

The logo for ATTRICO, featuring the word "ATTRICO" in a bold, white, sans-serif font on a black rectangular background.

ATTRICO TOOLS & EQUIPMENTS PVT. LTD

Attrico Tools & Equipments Pvt. Ltd. is a B2B industrial machinery company delivering high-performance solutions across sectors like cement, steel, power, and manufacturing. It solves quality, delivery, and after-sales gaps through an execution-driven model with 230+ machinery solutions. With ₹2 Cr+ revenue, ₹70L monthly orders, and 90% repeat customers, Attrico has supplied to 100+ corporate manufacturing plants, including Ultratech, Reliance, and Adani, with approved machines

We are raising ₹1 Crore for 3% equity to strengthen inventory, expand distribution, and scale operations



Er. Jitendra Attri

Founder & CEO





THE INDUSTRY PROBLEM

Industrial Procurement in India Still Faces Major Challenges

- Inconsistent machinery quality
- Delayed delivery cycles
- Weak after-sales support
- Unorganized vendor ecosystem
- Lack of execution reliability

Result:

Production downtime, operational losses, and reduced trust.






OUR SOLUTION

Reliable Industrial Machinery Solutions Built for Execution

Attrico Provides:

- 230+ industrial machinery solutions
- Faster delivery & execution
- Reliable machine performance
- Strong service & support network
- Trusted B2B partnerships

Focused on reliability, speed, and long-term customer trust.



MARKET OPPORTUNITY

Massive & Growing Industrial
Machinery Market

- ₹60,000+ Cr market
- 14% growth
- ₹10–15K Cr target segment



PRODUCT PORTFOLIO

Multi-Segment Industrial Machinery
Solutions

- Hydraulic Systems
- Press Machines
- Material Handling
- Scissor Lifts

BUSINESS MODEL

- B2B sales
- Repeat customers
- High-value orders
- Long-term relations





TRACTION & GROWTH

Proven Growth & Market Acceptance

Revenue Journey:

₹8 Lakhs → ₹65 Lakhs → ₹2 Crore

Current Momentum:

- 25X business growth
- ₹70L monthly orders (recent month)
- ₹1Cr order pipeline in hand

BUSINESS VALIDATION

Strong Corporate Trust & Repeat Business

Key Highlights:

- 95% business from top manufacturing plants
- Approved vendor across major industrial groups
- High customer retention
- Strong long-term client relationships

Repeat Metrics:

- 90% repeat customer rate
- Quarterly repeat cycles
- AOV growth from ₹1L ₹2L



MAJOR CLIENTS

- **Cement & Steel:**

UltraTech, Adani Cement, Dalmia, Birla, JSW, JSPL, AMNS

- **Power & Sugar:**

Tata Power, Reliance Power, Triveni Sugar, Renuka Sugars

- **Automobile & Paper:**

Mahindra, Sonalika, JK Paper, Khanna Paper

- **EPC & Projects:**

ISGEC, Shapoorji Pallonji, SMS India

Serving 100+ industrial clients across India.



COMPETITIVE ADVANTAGE

Why Attrico Wins

Core Strengths:

- Fast execution capability
- Strong industrial network
- Reliable delivery time lines
- High repeat business
- Strong profitability focus
- Deep industry understanding

Positioning:

Execution-first industrial machinery brand.





GROWTH STRATEGY

Scaling Across India

Expansion Roadmap:

- Pan-India expansion
- Distribution network development
- Product line expansion
- Service network strengthening
- Corporate partnership growth

Long-Term Goal:

Build India's most trusted industrial machinery company.





GROWTH TARGETS



Revenue Vision:

- ₹10–15 Cr (Short-Term)
- ₹50 Cr (Mid-Term)
- ₹100 Cr (Long-Term Vision)

Focus Areas:

- Scale operations
- Improve manufacturing capacity
- Expand customer base
- Strengthen profitability

FUNDING ASK & UTILIZATION

Investment for Scale Expansion

Fund Utilization:

- Inventory & manufacturing cycle improvement
- Team expansion
- Geographic expansion
- Brand building
- Operational strengthening

Closing Statement:

Profitable. Growing. Execution-Focused.

Attrico is entering its next scale phase with strong industrial validation and repeat business fundamentals.

