



# Harvesting

ISSUE JULY, 2012

## trends

NEWSLETTER FOR CLAAS INDIA PVT. LTD.

**CLAAS**

# MD's Message

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## Dear Readers,

It gives me immense pleasure to communicate with customers and employees through this platform of Harvesting Trends. CLAAS India has always been a customer centric company. We try our best to provide world class machines which provide good return to our customers. Your feedback has helped us understand the customer requirements and thereby building better products.

We have invested over ₹20 crore to set up new Research and Development facility with protoshop at Morinda and ₹20 crore in Regional Sales office with Warehouse Facility at Bengaluru. These investments will strengthen CLAAS and the customer relations by providing latest technology, better service, and parts availability to its customers in India.

This year was not good for customers as expected due to erratic rainfall in South India. In spite of that, we bagged an order of 100 CROP TIGER 30 TERRA TRAC from Kerala Agro Industries Corporation Ltd. despite of stiff competition. I heartily congratulate our sales team for this great success of achieving this biggest institutional order by CLAAS in India.

We have increased our business in exports by exporting CROP TIGER 40 TERRA TRAC and CROP TIGER 30 TERRA TRAC conforming to the emission standards of various countries outside SAARC countries. We have exported our machines to Asian countries like Korea, Thailand, Philippines and Malaysia and American countries like Nicaragua, Cuba, Peru, Bolivia and Ecuador. Also, we are going to launch our CROP TIGER 40 wheel version to the export markets shortly, which will open new markets in Africa and Middle East next to the known markets in Asia and America.

The models are manufactured and exported to these countries to meet their local needs. Despite an extremely competitive environment, CLAAS made this year very successful on the worlds market. Looking into future we see sustainable growth in all areas of agricultural technology, thereby giving us solid basis of growth in future.

### **Pradeep K Malik**

President & Managing Director  
CLAAS India Private Limited



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Night Shift. LEXION 770 - 20 hours in action.



## The LEXION is unmatched CLAAS threshes to a world record



Great Britain/Hanover. Seventy-five years after CLAAS launched the first combine harvester onto the European market, a LEXION in England set a new world record in combine harvesting. Under the supervision of the Guinness World Records jury, a commercially available LEXION 770 TT with track roller unit harvested the record crop of 675 tonnes of wheat in eight hours.

The world record combine harvester has an engine output of 431 kW/586 PS, works with the APS HYBRID SYSTEM with closed threshing drum and is also equipped with the CEMOS driver assistance systems (settings wizard), GPS PILOT (automatic steering) and CRUISE PILOT (throughput control).

At the Agritechnica in Hanover (13th – 18th November, 2011), the world's largest exhibition of agricultural machinery, the record performance was announced and was officially authenticated by a certificate from Guinness World Records to Helmut Claas and his daughter Cathrina Claas-Mühlhäuser. After a short break from the world record, they continued until the next morning. In doing so, during the morning and evening hours, the machine had to battle grain humidity levels of up to 18%.

After more than 19 hours of threshing work, they took stock: The LEXION had threshed almost 130 ha of wheat and harvested a massive volume of approx. 1,362 tonnes of wheat. CLAAS has therefore proven that the effective threshing time can be significantly increased with the LEXION and that highly efficient threshing can continue even throughout the night and under adverse conditions.





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# PADDY PANTHER 14

## Initiatives



The concept of mechanical transplanting is new to Indian agriculture and CLAAS channel partners need proper education, awareness and training. In 2011 CLAAS exhibited its commitment for the establishment of this concept in India.

CLAAS introduced PADDY PANTHER 14 in AGROTECH 2010 in Chandigarh as the latest addition to their Indian portfolio. Shortage of labor is increasing every day and affecting the transplanting of paddy and thus production of rice. Paddy Transplanter is the need of the hour and the solution for farmers facing incessant labor shortage.

