

# THE WORLD OF AGGCON

*We turn challenges into  
success stories every day*



### From CMD's Desk

**Dear Readers,**

Welcome to the latest edition of *'The World of AGGCON'*.

As we step into the monsoon season, it brings with it a unique set of challenges for the infrastructure equipment rental industry. Heavy rains and flooding can hamper operations, delay projects, and impact machinery. I hope all of you have taken the necessary precautions to safeguard your equipment and ensure safety at work sites.

There's a saying in our armed forces: *"The more you sweat in peace, the less you bleed in war."* The monsoon, though disruptive to operations, provides us with an opportunity—a kind of peace time. It's the right moment to carry out thorough inspections, servicing, and preventive maintenance of equipment. Most machines are idle during this season, making it an ideal window for upkeep and preparation. This season also offers a chance to give back to nature. I urge everyone to plant at least one tree.

I'm deeply grateful for the overwhelming support shown towards our *'Tree of Friendship'* initiative. On World Environment Day, we distributed 5,000 saplings, adding to the over 2.5 lakh trees planted since the mission's inception in 2023. Your commitment to this cause is inspiring.

We also marked International Yoga Day with an enthusiastic yoga session attended by many of our team members. I encourage everyone to make yoga a part of their daily routine for overall health and well-being.

The equipment rental industry is a vital pillar of India's infrastructure development. Our contribution, however, often goes unnoticed. Companies like AGGCON have played crucial roles in landmark projects in India. Many rental companies play a pivotal role in the construction ecosystem but often go unrecognized for their contributions.

It is disheartening that major industry platforms and exhibitions do not yet allow rental companies to participate individually. While some hybrid models are permitted, pure-play rental businesses remain sidelined.

The Construction Equipment industry must recognize that rental companies are not only major customers of OEMs but also key enablers of project execution. CE industry should include rental companies as independent participants.

I hope you enjoy reading this edition of our newsletter and I welcome your thoughts and feedback.

Warm regards,

**Jitender Aggarwal**

*Chairman & Managing Director*

## AGGCON Celebrates International Day of Yoga 2025 with Enthusiastic Participation



AGGCON marked the International Day of Yoga 2025 with a vibrant morning yoga session at its Corporate Office, drawing enthusiastic participation from its staff members. The event reflected this year's United Nations theme, "Yoga for One Earth, One Health," emphasizing the holistic role yoga plays in fostering personal and planetary well-being.

**Echoing the sentiment of Prime Minister Narendra Modi that yoga isn't just an exercise but also a way of life, AGGCON's Chairman and Managing Director, Mr. Jitender Aggarwal, said, "Yoga is a transformative practice that builds physical strength, soothes the mind, and cultivates greater awareness and responsibility in our everyday lives."**

He further added, "In a world increasingly defined by stress and fast-paced living, yoga stands as a vital refuge—promoting balance, well-being, and holistic health. Especially in the infrastructure equipment rental industry, where professionals often operate under high-pressure and challenging conditions, yoga offers much-needed mental and physical resilience."

The session yoga was led by Ms. Neelu Paliwal, and featured a series of yogic practices including Surya Namaskar and various asanas. All the participants engaged wholeheartedly, showcasing their dedication to both health and mindfulness.

To add a fun, competitive spirit to the morning, a friendly yoga challenge was held to see who could maintain a posture the longest. Mr. Mahesh Kumar, impressed everyone by holding an asana for the longest duration, winning the informal contest.

The session concluded with a collective sense of calm, vitality, and a renewed commitment to integrating yoga into daily routines.

Mrs. Renu Aggarwal, Whole Time Director of AGGCON and Mentor of the Life@AGGCON programme, later presented certificates to all the participants. She praised their enthusiasm and remarked, 'Yoga adds years to your life and life to your years,' highlighting the true spirit of International Yoga Day."

## International Day of Yoga 2025



## 5000 plants distributed by AGGCON on World Environment Day



### AGGCON distributes 5000 'Tree of Friendship' on World Environment Day

To sensitize people to plant trees to heal the earth and environment, AGGCON, on the occasion of World Environment Day, distributed 5000 plants to the people at different places in Faridabad, Haryana, under the 'Tree of Friendship' initiative. The Tree of Friendship mission was started by Mr Jitender Aggarwal, CMD, AGGCON in 2023.

