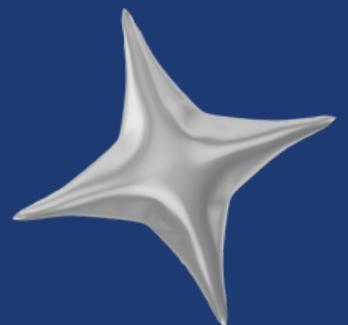




Ascensor
LIFTS AND AUTOMATION PVT. LTD

Ascensor Lifts andAutomation Pvt. Ltd.



Introduction

AscensorLiftsandAutomationPvt. Ltd.,establishedin2014 and headquartered in Bhubaneswar,Odisha, is a vertically integrated OEMwith end-to-end capabilities in design,manufacturing, assembling, installation, andcommissioning of elevators, HVAC systems, automation, and low-voltage electrical solutions. Our in-house manufacturing units are equipped with CNC machines, laser cutting stations, powder coating booths, and precision tools for panel building and elevator cabin fabrication. With a strategic focus on IoT integration and Industry 4.0 practices, we embed smart sensors and digital controllers in every system—enabling predictive maintenance, cloud diagnostics, and remote access. Every vertical is empowered by SCADA-integrated automation, making us a preferred turnkey provider for intelligent infrastructure projects.

Company History

Founded in 2014 with a vision to transform vertical mobility, Ascensor began by providing safe, reliable elevator systems. Over the years, we evolved into a multi-domain engineering company, backed by our in-house fabrication and assembly facility that includes mechanical lift components, electrical panels, HVAC ducting kits, and automation cabinets.

Through R&D investments and collaboration with tech experts, we scaled up to offer digitally managed, smart systems. Our elevators, control panels, and HVAC products are now embedded with IoT modules, PLCs, and AI-enabled interfaces, supporting real-time performance tracking and fault diagnostics.

We have successfully delivered over 300+ integrated solutions across steel plants, hospitals, commercial buildings, and government institutions, supported by our manufacturing agility and innovation-driven culture.



Products/Services

Elevator & Lift Solutions



GOODS ELEVATORS

High-capacity lifts designed for industrial and commercial freight movement.



CAPSULE LIFTS

Premium lifts for hotels, malls, and commercial towers with aesthetic appeal.



MACHINE-ROOM-LESS (MRL) LIFTS

Space-saving systems without traditional machine rooms.



DUMBWAITERS

Mini-lifts used in restaurants, hotels, and hospitals to transport goods.

Types Offered:

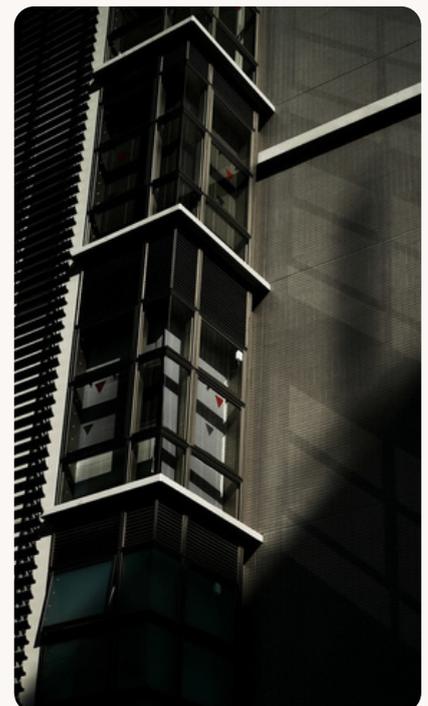
★ PASSENGER ELEVATORS

- Designed for residential apartments, commercial complexes, institutional buildings. Drive
- Systems: Gearless traction with VVVF drive; Machine Room and MRL options. Speed: 0.5 m/s
- to 2.0 m/s Capacity Range: 4 passengers to 26
- passengers. Advanced safety features: ARD
- (Automatic Rescue Device), emergency intercom, door sensors. Intelligent control panel with touchscreen/HMI. Optional IoT Features:
-
-
- Usage tracking
- Cabin diagnostics
- Floor-wise access control via mobile app