As part of their first initiative CLAAS organised a seminar on education and awareness of the concept, business overview, and its potential in various territories of India while highlighting the advantages of mechanical transplanting. This event was organised at Chennai and all the South sales staff participated in it. Since nursery preparation is a key factor in the success of the paddy transplanting, a special training on Nursery preparation techniques and methods, was imparted to the dealer staff in Chennai from 5<sup>th</sup>-9<sup>th</sup> August, 2011. In continuation to various initiatives, Dealer Confidence Building activity has been an eminent part of the flowchart.

To create awareness among the farmers, demonstrations and seminars were done in Punjab, Haryana and West Bengal in transplanting season in June 2011.



As the level of mechanization in India is very less in comparison to other developed nations and the availability of farm labor is decreasing day by day; so CLAAS India launched a new product CLAAS PADDY PANTHER 14 (Rice Transplanter) to fulfill the needs of the Indian farmer. The farmers of Haryana were shown the transplanting capabilities of PADDY PANTHER 14.

The district of Yamunanagar, Karnal, Kaithal and Ambala were covered during this activity, which continued for nearly 6 days. Having no other option but to hire farm labour, the farmers were amazed to see the performance of PADDY PANTHER 14. All progressive farmers who witness the demo were very happy and showed a keen interest in owning PADDY PANTHER 14. Mr. Pawan Kumar of M/s. Haryana Agro Agency, Yamunanagar – CLAAS dealer was also present during the entire demo period to support the demo team.

## PADDY PANTHER 14 Demonstrations

## Demonstration at Bardhaman

### Highlights of demonstration

- Demonstrations of PADDY PANTHER 14 was done at Bhatar, Orogram, Noula & Keshabpur with M/s Chakraborty Enterprises in Bardhaman district.
- Dealer also purchased one machine for demonstration purpose.
- Nursery was prepared at three locations namely Bhatar, Orogram & Noula.
- On 8<sup>th</sup> August 2011, demonstration was done at Orogram in presence of prestigious farmers from local area.
- On 9<sup>th</sup> August demos were performed at Noula & Keshabpur in the morning and afternoon respectively.
- Around 25 farmers were present at each demos and all of them were quite content with the machines performance. Also, 5-6 keen customers were generated.
- Dealer and staff were quite motivated after seeing the results.







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CROP TIGER

# The Melange Mela of Machines

# The Melange Mela of Machines

CLAAS participated in many exhibitions across the country for better education of farmers about new and superior harvesting machines. Here's a glimpse at them:

## Krishi Darshan - Hisar

CLAAS participated in Hisar Krishi Darshan Expo organised by Tractor Testing Centre, Hisar (TTC) from 26<sup>th</sup> - 29<sup>th</sup> September 2011. The agriculture exhibition was organised for the first time by TTC, Hisar and saw a footfall of almost 1, 00,000 farmers. Along with our latest product CLAAS PADDY PANTHER 14 (Rice Transplanter), the CLAAS CROP TIGER 30 (Wheel) was also displayed and CLAAS received the best Exhibitors award. All the leading manufacturers of combine harvesters participated in this exhibition and lot of cultural programs were also organised to entertain the visitors.



With 1.2 lakh farmer's visiting the event, Agrovision has made its mark to be one of the important event in the agriculture sector in India.



## Kisan - Pune

CLAAS India displayed three products CROP TIGER 30 , PADDY PANTHER 14 and MARKANT BALER in Kisan conducted at Pune from 14<sup>th</sup>- 18<sup>th</sup> Dec 2011 We participated to spread awareness about our products among the farming community of Maharashtra, to increase the brand as well as product awareness.

Most of the agriculture machinery manufacturers, seeds manufacturers, automobile manufacturers participated in this exhibition. Preet, Kartar, and Dasmesh Combine manufacturers also participated in this event.

## Agro Vision - Nagpur

CLAAS India showcased CROP TIGER 30 and PADDY PANTHER 14 in Agro Vision at Nagpur from 27<sup>th</sup> - 30<sup>th</sup> Jan 2012. This was done to spread awareness about our products among the farming community of Maharashtra, to increase the brand as well as product awareness.

Organised under the leadership and guidance of Shri Nitin Gadkari, National President, BJP and Prof. M.S. Swaminathan, noted agriculture scientist, Agrovision was supported by Vidarbha Economic Development Council (VED).

