



Issue 14, Feb 2017

# Harvesting trends

CLAAS Brand Center  
opens in India

**CLAAS**

Brand Center



Impressive show at PDFA,  
Ludhiana



Delivery of 2nd JAGUAR 850 to  
M/s. Prasad Feeds Pvt. Ltd., A.P.



Karnataka Agriculture  
Minister riding CLAAS PP26



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# MD's Message



**Jay Singh**  
Managing Director

Dear Colleagues & Business partners,

A very happy new year to all of you!

The short break from work and time spent with the family does bring about a freshness to life and a resolve to improve & excel.

The last quarter was quite a shake-up. A new word got added to our vocabulary and will remain indelible for at least 2-3 generations – DEMONITISATION.

It was a bold move, it had some calculated positive & negative outcomes but the extent of impact on common man & business was probably not assessable in advance. In our Agricultural segment of business, the impact has been felt even more deeply by our customers & associates and we have been no exception.

But they say there is no gain without pain. Hence, my belief is that after the current deadlock in business process, a stronger India will emerge with enough consumption appetite to overcome losses incurred in the first 2 quarters of the BY17.

This business year will be a turning point for CLAAS in India. A host of new products are on the launch pad – foragers, harvesters, attachments. Each product introduction will throw up new opportunities for CLAAS and for each of its employees to learn & grow. A broader product offering covering multi-crop, multi-season, multi-location applications, will ensure that we are not going to be at the total mercy of unpredictable weather patterns. This will ensure balanced performance which will fuel rapid growth in business.

The CLAAS Brand Centre opening at Nabha, the harvester nerve Centre of India, by Dr. Jens Oeding, President – Asia, on 22 November was an epoch making occasion. It boldly announced to the the Northern region our serious intention to participate in that market with a much larger footprint than ever before.

The effort of CLAAS Academy to share technical knowledge for a social cause continues in the right direction through association with National Skill Foundation India (NSFI) and Agriculture Skill Council of India (ASCI) to train Combine operators. This will help in a modest way to narrow the demand & supply gap for skilled operators.

I have just completed my 3rd year at CLAAS. I enjoy working here because I believe that CLAAS is a company that is visionary in approach, pragmatic in strategy and has a very visible human touch. I hope you share my feelings too.

Happy reading!  
Regards  
Jay Singh

# Inauguration of Brand Center at Nabha

CLAAS Brand Center opens in India, first of it's kind in India



Dr Jens Oeding (right), Regional President Asia - CLAAS Global Sales, and Mr. P.S. Gill, Municipal Commissioner of Patiala, cut the ribbon at the opening ceremony.

The inaugural ceremony for the CLAAS Brand Center was held recently in the town of Nabha , Punjab, the center of the Indian combine harvester industry, roughly 75, kilometers from the CLAAS factory near Chandigarh.





# Inauguration of Brand Center at Nabha



A good number of customers and dealers from the region came to celebrate the opening of the Brand Center. The opening coincided precisely with the 25th anniversary of CLAAS's involvement in the Indian subcontinent.

Mr. Jay Singh, Managing Director, CLAAS Agricultural Machinery Pvt. Ltd. addressed the guests present from the Indian farming fraternity.

"We are proud to be market leaders and to supply the Indian agricultural sector with modern technology coupled with German expertise."

Dr Jens Oeding with team members of CLAAS Agricultural Machinery Pvt. Ltd.



The biggest attraction at the CLAAS Center is the JAGUAR 850 forage harvester.



The entire range of CLAAS products for the North Indian market is on display at the new Brand Centre, including CROP TIGER rice combine harvesters, the PADDY PANTHER rice transplanter, as well as mowing units, swathers and balers. The facility also has a modern conference room to have meetings with the clients and a shop selling merchandise products.