This year's theme is - Beat plastic pollution. While distributing the saplings, AGGCON teams requested people to reduce the use of plastic and asked them to plant these saplings in earth and nurture them to grow into a tree

**Prime Minister Narendra Modi also wrote on X: "This World Environment Day, let's deepen our efforts towards protecting our planet and overcoming the challenges we face. I also compliment all those working at the grassroots to make our environment greener and better."**

Urging people to plant more and more trees, Mr Jitender Aggarwal, CMD, AGGCON said, "It is our collective responsibility to care for and protect the environment. If we don't act, who will?" "As responsible citizens, it is our fundamental duty to preserve and enhance our natural surroundings", he added highlighting the Article 51-A(g) of the Indian Constitution that clearly states: "It shall be the duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife, and to have compassion for living creatures."

He also said, "We should understand the essence of Trees in this world and their significance in fighting the climate change".

He also thanked people for the overwhelming support for the Tree of Friendship initiative.

## Union Minister Dr. Virendra Kumar Joins "Tree of Friendship" Mission on World Environment Day



In a symbolic gesture of unity and environmental stewardship, Dr. Virendra Kumar, Hon'ble Union Minister of Social Justice and Empowerment, joined the *Tree of Friendship* mission by planting a sapling on the occasion of World Environment Day.

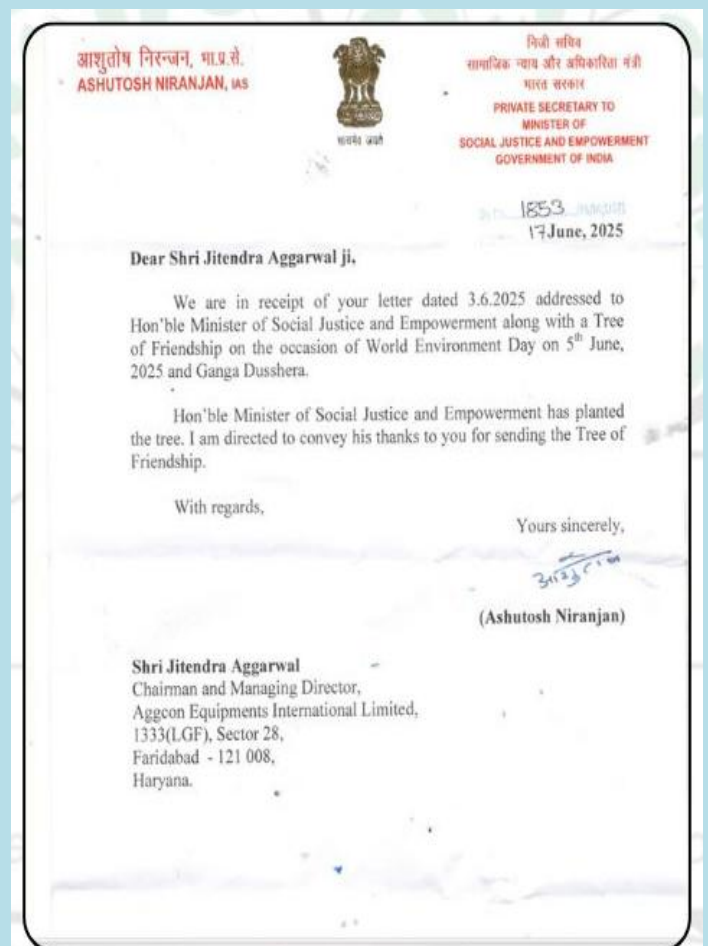
The tree, part of a nationwide initiative to promote environmental awareness and community bonding, was sent to the Minister as a symbol of friendship and commitment to a greener future.

Expressing gratitude, Mr. Jitendra Aggarwal, Chairman and Managing Director of AGGCON & Founder of

'Tree of Friendship' mission said, *"We are deeply honored by Dr. Virendra Kumar's gracious acceptance and his act of planting the Tree of Friendship. His participation adds immense value and inspiration to the mission."*

The Minister's contribution to the initiative is expected to inspire citizens across the country to take meaningful steps toward sustainability and environmental conservation.

The *Tree of Friendship* mission continues to grow, spreading its roots in the spirit of unity, action, and hope for a healthier planet.