★ GOODS ELEVATORS

- Goods Elevators
- Heavy-duty lifts for freight, warehouse, and industrial use.
- Capacity: 500 kg to 5000 kg or customized.
- Cabin Material: MS/SS powder-coated.
- Doors: Collapsible / Manual / Centre-opening.
- IoT Features:
- Load sensors
- Overload logging
- Maintenance alerts
- Usage tracking
- Cabin diagnostics
- Floor-wise access control via mobile app



★ HOSPITAL/STRETCHER ELEVATORS

- Used in hospitals for transporting stretchers, medical personnel, and equipment.
- Cabin: Anti-microbial SS interiors with high width and depth.
- Silent, smooth operation with precise leveling.
- ARD with battery backup ensures operation during power failure.
- IoT-enabled hospital system integration for emergency priority.



★ HOME LIFTS

- Compact, energy-efficient, stylish, and silent.
- Pitless and overheadless designs available.
- Single-phase operation for domestic settings.
- IoT-enabled:
 - QR-code elevator calling
 - Access logs for child/elderly monitoring
 - Energy usage display



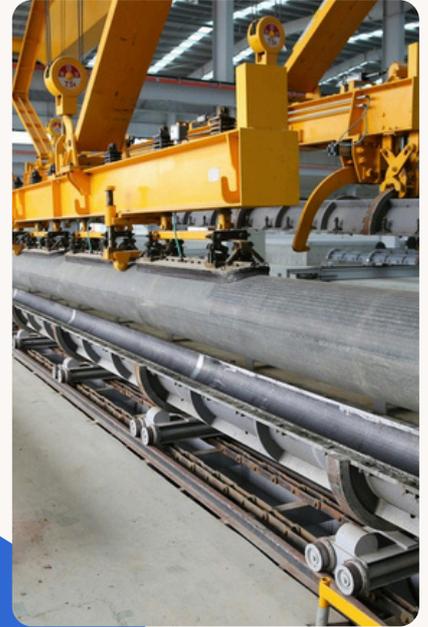
★ CAPSULE LIFTS

- Compact, energy-efficient, stylish, and silent.
- Pitless and overheadless designs available.
- Single-phase operation for domestic settings.
- IoT-enabled:



★ MACHINE ROOM LESS (MRL) LIFTS

- No machine room required; compact gearless motors inside shaft.
- Ideal for modern green buildings.
- Vibration-free and low-noise.
- Remote access for maintenance personnel through IoT modules.



★ HYDRAULIC LIFTS

- Used in low-rise buildings, industrial shops, and service basements.
- Operates via fluid pressure.
- ARD, pressure cut-off, and oil temperature sensors.
- Economical, safe, and easy to maintain.



★ DUMBWAITERS

- Mini-lifts used in kitchens, hospitals, and offices.
- Weight Range: 50 kg to 300 kg.
- Stainless steel tray-based cabin.
- Fire-rated doors optional.



Lift Modernization

Ascensor provides comprehensive modernization solutions for outdated elevator systems, enhancing their safety, aesthetics, performance, and energy consumption. These upgrades extend the lifespan of lifts while bringing them up to current standards without the need for total replacement.

Full-scale retrofitting for old or malfunctioning elevators.

Replacement/Upgradation Scope:

- Controllers (PLC/embedded)
- Door mechanisms (automatic/manual)
- Motor systems
- Cabin interiors
- Display panels (LCD/LED touch panels)

ARD and intercom installation for emergency situations.

Control conversion to VVVF and IoT-compatible controllers.

Additional Benefits:

- Lower power consumption
- Improved ride comfort
- Enhanced safety

ELECTRICAL CONTROL PANELS

Ascensor offers comprehensive design, manufacturing, and deployment of advanced electrical panels for automation, HVAC, and lift systems.