# Guest Column



**Anil Menon**  
Head-Market Development & Product Management

I had always assumed submitting a write-up on oneself must be the easiest thing to do, until I got down to the job of doing it. Finding words for describing oneself is perhaps a tough job. Still, as an important part of this magazine, I am delighted to share my life's experiences and highlights. To start with, I am a Bangalorean with family roots in Kerala. I did my schooling from St. Joseph's Boys' High School & Bishop Cottons in Bangalore. After the unforgettable and beautiful school days, I finished my engineering from IIT Kharagpur & MBA from ICFAI, Hyderabad.

My first job was with Eicher, in the tractor business, where I was with Service department initially and Sales later, working in states like Madhya Pradesh, Tamil Nadu and Delhi. I have a lot of good memories and learnings from my first assignment, mainly being a part of New Product Launches in Madhya Pradesh and developing distribution for Eicher Tractors in Tamil Nadu. Those days, Eicher had only air-cooled tractors and we spent a lot of time convincing dealers and customers why air-cooled was better (it had to be better because that was Eicher's only offering!).

After a little over seven years with Eicher, I joined CLAAS in 2004, initially responsible for overall business in the South and later for the country. When I joined, CLAAS had just acquired the stake from the JV partner and was setting up its own distribution. In addition to the traditional market in the South, we entered new markets in the North and East. I recall demonstrations in Odisha where combine harvester was then a new concept. A huge crowd would gather to see this strange animal called CROP TIGER running around slushy paddy fields, spitting out straw and filling its belly with grain.

From year 2013 to 2016, I was with GEA, another German company, as Business Head-India for Dairy Farm Machinery. Mechanisation on dairy farms is just catching up but this is an industry with significant growth potential, given that India is the world's largest milk producer. In April 2016 I moved on from GEA and joined CLAAS again, now responsible for Market Development & Product Management for India & South East Asia. I feel like I have come back to my family. It's nice when you get an opportunity to work again with your old colleagues.



On the personal front, I stay in Faridabad with my wife Rekha, who is a school teacher, and two sons - Rohan aged 14 and Arnav aged 6. I like visiting birding sites whenever possible. Delhi-NCR has a few good birding locations but Keoladeo at Bharatpur is clearly several notches above. Some spare time is also spent reading non-fiction books, mainly business or wildlife – it's often hard to tell the difference!



Red-vented Bulbul, Faridabad



Painted Stork, Bharatpur

# Customer Story

## M/S Prasad Feeds Pvt. Ltd., the proud owner of 2 no.s of JAGUAR 850 Forage Harvesters

M/s. Prasad Feeds Private Limited is a private company incorporated in the year 2015 based out of Hyderabad, Telangana. In a very short span of time, under the leadership of Mr.K. Hemanth Kumar, MD, Prasad Feeds, the company has grown by leaps and bounds. The company supplies around 5000 tons of silage to the Government of Andhra Pradesh and Telangana.

To fulfil the massive requirement of silage, Prasad Feeds recognized the need to procure a Forage Harvester that would give them quality silage and high productivity. After carefully scrutinizing various Forage Harvesters available in the market, the company chose CLAAS' JAGUAR 850 which is a technologically sophisticated machine that offers more productivity, more choice, more comfort and more yield.

To address the growing concerns of productivity in the Indian Dairy Farming Industry, CLAAS, introduced a forage harvesting machine the "JAGUAR 850" in Punjab. The machine comes with a Corn cracker that helps in crushing the grains properly, thus producing quality silage. This machine has the ability to do 20-25 acres per day while maintaining excellent chopping quality. This machine is the best option to maximize the fodder production per unit area and per unit time.

Pleased with the exceptional performance of JAGUAR 850, M/s Prasad feeds ordered a second machine to support the growing silage business.





# CLAAS Machinery impresses at PDFA, Ludhiana



CLAAS Agricultural Machinery Pvt. Ltd. participated at the 11th International Dairy and Agri Expo organized by Progressive dairy Farmers Association, Jagraon, Punjab from 10th-12th December, 2016. PDFA is a pioneer organization working for the overall development of dairy farmers. It organizes International Dairy Show and Exhibition every year to motivate the farmers to keep good quality animals and to bring the scientists, companies and farmers at a single platform. The company showcased three of its world class machineries in the expo. On display were the MARKANT 55 Baler, the newly introduced Single-row Forage Harvester - JAGUAR 25 and the world's largest selling Forage Harvester - JAGUAR 850. The products generated lot of curiosity among the farming community.