With 1.2 lakh farmer's visiting the event, Agrovision has made its mark to be one of the important event in the agriculture sector in India.

# Agro Bihar-Patna

## A step towards farm Mechanization



Bihar government promoted the exhibition in the manner that all manufacturers felt positive for immense potential of state for technology acceptance in agriculture.

Exhibition was inaugurated by Shri Nitish Kumar, Honorable Chief Minister, Government of Bihar. With Total area of 8,000 Sq.mt. with more than 100 exhibitors across the country there was a footfall of 30,000 farmers from various districts of Bihar. The Exhibition was also having demonstration arena for live demonstration of machinery.

Kisan Patshala was a key initiative during the exhibition, to educate farmers about the benefits of farm mechanization. Experts from various agricultural domains would provide hands-on training on enhanced cropping intensity, improvement in high yielding varieties of seeds and other agro related topics.

CLAAS showcased CROP TIGER 30 and PADDY PANTHER 14 at Patna in Agro Bihar. CLAAS stall was the centre of attraction to farmers and was placed at the centre of the fair. Bihar Government appreciated the participation of CLAAS India at such a large scale in a professional manner. It will upgrade the level of participation for coming years.

Other companies showcased their different products which included Combine Harvester, Land Loser Leveler/Paddy Tranplanter, Reaper, Rotavator, Happy Seeder, Zero-till, Seed Drill Machine, Power Tiller, Mini Rice, Dal Mill, PP Spraying Machines, Power Thrasher, Sprinkler, Drip Irrigation Machine, Potato Planter, Digger, Pump Set, Power Weeder, Conoweeder, Raised Bed Planter, Sugarcane cutter, Planter and Fruit Harvesters.



# Training Programs

# Training Programs

## Operator Training - Muzaffarpur

A two day operator training was organised at Muzaffarpur, with our channel partner M/s Anand Automobile. Muzaffarpur. CLAAS Service and training team trained 22 operators and imparted hand on experience to each of the trainee. The training program covered specification of machines, functions, troubleshooting settings in machine for different crop and conditions and do's and don'ts of harvesting. After the training these operators were also certified by CLAAS officers.



## Operator Training – Patna

A two day operator training was organised in Veterinary College, Patna, Bihar where the technical staff from State Agriculture Offices also participated. Total participants were 36 including SAOs from Chapra, Bhojpur, Munger, Jahanabad, Gaya Sadar, Khagadia, Patna Sadar, Rohtas, Sasaram, Piprakothi, Narkatiganj, Aurangabad, Betia, Kisanganj and Hajipur. Government officials were briefed on machine functions, do's and don'ts, troubleshooting and operation skills.



## CROP TIGER 30 Operator Training - Purnea

A two-day CROP TIGER 30 dealer technician cum operator training was conducted at M/s Kosi Auto and Farm Equipments Purnia (Bihar), 23 participants were present in the program. Operators from West Bengal and Bihar participated. This training also included some key customers of CROP TIGER 30 from Bihar.



## Operator Training - Rahuri

A two day training program was organised in Mahatma Phule Krishi Vidyapeeth, College of Agricultural Engineering, Rahuri. Total 22 operators participated in the program. This training was customized to fulfill the Operator's needs. Training comprised of brief introduction about CLAAS group, working principle of combine harvester, settings & adjustments of machine, removal & fitment procedure of various aggregate on machine. Since operator on field plays most important role during breakdown of machines, this training also covered the basic settings & adjustments of reel, table auger's height, conveyor chain tension, concave gap, sieves gap, elevator chain tension, blower speed. This training also covered the basic understanding of parts catalogue and how to order parts from parts catalogue. After the training these operators were certified by CLAAS officers, Dean and HOD of the university. Contact details of these operators also updated in dealer's network so that these operator can also get the chance to operator the machine during harvesting season in local area.

## Demonstration of CROP TIGER 30 in Lahore, Pakistan

CROP TIGER 30 product demonstration on maize with sunflower kit by M/s Ravi Agric, Lahore team. It was first time in Pakistan that maize was harvested with a combine harvester in the area. CROP TIGER 30 has shown excellent results in terms of negligible losses and quality of grain. Performance and grain quality of Maize was appreciated by the enquiries participated the demonstration.



