

CLAAS

HARVESTING TRENDS

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EVP's Message

Dear Readers,
Greetings from CLAAS.

Analyzing the fine prints of Union Budget 2010, we can surely comprehend the Government's keenness to uplift the sagging growth of agriculture in India. With nearly 60% of the Indian population depending on agriculture, the government certainly realizes the gravity of the situation and is taking various measures to improve agriculture output, eventually benefiting not only the farming community but also the nation as a whole.

Agriculture contributes 18% to national GDP. These goals can be only achieved by enhancing agriculture mechanization levels in India and agri-mechanization is much more than just tractorization. In this direction our government is constantly promoting various schemes through which farmers get financial assistance in terms of Loan Interest Rebate, Subsidy for farm machinery and much more.

Similarly at CLAAS, we are continuously striving to address the needs of farmers by providing modern harvesting solutions. In India on an average a farmer tends to lose 6-10% of grains in fields due to inefficient harvesting practices. Our CROP TIGER combine harvesters equipped with Tangential Axial Flow (TAF) threshing technology, are capable of harvesting crops with minimum grain loss and hence provide farmers higher grain recovery. We are always trying to provide world CLAAS products that offer farmers and contractors an unmatched profitable business opportunity. We are Your Harvesting Specialist and we believe in Building Confidence "Grain by Grain".

Yours Sincerely

Bhanu Sharma
Executive Vice President
Marketing, Sales & After Sales



CLAAS' PARTNERS VOICE

Mr. Ranjith Pandithage, Sri Lanka

Mr. Ranjith Pandithage, Chairman, Diesel & Motor Engineering PLC (DIMO), CLAAS Importer for Sri Lanka has been an integral part of CLAAS India business for the last 7 years. DIMO is a renowned brand in Sri Lanka, spread across different verticals in automotive sector. He is also one of the first to promote mechanized harvesting in Sri Lanka. When asked about his CLAAS business, he proudly said "I have always cherished my association with CLAAS out of all my businesses. During initial phase in 2003, business related to agri-machinery was considered to be not very attractive due to less demand. However, with the increase in land under cultivation over the years and also with shortage of labour, there is a growing need for combine harvesters and hence I decided to import the first CROP TIGER in the year 2003 and I am proud to say that I have sold nearly 200 CROP TIGERS till now. I thank the entire CLAAS team for continually providing world class product, after sales support, and periodical trainings to my team, hence enabling us to pass on these benefits to our customers. I can proudly say that CLAAS combine harvesters have facilitated harvesting revolution in my country. Thank you CLAAS."



Mr. Ranjith Pandithage,
Chairman, DIMO PLC

Er. Sadid Jamil, Bangladesh

The Metal Pvt. Ltd. is CLAAS Importer for Bangladesh and is one of the newest and most determined business partners of CLAAS India. Er. Sadid Jamil, Managing Director, The Metal Pvt. Ltd. said "We have already delivered significant number of CROP TIGERS in a short span of two harvest seasons. With increasing crisis of labour availability combined with rising manual harvesting cost, I saw a good business opportunity for harvesting machines in Bangladesh. Hence, when world renowned CLAAS approached me to join hands for their business in Bangladesh, I readily accepted the offer and here I am pleased to have made this decision. CLAAS, being a 100 year old agri-machinery manufacturer, is known for its innovative and quality products. I had an opportunity to visit Harsewinkel, Germany recently, where CLAAS is headquartered and I was really impressed with CLAAS brand and the high rate of agriculture mechanization in the European countries. The CROP TIGER range of combine harvesters is most ideal for the field conditions in Bangladesh. Till date, 20 CROP TIGERS, are already running successfully in Bangladesh and the response has been overwhelming, I am very happy to be a part of CLAAS family and look forward to make CLAAS a leading brand among the farming community in my country."