# Baler Demo in South Punjab



Mr Nagpal- MD of Viaton Energy, Mansa, visiting Demo field.



MARKANT 55 with Sonalika DI 60



Liner in Action

## Field demonstration by CLAAS MARKANT 55 and Liner 370 in Paddy Straw

CLAAS in India recently organized a demonstration campaign of MARKANT 55 straw baler in South of Punjab. This initiative assumed a great importance with background of paddy straw burning in Northern India, especially Punjab. The campaign continued for over two weeks at different locations. Farmers were also educated about the benefits of straw baling and prospects additional revenue instead of burning it away and destroying the environment. While doing so, an understanding of business of baler had been developed with the other dealers along with their teams.

The activity also showcased demonstrations, where different makes of balers and tractors participated. However, the customer selection process of the demonstration was aligned to the existing customers of the other participating machines. This boosted the very event to help CLAAS gaining its extra mileage, the extra benefits in the competition to the others.



Farmers and spectators appreciating performance of Markant 55



# Karnataka Agriculture Minister riding PADDY PANTHER



To promote mechanization in Rice transplanting, Karnataka Chief Minister Mr. Siddaramaiah and Agriculture Minister Mr. Krishna Byre Gowda were present during PADDY PANTHER 26 Demonstration Programme at Koppal on 29th Aug 2016.

The agriculture minister also rode the transplanter and experienced its excellent performance himself.

In another demonstration, Agriculture Department, Koppal also helped us in spreading awareness about benefits of mechanized transplanting with PADDY PANTHER 26.



# Rollout of DMS in India

CLAAS in India is digitizing its dealer network to increase its level of customer satisfaction.

CLAAS India is digitising its dealer network to increase its level of customer satisfaction. The company recently passed a milestone on its way into the digital future by rolling out its new dealer management system (DMS).

This solution is designed to streamline customer service and inventory management in the long term. This digital platform helps dealers conduct various transactions and prepare individual quotes for customers. Inventory management, cost control and spare parts procurement are also integrated. What's more, the system enables users to organise and document all service activities, including warranty management.



DMS Installation & training program at Shree Paramhans Agro Supplier (SPAS) Hodal, Haryana.



At Kosi Auto



At Sindhanur



# Service Initiatives



CLAAS organized one day training program on 30th Dec'16 for the Agricultural department of Vasant Naik Marathwada Krishi Vidyapith, Parbhani, Maharashtra.

This institute is a proud owner of 4 no.s of CLAAS CROP TIGER 30 combine harvesters.

Director of Research, Dr. D.P.Waskar, Dr. D.M.Gokhale & Principal of Agriculture, VNMKV & Dr. V.D.Salunke Associate Director Seed, VNMKV Parbhani were also present during the meet



A customer meet was organized at Akola, Maharashtra in the month of December'16. The discussions were interactive and the knowledge and best practices were shared to reap and maximize profits using the CLAAS machines. CLAAS dealer M/s. Gadre Autocon Private Limited, was also available to interact with the customers and assured prompt service and support to them.



Customer meet at Tangalle Srilanka was conducted and customers were explained regarding the maintenance, scheduled ontime check ups and optimum utilization of the machine.



Onsite training delivered for customers, m/c operators & dealer's service team at Dhaka, Bangladesh from 21st to 23rd Nov 2016. Around 30 participants were trained during the activity. The training covered the basics of a combine harvester, functions of different systems, machine settings, and routine maintenance.



On site JAGUAR 850 schedule service of 1000 hour successfully completed using CLAAS Diagnostic system (CDS) software.



