

ISSUE JULY 2013

HARVESTING TRENDS



VP'S MESSAGE

Dear Readers,

Warm greetings from CLAAS.

Namaste!

This year CLAAS celebrated its 100th anniversary. This CLAAS century has been such a success due to your personal commitment as a member of the large and unique CLAAS family. CLAAS is founded on the strong values and special team spirit that unites all of us - including the buyers, dealers, suppliers, employees and their families. Our achievements have been made possible by the strong adherence to the values as a family business, leading to an outlook based on thinking in terms of generations, rather than quarterly results.



The key values of CLAAS has not changed over the past 100 years. Ms. Cathrina Claas-Mühlhäuser, chair of the supervisory board and shareholder, puts it well- "Ninety five percent perspiration, five percent inspiration... to generate customer benefit. CLAAS is fit for the future!"

In this issue of Harvesting trends we will share with you glimpses of some of our proud moments and why the company's 100 years history of integrity, innovation, commitment and service makes us so excited about the future.

This year a healthy monsoon brought cheer to Indian farmers and the community. We join you in this celebration of joy - in humble gratitude from an overwhelming response that CLAAS has received from you in form of orders for CLAAS products this year. We are doing our utmost to meet your needs.

To serve CLAAS buyers better, to be closer to you when you need us, we have launched a new world-class dealerships and also introduced a toll free Helpline number. You will know more about these in this issue.

Nature inspires innovation, and innovation inspires empowerment. This has been the guiding principle of CLAAS since its inception and has been instrumental in leading us to take on the most incredible farming challenges, thereby developing the best farming solutions. CLAAS multi-crop wheel mounted harvesters CROP TIGER 30 and the new CROP TIGER 40 are gaining popularity to harvest a large variety of crops including Paddy, Wheat, Soyabean, Gram, Mustard, Tur, Sunflower, Ajwain and Maize. The new track mounted harvester CROP TIGER 40 TERRA TRAC now offers you a faster harvest with a larger engine, a larger grain tank and several new features. CLAAS range of paddy transplanters and balers are rapidly gaining popularity.

Taking technology to the farmers as well as including the important elements of sustainability and environment management into the very grain of our equipment, CLAAS is committed to serve you towards maximum value creation.

We hope you will enjoy this chronicle.

Amit Sood
Vice President - Sales, Marketing, Parts & Service
CLAAS India Pvt Ltd

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AJWAIN HARVESTING - A REVELATION



Field Demonstration: Harvesting Bishop Weed (Ajwain)

The upshot of the field demonstrated was that it was the first time Ajwain was harvested by a combine harvester. Moreover, Ajwain harvesting by CROP TIGER 30 added a new crop to the list of crops: Wheat, Soyabean, Gram, Mustard, Tur, Sunflower and Maize harvested by CROP TIGER 30. Farmers lack a powerful tool for analyzing the new technology viz-a-viz the conventional farming practices. In order to address the needs of the Bishop Weed (Ajwain) to farmers, CLAAS conducted

a demonstration of CROP TIGER 30 at Nandurbar District, Maharashtra. The attendees participated in discussions and received detailed information on the machine, the cost, operational value and earning potential, thereby helping them to make a more informed decision. All progressive farmers who witnessed the demonstration were very happy and showed a keen interest in owning CROP TIGER 30.

Overall, the demonstration was a great success and also helped generate enquiries for our machines.

TRAINING ON CROP TIGER

Training Programmes

During the year, CLAAS rolled out intensive skill-based training programs to educate farmers, contractors and partners alike to become adept at understanding and using its innovative and state-of-the-art machinery for better produce and hence, better results.

CLAAS Training Center, Mahatma Phule Krishi Vidyapeeth, Rahuri, Maharashtra, saw continuing training programmes including customer cum operator training, combine driving programme for CLAAS officials & business partners and operator trainings. In addition to this, CLAAS also organised training programmes with various agriculture universities in Maharashtra including Marathvada Agriculture University, Parbhani, and Panjabrao Deshmukh Krishi Vidyapeeth, Akola.