The training program covered specification of machines, functions, troubleshooting settings in machine for different crop and conditions and do's and don'ts of harvesting.

# Bengaluru Regional Sales Headquarter Opening Ceremony

In an attempt to strengthen its commitment towards Indian customers CLAAS invested over US \$4 million to set up a state-of-the-art warehouse facility in Bengaluru. This will provide better service and spares availability to its customers in South India.

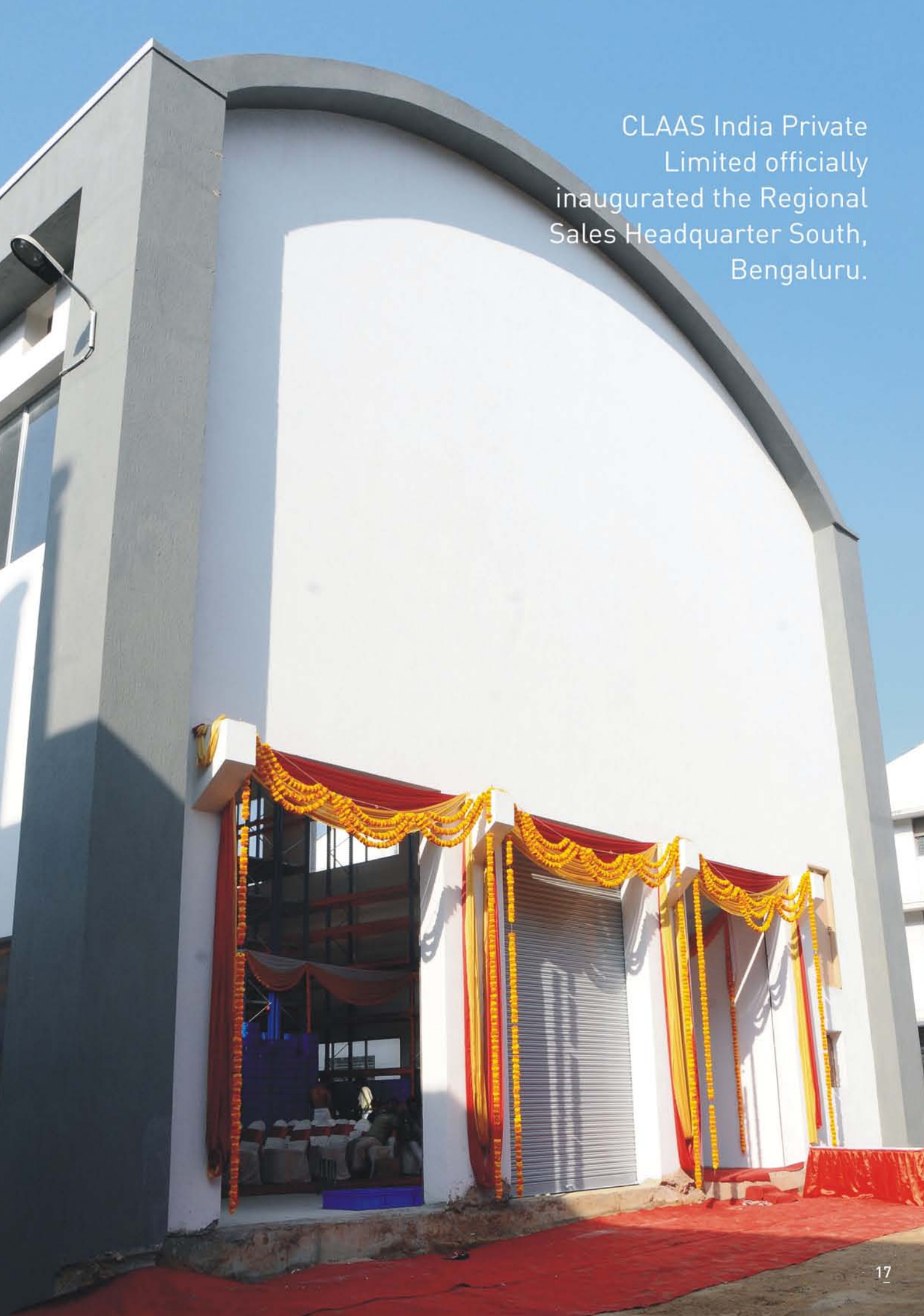
The ceremony was inaugurated by Mr. Pradeep Kumar Malik, President and MD of CLAAS India Private Limited. The ceremony was held on 15<sup>th</sup> March 2012 and was presided over by Mr. Jan Hendrik Mohr, Member of Group Executive Board, President CLAAS Global Sales and Dr. Henry Puhl, Member of Group Executive Board, President, Business Unit Grain.