• PCC (Power Control Center)

- Manages electrical power distribution. Designed
- up to 6300A. Modular ACB, MCCB integration.
- Bus bar: 99.9% copper with heat shrink sleeves.
- Metering: Digital/Analog multi-function meters.
- Short circuit withstand capacity up to 50kA.
- Includes ACBs, MCCBs, CTs, voltmeters, and
- digital meters.

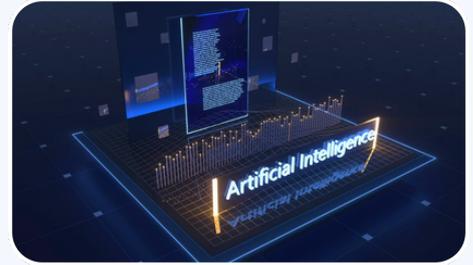


IMCC (Intelligent MCC)

Advanced MCC with PLC/SCADA/HMI integration.

Features:

- Real-time monitoring
- Load balancing
- Alarms and event logs
- Smart energy management via IoT cloud



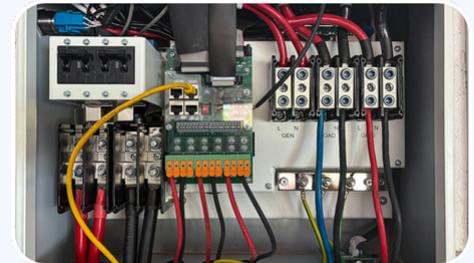
APFC Panels (Automatic Power Factor Correction)

Uses capacitor banks and contactors to improve PF.
Reduces energy losses and utility penalties.
Auto switching based on reactive power needs.



AMF Panels (Auto Mains Failure)

Automatically shifts power source from grid to generator.
Suitable for mission-critical systems (Hospitals, Banks, etc.).
Real-time DG health monitoring via IoT modules.



Synchronization Panels

- Manages synchrony between multiple power sources.
- Applicable in multi-generator installations and solar-DG-grid hybrid systems.
- Supports PLC and cloud-based control interface.



• Distribution Boards

- Final-tier protection and power distribution.
- Integrated with ELCB/MCB/RCCB as per load plan.



Industrial Automation

Ascensor offers complete end-to-end automation solutions for industries requiring control, safety, and monitoring across operations. Their automation systems reduce human error, improve productivity, and ensure consistency with digital control.

- Complete turnkey automation for industrial clients in power, steel, water, and mining sectors.

PLC + SCADA Solutions

- Logic building for process control.
- Data acquisition and real-time dashboards.
- Brands Supported: Siemens, Schneider, Allen Bradley.



HMI Panels

- Customized interface panels with alarms, trend graphs, and controls.
- Capacitive/resistive touch variants with IP-rated enclosures.



IoT Integration

- Cloud dashboards with historical logs, SMS/email alerts.
- Access control based on user roles.
- Remote troubleshooting and firmware updates.



Soft Starter & VFD Systems

- Cloud dashboards with historical logs, SMS/email alerts.
- Access control based on user roles.
- Remote troubleshooting and firmware updates.



HVAC SYSTEMS (Heating, Ventilation, Air Conditioning)

Ascensor designs, supplies, installs, and maintains high-efficiency HVAC systems for hospitals, industrial buildings, labs, commercial complexes, and smart homes. Their HVAC offerings are tailored using engineering load studies and incorporate IAQ and automation tools.

INSTALLATION:

Split ACs, Ductable Units, VRF/VRV, Central Chillers.
Server room and medical-grade HVAC systems.
BMS compatible units for smart infrastructure.

MAINTENANCE CONTRACTS

Coil cleaning, gas refill, air flow testing.
Real-time maintenance scheduling through digital app.

EMERGENCY REPAIRS

24x7 breakdown service.
Mobile van for on-site recovery and part replacement.

UPGRADES & IAQ (INDOOR AIR QUALITY)

- UV-C germicidal lamp integration.
- Advanced filtration (HEPA, Carbon).
- Smart thermostats and IoT-enabled remote control.