Er. Sadid Jamil
Managing Director
The Metal Pvt. Ltd.,

Demonstrations—Dazzling performance by CROP TIGER 30 Wheel in South India

CROP TIGER 30, the Multi Cropping Combine Harvester from CLAAS India demonstrated its versatile harvesting capabilities with a series of demonstration activities spread across South India



SUNSPEED at work on sunflower fields



A farmer holding the harvested seeds

CROP TIGER – India’s only SUNFLOWER harvesting Combine Harvester

CLAAS recently launched the SUNSPEED, a specialized sunflower harvesting attachment for its versatile CROP TIGER combine harvester. This enables the harvesting of the valuable sunflower crop with negligible losses, which is otherwise only possible to be harvested manually. Numerous demonstrations were organized at the sunflower growing areas in Kadapa District, Andhra Pradesh, to spread awareness about SUNSPEED. More than 40 prominent farmers & 30 existing CLAAS customers from Nellore, Kaddapa & Kurnool districts were present during the demonstrations. Mr. P. Chinna Malakondaiah, a progressive farmer and contractor, said “CROP TIGER with SUNSPEED can simultaneously harvest and thresh up to 15 acres per day of sunflower crop and deliver clean sunflower seed as final output, which I have never seen during manual harvesting.” Another farmer added “I usually hire 15-20 laborers for flower plucking only and then it takes a day more to complete 2-3 acres for taking out the seed. Thus additional labor and time is required. At present, manual harvesting of sunflower is a slow, tedious and costly activity but with introduction of the SUNSPEED, sunflower harvesting will be much faster and economical. In short SUNSPEED is going to be a blessing for sunflower growing farmers.” Gold Fields, CLAAS dealer from Nellore, supported these demonstrations along with the team of CLAAS India.



Black Gram (Urad) at Nellore, Andhra Pradesh

Black Gram is a popular crop grown in Andhra Pradesh and there is a great demand for mechanized harvesting for the same. A highly professional team from Gold Fields, our exclusive dealer at Nellore, along with a team from CLAAS India, conducted the demonstrations in the fields near Nellore District, showcasing harvesting capability of the CROP TIGER on this valuable crop. Over 50 progressive farmers and contractors were invited to the demonstration site. CROP TIGER with its ability to harvest this delicate crop with negligible ground losses and zero breakage of grain surprised the farmers. Mr. Chandra Sekhar Rao, an existing CROP TIGER TERRA TRAC customer offered his own field for demonstrations. He said “This combine harvester’s ability to harvest Gram with such ease is beyond belief, far better than what I get in manual harvest. I will definitely opt for CLAAS Wheel harvester from next season onwards, which will not only save the cost I pay for harvesting my fields manually but also the excellent grain output will sell at a higher price in the markets.”



Black Gram harvested in the fields of Mr. Chandra Sekhar Rao



Demonstration team of Gold Fields along with CLAAS team

Paddy and Black Gram (Urad) at Villupuram, Tamil Nadu

With the launch of the CROP TIGER 30 Wheel in Tamil Nadu, there was an increasing request from farmers to experience the harvesting capabilities of this combine harvester. Addressing this overwhelming demand, full-fledged field demonstrations were organized for the farmers of Salem, Tanjore and surrounding District of Villupuram. The CROP TIGER was demonstrated on both Paddy as well as on Black Gram to show its multi-cropping capabilities. All the farmers, who closely observed the CROP TIGERs performance, were completely satisfied and declared it as the best combine harvester they have seen till date.



Harvested Black Gram from the CROP TIGER 30

Bengal Gram (Chana) at Kurnool, Andhra Pradesh

After proving its worth in the fields of Tamil Nadu, the CROP TIGER 30 Wheel impressed with its performance on Bengal Gram in Kurnool District, Andhra Pradesh. Demonstrations were organized to harvest

this high value crop, which eventually left all the visiting farmers amazed. This activity emphasized upon the versatile capability of the CROP TIGER combine harvester. One prominent farmer shared his observation with us and said "This CROP TIGER is very stable in the fields during harvesting, due to its compact size and low turning radius. We could not observe any kind of ground losses and grain breakage. Most importantly, this combine is very easy to operate."



CROP TIGER harvesting Bengal Gram in Kurnool District



TAF Technology in CROP TIGER enables multicrop harvesting

Proud owner of CROP TIGER 30 wheel

Being a farmer I understand how important the criticality of harvesting time is for one. The yield to a farmer directly depends on how the crops have been harvested. The first time I saw the CROP TIGER during a demonstration, I was stunned to see a harvester that is able to cut, thresh and provide unbroken grains at a cost which is half of manual harvesting. Sensing profitable business logic, I bought my 1st CROP TIGER 30 in Feb 2009, harvested more than 600 acre in my area enabling me to generate revenue of 5.5 lakhs, that too in just one season. Apart from harvesting Wheat and Paddy, its ability to efficiently harvest Soybean, Tur (Pigeon Pea), Moong(Green Gram) gives me fields to harvest throughout the year. With the growing demand among farmers to harvest their crops with CROP TIGER, I have already purchased my 2nd CROP TIGER in Sep 2009. With this, we can easily image how CLAAS plays a major role in solving the various problems faced by farmers in my area in relation to crop harvesting. Soon I will buy my 3rd CROP TIGER 30 wheel.