## BJP's National General Secretary Shri B L Santhosh Praises 'Tree of Friendship' Mission

The *Tree of Friendship* mission continues to gain momentum, drawing support from individuals, institutions, and public figures committed to making environmental protection a shared responsibility.

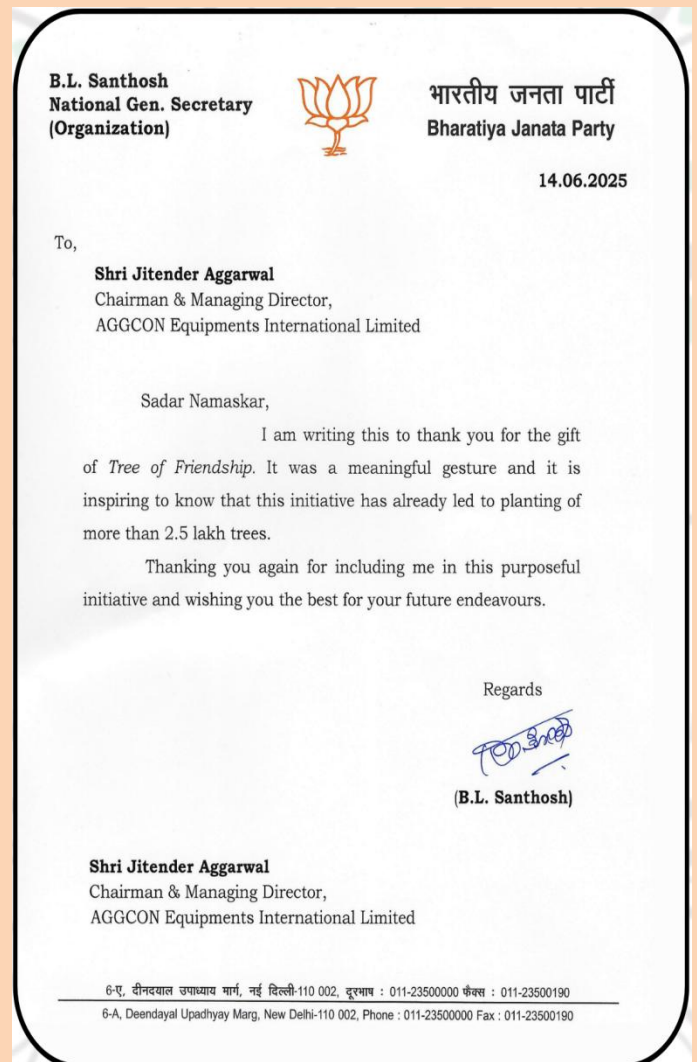


Shri B L Santhosh, National General Secretary of the Bharatiya Janata Party (BJP), has expressed strong support for the *Tree of Friendship* mission—an environmental initiative led by Mr. Jitender Aggarwal, Chairman and Managing Director of AGGCON.

Commending the mission, Shri Santhosh lauded Mr. Jitender Aggarwal for his inspiring leadership and dedication towards environmental conservation, especially for successfully planting trees under the initiative. He described the campaign as a much-needed step toward fostering a greener and more sustainable future.

On the occasion of World Environment Day, Mr. Jitender Aggarwal symbolically sent a plant to Shri Santhosh as a gesture of inclusion in the mission. Shri Santhosh expressed his gratitude for being made a part of the campaign and emphasized the importance of such collective efforts in promoting ecological awareness.

Mr. Jitender Aggarwal, in turn, thanked Shri Santhosh for his encouragement and participation, noting that his involvement would significantly inspire others to join the movement and contribute toward increasing green cover across the nation.



***"Every person planting a tree is a revolution"***

- Mr Jitender Aggarwal, CMD, AGGCON

## PETA plants Tree of Friendship at Ranapur Sanctuary



Mr. Jitender Aggarwal, CMD, AGGCON, was invited to attend the 25th anniversary celebration of PETA (People for the Ethical Treatment of Animals).

Mr. Aggarwal presented “Trees of Friendship” — Ficus Panda saplings to PETA symbolizing AGGCON's gratitude and shared vision for a greener, kinder world. These saplings were graciously accepted and have now been planted by PETA in the pristine **Ranapur Sanctuary**, adding to the growing green canopy supported by our joint mission.