DESIGN & CONSULTING

- Heat load analysis
- Air flow modeling
- CAD schematic design with 3D duct layout
- DPR and tender documentation support

INSTALLATION & COMMISSIONING

Comprehensive AMC services to ensure uptime, performance, and safety of all installed systems. AMCs are custom-planned based on client type—residential, commercial, institutional, or industrial.

ASCENSOR LIFTS

03 

Shaft construction and lift well preparation

03 

Pit depth & headroom compliance

03 

Complete electrical and HVAC equipment installation

03 

Factory Acceptance Testing (FAT)

03 

Site Acceptance Testing (SAT)

03 

IS/EN compliance certification

03 

IS/EN compliance certification

Design & Consulting

Ascensor ensure total project execution from initial feasibility studies to handover, following IS/IEC codes and industry benchmarks.



**CUSTOM ARCHITECTURE
FOR ELEVATOR, HVAC,
EMS, SCADA SYSTEMS.**



**BUILDING-SPECIFIC
ELECTRICAL AND THERMAL
LOAD STUDIES.**

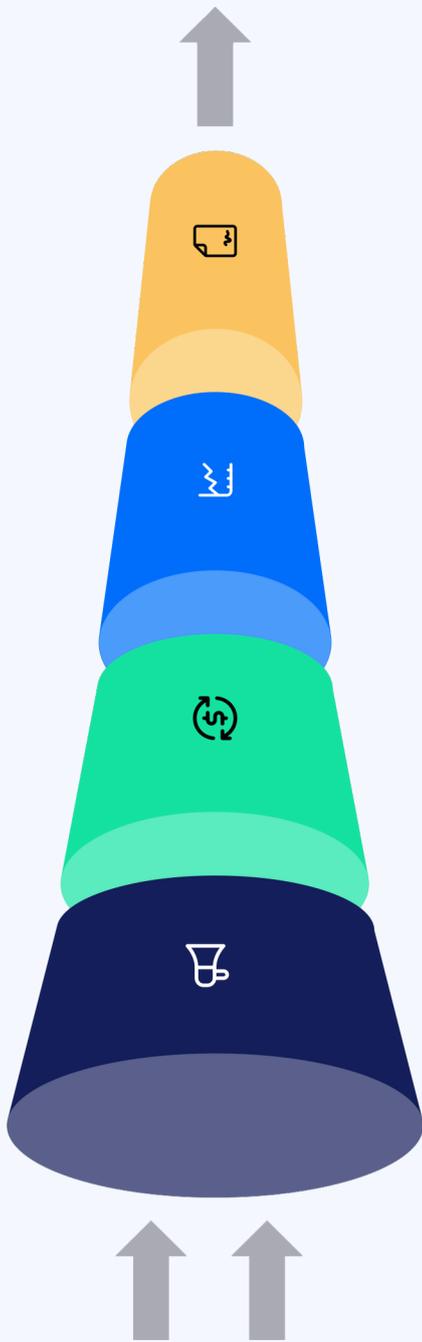


**BOQ, CAD DRAWINGS,
PANEL LAYOUTS, SLDS**



**DPR REPORTS & TENDER-READY DOCUMENTS
FOR INSTITUTIONAL/GOVT. PROJECTS**





ENERGY MANAGEMENT SYSTEMS(EMS)

Ascensor's EMS solutions are designed to provide visibility and control over energy usage in large buildings, factories, and critical infrastructure. EMS platforms leverage IoT to track real-time consumption, peak loads, and optimize equipment scheduling.

- **Components:**

- Smart energy meters with CT integration.
- Cloud-based energy monitoring dashboards.
- AI-driven load forecasting.
- Power quality analysis: Voltage imbalance, harmonic distortion, P.F.
- Automated correction with capacitor banks and relays.

- **Outcomes:**

- Cost savings through optimization and reduced penalties.
- Integration with HVAC, lighting, elevator loads.
- Monthly reports and alerts via mobile app/email.

