



MD's Message

Dear Readers,

As pioneer, leader and innovator, CLAAS is always ahead in providing the latest in agri-technology to farmers worldwide. We at CLAAS India strongly believe in providing the most reliable product range to suit the various requirement of the ever changing farming sector in India and neighboring countries. The market development in the recent years has proven that CLAAS India is on the right track. In fact, current highlights like the delivery of the 3,500th CROP TIGER in India, our modern production facility near Chandigarh and a lot of other progressive initiatives in the area of service support, trainings and demonstrations are underlining our success in the market and also our progressive willingness to remain market leader in the industry of self propelled combine harvesters in India. Over years, thousands of customers are confirming us that our combine harvesters and our technology are the best choice for India and other Asian countries. Accordingly, I would also like to take this opportunity to thank all our customers for their continual trust and support to CLAAS. Thus, we are very keen and confident to further increase our performance for the wealth of the Indian farming community.



Yours Truly
Pradeep K. Malik
President & Managing Director

CROP TIGER 60 Harvests Lodged Crops & Gives Best Grain Quality

Mr. Sukhdev Singh a progressive farmer from Village Cheecha, Amritsar, Punjab who participated in the demonstration said " I have never seen a combine harvester, which is harvesting the lodged crop so easily like the CROP TIGER 60 does. The grain output in the grain tank is of very high quality and there are hardly any losses like grain breakage or ground losses."



CROP TIGER 60 Proves its Worth in Punjab

During the last wheat harvest in Punjab, India's biggest and most powerful combine the CROP TIGER 60 has shown its capabilities in front of the progressive farming community of Punjab. In several demonstrations the CROP TIGER 60 harvested more than 100 acres of wheat crop across districts of Ludhiana, Amritsar, Kapurthala and Ferozpur. Farmers and contractors, who saw the performance of this combine harvester, appreciated its quality of grain output and speed of operation. Besides this, they were also impressed, that the CROP TIGER 60 was able to harvest even lodged crops easily and that the unloading of the 3,000 liter graintank, gathering around 27 quintals of wheat, within a matter of seconds. A lot of farmers like Sukhdev Singh from Amritsar shared that they have never seen a combine harvester working so smoothly like this before. Such was the performance of CROP TIGER 60, that more than 100 farmers and contractors from surrounding villages were keen in owning this masterpiece from CLAAS.



HIGHLIGHTS



MoU Signed between Prestigious SRFMT & TI, Anantapur Institute and CLAAS (INDIA)

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CROP TIGER 60 Operator Training at CLAAS Morinda Factory in Punjab

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CLAAS invites Dealers for Business Conference to Bangkok

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CROP TIGER 30 : Over 700 Acres of Wheat & Paddy Harvested in Nepal and Sri Lanka.

Sri Lanka

And likewise another 100 acres and more were harvested during a demonstration campaign in Sri Lanka supported by M/s DIMO, the local CLAAS importer. Farmers were impressed by the overall design of the machine and its technology. Particularly the suitability for the small paddy fields mostly prevailing in the hilly regions of Sri Lanka. "Hardly any other machine can enter into our narrow fields. The CROP TIGER is the best fit, because of its compact size as well as light weight", said Mr. K. Palliyakkara, a local farmer, who witnessed the demonstration.



Laxman Thapa: (Third from left)
"I earned Rs. 9.5 lakh in a single harvest!"

Nepal

Another milestone in the history of CLAAS India was achieved, as for the first time the CROP TIGER 30 was demonstrated in wheat fields of Nepal and paddy fields of Sri Lanka. The operational efficiency of this machine in the field conditions of these two markets has been more than positive. In Nepal, the farmers lauded the performance of the CLAAS multicrop harvester in terms of its versatility and negligible grain losses. Over 600 acres of wheat crop were harvested in these demonstrations. The proud owner of the CROP TIGER 30 in Nepal Mr. Laxman Thapa said : "I am astonished with the performance of this combine and its ability to harvest non-stop. The CLAAS machine has generated a revenue of around Rs. 9,50,000 for me. And that, just in a single season! I am extremely happy with the excellent performance and efficiency of my new CLAAS combine harvester."



CLAAS delivers **CROP TIGER** to Tamil Nadu Agricultural University



The CROP TIGER 30 Wheel during its demonstration in pulses.