PETA also extended heartfelt thanks to Mr. Aggarwal for his presence and contribution to the anniversary, commemorating the moment with a thoughtful memento featuring his photograph.

Launched in 2023 by Mr. Aggarwal, the **Tree of Friendship initiative** has already led to the planting of **trees across India**, including at every AGGCON project site — creating living symbols of friendship, sustainability, and ecological healing.

We thank PETA for being a valued **CSR partner of AGGCON**, and we hope this inspiring moment encourages many more to take action — plant a tree, nurture a friendship, and invest in a greener tomorrow.

***"Every person planting a tree is a revolution"***

- Mr Jitender Aggarwal, CMD, AGGCON

## Exploring Strategic Collaboration in AWP Rentals: Mtandt Leadership Visits AGGCON



In a significant step toward fostering collaboration in the Aerial Work Platform (AWP) rental sector, Mtandt Group Chairman Mr. Rakesh Modi and Executive Director Mr. Davinder Singh paid a visit to the AGGCON corporate office. The leadership duo was warmly received by Mr. Jitender Aggarwal, Chairman & Managing Director of AGGCON.

The visit was marked by an engaging and forward-looking exchange of ideas, with both companies emphasizing innovation, safety, and sustainability as critical pillars in the AWP rental market.

The dialogue also delved into exploring responsible and customer-focused solutions. A gracious luncheon followed the discussions, celebrating the spirit of collaboration and mutual respect. To commemorate the occasion, Mtandt Group presented AGGCON with a symbolic dummy equipment model—representing the potential of a strong working alliance. In return, Mr. Aggarwal gifted Mr. Modi with the “Tree of Friendship” and a heartfelt Thank You memento, in appreciation to Mr Rakesh Modi’s contribution to AWP sector.

## Tree of Friendship planted at Mtandt Factory

An Important Step Toward a Greener Future, a Tree of Friendship has been planted by team Mtandt Group at their factory premises—a meaningful gesture symbolizing unity, sustainability, and shared responsibility for the planet.

The plant was presented to him by Mr. Jitender Aggarwal, CMD, AGGCON, during Mr. Rakesh Modi’s recent visit to the AGGCON Corporate Office.

Reflecting on the moment, Mr. Jitender Aggarwal said: “It’s a small step with a big meaning—for both our friendship and the environment. I appreciate Mr Rakesh Modi’s support in making this initiative greener and more heartfelt.”

Initiated by Mr. Aggarwal in 2023, the Tree of Friendship mission aims to foster environmental awareness and inspire collective action against climate change and global warming.



## KOBELCO Team Visits AGGCON Office



We were delighted to welcome the KOBELCO team to the AGGCON office recently for a productive and insightful visit. A warm welcome was extended to Mr. Ashwani Sharma (AVP), Mr. Sunil Saini (Sales Head), Mr. Sandeep Kumar Dhyani (Regional Manager), Mr. Manish Jain, and Mr. Kuldeep. The team had a meaningful interaction with Mr. Jitender Aggarwal, Chairman & Managing Director, AGGCON.

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## Kobelco's Ashwani Sharma Plants a Tree of Friendship

*"Every person planting a tree is a revolution." – Jitender Aggarwal*

Since the launch of the *Tree of Friendship* mission in 2023 by Mr. Jitender Aggarwal, CMD, AGGCON, the initiative has continued to inspire and unite people in a shared commitment to the planet. The movement has grown steadily, with support pouring in from all corners.

During a recent visit to AGGCON, the team from Kobelco received Trees of Friendship as a token of goodwill and environmental responsibility. We are thrilled to share that Mr. Ashwani Sharma, AVP at Kobelco, has planted his tree and sent us a photo of this meaningful act.

This gesture by Mr. Sharma is more than symbolic—it's a reaffirmation of the values we stand for: sustainability, friendship, and action. We extend our sincere thanks to him for embracing this mission.

Planting a tree may seem like a small act, but it holds the power to change the world. Let this inspire many more to join the green movement and leave a legacy of life for generations to come.