Satish Jijasaheb Taur
Jalna, Maharashtra

MARKANT Baler Demonstration at Chennai



In order to promote the concept of Paddy Straw Baling and create awareness among the contractors about CLAAS MARKANT Balers, a demonstration was organized at Sholavaram, Chennai, Tamil Nadu. A huge number of contractors and farmers witnessed this activity. After having a careful look at MARKANT's performance, Mr. Gurudev, a farmer cum contractor, said "The MARKANT is a marvelous solution for issues related to straw management. After every harvest, I spend a great amount of time and money on manual labour to collect straw and bundle them for cattle fodder. Capable of bundling one acre of straw into compact bales in less than an hour, MARKANT enables easy of straw transportation and storage. With the labour shortage problem intensifying day by day, MARKANT balers will be very handy for removing the fears related to straw handling among the farmers."

Exhibitions – CLAAS CROP TIGER displayed across India

KRISHI, Nashik, Maharashtra



Huge Turnout at CLAAS Pavilion

CLAAS India participated in KRISHI, which is one of the largest agri- exhibitions in Western India. This event, spread over 5 days, is held once in 2 years and this time attracted over 250,000 farmers from all over India. CLAAS India displayed its most versatile multicrop combine harvester CROP TIGER 30 Wheel in this exhibition. The farmers, who visited



Most appreciated Pavilion in KRISHI

CLAAS pavilion, praised the unique features of the CROP TIGER. Its abilities to harvest Sunflower, different kinds of Pulses, Paddy, Mustard and Wheat were appreciated by the visiting farmers. CLAAS also received an award for the best designed pavilion in this exhibition.

SHAHIDI JOR MELA, Fatehgarh Sahib, Punjab



10,00,000 visitor attended this mammoth mela



India biggest and only Basmati harvesting combine harvester CROP TIGER 60 on display

CLAAS participated and showcased India's one and only Basmati harvesting Combine Harvester CROP TIGER 60 at Shahidi Jor Mela. This important fair witnessed a footfall of over 10,00,000 visitors this year. The Mela is organized in memory of Sahibzada Baba Jorawar Singh and Sahibzada Baba Fateh Singh at Gurdwara Fatehgarh Sahib where they were bricked alive at the age of 9 and 7 years, respectively in 1705 AD. Farmers, who visited the Mela, appreciated the CROP TIGER's ability to harvest the most delicate and precious varieties of Basmati : PUSA 1121, Muchal etc.



ISMEX 2010, Karnal, Haryana

CLAAS India participated in Haryana's largest Farm Machinery Exhibition held at NDRI (National Dairy Research Institute) in Karnal, Haryana from 3rd to 5th Feb '10. More than 60,000 farmers mainly from India's key agriculture belt of Haryana and Punjab visited the exhibition during these two days. CLAAS exhibited both of its wheel combine harvesters, CROP TIGER 30 and CROP TIGER 60 during this show. SUNSPEED, the sunflower harvesting attachment, caught the attention of visiting farmers. The CROP TIGERS, equipped with TAF technology, are India's only combine harvesters capable of harvesting the most delicate variety of Basmati rice like PUSA 1121, PUSA 1, Taraodi etc. and now SUNSPEED, the sunflower harvest attachment, enables simultaneous harvesting and threshing of upto 15 acres per day of sunflower crop and deliver clean sunflower seed as final output. Hence these Combine Harvesters are turning out to be very beneficial for basmati and sunflower growing farming community and eliminate their dependence on cumbersome and loss making manual harvesting.