Operator Training

A two-day operator training programme was organised in Mahatma Phule Krishi Vidyapeeth, Rahuri, Maharashtra. The programme was designed to provide specialized training to selected operators, to enable them to understand and operate CROP TIGER 30 machine.

The training enunciated on the working principle of CROP TIGER 30, dismantling & fitment procedure of various aggregates on machine, settings & adjustments of machine, driving the combine on road or field (in field crop harvesting). After the completion of the training programme, the trainees were awarded certificates by the Dean of the University.

Combine Driving Programme

A one-day combine driving programme was also organised in MPKV, Rahuri. The participants were educated on the basic operations & settings, dismantling of cutterbar, clutch, gearbox and driving of combine off-road and on field. Operators were also educated on settings of machine on different crops.

FORGING AHEAD

CLAAS India Inaugurated Its World-Class Dealerships

CLAAS India's initiative in establishing new dealership facilities in different parts of the country is to deliver end to end sales, services and spare parts in respective territories. In an endeavour to spread its footprints across the country and to be as close to the customer as we can, CLAAS launched its world-class dealerships: Salem Automotive Corporation, Vaigai Automotives India Pvt. Ltd., and Gold Fields.

In order to offer excellent brand experience to both existing and potential customers, CLAAS India opened three exclusive showrooms and workshops at Attur, Kallakruchi and Nellore, supported by the latest machines and, above all, the commitment to serve the customers beyond expectations.



Gold Fields, Nellore

Gold Fields, Nellore, has been with CLAAS business since 1994, and has a glorious legacy to say the least. They are the ones who spearheaded the CLAAS presence in South India since its initial days. With an investment of 30 million INR, the dealership has a complete area of 20,000 sq ft. With a 13,000 sq ft built-up area, the workshop has 10 bays dedicated to CLAAS machines, equipped with trained manpower for emergency and breakdown. This dealership is customer focused and has a good stock of spare parts. This three-storeyed building has separate service, spare and administration areas.

Nellore is located 173 kms north of Chennai on Chennai-Kolkata coastal highway. A benchmark is set by Gold Fields in agri-machinery dealerships in India with the facilities they provide to the customers. Perhaps that's why Dr. Jens Oeding, Regional Director Asia, CLAAS Global Sales, commented in his speech: "The Best CLAAS Dealer Setup in Asia."

Salem Automotive Corporation, Attur

Salem Automotive Corporation, Salem, has been with CLAAS Business since 1995. This dealership expanded its network and opened a new branch at Attur, a small town 50 kms from Salem. With a plot area of 15,500 sq ft, exclusive 6 bay facility on the main highway, this new facility is in the prime potential area where the competition also has presence. Salem Automotive Corporation invested 17 million INR in this expansion.



Vaigai Automotives, Kallakruchi

Vaigai Automotives, Kallakruchi, has been with CLAAS Business since 2012. It is a new dealership and 5 million INR has been invested in it. This dealership is also into finance and selling of rotavators. With a plot area of 20,000 sq ft. and exclusive 6 bay facility, the dealership is located in small agricultural town of Villupuram district of Tamil Nadu.

CROP TIGER 40: THE RELENTLESS PERFORMER

On Oats Fields Of Pepsico



CROP TIGER 40 demonstrated its harvesting capability in oats fields of Pepsico at Shri Ganga Nagar, Rajasthan. The special breed of oats made by Pepsico Agro is grown for their product called Quaker. During the demonstration, Pepsico officials and their agronomist were also present so as to understand the grain quality difference between grain harvested by CLAAS and local machines.

Mr. Navyug Rohilla and Mr. Krishna Mohania, Assistant Manager, Agro, actively participated in developing the confidence of their team members and customers in the machine.