**Team AJAX Visits AGGCON for Strategic Discussion on Construction Equipment Evolution**

AGGCON had the privilege of hosting an esteemed delegation from AJAX Engineering Limited at our Corporate Office. We were honoured to welcome Mr. Debasis Bhattacharya – Vice President, Sales & Marketing; Mr. T. Kumar – Regional Head (North); and Mr. Manu Anand – Sales & Marketing.

The delegation engaged in a fruitful discussion with our Chairman and Managing Director, Mr. Jitender Aggarwal. The dialogue centered on the evolving role of concrete equipment—particularly Self-Loading Mixers (SLMs) and Boom Placers—in shaping modern construction practices. The conversation highlighted how SLMs are enhancing operational efficiency, flexibility, and their increasing demand within India's growing rental market.

As a gesture of appreciation, Mr. Aggarwal presented a commemorative "Thank You" plaque to Team AJAX in recognition of their continued contributions to the construction equipment sector. He also introduced his heartfelt initiative, the Tree of Friendship, presenting saplings to the team as a symbol of shared purpose and a commitment to environmental stewardship.

At AGGCON, we believe in building meaningful and lasting relationships with our stakeholders. **OEMs are key stakeholders of infrastructure equipment rental industry.** OEMs are not just partners—they are key pillars in the growth of the infrastructure equipment rental industry.

## AGGCON Welcomes Mr. Rohit Sood, Senior Vice President – Sales, JCB India



We were delighted to host Mr. Rohit Sood, Senior Vice President – Sales, JCB India, at the AGGCON office. He was warmly received by our Chairman & Managing Director, Mr. Jitender Aggarwal. During their engaging interaction, the two industry leaders discussed the dynamic evolution of the equipment rental sector, the critical role of technological innovation in modern construction, and the accelerating pace of infrastructure development across India.

As a gesture of goodwill and shared commitment to sustainability, Mr. Jitender Aggarwal also presented Mr. Sood with a *Tree of Friendship*—a meaningful symbol of partnership and a joint pledge to contribute to environmental restoration through tree planting.

## AGGCON Hosts SANY Group Delegation

AGGCON were honored to welcome the team from SANY Group to our corporate Office recently.

Mr. Rajeev Kumar Singh, Vice President, and Mr. Govind Singh, Regional Manager (North), held a meaningful interaction with our CMD, Mr. Jitender Aggarwal. The discussion focused on the pivotal role of the rental and heavy equipment industry in nation-building — from infrastructure



development such as roads, bridges, and metro systems to mega industrial projects. Both teams explored the current market dynamics and the significant opportunities for growth within the rental sector.

Mr. Jitender Aggarwal also presented a “Tree of Friendship” to the SANY team.

At AGGCON, we believe in building meaningful and lasting relationships with our stakeholders. **OEMs are key stakeholders of infrastructure equipment rental industry.** OEMs are not just partners—they are key pillars in the growth of the infrastructure equipment rental industry.

## CASE India Leadership Visits AGGCON



AGGCON had the privilege of welcoming the leadership team from CASE India at its corporate office recently. The delegation was led by Mr. Shalabh Chaturvedi, Managing Director, CASE India, accompanied by Mr. Aman Chugh, Head – Sales & Product Support (NCR), Mr. Sourabh Singh, Regional Manager, and Mr. Shailendra Dubey, Regional Service Manager. The visiting team was warmly received by Mr. Jitender Aggarwal, Chairman and Managing Director, AGGCON.

The meeting centered on the critical role that the construction equipment and rental industry plays in shaping India's infrastructure landscape. Key topics of discussion included the growing importance of innovation and collaboration in infrastructure development, as well as how rental solutions are enabling greater flexibility and cost efficiency in major projects.

Mr. Jitender Aggarwal also presented the CASE team with a symbolic "Tree of Friendship", underscoring the need for planting trees to fight against climate change and pollution.

## Banks play a crucial role in driving the growth of the Infrastructure Equipment Rental Industry

### Federal Bank Team Visits AGGCON



Mr Jitender Aggarwal, CMD, AGGCON with **Mr. Mohit Raizada**, Regional Head – North & Central, and **Mr. Akash Saraswat** from **Federal Bank** at our Office.