# Know Our Product

## DOMINATOR 40 TERRA TRAC

### COMBINE HARVESTER

Realizing the huge demand for paddy straw in Southern India, CLAAS introduced DOMINATOR 40 TERRA TRAC last year, which is based on straw walker technology. Equipped with various technologically advanced features, the machine has already developed a strong affinity among the farming community of Southern India.



#### BIGGEST CUTTERBAR

- Biggest cutterbar of 8 ft in its class, which gives Longer life to cutterbar in heavy condition and demand lesser maintenance.

##### Advantages

- Longer life of cutterbar in heavy condition, lesser maintenance

#### ADVANCED UNIVERSAL JOINT GRAIN UNLOADER

Quick and clean unloading due to universal joint unloading tube

##### Advantages

- Grain can be easily unloaded into trolleys with higher body heights, Ease of operation, no grain wastage, lesser damages

#### BELT TENSIONER FOR LONGER LIFE OF BELT

##### Belt tensioning indicators

- Spring loaded belt tensioners with mechanical indicators for main belts

##### Advantages

- Help in setting the tension of belts & Increase the life of belts
- Decrease the service and maintenance costs and downtime of the machine

#### BIGGEST THRESHING SYSTEM

- Wider threshing drum OF 600 mm diameter and 850 mm width

##### Advantages

- Wider threshing drum ensures higher throughput level and better threshing, able to cover efficiently the high yield varieties with excellent grain quality

#### LESS MAINTENANCE

- Longer service interval of 500 hours (Longest in the industry)

#### PROVEN TATA ENGINE WITH HIGHEST TORQUE

##### TATA Engine for better performance (BSIII)

- 76 hp / 2200 rpm, 4 stroke, turbocharged, inter cooler, direct injection diesel engine, Max torque of 306.4 NM, highest in its class in the industry
- Advantages
- Lower fuel consumption, Lower noise, more comfort, Lesser wear, higher reliability and longer life

## Customer Voice

Adishekar.J  
Davanagere, Karnataka



I, Adishekar.J of Davanagere (Dist) Karnataka purchased DOMINATOR 40, combine harvester from an authorized CLAAS dealer of Karnataka.

I am proud of my decision of owning DOMINATOR 40 combine harvester. It is better than any other straw walker machine because of good quality and quantity of grain and straw output.

Apart from satisfactory output, this straw walker embedded combine harvester also earns extra Rs.200/hour rental which is more than any other straw walker machine in the market.



# Network Expansion in Southern & Eastern India

We are delighted to announce the expansion of our dealer network in Karnataka, Tamil Nadu, and Odisha. Details of our new channel partners are:



## M/S Ramesh & Company

M/s Ramesh & Company is owned by Mr. Rameshbabu .K. It is based at Davangere and will cover Davangere, Shimoga and Chitradurga districts of Karnataka. It has an experience of over 24 years in agricultural machinery sector.

Contact details are :  
**Email Id: RACDavangere@claasservice.com**  
**Phone no: +91-9926359938**

## M/s National Motors

The Company is owned by Mr. Rama Chandra Nayak and is based at Balasore. It will cover Bhadrak, Balasore & Mayurbhanj districts of Odisha. It has a good experience in managing agri equipment business.

Contact details are :  
**Email Id: NMBalasore@claasservice.com**  
**Phone No : +91- 9437001480**



## M/s Vaigai Agritech

Owned by Mr. J. R. Karthik with headquarters at Ponneri (Chennai). It will cover Thiruvallur & Chennai districts of Tamil Nadu.