Mr. Sankhyan, General Manager, Agro, said that the grain quality of oats harvested by CLAAS machine is better than the other machines. Pepsico India Holdings Pvt Ltd is working in contract farming of oats in Rajasthan and Western Uttar Pradesh and have plans to set up processing plants of Oats in India.



EXHIBITIONS

AGROTECH, Chandigarh (1- 4 Dec 2012)

To educate the farmers and to extend the technological bridge, CLAAS India participated in many exhibitions across the country. Here's a glimpse of where all we were:



CLAAS India participated in AGROTECH 2012, Chandigarh, from 1- 4 Dec 2012. It is a biennial agrotechnology and business fair, with over 175 exhibitors, including 45 from overseas, 1,00,000 farmers from states like Punjab, Haryana, Himachal Pradesh, Uttar Pradesh, Bihar and many other states also participated. Prominent CEOs, MDs and top industrialists along with various agri-experts from India and abroad also participated at the CII AGROTECH 2012 to take agriculture in the country to the next level. A keen interest in CLAAS products was observed during the exhibition.

KISAN, Pune (12-16 Dec 2012)

CLAAS India participated in KISAN, Pune – the largest agriculture fair in India with farmer participation of 1,50,000. No other trade fair attracts so many farmers with firm investment plans or such a large number of agri-professionals from all over India.

The products displayed were CROP TIGER 30, PADDY PANTHER 14 and MARKANT 55. Visitors were very keen to know the machine insights and its operations.



AGRI INTEX, Coimbatore (11-14 July, 2013)

AGRI INTEX 2013 - CLAAS India participated in South India's largest exhibition in the field of agricultural technologies at Coimbatore, Tamil Nadu from 11 - 14th July 2013. The 13th edition of the exhibition, AGRI INTEX 2013, was held in collaboration with the Tamil Nadu Agricultural University (TNAU). More than 1,00,000 farmers, mainly from Tamil Nadu agriculture belt visited the exhibition during these four days.

CLAAS displayed the new CROP TIGER 40 TERRA TRAC combine harvester and PADDY PANTHER 14.

Farmers showed a keen interest in PADDY PANTHER 14 as a solution for rice transplanting. Customers were delighted to know CLAAS 100 year heritage through videos shown at the fair.



Business Associate - Key to Network Expansion

CLAAS dealer network is well developed and is providing best in class support services to all the customers . The company today has 44 dealers in India and its neighboring countries. Still our network is not able to reach deep into their territories. So to minimize this gap CLAAS has introduced the concept of CLAAS Business Associate to cover represented as well as unrepresented territories of India which are potential and can be a good market for our products. This initiative has no doubt helped in expansion of CLAAS network but also helped in increasing our machine as well as parts sales. In last six months, CLAAS has made 16 Business Associates all over India which have already sold 21 machines. Thus introducing Business Associate concept in India gave us the opportunity to serve our customers well.



Associating Dealer with CLAAS Family- Dealer Start-Up Guide

Dealer is the important link between a company and end customers. They are a company's identity. Various activities are being organized time to time to develop our distribution network.

Recently, CLAAS has introduced a guide “DOING BUSINESS WITH CLAAS” for every new dealer. This guide helps in acknowledging the new dealers with CLAAS policies. The Start-Up guide contains mandate information of different departments & procedures of CLAAS that will help dealers to get associated with CLAAS smoothly.



PADDY PANTHER 14 wins many hearts in Begusarai

A presentation on PADDY PANTHER 14 was made by CLAAS officials to the District Magistrate and all senior Agriculture Officers at Begusarai. It was very well organized and got excellent response and assurance from the government for promoting the sales on PADDY PANTHER 14 in Bihar. Bihar Government has increased the subsidy to 50% and District Agriculture Officers are supporting farmers for the purchase of paddy transplanter.



Another big achievement was CLAAS bagging the order of four PADDY PANTHER 14 from Katihar & Purnia.



