



Falcon Autotech

- **Overview:** Founded in 2004 (initially as Futuristic Robotics) and based in Greater Noida, Uttar Pradesh, India ¹. Falcon Autotech is a privately-held intralogistics/warehouse automation company. It is led by founder and CEO Naman Jain (with co-founders Sandeep Bansal, CBO, and Pradeep Jain, CTO) ². The company's vision is "to be amongst the Top 10 global intra-logistics automation companies" ³. It employs roughly 550–650 staff. Its corporate office is at Tower D, Bhutani Techno Park, Sector 127, Noida ⁴ ¹. Falcon emphasizes in-house R&D and innovation in robotics, software and hardware.
- **Product Lines & Solutions:** Offers a full suite of warehouse automation systems ⁵ ⁶. Key offerings include:
 - **Sortation Systems:** Automated conveyor-based sorters (tilt-tray, pop-up, cross-belt, linear/loop configurations). Notably, Falcon launched India's first double-deck cross-belt parcel sorter ⁷. Its high-speed sorters handle parcels and bags for e-commerce and courier operations.
 - **Robotics/ASRS:** AI-driven robotic solutions for order fulfillment. Products include "RoboPick" parcel-picking robots and the **NEO** 3D-bin ASRS (launched 2023) for high-density storage ⁸. Falcon's robotics incorporate computer-vision and AI for object recognition and autonomous picking.
 - **Conveyor Automation:** Custom conveyor networks and material handling systems (for small parcels, bags, cartons). Falcon engineers and manufactures its conveyor modules in-house.
 - **Pick/Put-to-Light Systems:** Proprietary pick-light and put-light modules for hands-free picking guidance on shelves or carts ⁹. These increase picking speed and accuracy in manual operations.
 - **Dimension/Weight Scanners (DWS):** Automated dimensioning and weighing stations (static and dynamic) for inbound parcels and goods-in, built with integrated sensors and vision ¹⁰. Falcon's DWS units compute freight dimensions/weights for billing and sorting.
- **Software:** An in-house Warehouse Control System (WCS) that orchestrates all automation. Falcon's WCS is pre-integrated with leading warehouse management systems (WMS) and supports end-to-end process flows ¹¹. The software handles tasks like goods receiving, cross-docking, put-away, order consolidation, packing and shipping.
- **Technologies & Innovation:** Falcon heavily uses advanced technologies in its solutions ¹² ¹³. Its systems integrate **AI/robotics** (for intelligent picking and robot control), **computer vision** (for scanning and tracking), and **IoT/sensor networks** (for equipment monitoring and data collection). Falcon emphasizes in-house R&D across hardware, electronics and software ¹². For example, its WCS software and machine-vision algorithms are proprietary. Falcon's strong solution set "around Sortation, Robotics, Conveying, Vision Systems and IoT" comes from this R&D focus ¹². The launch of the NEO 3D-ASRS in 2023 (India's first 3D-bin storage ASRS) underscores its technical innovation ⁸.
- **Industries & Clients:** Falcon serves major segments of retail and logistics. Its solutions are deployed in **e-commerce retail, courier/express postal (CEP), fashion distribution, food & FMCG/pharma,**

grocery distribution, auto parts and manufacturing, etc ¹⁴ ⁶. The company has worked with many Tier-1 brands in these sectors ⁶. Its customer list (per company materials) includes leading logistics and retail firms: e.g. Flipkart (Walmart India), Delhivery, DHL/Blue Dart, XpressBees, India Post, Aramex, Hindustan Unilever (HUL), Tata Motors, Mahindra, Snapdeal, Swiggy, Grofers (Blinkit) and others (across e-commerce, courier, automotive and FMCG). These projects involve automating large warehouses and parcel hubs for those clients.