Due to its versatility and multicrop harvesting abilities, the Tamilnadu Agricultural University, Coimbatore, has procured the first CROP TIGER 30 wheel machine for its prominent pulse crop research centre the NRPC at Pudukottai. Fully supported by the local CLAAS dealer, M/s Salem Automotive, the installation and an operator training program along with a demonstration showing the harvesting excellence of the CROP TIGER 30 conducted recently. During this demonstration, Dr. Ganeshan and Dr. Soundarajan and other officials from NPRC were present and were impressed with the performance of their new CLAAS harvesting machine. At the end of the session Dr. Soundarajan said : "We are really happy to witness the outstanding performance of the CROP TIGER, thus the grain quality was excellent, as there were hardly any losses or breakage of grains." The CROP TIGER will now be utilized by the research institute for the harvest of delicate and high valuable seed crops.

CROP TIGER 30 Wheel: Delivering best output of pulses



Operator Training at TNAU, Tamil Nadu



Farmers Experience the Advanced Manufacturing Technology at Morinda factory of CLAAS

The harvesting time in India is the most important period for Indian farmers and with mechanized harvesting gaining popularity the new trust mantra is "Seeing is Believing". On these lines CLAAS India believes in imparting the trust among the farmers on CLAAS products. As a part of it, the manufacturing technology plays a vital role to deliver the most reliable combine harvesters. Hence, CLAAS India is regularly inviting progressive farmers from different parts of India to its modern factory at Morinda in Punjab, near Chandigarh. Since inception of this new state-of-the-art plant, hundreds of farmers and contractors from various parts of India and abroad have already taken a glimpse on the advanced manufacturing technologies of this factory. From latest laser cutting machinery to CNC bending machines and the ultra-modern paint shop, visitors witnessed and admired the high standards of the CLAAS manufacturing system. The farmers also appreciated the intense quality check system at each stage of the production process.



Mr. Sanjay Kumar, Head of Production showing precise fabrication of CLAAS Morinda factory



Efficient Assembly Line: One Combine harvester after the other leaves the factory



Visiting Farmers at Morinda Factory



MoU Signed between Prestigious SRFMT & TI, Anantapur Institute and CLAAS (INDIA)

In an imposing function held at the premises of M/s Mahi Agro Agencies, CLAAS dealer in Karimnagar, A.P., a Memorandum of Understanding (MoU) was signed between CLAAS and Southern Region Farm Machinery Training & Testing Institute (SRFMT&TI), Anantapur, A.P. The SRFMT & TI is a pioneer institution under the Ministry of Agriculture, Govt. of India, engaged in testing and training of various farm machinery. In this function Mr. Bhanu Sharma, Executive Vice President, CLAAS India and Mr. Omkar Singh, Director, SRFMT & TI along with other officials from both the organizations were present. This MoU brings together both the organizations to the agreement of conducting various training programs for farmers, combine operators, technicians and CLAAS dealer staff, in order to promote agricultural mechanization especially in harvesting technology. Furthermore this MoU will also enhance the Government-Private Partnership by sharing resources to facilitate the growth of skilled manpower in Indian agriculture.



Mr. Omkar Singh, Director, SRFMT&TI and Mr. Bhanu Sharma, EVP, CLAAS India shaking hands on the newly signed MoU.

Thai Delegates visit CLAAS India

Thai Delegates and CLAAS officials in front of CROP TIGER 30 TERRA TRAC along with Mr. Bhanu Sharma and Mr. Jasmeet Singh, Director (FICCI)



Interested in the Indian combine harvesters from CLAAS, a Thai delegation representing the Thailand Agricultural department visited the CLAAS Factory in Faridabad recently. They were welcomed by Mr. Pradeep K. Malik and Mr. Bhanu Sharma from CLAAS India. While Mr. Jan-Klaus Tobias, Head-Marketing, CLAAS India gave an overview of CLAAS operations in India to the Thai delegates. After a product presentation and a guided tour at the factory, Mrs. Kittiyopas, Director, Ministry of Agriculture, Thailand, who headed the delegation, mentioned keen interest in the CROP TIGER 30 TERRA TRAC for Thai agriculture.