The event started with the Puja ceremony in Regional Sales Headquarter then proceeded to Taj Vivanta for conference. CLAAS officials shared the vision of CLAAS in India followed by a cultural program. The conference also showcased the CLAAS India History by a laser show.





CLAAS India Private  
Limited officially  
inaugurated the Regional  
Sales Headquarter South,  
Bengaluru.



# CLAAS Sold 100 Combines to KAICO

CLAAS India Pvt. Ltd. procured the order of 100 CROP TIGER -30 TERRA TRAC from Kerala Agro Industries Corporation Ltd in the face of stiff competition. Our competitors Swaraj, Kubota, Preet were involved in this tender. CROP TIGER-30 TERRA TRAC was chosen by the Govt. after field trials where CLAAS emerged as the winner.

The Kerala Agro Industries Corporation Ltd. (KAICO) is a joint venture of Government of India and Government of Kerala established in 1968. This institution in Kerala is involved in providing service support to farmers, Popularization of machinery and acts as a catalyst to farm mechanization programme.



CROP TIGER 30  
TERRA TRAC flag off  
ceremony done by  
Agriculture Minister  
Mr. K. P. Mohanan

Minister Agriculture  
Mr K.P. Mohanan  
understanding how to  
operate CROP TIGER  
30 TERRA TRAC



# CLAAS Introduced Genuine Lubricants in India

In order to provide maximum efficiency, performance and service life to our machine CLAAS have started supplying lubricants for products. Research and development work of CLAAS has enabled to launch genuine oil in India.

CLAAS genuine gear oil will be named as AGRISHIFT MT, engine oil as AGRIMOT SDX and hydraulic oil as AGRHYD in India. CLAAS oil is specially designed to enhance the performance of CLAAS products and will ensure longer lubricant life and better equipment protection and also to perform in more hostile environment than other market available oils.

This oil will be available all over India through wide dealer's network. It will be an advantage for our customers to get oil and parts from a single window.



# Customer Speak

# In News



Ganesh Ambadas Phate

Dear Friends,

As labor shortage is increasing day by day, it was becoming difficult for me to harvest crop. Therefore I thought of buying a crop harvesting machine. I was in search of a good machine for last 2 years, for this I visited most of the companies and saw most of the harvesters but was not satisfied with the quality of grains harvested.

I attended the demonstration of CLAAS CROP TIGER-30 at Jalna and met the old customer of CLAAS who were also satisfied with the machine. I was highly satisfied with the quality of grain harvested by the machine. The multi crop harvesting ability of machine which is able to harvest wheat, gram, tur, maize was the most appealing factor in decision making to buy this machine.

This machine has Tangential Axial Technology which is not present in any of the combine manufacturers in India. Since machine is very easy to operate, my tractor driver can easily operate this machine while other machineRss in market requires a foreman and an operator.

I have harvested around 700 acres of wheat, gram, tur and soyabean without any breakdown. This machine is a profit making machine and a farmer can save `3,60,000 to `4,50,000 by harvesting of around 700 acres.



For feedback/queries, information:  
 CLAAS India Private Limited.  
 15/3, Mathura Road, Faridabad - 121 003, India.  
 Phone : +91-129-4297000 / 4042764,  
 Fax : +91-129-4042764. [claas.com](http://claas.com)