



HIGHLIGHTS

Mr. Mahinder Singh Langeri, the Proud owner of CROP TIGER 30, with the combine



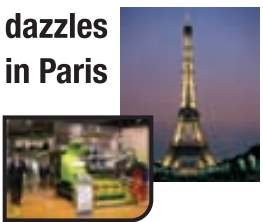
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Combine Operators & Customers Meet in Eastern UP



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France : CROP TIGER dazzles in Paris



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CROP TIGER 30 CAPTURES THE MIND AND FIELDS OF FARMERS



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3,000th CROP TIGER 30 Terra Trac delivered to customer

CLAAS India Pvt. Ltd., delivered the 3,000th CROP TIGER 30 Terra Trac in India on 7th April at the premises of M/s Mahi Agro Agencies, CLAAS dealer in Karimnagar (AP). During the cheerful function Mr. Pradeep K Malik, Managing Director & President, CLAAS India & Mr. Bhanu Sharma Executive Vice President, CLAAS India handed over the keys of the new CROP TIGER to Mr. U. Srinivasa Rao from Siddipet, Medak District. During this celebration Mr. Omkar Singh, Director – Southern Region Farm Machinery Training & Testing Institute (Anantapur), was the guest of honor and also many other officials from all over the country were present. Besides the delivery of the 3,000th CLAAS Harvester, this function also witnessed the opening of a new facility of the CLAAS dealer M/s Mahi Agro Agencies at Karimnagar, built exclusively for CLAAS business. Established on 42,000 square feet, this facility and its well-trained staff will ensure premium service & spare parts delivery to all CLAAS customers in North Andhra Pradesh.



EVP's Message



Dear Readers,

Raised as an Agricultural Engineer I am in the farm machinery sector for nearly 25 years. What I observe today and discuss with my colleagues from all over the industry as well as from the important government and private agencies, that the world of farm mechanization in India is changing these days faster than ever.

We at CLAAS believe in innovation and technology as well as customer proximity, hence we want to regularly update you about the latest developments from CLAAS. With roots in Germany, but providing agricultural machinery and after sales service in over 140 countries, we also would like to inform you about the latest happenings from other fields all over the world. Therefore, with great joy we bring to you the first edition of 'HARVESTING TRENDS', our quarterly newsletter to update you all about the latest news from CLAAS.

Yours sincerely

Bhanu Sharma
Executive Vice President
(Marketing, Sales & After sales)



Training Lab on Modern Harvesting Technology inaugurated in Punjab Agriculture University

CLAAS has setup a new student's lab showing the unique Threshing Technique of the CLAAS CROP TIGER combine harvesters, the TAF (Tangential Axial Flow). The inauguration of the lab was held on 28th January '09.

Accompanied by Dr. M. S. Kang Vice - Chancellor PAU Ludhiana and Mr. J. H. Mohr, Executive Vice President – CLAAS Group, Mr. Pradeep K. Malik, President & MD of CLAAS India, Mr. Bhanu Sharma, Executive Vice President CLAAS India and Dr. B.S. Ghuman, Dean College of Agricultural Engineering participated in this important opening ceremony. This latest Student Lab will help in providing technical know how about the modern combine harvesting technology in Indian fields, Mr. Mohr said " It is important for the future of the students to be educated on the latest technology. Today we can foresee that technology and know- how will play a key role in developing Indian agriculture and to bring benefit to the farmer's society of India".

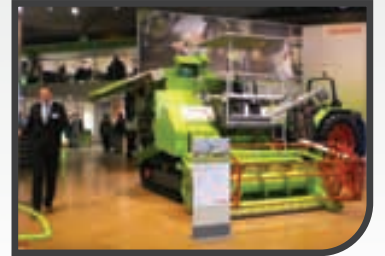


CLAAS Products at National and International Events



France: CROP TIGER dazzles in Paris

CLAAS participated in SIMA, a European renowned Trade Fair on Agriculture Technology in France. Along with other CLAAS Global product the CROP TIGER 30 Terra Trac produced in Faridabad, India was also displayed. Lot many visitors from all over the world, especially from Latin America, Africa and Asia showed great interest in this unique combine which is compact and an efficient performer. Mr. Jan Klaus Tobias, Head – Marketing CLAAS India represented CLAAS India in this exhibition.



CROP TIGER 30 Terra Trac displayed at SIMA



CLAAS received the first Prize for stall design

Punjab

CLAAS participated in Punjab's largest Kisan Mela held at Punjab Agriculture University in Ludhiana on 19th and 20th March'09. This agriculture exhibition saw a huge footfall of 1,60,000 farmers on these 2 days. Along with our latest multicrop combines CROP TIGER 30, CROP TIGER 60, the MARKANT 55 (Baler) was also displayed. CLAAS received the best stall award 2nd time in a row. Mr. Bhanu Sharma, Executive Vice President CLAAS India, along with Mr. Satnam Singh of M/s Popular Automobiles, Morinda handed over the keys of the CROP TIGER 30 to the proud customer Mr. Mahinder Singh Langeri who took the delivery of the machine during the exhibition.



Mr. Mahinder Singh Langeri the Proud owner of CROP TIGER 30 with the combine



More than 50,000 farmers visited CLAAS stall



Uttarakhand

In Krishi Kumbh Agriculture Exhibition 2009 at Pantnagar, CLAAS exhibited its complete product line of combines. CLAAS received the first prize for the 'Overall Best Stall' here.

Mr. Bhanu Sharma Executive Vice President CLAAS India, along with Mr. Darpan Aggarwal of Aggarwal Auto Traders, Kashipur inaugurated the CLAAS stall in this exhibition. This mela is held at Pantnagar Agriculture University twice every year and this year more than 25,000 farmers visited this mela.