IOT & AUTOMATION INTEGRATION (EMBEDDED ACROSS ALL SERVICES)

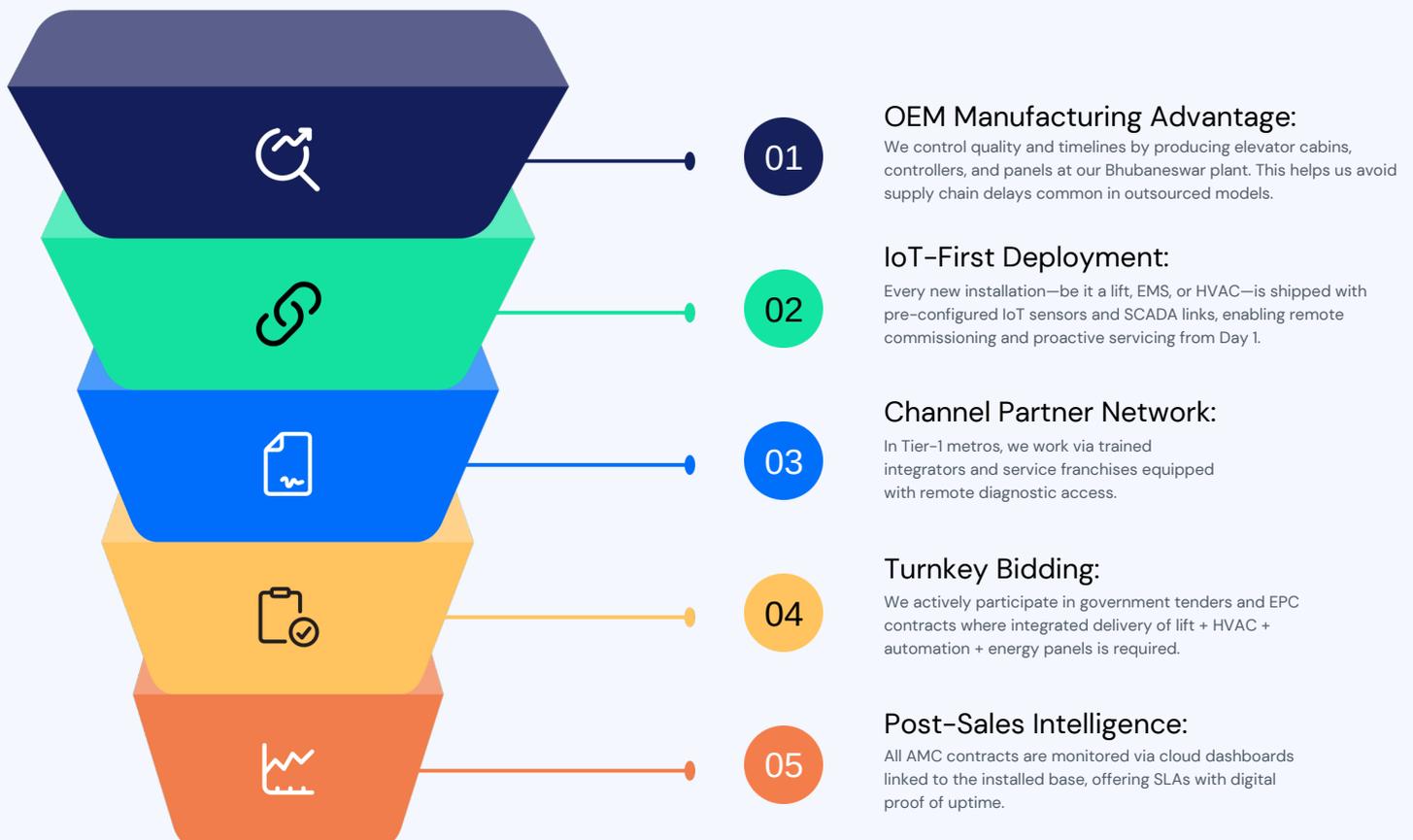
Ascensor's IoT backbone enhances every vertical—elevators, panels, HVAC, automation—by connecting them to smart monitoring and control platforms. This improves asset lifespan, safety, and user experience.

