



## RUNNING SUCCESSFULLY IN INDIAN FIELDS



Mr. G. Nageshwar Rao (Center), The proud owner of the 4000<sup>th</sup> CROP TIGER receiving the keys from Mr. Pradeep K. Malik ( 4<sup>th</sup> from left) and Mr.M Surendra, CLAAS Business Partner

Setting another milestone, CLAAS India delivered its 4000th CROP TIGER 30 TERRA TRAC Combine Harvester to G. Nageshwar Rao on 7<sup>th</sup> April at Bellary, Karnataka, India. A grand ceremony was organized to commemorate this occasion, which was graced by the presence of Mr. Pradeep K. Malik, President & Managing Director, other senior officials from CLAAS India, banks and

financial institutions and a huge number of CLAAS' customers and farmers. Dr. M. Anantachar, Head - Dept. of Farm Power & Machinery, College of Agricultural Engineering, University of Agricultural Sciences, Raichur, Karnataka, was the Guest of Honor. Mr. Malik handed over the keys of the machine to the proud customer and congratulated him.

### MD'S MESSAGE

Dear Readers

It gives me immense pleasure to interact with you all once again. I also take this opportunity to share the joy of delivering our 4000th CROP TIGER 30 TERRA TRAC recently and thank all CLAAS customers in India for contributing to this success.

If we talk about the Indian economy, it grew by 7.4% during last financial year, as compared to 6.7% in FY'09, thanks to union government's various initiatives taken during last two years to revive Indian economic growth rate. However, agriculture sector only grew by negligible 0.2% while other sectors grew by 7 to 10% on an average. It was mainly on account of deficient rains last year, which resulted in lowering of water levels in reservoirs across India and hence lesser availability of water for irrigation.

Still, CLAAS' success story in India continues and your company is setting one milestone after other. Long term commitment to Indian agriculture and providing profitable technologies to farming community are the guiding principles for CLAAS India. Your CROP TIGERS are revolutionizing the harvesting mechanization process in

Indian agriculture. Recently, we demonstrated the excellent performance of CROP TIGER combine harvester on Sunflower crop in Punjab, establishing the trademark multicrop harvest capability, which eventually is benefiting the farming community in terms of higher profitability. Not only domestic markets, CROP TIGERS are also showing their strength in neighbouring countries like Sri Lanka, Bangladesh and Pakistan. Recognizing our contribution in terms of agricultural machinery exports, CLAAS India was recently awarded the prestigious EEPC trophy.

The combination of reliable and performance oriented technology with round the clock after sales support ensures the highest level of customer satisfaction. Now, with our world-class production facility near Chandigarh, we have ambitious targets for future and hence would like to retain our undisputed market leadership.

Yours Truly  
Pradeep K. Malik  
(President & M.D)



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# CROP TIGER HARVESTS MUSTARD & BARLEY IN SRIGANGANAGAR, RAJASTHAN



Harvested Mustard and Barley in the hands of the farmers

CROP TIGER 60, India's biggest and most powerful combine harvester, yet again proved its mettle in the state of Rajasthan. An exclusive demonstration was organised on the fields of Mustard and Barley for farmers from Sriganaganar district, one of the most progressive agriculture belt of this state. Among the 120 contractors and farmers present during this demo, Mr. Sahab Singh from village 20 z, Sriganaganar, who already owns a combine harvester, said "I was astonished to see CROP TIGER's stunning performance on delicate crops like Mustard and Barley. We never believed that a combine harvester could give a output like this on such crops. It gives us a new perspective for harvesting Mustard as it is a major crop of our locality. I have already made up my mind to book one CROP TIGER for myself."



## WEST BENGAL AMAZED BY CROP TIGER 30 PERFORMANCE



West Bengal is largest contributor to the Indian Rice output, still there is a big gap in terms of low agri-mechanization levels. In order to bridge this gap, CLAAS demonstrated its most versatile combine harvester CROP TIGER 30 on Rice as well as other crops like Pulses for the first time. During this initiative, over 100 progressive farmers from the Krishnanagar district witnessed the impressive harvesting by CROP TIGER 30. Overall compact size of the machine along with excellent grain output & negligible losses made an everlasting impression on farmers' minds. According to CLAAS' Dealer Mr. Madan Chakraborty, CROP TIGER perfectly suits the local conditions and is all set to play a major role in changing the outlook of the farming community of his area towards mechanized harvesting.