CLAAS bags an order of
24 PADDY PANTHER 14
from the state of Tamil Nadu.

MY CLAAS STORY



Mr. Kesavan
Age: 32
Chinnasalem,
Kallakuruchi Taluk

Mr. Kesavan, who's now one of CLAAS' Advocate customers from Kallakuruchi Taluk, Villupuram Distt. and started his career as a tractor driver in 1997, and then as a TOT machine operator in 1998. After a long struggle, he purchased his first TOT (HMT5911) machine in 2002. The machine costed him ₹6.5 lacs, of which he paid ₹2 lacs as margin money and took a loan of ₹4.5 lac from L&T Finance. He became a machine owner and his earnings increased with the TOT machine. In 2003, he purchased 4 more TOT machines, HMT-1 and Johneere -3. His dream was on the onset of getting realized.

In 2004, he purchased his first CROP TIGER 30 TERRA TRAC second hand machine at ₹15 lacs. In 2009, he purchased a new machine at ₹20 lacs. Then he purchased two more machines in 2011. He also encouraged his friends and relatives who bought four machines.

His present hiring rate is ₹1700/hour. 900 out of 1600 is the operating cost. The balance of ₹700 is his gross profit per hour. The annual running hours are 1200 -1600. And the gross profit is an average of ₹8.40 lacs to ₹11.2 lacs.

Mr. Kesavan operates the machine himself and has 6 other operators for 2 machines and plans to purchase 2 new machines. Encouraged by his feedback, his friends also plan to purchase 4 new machines.

TOLL FREE SERVICE

Strengthening its commitment towards the customers, CLAAS India launched its toll free customer helpline service. The call center is operated from Bangalore, Karnataka. This call centre will serve as a single window support for sales, support, service, parts and satisfaction for users of CLAAS products in India.

For any queries 
CLAAS CARE
1800 425 25227

OPERATORS TRAINING PROGRAM AT KAMPLI

25- 29 March'13

Training highlights

- A training program was organized at Kampli (Bellary Distt., KARNATAKA)
- 23 participants attended the training program
- Complete dismantling, assembling and trouble shooting of CROP TIGER 30 TERRA TRAC was taught for 5 days.
- Entertainment and motivational programmes were organised for the participants
- Trainees were explained about the salient features of CROP TIGER 30 TERRA RAC
- Practical sessions on CROP TIGER 30 TERRA TRAC were given to the trainees
- The trainees were explained about the current problems in finding operators for CROP TIGER 30 TERRA TRAC and the potential of future requirement of trained operator in the market



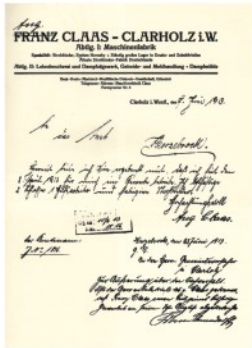
UPCOMING EVENTS

Date	Event	Event location	Event type
Sept 7, 2013	CLAAS Family Day	Morinda, Punjab	Event
Sept 9 - Sept 12, 2013	Agritech Asia	Gandhinagar, Gujarat	Exhibition
Sept 21- Sept 24, 2013	Krishi Mela	Dharwad, Karnataka	Exhibition
Oct 25 - Oct 27, 2013	Krishi Darshan Expo	Hisar, Haryana	Exhibition
Oct 25 - Oct 27, 2013	Agrifest	Lucknow, Uttar Pradesh	Exhibition
Dec 5 - Dec 7, 2013	EIMA Agri Mech	Delhi	Exhibition
Dec 13 - Dec 17, 2013	Kisan	Pune, Maharashtra	Exhibition



100 years of harvesting excellence

1913 - Foundation and beginnings



August Claas registered his business in 1913 using headed paper belonging to his father, Franz Claas Sr. In typical pragmatic style, August Claas simply crossed out his father's name in the letterhead by hand and replaced it with his own.