• **Applications:**

- Live Elevator Health: motor temp, door fault, usage count.
- Remote Access: Mobile/web apps to control elevators, HVAC.
- Predictive Maintenance: Alerts for wear and operational anomalies.
- Building Integration: API-ready for BMS, fire alarm, and surveillance systems.

GO-TO-MARKET (GTM) STRATEGY

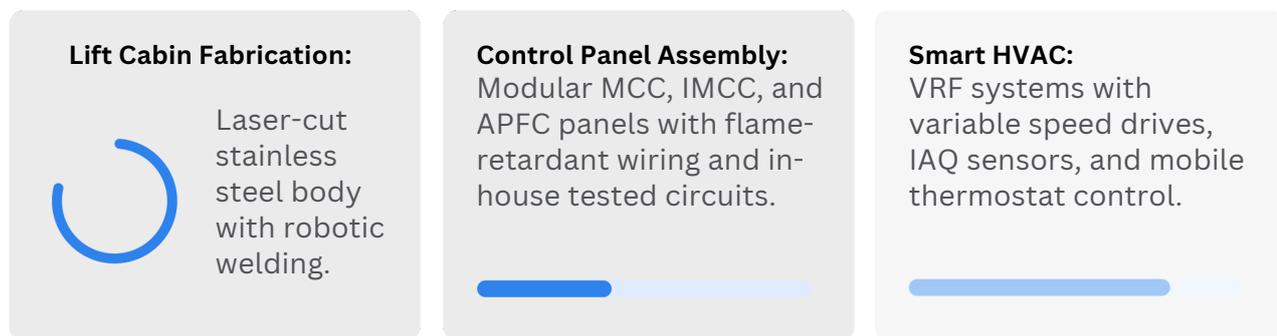
Our GTM model is built on the foundation of rapid deployment, in-house production control, and deep integration of digital tools:



Technological Aspect & Application

We follow an innovation-first engineering approach where automation, embedded systems, and AI-driven analytics are core pillars of our solutions.

Manufacturing & Technology Stack:



IoT & Automation Capabilities:



Target Market

TARGET MARKET	DESCRIPTION	CHALLENGES	VALUE PROPOSITION
Government Projects	<ul style="list-style-type: none"> Smart cities, hospitals, public infra 	<ul style="list-style-type: none"> Budget constraints, long procurement cycles 	<ul style="list-style-type: none"> Cost-efficient, standard-compliant, turnkey solutions
Private Real Estate	<ul style="list-style-type: none"> Residential & commercial builders 	<ul style="list-style-type: none"> Timely delivery, aesthetics, cost 	<ul style="list-style-type: none"> Stylish, customizable elevators with efficient service
Industrial Clients	<ul style="list-style-type: none"> Steel, power, water, mining, F&B sectors 	<ul style="list-style-type: none"> Harsh environments, precision, uptime 	<ul style="list-style-type: none"> Rugged, efficient automation systems tailored to industry
Institutional Contracts	<ul style="list-style-type: none"> Hospitals, universities, public sector offices 	<ul style="list-style-type: none"> Specialized requirements, reliability, safety 	<ul style="list-style-type: none"> Specialized lifts, HVAC, automation with compliance & support

Achievements



ISO 9001: 2015 certified for quality management



Approved contractor license (MV-3756) under Odisha ELBO



IATF 16949: 2016 certified for automotive quality standards



Trusted vendor for PWD, IDCO, Vedanta, Aditya Birla, Hindalco, GMR, IMFA



IATF 16949: 2016 certified for automotive quality standards



Successfully completed multi-unit AC & HVAC projects for VIMSAR, Burla

Leadership Team



SK HASIB RAHEBAR
Director & Technical Head



IMTIAZ KHAN
Director, Strategy & Operations

ABOUT

Backed by a dedicated and diverse technical team of seasoned engineers, certified technicians, and automation experts with 10+ years of experience in design, integration, and commissioning of complex lift, automation, and HVAC systems. The team is proficient in handling end-to-end project execution, including PLC-SCADA logic building, electrical panel design, HVAC load calculation, and on-site troubleshooting. Their collaborative approach ensures customized, safe, and cost-effective solutions across all verticals. with over a decade of industry expertise

Company Values



INTEGRITY & TRUST:

We maintain transparency, fulfill promises, and uphold ethical conduct in every client interaction and business practice.