## LAHI (OIL SEEDS) HARVESTED IN UTTARAKHAND



Farmers witnessing the delicate Lahi( oilseed) being harvested

With an aim to spread awareness about the multicrop harvesting capabilities of CROP TIGER combine harvesters in Uttarakhand, our demo team took up the challenge of harvesting Lahi Crop (a delicate variety of Mustard) with CROP TIGER 60. To the surprise of 60 farmers from Kashipur, our machine gave excellent performance and lived up to its reputation. Such was the impact of this demonstration, Mr. Mukesh Kumar, Vill. Mukandpur, instantly decided to buy the demo machine and harvest his fields.



# CLAAS TRAINING SCHOOL

After-sales support is the backbone of any successful and customer oriented organization. It plays a critical role in satisfying the customer's needs and expectations. CLAAS India, being a down-to-earth organization with progressive spirit, completely realizes the importance of meeting customer's requirements. Moving in this direction, CLAAS lays a good emphasis on continuous training of its product support staff. Our Training School at Faridabad, equipped with a large number of cut-sections and other tools required during training is instrumental in imparting the best know-how available in the industry. This is why our engineers are capable of solving any kind of technical difficulty that may be faced by our customer, and that too in minimum time. Apart from continuous training programs at Faridabad, CLAAS India also organizes local training camps at our dealerships across the country to train dealers' staff, local operators and mechanics.

## IMPORTANCE OF TRAINING - IN OPINION OF THE TRAINED

### Advanced Mechanic Training :

Mr. Berley, Service Engineer, Pan world Equipments, Cochin



During this training exercise, we have been given a good know-how of gear-box technology, including various remedies for solving technical issues. We are now very confident about addressing

customer grievances with minimum down-time. We feel proud to be part of an organization which lays so much emphasis on hands-on product training.

### CROP TIGER 30 TERRA TRAC PDI Training :

Mr. Balaji Vijie & Majeeth Agencies, Tanjore



It's very critical to install a machine with proper settings & adjustments before delivering it to the customer. Any kind of negligence in this case will have a severe impact on the machine's performance and hence credibility of the product

and brand. Addressing this fact, the Pre Dispatch Inspection training gave us a very resourceful know how of the proper settings of the machine. During this training, we got familiar with various adjustments like concave threshing drum clearance, belt tightness, thresher rpm etc.

### Sunflower kit Installation Training:

Mr. Suresh, Mahi Agro Agencies, Karim Nagar



I have seen CROP TIGER 30 Wheel Harvesting Paddy, Gram and other pulses, but I was amazed to see it harvesting Sunflower with equally fantastic results. However, the installation of Sunflower kit on CROP TIGER 30 was entirely a new

experience for all of us. By looking at the size and number of components used for installing Sunflower kit, we were of the opinion that it must be a very time consuming affair. However, this exclusive training emphatically proved our fears wrong and provided us a valuable competence to install this kit in a jiffy.

### CROP TIGER 30 WHEEL Basic Training:

Mr.Ranganathan , Vijie & Majeeth Agencies,Tanjore



For our territory, CROP TIGER 30 Wheel is a very new product and hence, we were not confident enough to train or educate the customer for successfully operating this machine. But during this Basic Training

Program, our fears were removed completely. We were trained thoroughly on various aspects of its adjustments, operation and serviceability. Now we are in position to support our CROP TIGER 30 customers without any doubt in our minds.

### Institutional Customer Training:

Mr.V.Kamaraj, Junior Engineer, Agri Engg. Dept, Tiruvarur



CLAAS is the world-leader in providing advance harvesting technology to the farming community. However, until and unless the customers know what's inside their machines, the advance technology will not be fruitful. Being an engineer in Government department, it is my duty to understand the nitty gritty of this advanced technology being used in CROP TIGER combine harvesters and then transfer that know how among the farmers of my area. This training has proved to be quite handy for my objective and would like to thank CLAAS India for providing me the opportunity to learn more about these marvelous combines.