Contact details are :  
**Email Id: VAPonneri@claasservice.com**  
**Phone no: +91 - 9363165160**



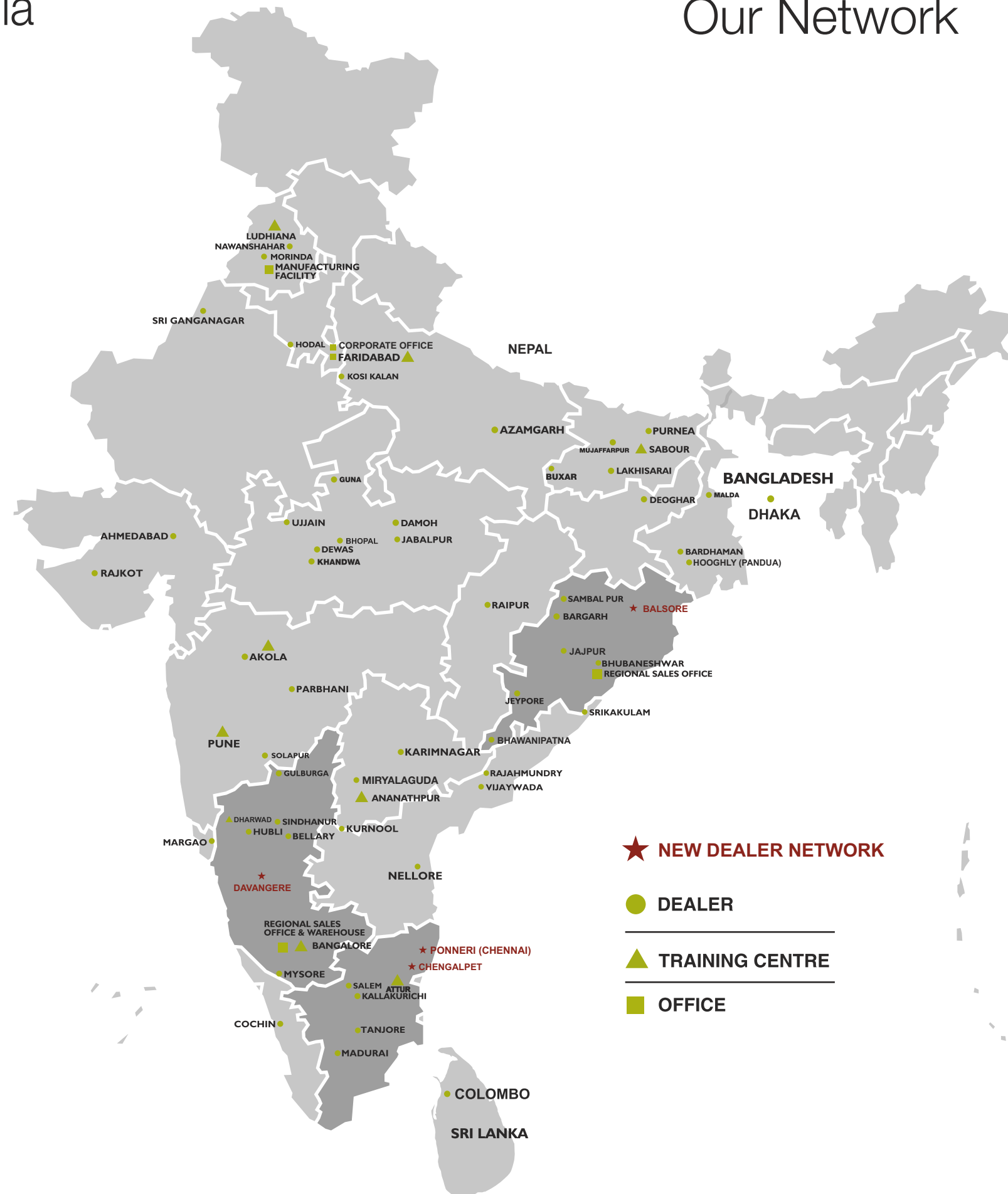
## M/s Shakthi Farm Equipments

The company is owned by Mr. M. Yuvraj. It is headquartered at Chengalpet. It will cover Kachipuram, Tiruvannamalai and Vellore districts of Tamil Nadu. It is into agricultural machinery business from more than 9 years.

Contact details are :  
**Email Id: SFChengalpet@claasservice.com**  
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# Our Network







**Editorial Team - Dinesh Nain, Sumit Sud & Rekha Kumari**  
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