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What are the key highlights of your participation at EXCON this year?

Ace Ventura Tyres & Tracks is participating at EXCON 2025 with a strong focus on advanced tire and track technologies that boost productivity, durability and sustainability in the construction equipment sector.

The company will demonstrate how advanced engineering, material innovation and precision manufacturing come together to deliver products that maximize uptime and operational efficiency. Visitors will also get to experience ACETRAX® technology - Ace Ventura's performance framework that integrates traction, stability and wear optimization for superior on-site performance.

Which product categories or technologies is your company showcasing at the event?

At EXCON 2025, Ace Ventura will be showcasing a focused line-up of high-performance products under its ACETRAX® brand - including foam-filled tyres for boom lifts, solid scissor lift tyres, solid construction tyres and rubber tracks. Alongside its ACETRAX® industrial range of tyres for construction and material handling, we also offer pneumatic and solid tyres for skid steers, backhoe loaders and compact track loaders; as well as specialized OTT tracks engineered to perform in extreme site conditions.

How is your company contributing to enhancing the productivity and efficiency of construction equipment through your products?

Every product the company builds is designed with productivity in mind. Our tyres and tracks are engineered to minimize downtime and reduce maintenance, helping operators get more done with less interruption. Advanced tread designs and rubber formulations deliver higher traction and lower rolling resistance, enabling equipment to run smoothly, safely, and efficiently even in the most demanding site conditions.

What are the key technologies or innovations in your product line that improve performance, reduce downtime, and ensure longer equipment life?

At Ace Ventura, we focus on creating products that deliver measurable performance on the ground. Our ACETRAX®

range features advanced tread compounds, reinforced carcass structures and optimized tread patterns that enhance cut and puncture resistance, improve load distribution and reduce vibration. These design elements ensure consistent grip and flexibility across varying site conditions, extending tyre life, reducing downtime and protecting undercarriage components.

How do your products support OEMs and end-users in achieving lower operating costs and higher fuel efficiency?

Our tyres and tracks are engineered to minimize energy loss through reduced rolling resistance, improving fuel efficiency and lowering overall operating costs. Longer replacement cycles and minimal maintenance help OEMs and fleet operators achieve a lower total cost of ownership. This directly supports the growing demand for energy-efficient and cost-effective construction solutions in India's rapidly evolving infrastructure sector.

With increasing focus on sustainability, how are your components contributing to energy efficiency, reduced emissions, or environmentally responsible manufacturing?

Sustainability is integral to our innovation roadmap. We incorporate eco-friendly practices such as using recycled materials and energy-efficient production methods. Our longer-lasting tire and track designs reduce replacement frequency, thereby



lowering waste generation. Additionally, Ace Ventura's recent membership in IPAF underscores our global commitment to advancing safety and sustainability standards within the industry.

What challenges do you see in developing high-efficiency components for construction equipment, and how are you addressing them?

Developing components that combine extreme durability with environmental compliance remains an ongoing challenge. We address this through continuous R&D, advanced material engineering and rigorous quality testing to strike the right balance between performance, efficiency and sustainability. Close collaboration with OEMs allows us to tailor solutions to real-world operating

demands, ensuring every product is not just tougher, but smarter.

What role do factors like aftersales service, training, and maintenance support play in ensuring productivity for your customers?

Aftersales service is a core part of our value proposition. We provide end-to-end technical support, training, and maintenance guidance to help customers maximize product performance and lifespan. Through strong service partnerships and operator training, we ensure consistent uptime, predictable performance, and long-term reliability - reinforcing Ace Ventura's commitment to being a trusted partner in the construction equipment ecosystem.

Guided by innovation and grounded in reliability, Ace



Ventura Tyres & Tracks continues to redefine performance standards - building a more efficient, durable and sustainable future for the construction industry. ■