CLAAS CROP TIGER displayed for the first time in Bihar



Kisan Mela 2010, RAU, Samastipur, Bihar

Bihar is a key agriculture state located in East India. This state is a prominent grower of Wheat, Rice, Mustard & Pulses like Black Gram, Green Gram etc. but with low agri-mechanization rate. CLAAS India for first time took part in Kisan Mela (Farmer's Fair) at Rajendra Agriculture University, PUSA. Which is organised to spread awareness about latest technology in Bihar State. The CROP TIGER 30 Wheel was on display. More than 15,000 farmers from all over Bihar visited the fair and Mr. Nitish Kumar, Chief Minister of Bihar State, inaugurated this prestigious event for farmers. The features of the CROP TIGER, most appreciated by farmers were the compact size, light weight, ease of operation and multicrop harvesting capabilities (Pulses Varieties, Sunflower, Mustard, Wheat, Basmati etc.). In nutshell, the CROP TIGER is being perceived as the most suitable combine harvester in this region. Rajendra Agricultural University, PUSA is a 102 years old University which is playing a vital role in promotion of latest agri- techniques in the entire state.



DINAMALAR AGRI-EXPO 2010, Trichy, Tamil Nadu

CLAAS India displayed its CROP TIGERS for the first time in Dinamalar Agri-Expo 2010 held at Trichy, an important agriculture region of Tamil Nadu. The CROP TIGER TERRA TRAC and CROP TIGER 30 Wheel were displayed during this exhibition. This agri - fair is the one of the biggest in Tamil Nadu and is organized by Dinamalar – A leading National Tamil Daily. Over 50,000 farmers visited the exhibition to see the latest's technology in agriculture machinery displayed by CLAAS.

Vijie & Majeeth Agencies and Deepthi Agencies, our dealers at Tanjore & Madurai respectively, actively supported in successful organisation of CLAAS Product's Display.



KRISHI MELA, UAS, Bangalore, Karnataka

The University of Agricultural Sciences, Bangalore, a premier agricultural institute in South India, organized its annual Krishi Mela (Exhibition) at GKVK grounds, Hebbal, Bangalore. This exhibition is an agricultural trade fair organized in collaboration with Development Departments of Government of Karnataka. With the main objective of spreading awareness among the farming community about the latest technologies in agriculture and allied activities, CLAAS India exhibited immensely popular CROP TIGER 30 Wheel and CROP TIGER TERRA TRAC models along with a full fledged display of genuine CLAAS spare parts. This agri – exhibition, spread over 4 days, witnessed footfall of more than 300,000 farmers.

CLAAS Welcomes its New Business Partners

- Kohle Tractors, Parbhani, Maharashtra
- Aum Tractors, Ahmednagar, Maharashtra
- Krushana Sonalika, Pachwati, Maharashtra
- Aishwarya Agro Sales, Hubli, Karnataka



Mr. Satyanarayana (Right) took delivery of the CROP TIGER TERRA TRAC in this exhibition

CLAAS Customer First Approach

Dear All,

In CLAAS, we are always discovering what our customers want and then meet their expectations continuously. With the increasing number of CROP TIGERS in the fields, the role of service is more challenging. First CLAAS Service to our customers has been our top priority over the years. We, at CLAAS, continuously strive to provide quality, innovative and customized services to our customers through our highly trained and dedicated engineers who are working round the clock. Also our centralized Training Programs, to update our engineers with the latest and required knowledge on a continuous basis, enables us to achieve high satisfaction level among our customers.



Mr. Baldev Raj
Head-Service, CLAAS India Pvt. Ltd.

Mega Service Campaign organized for CROP TIGER customers in South India



CLAAS organized a mega service campaign in Chennai, Madurai, Bellary, Nellore and Karim Nagar. The main objective of these camps was to provide a common platform, where all CROP TIGER customers are invited to their respective dealerships to get their machines checked by trained engineers before the start of the harvesting season. This helps a customer to understand service needs of their machines and hence make them operationally efficient. Apart from this support the customers are also provided with discounts on parts and labour charges. In this mammoth campaign, hundreds of CROP TIGERS underwent regular service checks and availed other benefits.



MARKANT Baler Training in Tamil Nadu

CLAAS organized a service engineers training session for its MARKANT Baler series at Deepthi Agencies, CLAAS dealer, Madurai. This training was attended by service engineers from CLAAS' dealerships across



Tamil Nadu. CLAAS conducts these trainings at regular intervals to update the skill levels of CLAAS service engineers. Mr. Dinesh Manoharan, Area Service Manager from CLAAS India who co-ordinated this



program, said "The objective of such training is to update the engineers about the advance technology of MARKANT Baler so that better understanding of different settings, maintenance procedures and also operating skills can be achieved."