Mr. Malik handing over a welcome bouquet to Mrs. Laoboon-charoen, Royal Thai Embassy in India



“Right settings is the key for Profitable Harvesting- CLAAS Teaches this very well ”



Mr. Ravi
(Proud owner of CROP TIGER)

I have been in this business for over 20 years and therefore I know that for achieving the maximum performance level of a combine harvester throughout the whole harvest in different kind of crops with minimum grain losses as well as maximum machine utilization, for higher profits, it is not just the matter of the right machine, but also a lot depends on the technical skill of the operator. CLAAS India has initiated various training programs for operators and technicians, to increase their knowhow of combine harvesters. Operators trained by CLAAS know how to operate their harvesters at optimum settings in any kind of field and crop condition. I am proud to say all my operators have undergone the certified training programmes from CLAAS and we in turn, use this expertise to provide better output for farmers and to achieve a higher field coverage of our combine harvester.

Successful Pre-Kharif Training in U.P. & Maharashtra

CLAAS India organized a series of specialized operator training programs for the CROP TIGER combine harvester. These trainings were conducted at Narendra Deva University of Agriculture & Technology, Kumarganj, Faizabad and also at Dev Industry Gorakhpur, U.P. and Loyola Institute of Management and Technology, Srirampur, Maharashtra. In all 45 selected operators underwent these trainings. Spread over 3 days, each training covered theoretical as well as practical sessions on working and functioning of each aggregate like settings of cutterbar, rotor assembly, concave, reel variator, sieve box, threshing kit replacement procedure, maintenance schedule, lubrication points, maintenance of engine etc..The main focus of such training is to enable operators to understand the CROP TIGER better, so that they operate it efficiently, in order to achieve maximum harvesting output.



NDUAT, Kumarganj, Faizabad



Deva Industry, Gorakhpur



LIMT, Srirampur, Maharashtra

CROP TIGER 60: Operator Training at Morinda Factory in Punjab



Training Participants in training room during theoretical session.



Operators during practical training session on the machine.

Selected combine harvester operators from Punjab were invited to CLAAS India's factory near Chandigarh to take part in the first Pre-Kharif-Operator Training for CROP TIGER 60 on 15th-16th July 2009. A total of 20 participants underwent a customized training about the product its features and benefits as well as optimal settings. These operators were later provided with CLAAS Training Certificates at the end of the program.

Works Manager Training: Taking Service to the Next Level



CLAAS India, known for its first class service, organized a Dealers Work Managers Training on 8th July, to enhance their expertise on the latest customers service needs. Besides the main focus on various important service aspects for CLAAS customers, the training session contained an informative session on the latest CLAAS service policies and procedures. A total of 11 managers participated in this training. During the program Special Performance Honour were awarded to four workshop managers to recognize their contributions to CLAAS After Sales Service.

CLAAS invites Dealers for Business Conference to Bangkok



CLAAS Officials with dealers at Bangkok

Bangkok, Thailand, known as one of the most beautiful cities in Asia, that is the place where CLAAS recently invited its dealers for a Business Conference. This important event was attended by Mr. P. K. Malik, President & Managing Director, Mr. Bhanu Sharma, Executive Vice President, Mr. Jens Skifter and Mr. Martin Nieland both Regional Directors of CLAAS Group and 25 dealers from all across India as well as Sri Lanka along with other key officials from CLAAS India.

During the conference, the CLAAS officials addressed the audience and updated them with all the new initiatives being taken for the benefit of customers. In his speech Mr. P.K. Malik appreciated the efforts of all dealers to establish CLAAS as a strong combine harvester brand in India. It was followed by discussions on various business influencers, current market conditions as well as the latest trends and developments in farm mechanization.

Mr. Bhanu Sharma highlighted various business achievements and key focus areas for future growth.

CLAAS dealers from Kashipur, Nellore and Colombo shared their success stories, which inspired others to go for higher goals in their respective areas. In order to recognize their outstanding achievements in various fields related to Sales, after sales support, new market penetration and brand promotion etc. In all eight of the dealers were awarded and appreciated for their excellent performance.



Mr. Ranjith Pandithage, Sri Lanka (Top image) and Mr. Darpan Agarwal, Kashipur (Bottom Image) Receiving the Awards for Excellence

Business Talk : Mr. Darpan Agarwal



Mr. Darpan Agarwal from Kashipur said, "CLAAS combine harvesters are known for its multi-cropping abilities and negligible grain losses in my area. More and more farmers are now keen to own CROP TIGER harvesters in the coming time." he also added: "Extensive demonstrations in our area have convinced us and our customers that CLAAS is the right choice and we will soon make our market as strong as the South market for CLAAS."



Mr. Martin Nieland during lamp lighting



Mr. Hardial Singh Bhamra, Jagraon sharing his experience.