Interested customer with CROP TIGER 60



Uttar Pradesh

CLAAS exhibited the new CROP TIGER 30 combine harvester, at Kisan Tak - 'Kumbh' Exhibition 2009 in Phulpur, near Allahabad U.P from 25th February to 1st March'09. This is the biggest agricultural exhibition in Eastern (UP) region and witnessed a footfall of more than 15,000 farmers. Apart from the participation from leading Agro - Manufacturers in this mela, lots of cultural programs were organized to entertain the visitors.



More than 15,000 farmers Visited CLAAS Stall

Dear All,

It gives me immense pleasure to introduce CLAAS service, at CLAAS we believe in providing world class service to our customers. We recognize that our product range is both extensive and diverse, hence the key focus is on customer interaction, operators and technicians training at regular intervals which are undertaken to maximize customer satisfaction. We also ensure regular training to our service engineers to enhance the service quality we provide to our customers.



Mr. Baldev Raj
Head - Service
CLAAS INDIA

Combine operators & customers meet in Eastern UP



An operator & customer meet was organized in Azamgarh – This meeting was attended by customers and operators of CLAAS combines from U.P. These customers were welcomed by Mr. Bhanu Sharma and Mr. Baldev Raj who interacted with the customers and answered their queries. The customers were informed about the new CROP TIGER 60 & CROP TIGER 30, details about multi crop harvesting capabilities of these combines, availability of genuine parts and locations of service centers were discussed in this meeting.

7th CROP TIGER operator training held in Faridabad

CLAAS India organizes Operators Meet at a regular intervals for new and existing operators to equip them with up-to-date technical knowledge on Combine Operating Skills. The operators are trained at CLAAS training school for 3 days. The training curriculum includes providing knowledge about the CLAAS product range, right operating mechanism to improve the combine's efficiency, maintenance and servicing tips of the combines during the harvest



Operators trained at CLAAS training school

season etc. This is the 7th training conducted in this business year (3 in North India & 4 in South India) and many more trainings are scheduled for this Rabi season.

Technician Training on CROP TIGER 60 : More than 100 Technicians trained

Dealer mechanic and selected operators were trained on the newly launched CROP TIGER 60 model on 15th January'09. CLAAS India conducts these training on a regular basis throughout the year to test & update their technical knowledge. During this training, mechanics are educated on

working with technical documents, removal and re-fitment of individual machine components, adjustment of the machine (with live examples) etc. More than 12

technical training session have been conducted in the business year 2008-2009 which involved over 100 Service mechanics and technicians.



Full marks for CLAAS Baler from Kerala Milk Producers

Malabar Regional Co-operative Milk Producer's Union Limited (MRCMPU Ltd.) owns two manual stationary balers at their straw baling unit in Moopan Kulam, Palakkad. Due to the low productivity of these balers and to increase the efficiency of the baling unit, they planned to go for tractor driven baler. Hence the CLAAS MARKANT baler was demonstrated here. MRCMPUR officials were satisfied with the performance of the MARKANT baler with high proven productivity of 3000 kgs of baled straws per hour.

Mr. Dhamodharan, Senior Official, MRCMPU Ltd. said "I am extremely happy to see the amazing performance of MARKANT baler.



MRCMPU Ltd. Officials at demo site

Our one day output of baled straws has been covered with just half an hour of baling capacity of MARKANT baler. The quality of straw bales are extremely good and we are very much satisfied with this baler in all the aspects". The officials from MRCMPU Ltd have assured to own the MARKANT baler in the coming months. Mr. Radhakrishnan of M/s Pan World Equipments & Services - CLAAS Dealer from Cochin, was also present during the demonstration along with his service person to support the CLAAS Demo Team.



MARKANT Baler baling straw in Kerala

CROP TIGER 30 Captures the Mind and Fields of Farmers

Rajasthan

This year our CROP TIGER 30 was demonstrated on Mustard crops in Rajasthan. This demonstration took place mainly in Tonk district and adjoining areas for 7 days. The farmers of this area appreciated the harvest quality of CLAAS combine and were impressed by the negligible losses and excellent cleaning. Seeing the machine performing nearly every farmers has shown interest in purchase of this machine. Mr. Mohammad, one of the farmers from Azari, Rahinpura village says:

"I am astonished by the performance of CROP TIGER 30, it not only has multicrop harvesting facility but is also very fast in harvesting the field, the quality of the mustard is amazingly good with a minimum loss. I am happy to say that this demo is an eye opener for me to understand the potential of a combine harvester". The CLAAS Business Partner Mr. Hansraj of M/s H Choudhary Seed and Farms played an active role in planning, organizing and executing the demos successfully.



Mustard grain after the harvest



CROP TIGER 30 harvesting mustard crop in Rajasthan

Gujarat

After the success in Rajasthan, the farmers of Gujarat were shown the harvest capabilities of CROP TIGER 30 on Wheat crop. The districts of Rajkot and Surendranagar were covered during this activity, which continued for nearly 10 days. Having no other option but to hire local low technology harvesters, the farmers were amazed to see the performance of CLAAS combines in terms of grain quality. Mr. Devjat Bhai a farmer & contractor from Godda Village, Rajpat who also owns 2 combines said "I am happy to have witnessed the performance of CROP TIGER 30, this combine moves almost effortlessly in big as well as small fields with acute precision in harvesting the wheat. Grain quality is extremely good". All progressive farmers who witnessed the demo have shown the interest in owning the CROP TIGER 30 and CROP TIGER 60. Mr. Keshubhai Patel of M/s Murlidharan Tractor and Farm Equipments - CLAAS dealer was also present during the whole tenure to support the demo team.



Harvesting wheat in Gujarat