CLAAS' Round the Clock Service Support for CROP TIGER customers

The short harvesting window in India in addition to the machines moving to remote areas where our service outlets are not available, inspired us to innovate a different service model to serve our hardworking customers. In this direction, CLAAS India is strengthening further the concept of mobile service vans with the help of its dealers. These mobile service vans are operated by trained CLAAS engineers, equipped with state of the art equipment and adequate CLAAS genuine spare parts to provide timely service at the machine's site of operation. Thousands of CROP TIGER machines were supported with the help of these mobile service vans in the last harvesting season.



CLAAS' CUSTOMER VOICE

Sri Lanka

CLAAS CROP TIGER combine harvesters, which are imported in Sri Lanka market from India, are heralding a revolution in the field of agriculture harvesting mechanization. One example of this success of the CROP TIGER is Mr. HABEEB MOHAMED AMEER ALI, a successful farmer cum contractor who owns more than 200 acres of land. He has recently purchased his 7th CLAAS CROP TIGER in 3 years. Mr. Habeeb, who also owns a rice mill and is a distributor for Pepsi cola, said "I was very much dependant on manual labour and local combine contractors (who are very unreliable), and hence was unable to harvest my fields at the right time. But when I first saw the CLAAS CROP TIGER harvesting, I immediately bought one for my own fields. Its ability to harvest at great speeds and provide grains without any breakage is very significant. Then other farmers in my area started requesting me to harvest their fields too. Sensing a great business opportunity, I have invested in purchasing more CROP TIGERS and I am very pleased at making this decision. I have harvested thousand of acres with these combines and earned very well in 3 years with CROP TIGER custom hiring business, I thank CLAAS for providing such a wonderful combine harvester that has totally changed my fortunes and made me consider agriculture as a profitable proposition."

Bangladesh



Mr. Bhanu Sharma and Er. Sadid Jamil congratulating Mr. Md. Sazzad Hossain for purchasing the 1st CROP TIGER

Mr. Md. Sazzad Hossain from Dinajpur, Bangladesh made history on 26th Nov.2009, when he became the proud owner of the first CROP TIGER 30 Wheel in Bangladesh. Mr. Hossain, a social science lecturer in a renowned institution and also a prosperous farmer, said "I only had heard about combine harvesters earlier but I saw it working for the first time when CROP TIGER 30 was demonstrated on rice fields in my area. I was rendered speechless after seeing its ability to harvest the fields within few hours when compared with otherwise tiresome manual labour. Instantly visualizing huge business potential I bought my first CROP TIGER. Till now, I have harvested more than 300 acres of rice in one season of paddy & earned almost 4 lakh taka (Approx Indian Rupees. 280,000). I aim to harvest another 600 acres in the coming season of wheat and rice. Being encouraged by its performance, I also plan to buy another CROP TIGER by this year end. This machine has made me popular among the farming community of my region." CLAAS wishes him all the best to become a very prosperous businessman and appreciate his initiative towards enhancing agri mechanization in Bangladesh.



Mr. Pradeep K Malik & Mr. Bhanu Sharma from CLAAS India delivering CROP TIGER to Mr. Habeeb Mohamed Ameer Ali at Colombo in the presence of Mr. Ranjith Pandithage, Chairman, DIMO PLC

4000th CROP TIGER TERRA TRAC Rolled out from Chandigarh Plant



CLAAS India achieved another milestone by manufacturing the 4000th CROP TIGER on 22nd March 2010, at its Chandigarh facility. On this prestigious occasion, Mr. Pradeep K. Malik accompanied by Mr. Bhanu Sharma, Dr. Ekkehard Heinrichs and Mr. Gourav Chaturvedi flagged off the machine.

NEWS IN SHORT

- A group of enthusiastic and leading combine harvester contractors from the state of Tamil Nadu, visited the state-of-the-art manufacturing facility of CLAAS at Morinda to see the superior manufacturing technology used for producing the CROP TIGER combine harvesters.
- Dr. Helmut Claas, Chairman, Shareholders Committee, CLAAS KGaA, has expressed his happiness on the tremendous business growth achieved by CLAAS India. During his interaction with Mr. Bhanu Sharma, recently at CLAAS Headquarter in Harsewinkel, Germany, he conveyed his good wishes and blessing to members of CLAAS India, its Business Partners and all CROP TIGER Customers for their continuous support.

