

HARVESTING TRENDS

CLAAS

QUARTERLY NEWSLETTER FOR CLAAS INDIA PVT. LTD.

Issue 6 Feb, 2011



MD's MESSAGE

Dear Readers,

First of all let me greet and wish you a wonderful New Year 2011. Technology fascinates us and challenges inspire us. CLAAS India has been instrumental in accepting technological challenges to provide Indian farming

community with harvesting solutions of unmatched quality and global standards.

CLAAS India achieved the landmark of selling more than 1000 CROP TIGER Combine Harvester in the last business year. We thank all the CROP TIGER owners for showing continual trust in CLAAS machines. It gives me immense pleasure to inform that CLAAS has recently introduced a Paddy Transplanter, PADDY PANTHER 14 for India and SAARC countries which was displayed at AGRO TECH Fair, Chandigarh in December 2010. This will provide farmers with a reliable product, economic and time saving substitute for manual paddy sowing and a solution to growing labour shortage in India. Adding to our self propelled Combine Harvester Product Line, we have also launched a mid size multicrop Combine Harvester CROP TIGER 40 for farmers, based on their need and requirement.

The recent monsoon has been very favorable for the Kharif

harvest giving new hopes to the Agriculture Machinery business. Initial crop production estimates for Kharif 2010 - 11, Rice production is expected to be 81 MT which is 6% more than last year and pulses production is expected to reach 6 MT i.e. 40 % more than last year. Hence we expect, enhanced crop production will have a positive effect on farmer's income and will lead to healthy agricultural and economic growth of the country. CLAAS has managed phenomenal growth over the years in India which has led to increased mechanization in Indian farming. CLAAS has also been very successful in SAARC countries and products manufactured by CLAAS India are also being exported to other Asian & African countries. The overall sentiments in agriculture machinery business has reported a positive growth for the BY10 and expected to maintain this trend in BY11 also.

Mechanization practices in Indian agriculture is witnessing a growing demand for products of global standards for increasing the productivity of crops and to overcome the growing labour shortage. Providing profitable and latest technology to farming community and to ensure trust and long term relationship with stake holders are the guiding principles for CLAAS India.

Yours truly,
Pradeep K. Malik
(President and MD)

Dealer Conference at Colombo, Sri Lanka



CLAAS invited its business partners for the Annual Business Conference in Colombo also known as the paradise island.

Mr. Pradeep K. Malik, President & Managing Director along with CLAAS officials and 13 business partners from India and Sri Lanka attended this momentous occasion.

During this conference, CLAAS officials addressed the business partners and updated them about the new initiatives taken in the field of Sales, Marketing and After Sales. In his speech, Mr. Pradeep K. Malik appreciated the efforts of all business partners for establishing CLAAS as a strong Combine Harvester brand in their respective territory and in India as a whole.

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CLAAS India Suppliers' Meet - 'Coming together for progress'

CLAAS India organized its Annual Suppliers Meet on 7th December, 2010. The meet commenced with the suppliers visit to CLAAS India Pvt .Ltd. (CIL) Morinda factory visit, where the suppliers took a guided tour of state-of-art CLAAS Morinda facility. Following the Morinda plant visit, an official meeting took place in Hotel Taj, Chandigarh.

Mr. Pradeep K. Malik, President & Managing Director, started the meeting with the welcome address and then shared the growth and success of CIL with more than 150 suppliers. Addressing the suppliers, Mr. Malik said that although CLAAS treats its customers as kings, we don't want our suppliers to treat us as king and added that 'we are partners in progress'. He said that CLAAS Group is more focused about CLAAS India and asked the suppliers to be prepared for larger business volumes in future.



VERSATILE CLAAS CROP TIGER NOW HARVEST MAIZE



Mechanized Harvesting of Maize and Sunflower crops has always been a big challenge in India, because of uneven row to row spacing in different parts of country. There are no Combine Harvesters available in India which can harvest Maize and Sunflower within acceptable range of breakage and losses. CLAAS being a global leader in agriculture mechanization solution has launched its Sunflower Cum Maize Attachment which has been demonstrated in different states of India i.e. Punjab, Tamil Nadu etc. Harvesting results by CLAAS Sunflower Cum Maize Attachment were highly appreciated by Farming Community

of Punjab and Tamil Nadu. CLAAS Sunflower Cum Maize Attachment has been designed in a way that the variation of row to row spacing doesn't have any effect in crop losses. Almost no breakage and losses of Sunflower seeds have created a new confidence in Sunflower growing farmers. Gurmail Singh, a proud owner of CLAAS CROP TIGER 60 from Macchiwada Village near Ludhiana, is highly satisfied with the performance of CLAAS Sunflower Cum Maize Attachment. According to him, he had never dreamt of an attachment which can harvest delicate crops like Sunflower and Maize with this level of efficiency. He said that the key reason behind getting same level of efficiency is TAF Technology used in CLAAS CROP TIGER.

MARKANT BALER DEMONSTRATION

At Salem, Kumbakonam & Tanjore

Paddy Straw is a major by-product to all paddy growing farmers as it provides additional income to farmers. In this direction CLAAS demonstrated its MARKANT Rectangular Field Baler at GopiChettipalayam, Kumbakonam and Tanjore in Tamil Nadu, where straw handling is a major concern of farmers. MARKANT Baler is propelled by a tractor and can pick-up and bale any leftover material from a field (e.g. paddy straw, sugarcane trash etc.). With its synchronized Ram and Knotter Mechanism, the baler compresses the collected material to a very dense bale. The compact bales of around 20-25 kgs facilitates easy transportation and storage. All the participants who witnessed the demonstration showed great interest in the purchase of the machine. Many farmers who witnessed this demonstration said that the straw management provided by the MARKANT Baler would help them in maximising their income.