SAFETY & COMPLIANCE:

Adherence to global and national safety standards. All solutions undergo rigorous testing and comply with statutory regulations.



ENGINEERING EXCELLENCE:

Strong focus on precision, innovation, and technical superiority in all solutions—from lifts to automation and HVAC.



CLIENT-CENTRIC SERVICE:

Every project is customized and backed by 24x7 support, fast response time, and long-term AMC options.



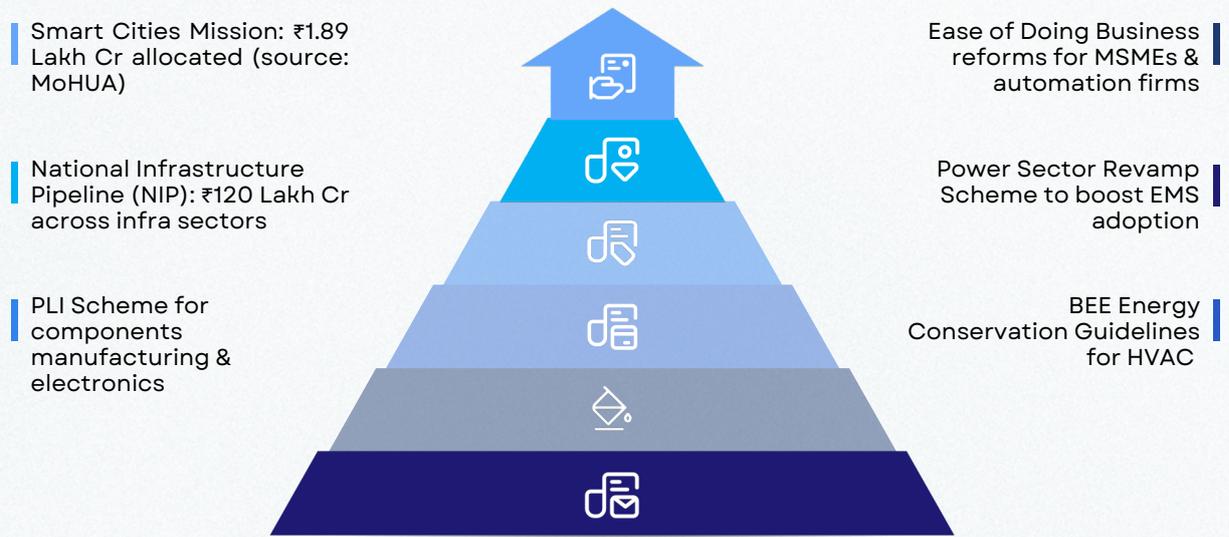
SUSTAINABILITY & INNOVATION:

We continuously integrate green technologies and energy-efficient systems to reduce environmental footprint while staying ahead with R&D advancements.

