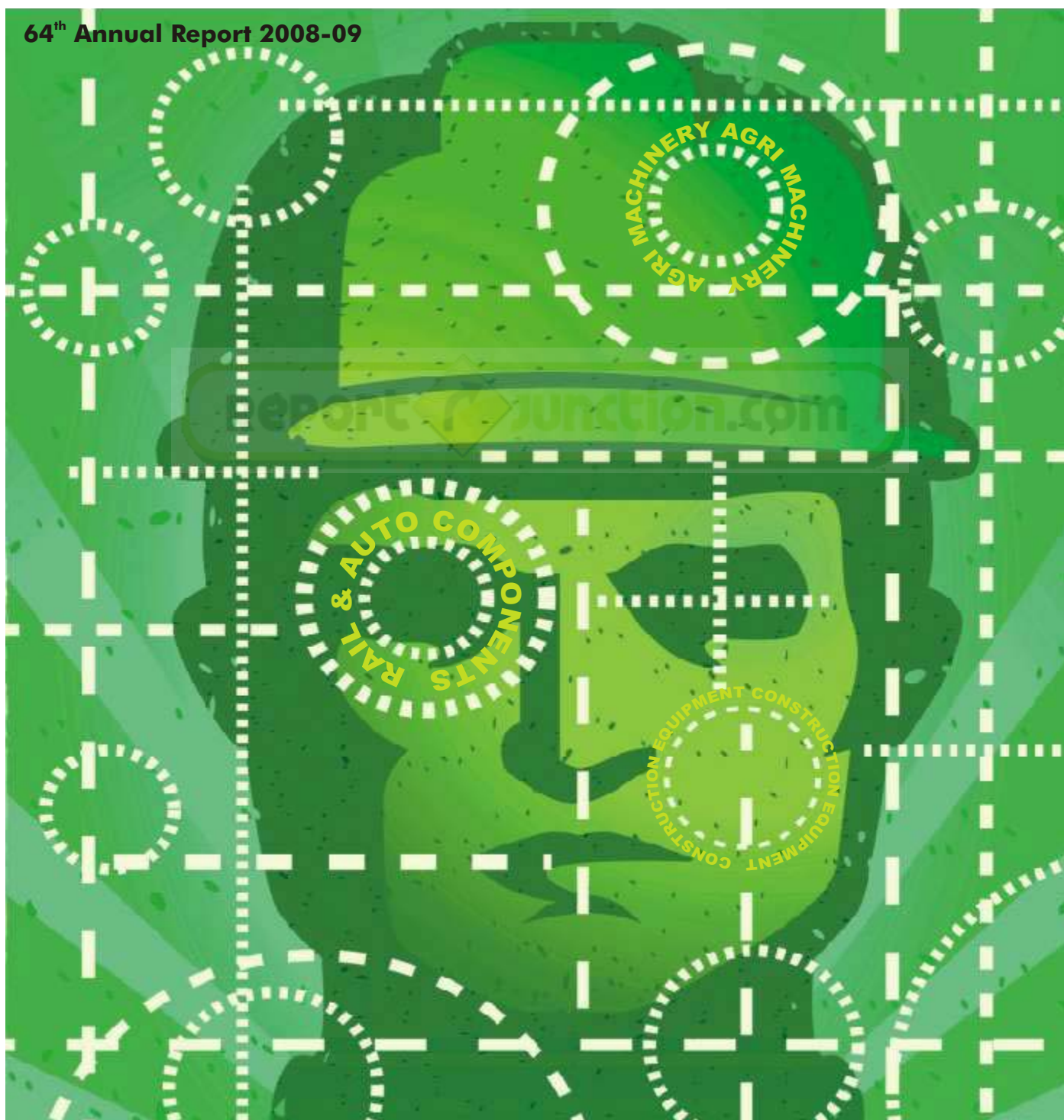


engineering a better tomorrow

64th Annual Report 2008-09



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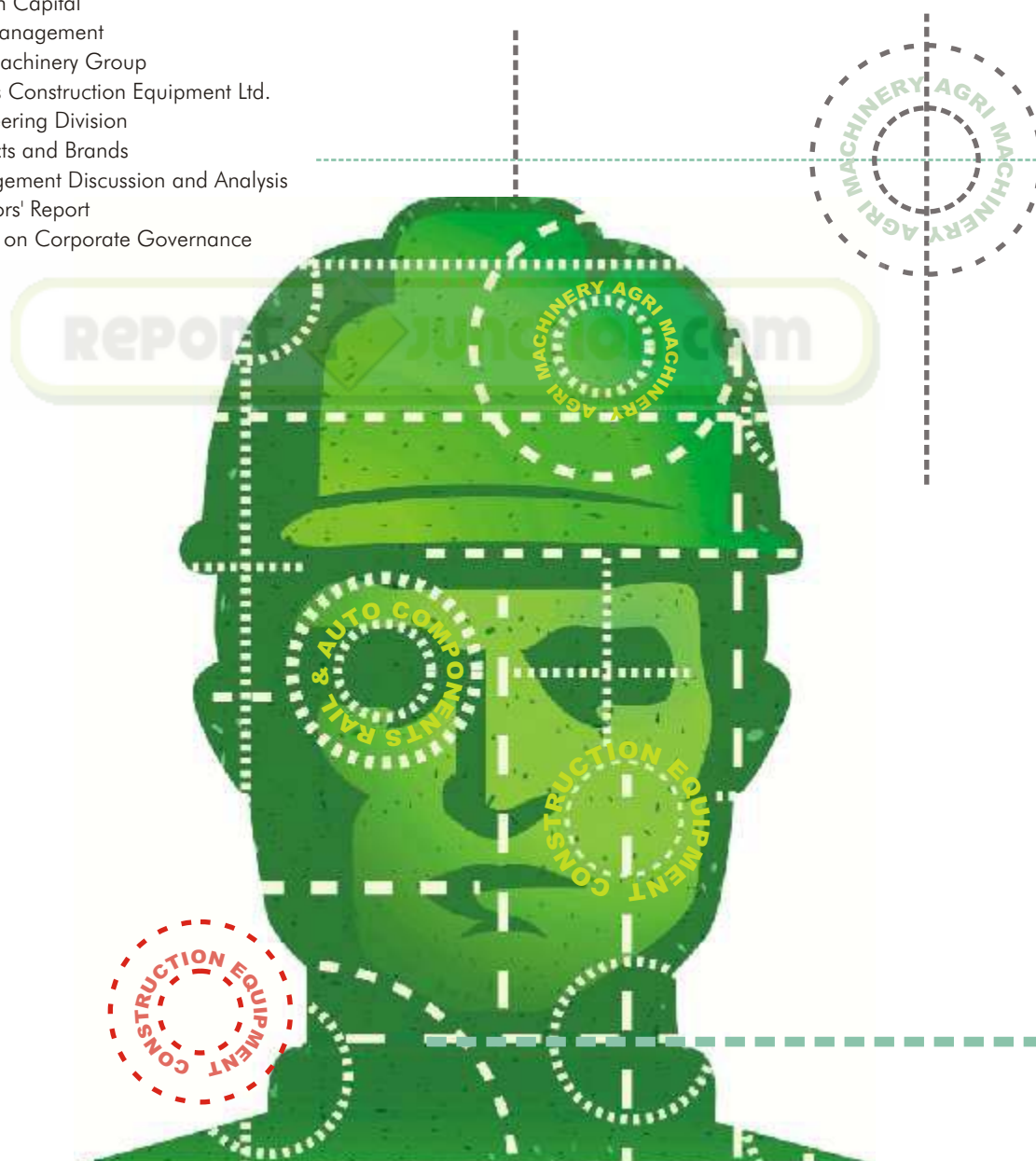
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engineering a better tomorrow



WE BELIEVE IN A HIGHER, PROLIFIC EXISTENCE. FOR SIX DECADES WE HAVE DEVELOPED AND EVOLVED INTO A MULTI-FACETED COMPANY. ALL ALONG, WE HAVE CLOSELY LISTENED TO OUR CUSTOMERS' NEEDS AND ALWAYS ENDEAVOUR TO EXCEED THEIR EXPECTATIONS. OUR PASSION PROPELS US TO COMPLETELY UNDERSTAND THE MIND-SETS OF OUR CUSTOMERS.

Report

As a result, we do not merely sell innovative, advanced-technology products and services. We traverse an extra mile to serve. We aim to ensure that our engineering expertise is used to deliver solutions that are purposeful and that make economic sense. Today, the seamless synergy of technological proficiency and the zeal to serve has shaped Escorts as a force to reckon with. This approach to our business is winning the priceless trust of our clients, which has enabled us to emerge as one of India's leading engineering companies that is associated with the modernisation of