

Private & confidential

# Project Arrow

Strategic Investment Opportunity in Industrial Automation Sector

# Overview

## Company Overview

- Project Arrow (the Company) is an Indian **turnkey automation service provider** in mechanical and electronical industrial equipment.
- It offers **design, manufacturing & installation** services towards material handling / Special Purpose Machines.
- Services focused towards **automotive, logistics & food** sectors.
- 20,000 sq. ft. manufacturing facility with state-of-the-art material handling technology and record of on time execution with excellent reliability.
- **30+ full time** experienced team members supported by a workforce of highly skilled mechanical & electrical technicians.
- Current **order book** of **Rs 12 crore (USD 1.4 million)**, sufficient infrastructure to achieve Rs 20 crore (USD 2.35 million) turnover in FY25.

## Transaction Overview

- The Company is seeking strategic investment to aid growth.
- The Promoters are open to dilution/ stake sale to incoming investor.
- Opportunity for the incoming investor to work closely with the Company.

## Key Clientele



# Services Offered

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**Turnkey automation** of all types of floor conveyors, EMS systems, overhead conveyors , AGVs, Pick to light, ASRS etc

**3D simulations**

**FEM analysis** for critical parts

**Industry 4.0 up gradation** for existing plants.

**System designing in 3D** (solid works)

**Spare parts and AMCs** of conveying systems for TCF, paint shops, weld shops etc.

**QA & Inspection** with CMM

**Electrical control systems** from concept to commissioning

**Load testing**



# Products

EMS/ EBS systems



Transfer car, Pop-up unit,  
Turn Table



ASRS and Storage



Elevator, lifter,  
synchronizer



Overhead Forged Chain  
Conveyors



Flexible conveyor



Floor Conveyors



Just-in Time Delivery  
system





# Infrastructure



20,000 sq. ft. manufacturing facility with CNC profile cutting machine, milling, band saw machine, lathe, drilling machines ,5T &2T cranes, paint shop, electrical panel assembly and more

# Market Opportunity

**\$ 8.23 Bn**

India industrial automation  
market size in 2022

**\$ 19.19 Bn**

India industrial automation  
market size by 2030

**11.17%**

CAGR (8  
years)

- Automotive sector is the largest user of industrial automation in India, accounting for more than 30% of the market share followed by pharmaceutical sector (20%)
- F&B industry is rapidly adopting industrial automation technologies and has a market share of 15% in India
- Proliferation of online retail and evolving need of ecommerce supply chain has made role of technology in e-commerce logistics undeniable
- Exports of automation products from India to APAC and Middle Eastern countries are rising
- The Indian manufacturing sector has started pivoting to digitalization, with \$5.5 – \$6.5 billion spent on Industry 4.0 in FY21.

## Project Arrow's focus areas...

- Increase product offerings to Automotive sector
- Expand the market to cater to Tier 1 suppliers of Automotive OEMs
- Increase AMC business
- Make an entry into logistics and food processing industry
- Invest new technology, new designs, new development and branding
- Export technology to international markets

Source: Modor Intelligence, Research and Markets, NASSCOM

# Investment Highlights



## Market Leader

Has spearheaded significant automation in Automotive industry in India in a short period of 5 years



## Sound Technical Infrastructure

Manufacturing facility that can be expanded to add more products, compliant with global safety requirements



## Strong Technical Expertise

The executive management team has 50+ years of cumulative experience in automation and automotive sectors



## Active Domestic Presence

Pan-India service network and a significant presence in markets that have a thriving manufacturing sector



## Outstanding Track Record

It is one of the very few successful startups in a space dominated by multinational corporations



## Strong Growth Momentum

Foreseeable growth opportunities as the Company expands into new segments and international markets



# Contact Us

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