- **Global Presence & Markets:** Falcon is truly global. It has implemented systems in **15+ countries across Asia, Australia, Europe, the Middle East and North America** ¹⁵ ¹⁶. The company's headquarters and main factory are in India (Greater Noida), and it opened regional facilities in Bengaluru (India) and Melbourne (Australia) ¹⁷. In April 2024 Falcon opened an office in Amsterdam to better serve the European market ¹⁸. It also maintains a worldwide partner network – for example: system integrators in the UK, France, Italy (LCS), Southeast Asia (Malaysia, Philippines, etc.), the Middle East (UAE/KSA), Africa (South Africa) and the US (Conveyco, Aegis Sortation) ¹⁹ ¹⁵. These local partners handle sales, integration and support in their regions.
- **Strategic Partnerships & Notable Projects:** Falcon has formed key alliances to expand its reach. In 2022 it announced a **technology partnership with Alstef Group** (France) for global parcel sortation – Alstef will distribute Falcon's cross-belt sorters in selected markets ²⁰. Falcon's executives also forge local channel partnerships (e.g. LCS in Italy, Worldwide Site Services in UK, Startech in SEA, Conveyall in Africa, etc. as listed on its website ²¹ ¹⁹). On the client side, Falcon has won landmark projects: for example, it has delivered large-scale parcel sortation hubs (e.g. "one of Asia's largest sortation hubs" ²²) and high-profile installations for the clients listed above.
- **Case Studies / Success Stories:** Public case summaries highlight major performance gains. For instance, one Falcon case study describes a courier operation using Falcon's loop cross-belt sorter to process **over 500,000 shipments in just 120 minutes** ²³. Another case shows Falcon automating the inbound mail process for a courier, handling surging volumes "while optimizing efficiency and accuracy" ²⁴. (Additional case studies are available on Falcon's site for FMCG, fashion, food/grocery logistics, etc., detailing throughput and accuracy improvements after automation.)
- **Financials & Funding:** Falcon has been privately funded, with **Delhivery** (India's leading logistics firm) as a prominent investor. In January 2022 Delhivery invested in Falcon (reported ~\$20-30 million) ²⁵. In November 2023 Delhivery increased its stake (acquiring an additional 4.75% for ~₹520 million, ≈\$6.9M) ²⁶. According to filings, Falcon's FY2023 revenue was ~₹2.8 billion (~\$34 million) with a net worth of ~₹2.0 billion ²⁶. (Estimates from venture databases put total funding in the low tens of millions.) The company remains unlisted and largely bootstrapped apart from these strategic investments ²⁷.
- **Market Position & Competition:** Falcon Autotech is regarded as a leading Indian automation specialist with a growing global footprint ²⁸. Industry reports have ranked it among the *Top 20* global sorting-automation players (as of 2018) ²⁹. It operates in a fast-growing warehouse automation market (forecast ~\$21B in 2024 growing to \$100+B by 2035 ³⁰). Key global competitors include major integrators like Dematic, Daifuku, Honeywell Intelligrated, Swisslog, etc. ³¹. Falcon differentiates by focusing on flexibility, localized design/manufacturing and competitive pricing. Its advantage is being an Indian-origin provider with in-house R&D, aiming to capture share in markets expanding due to e-commerce and intralogistics digitization.

Sources: Official Falcon Autotech website (company profile, news, partners, case studies) ³² ⁶ ³³ ³⁴
¹¹; industry press (PYMNTS, CargoInsights) ²⁵ ¹⁸; market reports and company trackers ²⁶ ³⁰ ³¹. All information is current as of 2025.

¹ ² ⁵ ¹⁵ ¹⁷ ²⁷ Falcon Autotech: Headquarters, Global Offices & Leadership Team
<https://www.highperformr.ai/company/falconautotech>

³ ⁴ ⁸ ¹³ ¹⁶ ²⁹ ³² About Falcon Autotech - Profile & History
<https://www.falconautotech.com/profile/>

⁶ ¹² ²⁰ Falcon Autotech Announces Technology Partnership With Alstef Group
<https://www.falconautotech.com/resources/news/falcon-autotech-announces-technology-partnership-with-alstef-group/>

⁷ ⁹ ¹⁰ ¹¹ ¹⁴ ²² ³³ ³⁴ Falcon Autotech - Intralogistics Automation & Warehouse Automation Solutions
<https://www.falconautotech.com/>

¹⁸ Falcon Autotech Expands Global Reach With New Office In Amsterdam, Netherlands
<https://cargoinsights.co/falcon-autotech-expands-global-reach-with-new-office-in-amsterdam-netherlands/>

¹⁹ ²¹ Warehouse Automation System Integrators - Falcon Autotech
<https://www.falconautotech.com/partners/>

²³ Loop Cross Belt Sorter For E-Commerce Industry | Falcon Autotech
<https://www.falconautotech.com/case-studies/sortation-solution-e-commerce/>

²⁴ Courier Express Postal | Falcon Autotech
<https://www.falconautotech.com/case-studies/cep-1/>

²⁵ Delhivery Invests in Falcon Autotech
<https://www.pymnts.com/news/investment-tracker/2022/ahead-of-ipo-delhivery-invests-in-falcon-autotech/>

²⁶ Delhivery Limited completed the acquisition of additional 4.75% stake in Falcon Autotech Private Limited. | MarketScreener
<https://www.marketscreener.com/quote/stock/DELHIVERY-LIMITED-138283112/news/Delhivery-Limited-completed-the-acquisition-of-additional-4-75-stake-in-Falcon-Autotech-Private-Lim-45314878/>

²⁸ ³⁰ ³¹ Top 20 Warehouse Automation Companies in Globe 2025: Statistics View By Spherical Insights & Consulting
<https://www.sphericalinsights.com/blogs/top-20-warehouse-automation-companies-in-globe-2025-statistics-view-by-spherical-insights-consulting>