### HDFC Bank Team Visits AGGCON

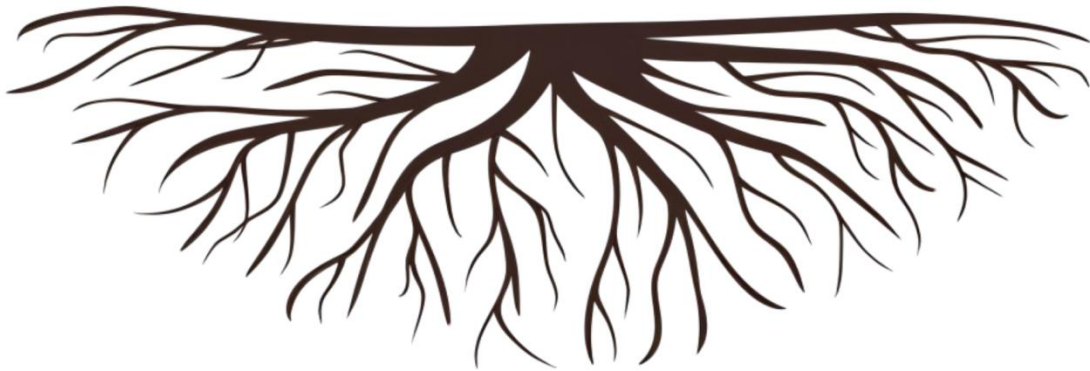


Mr Jitender Aggarwal, CMD, AGGCON with **Mr. Virendra Saklani**, Sr. Vice President – **HDFC Bank**, along with his team members **Mr. Virendra Giri**, **Mr. Vedansh Mittal** (Relationship Managers), and **Mr. Kunal Tandon** (Unit Head) at our Office.



## Tree of Friendship

*"Every person planting a tree is a revolution"*



initiative by Mr. Jitender Aggarwal  
Chairman & Managing Director

For further information,  
kindly scan the QR code



**AGGCON Honors Michel Petitjean’s Pioneering Legacy,  
Welcomes Carole Bachmann as new Secretary General of European Rental Association**



AGGCON extends its heartfelt gratitude to Michel Petitjean for his extraordinary service and visionary leadership in shaping the global rental industry. As a founding force behind the Global Rental Alliance, Michel played a pivotal role in uniting rental associations worldwide under a single platform — a lasting legacy of collaboration, innovation, and industry growth.

Jitender Aggarwal, Chairman and Managing Director of AGGCON, shared his appreciation: “Over two decades of tireless service is no small feat, and Michel’s passion will continue to inspire the next generation of industry leaders. Thank you, Michel — we wish you the very best in the journey ahead!”

In the same spirit of celebration, Mr. Aggarwal warmly congratulated Carole Bachmann on her recent appointment as Secretary General, European Rental Association (ERA).

“Her progressive approach and fresh ideas promise to usher in a vibrant new era for the rental industry. We’re excited to see where your leadership takes us — all the best for a successful tenure ahead,” he added.

**OUR CSR PARTNERS**



*AGGCON believes in giving back to society because with every business comes responsibility*

**Jitender Aggarwal, CMD, AGGCON**

**Life at AGGCON**

**Birthdays**



**Birthdays at Sites**



**Life at AGGCON**

**AGGCON Strikers (Cricket)**



**Movie Of the Month**



## Life at AGGCON

### Going the extra mile: AGGCON's Employees of the Month

#### Employee of the Month

At AGGCON, life is both inspiring and dynamic—fueling our pursuit of excellence in everything we do. While it's never easy to select just one standout individual, recognizing exceptional contributions is vital. Our *Employee of the Month* represents the dedication, passion, and hard work that inspire and motivate the entire AGGCON team. We celebrate those who go above and beyond, setting new benchmarks for success.



#### April



**Rimpi Arora**

#### May



**Rishabh**

#### June



**Uma Sharma**

Recognition comes from hard work, consistency and sense of belongingness with the team. At AGGCON, we're proud to celebrate the dedication and incredible qualities of our team members. Every month, a best performing employee is selected as the 'Employee of the Month'.

Mrs Renu Aggarwal, Whole Time Director, AGGCON says, "At AGGCON, commitment and passion never go unnoticed. We truly appreciate how our team members consistently go the extra mile to make a difference."

**"The strength of the team is each individual member. The strength of each member is the team".**

- Phil Jackson, Former American Basketball player & Coach

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# *Thank You*

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