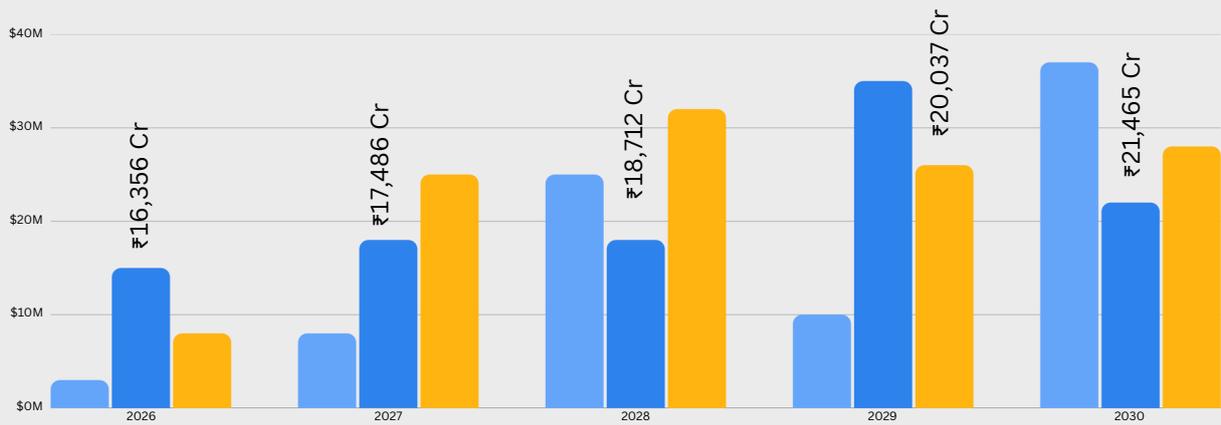
Competitor Analysis

Company	Vertical Lifts	Industrial Automation	EMS	HVAC	Customization	After-Sales Service	Pricing
KONE India	✓	×	×	×	×	✓	×
Johnson Lifts	✓	×	×	×	×	✓	×
Schindler India	✓	×	×	×	×	✓	×
Mitsubishi Electric	✓	✓	✓	✓	×	×	×
Blue Star	×	×	×	✓	×	✓	×
Ascensor	✓	✓	✓	✓	✓	✓	✓

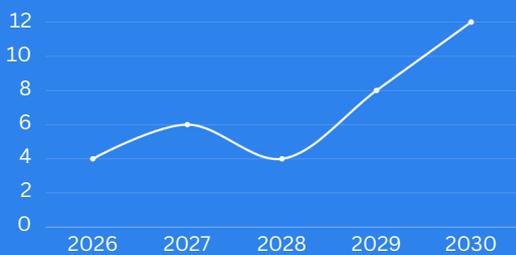
Government Initiatives:



Projected Growth



HVAC Market Size (India, 2025)



HVAC Global Market Size (2024):

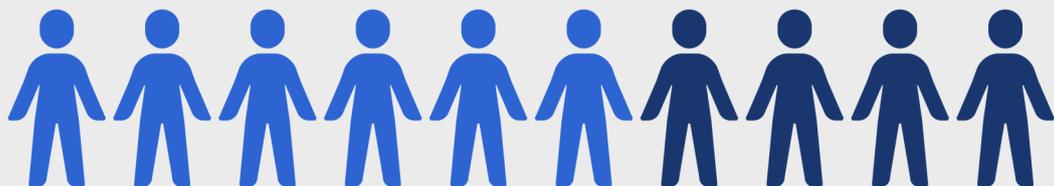


USD 241.52 Bn;



Total Revenue Generated by Indian Elevator & Automation Industry (2024):

₹14,200 Cr





Our Branches

NEW DELHI

INNOV8 OLDFORTSAKET(DELHI),
SAKET DISTRICT CENTRE, NEXT TO SELECT CITY WALK
MALL, DISTRICT SECTOR

KOLKATA

PLOT NO.- 521/78, SUNSISE SAMPO,
KOLKATA - 7000001, WEST BENGAL

SUNDARGARH

PLOT NO.-216, MAIN ROAD, NEAR BUS STAND,
AT: KHAMARIPARA, POST: SUNDARGARH,
DIST. SUNDARGARH, PIN - 770001

CHENNAI

16A, MUTHU NAGAR, MAIN ROAD,
MADHANANDHAPURAM, PORUR,
CHENNAI - 600125

GUJRAT

PLOT NO.-69, ROAD NO.-6, G.I.D.C
KATHAWADA, AHMEDABAD - 382430

JHARSUGUDA

PLOT NO.-231, PUNJAB NATIONAL BANK,
NEAR GURU DWARA ROAD,
TIRUPAL GALI, JHARSUGUDA - 768201



We are ready to grow our business better and help you be the best one

Contact Information

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