national infrastructure, involving construction and farming. Having etched our emblem on the hearts of our customers, we are proceeding along a steady growth path to reach new horizons.





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⊕ our mission

ESCORTS ENDEAVORS TO TRANSFORM LIVES IN RURAL AND URBAN INDIA BY LEADING THE REVOLUTION IN AGRICULTURE MECHANISATION, MODERNISATION OF AUTOMOTIVE AND RAILWAY TECHNOLOGY, AS WELL AS THE TRANSFORMATION OF INDIAN CONSTRUCTION INDUSTRY.

⊕ our brand

THE ESCORTS BRAND SHALL CONTINUE TO GUARD ITS LEGACY OF BEING A BRAND THAT CUSTOMERS TRUST; WHERE EMPLOYEES ATTAIN THEIR FULL POTENTIAL; AND WHERE NATION BUILDING IS A WAY OF LIFE.

⊕ our commitment

WE ARE COMMITTED TO EXCELLENCE IN ENGINEERING, INNOVATION IN PRODUCTS, DEVELOPMENT OF MARKET-RELEVANT TECHNOLOGIES AND THE HIGHEST OF COST EFFICIENCIES IN ORDER TO CREATE VALUE FOR OUR CUSTOMERS AND SHAREHOLDERS.

who are

Agri Machinery

The Agri Machinery Group's mission is to enhance agricultural productivity and improve quality of life in rural India. Agri Machinery Group commenced its' manufacturing operations in 1964 and today, has 4 manufacturing plants in India.