### Operator Training Program at KAICO, Thrissur, Kerala

CLAAS conducted an exclusive operator training program on Operations and Maintenance of CROP TIGER combine harvesters at Kerala Agro Industries companies (KAICO) for more than 40 operators who came from all across Kerala.



This event was inaugurated by Mr.K.R. Ramesh, Joint Director, Agri Department, and facilitated by Mr. K. A. Ravi Divisional Engineer KAICO, Thrissur. The objective of the training was to provide in-depth knowledge to operators on different Control devices & their functions, basic adjustments for smooth machine functioning, maintenance procedure & schedule, and training on machine operation in paddy crop.

# CLAAS INDIA RECEIVES PRESTIGIOUS EXPORT EXCELLENCE AWARD FROM EEPCC



Mr. Pradeep K. Malik, President & M.D (right) and Mr. Amit Kainth, Manager Exports-Imports, received the award from Hon'ble Chief Minister of Himachal Pradesh, Prof. Prem Kumar Dhupal

Recognizing its contribution towards promotion of high-end agricultural engineering technology exports, Engineering Export Promotion Council (EEPC) awarded CLAAS India the prestigious export excellence trophy for the seventh time at its Annual Award Presentation Ceremony on 8<sup>th</sup> May 2010 at Shimla. The ceremony was graced by the presence of Hon'ble Chief Minister of Himachal Pradesh, Prof. Prem Kumar Dhupal and other senior officials from various government departments. To receive this award, Mr. Pradeep K. Malik and Mr. Amit Kainth were present. EEPC India was set up in 1995 under the sponsorship of Ministry of Commerce, Govt of India, for export promotion of engineering goods, projects and services from India.



Mr. Surendra Babu, Vijayawada, Andhra Pradesh

Ujwala Harvesters Corporation is a very special CLAAS Business Partner. Mr. Surendra Babu, Managing Director of this entity, is a farmer cum contractor and emerging as a budding entrepreneur. When asked about his association and journey with CLAAS, he said, "16 years ago, I was basically a farmer growing rice and totally dependent on manual labour for harvesting. Then I came to know about

the CLAAS CROP TIGER harvester when I saw a demonstration being organized by company's staff in my locality. I was very much impressed with the machine's ability to cleanly harvest rice without sinking in the wet fields. Instantly, I could visualize the success of this combine in my area where labour availability during harvesting was a big problem. Realizing the urgent requirement, I bought my first CROP TIGER in 1995, not only to harvest my own fields but also to rent it out to other farmers. Initially there was lot of resistance from farmers but with continuous demonstrations, farmers started realising the benefits of mechanized harvesting. This started a kind of frenzy in the local farming community and every farmer known to me wanted to hire my machine for harvesting their fields. As of today I own a fleet of 14 CROP TIGERS. This wonder machine has totally changed the mindset of farmers in my area. Now more and more farmers want to own this machine and turn into successful businessmen. This inspired me to apply for the exclusive dealership to sell these machines in my area, which CLAAS India thankfully accepted. Today, I not only manage my own fleet of machines but also provide round the clock service support to other customers in my area."

## Delivery of CROP TIGERS to RKVY under subsidy schemes to Rythu Mithra Group (RMG) at Guntur District:



To achieve 4.1% growth in agriculture by the end of XI Plan, RKVY (Central Assistance Scheme) incentivizes states to increase public investment in Agriculture and allied sectors, mainly to enhance Agri - Mechanization. This is a State Plan scheme with 100% funding by Government of India.

In RVKY, Andhra Pradesh state government is providing 50% subsidy to the purchase of combine harvesters to Rythu Mithra Group (RMG), which in turn will benefit thousands of farmers across the state.

On 16th May 2010, five nos. (5) of CLAAS CROP TIGER TERRA TRAC were delivered to RMGs at Guntur district under this subsidy scheme.

Mr. Aum Sarma – Principal Scientist (Agri Engg) & University Head (FMP), ANGRAU, Mr. I. Ramakrishna Murthy – Joint Director of Agriculture, Guntur District and Mr. Harinadth Babu Chowdary – Regional Manager, APAGROS, Guntur, delivered the CROP TIGERS to beneficiary farmer groups. Other senior officials from Agricultural department were also present at this prestigious ceremony.