FIRST CLAAS SERVICE QUALITY IS OUR MOTTO

OEM Training at Chennai



CLAAS CROP TIGERS are assembled with superior parts from only the best Original Equipment Manufacturer (OEM) which provides longer life and high performance of machine in fields. In this direction, CLAAS organizes OEM TRAINING Programmes at regular intervals. These trainings provide an interactive platform to the customer and the OEM to help the customers in understanding the right techniques and maintenance procedures which would increase the life and performance of the machines. Mr. R.Sivaraj, Chief

Mechanic, Pondy Farm Machinery who attended the OEM Training Programme by TATA Engine said "Training given by Mr.V.S.Ramani of TATA Motors was very valuable in terms of learning. The combination of theoretical training and live practical examples helped me to understand the importance of maintaining key parts in engine."



Mega Operators' Meet at Yamuna Nagar



A Mega Operators' Meet was organized at Yamuna Nagar, Haryana. Machine Operators play a vital role in efficient performance of Combine Harvester, maximizing output of crops without any grain losses. Over 60 operators participated in this meet. Mr. Mahindra Singh, a proud owner of CROP TIGER 60, said: "I am very happy to see the performance of CROP TIGER 60. During the last wheat season, I was able to operate my CROP TIGER with full rhythm and harvested over 450 acres in a single season. I would like to thank CLAAS for conducting these training camps which helps us in understanding how to operate CROP TIGER". He also added, "I have always received the best After Sales Support from CLAAS Dealer and

CLAAS Service Engineer who were there to support my machine round the clock, true to their promise of providing FIRST CLAAS SERVICE".

Customer cum Training Meet at West Bengal

CLAAS India organized a Customer Meet at West Bengal also known as the rice bowl of India. This meet was held at the premises of the CLAAS Dealer M/s Chakraborty Enterprises, Krishna Nagar. Over 15 customers participated in this Customer cum Product Training programme. Mr. Tapas Koner, who attended this Programme, said "I am a proud owner of two CROP TIGER 30 Wheel machines. The performance of the CROP TIGER is better than other Combine Harvester. I have harvested over 300 acres of paddy with my CROP TIGER. All the farmers on whose field the harvesting took place were surprised to see a Harvester that's able to provide grains that has zero breakage and negligible field losses. I feel there is a great potential for mechanized harvesting in West Bengal due to the increasing shortage of labour. I thank CLAAS India for a superb After Sales Support."



PADDY PANTHER 14 and CROP TIGER 40 displayed at Agro Tech, Chandigarh

CLAAS India participated in India's Premier Biennial Agro Technology & Business Fair, Agro Tech 2010, Chandigarh. CLAAS introduced and displayed PADDY PANTHER 14, a paddy transplanter machine to the Indian market and CROP TIGER 40 Combine Harvester along with Sunflower cum Maize Kit. CLAAS Paddy Panther 14 will help farmers in saving time for transplanting of paddy nursery and very less manpower is required as compared to manual transplanting. More than 45,000 business visitors and 30,000 farmers pan India visited this exhibition.



PADDY PANTHER 14



CROP TIGER 40



CROP TIGER DISPLAYED IN AGRO-TECH, Hyderabad, Andhra Pradesh



Andhra Pradesh is a key agricultural state in the southern region of India. This state is a prominent grower of Rice, Sunflower, Maize and Pulses like Black Gram, Green Gram etc. CLAAS India participated for the first

time at Agro-Tech 2010, Hyderabad and displayed CROP TIGER TERRA TRAC and CROP TIGER 30 Wheel to promote mechanized harvesting in this region among the farming community. Over 10,000 Farmers, Contractors and government officials mostly from Andhra Pradesh visited this fair. The most appreciated features of the CROP TIGER were compact size, light weight, easy operation and multicrop harvesting.

CLAAS PARTICIPATES in KISAN MELA, PAU, Ludhiana



CLAAS India, participated at Kisan Mela organized by Punjab Agricultural University, which is North India's largest Farm Machinery Exhibition. The fair witnessed a huge footfall of over 1,00,000 farmers this year. CLAAS

displayed the Sunflower cum Maize harvesting attachment with the CROP TIGER 30 Wheel, the multicrop combine harvester at this exhibition. This unique attachment enables the CLAAS combine harvester to harvest valuable crops like Sunflower & Maize. Along with the CROP TIGER 30 with Sunflower cum Maize harvest attachment, CLAAS India also displayed CROP TIGER 60, India's biggest and most powerful Combine Harvester.

CLAAS PARTNER'S VOICE



Mr. Ramesh Reddy, Karim Nagar, Andhra Pradesh, Managing Partner

Mahi Agro Agencies is a very successful enterprise in the Automobile Business and has rich experience in this industry. Mr. R. Reddy is associated with the company from 1997, and has played a key role in pioneering the mechanized harvesting in his region. When we asked about his union and journey with CLAAS, he said, "My association with CLAAS is very special. CLAAS business has been the most profitable entity among my other businesses. In the early 90's, mechanization was at a very initial stage in our area, and in order to promote the mechanized harvesting, I bought a CROP TIGER and started demonstrating and harvesting farmers' fields with the CROP TIGER in my area and nearby villages where labor availability was scarce and very expensive. This started a revolution and I sold few CROP TIGERS to farmers who first used it to harvest their fields and then started harvesting other fields on a contractual basis. Till date I have sold over 350 CROP TIGERS, providing World CLAAS After-Sales Support. We have a very good infrastructure and have complete range of spare parts. We are operating in Karimnagar, Hyderabad and Nalganda and is growing day by day. There is huge potential in this sector which is expected to grow in the same manner as it has been in last 4-5 years. I am proud to be associated with CLAAS and I am thankful to CLAAS for supporting me at every stage."