With over a million Escorts tractors rolled out and a production capacity of 100,000 tractors per annum, Escorts Tractors are amongst the largest selling tractors in India where every third tractor is an Escorts brand.

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ESCORTS LIMITED

Construction Equipment

Escorts entered into the field of Material Handling Equipment way back in 1971 and introduced the concept of Pick-n-Carry Hydraulic Mobile crane. Today, it not only continues to be the largest mobile crane manufacturer in the country, but also the largest Pick 'n' Carry Hydraulic Mobile Crane manufacturer in the world.

we?



WE ARE INDIA'S LEADING ENGINEERING COMPANY OPERATING IN HIGH GROWTH SECTORS OF AGRI-MACHINERY, CONSTRUCTION AND MATERIAL HANDLING EQUIPMENT, RAILWAY EQUIPMENT AND AUTO COMPONENTS.

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Rail & Auto Components

Escorts has led the modernisation of major national infrastructure, from construction to creation of high speed highways to the railways. Escorts is a leading manufacturer of critical railway components since the last 40 years. It is one of the oldest and most trusted partners of Indian Railways, the largest rail network in the world. Having played a significant role in the growth and modernisation of Indian Railways, today it is a multi-product, multi-technology business at Escorts. Escorts was the pioneer in Automotive Shock Absorber manufacturing in India in 1966. Auto Components Business is the leading manufacturer of auto suspension products.

fiscal 2008-09 at a glance...

**RS. 89.74 CRORES,
A 656% INCREASE**
in recorded profit after tax in FY 09

1212
Network of Dealers,
Sub - Dealers, Distributors & Stockists

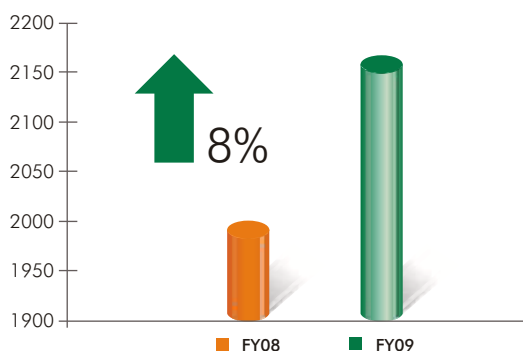
BEST NEW MODEL
Award for Farmtrac Europe

WORLD'S NO.1
manufacturer of
Pick n Carry Hydraulic Cranes

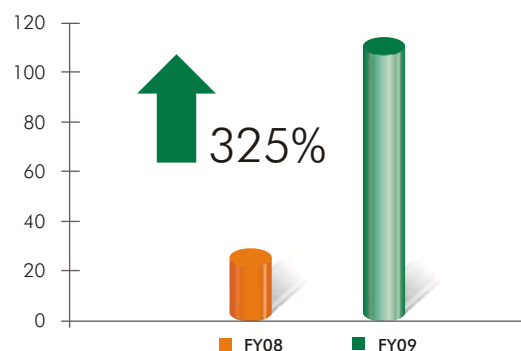
3,25,000
Mandays of trainings conducted till date
by Escorts Farm Institution

OVER 1,00,000 FARMERS
Reach of Jai Kisan Utsav

Turnover up 8 percent



325 percent increase in PBT





100 %
Production Schedule Adherence

1545
Improvement ideas generated

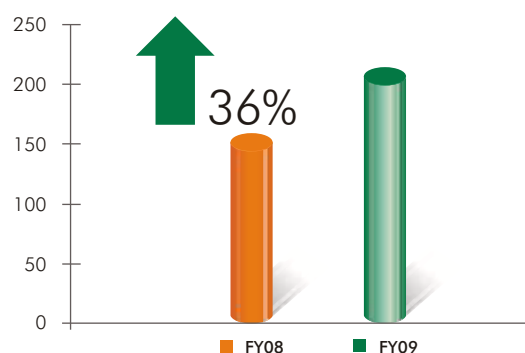
ASIA'S NO.1
manufacturer of air brake systems

PT 4455
India's No 1 economy tractor

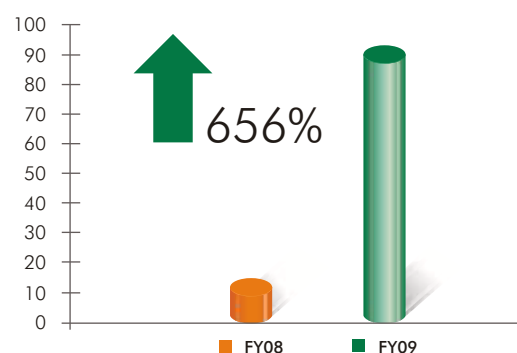
10.3 %
increase in productivity

12%
reduction in power consumption

EBIDTA increase by 36 percent



Eight fold increase in PAT





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