In the summer of 1914, the world was turned on its head with the advent of war. Brothers August, Bernhard and Franz Claas didn't escape military service, and their newly formed company had to be put on the backburner for the time being.

In 1919, they made a new start at the current CLAAS headquarters in Harsewinkel by repairing and manufacturing hay balers.

1921 - The knotter, the first patent



August Claas developed a knitting hook with an upper lip that had a limited degree of mobility. This in-built flexibility let the baler use twine of different thickness and quality. The twine now always held, solving these problems. This adaptability was especially important in the period just after the First World War, when shortages meant that twine was of poor quality. In agriculture, the financial implications of the innovative Claas system were tremendous.

In 1921, this legendary invention was issued with patent number 372140, and it was actually the first patented appliance from the company Gebr. Claas.

1969 - Forage harvesters in Bad Saulgau

CLAAS didn't fully arrive in the "green" business of forage harvesting until the company bought up Bautz in 1969, establishing itself in the Saulgau region.



Helmut Claas recalls: "Bautz's expertise in forage harvesting was virtually embedded in the company's very walls. It gave CLAAS access to a huge range of mowers, tedders, rakes and trailers."

1999 - Foundation of the CLAAS Foundation

President of Detmold council Christa Vennegerts presented the foundation certification to Helmut Claas. The CLAAS Foundation, founded by Helmut Claas in 1999, supports gifted students with bursary grants.



After all, our country needs creativity – and young people from schools and universities to come up with new ideas. Our country needs a new generation of brilliant minds. Science and technology are two areas in need of fresh thought, both on a global and local scale. CLAAS has long been aware of this need. That's why the company is focusing on lending a helping hand to the scientists of tomorrow through its CLAAS Foundation.

1936 – Harvester/thresher/binder moves into production

The breakthrough for the company came in the summer of 1936. Only 150 kilometres away from Berlin, at the Zschernitz Manor in eastern Germany, Europe's first-ever marketable combine was presented to an astounded agricultural industry.



In the chronicle of the CLAAS combine, it says: "The result was a MDB machine tailored to harvesting conditions in Germany – a machine that reaped, threshed and bound at the same time. Europe hadn't seen anything like it."

The most important development discussions were held in the evenings next to the machines out in the field whenever August Claas visited the development team.

1962 - Production begins at the new baler factory in Metz

CLAAS went into action on its project in Metz in 1958. Reinhold Claas was the CLAAS partner on site.

He handled the necessary negotiations with the local politicians, business community and administrative bodies, while also contributing to the employees' efforts to get the plant up and running.



The employee newsletter "Knotter" wrote: "At the German Agricultural Society's press conference, our company's management reported that 1,000 low-pressure balers had been manufactured by May 1962."

2003 - Acquisition of Renault Agriculture



CLAAS has been developing agricultural tractors for many years. But resounding success didn't come until the company took over "Renault Agriculture" on 23 February 2003. The deal was sealed at Paris's famous "Crillon" hotel. That day, CLAAS took over the production and international distribution of the tractor produced by Renault Agriculture in Le Mans.

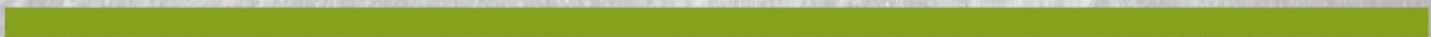
The orange of the Renault tractor turned into a bright green.

2011 - World record in combine harvesting, CLAAS entered into the Guinness Book of Records

September 2011, in Lincolnshire in the UK: The starting signal sounded at 9.30 in the morning. "Three, two, one, go!" shouted Jack Brockbank, official representative of the Guinness Book of Records, as he lowered the starting flag and the LEXION 770 rolled off into the field of wheat.



Eight hours later, the new world record was in the bag. In this short time, the LEXION had processed 675 tonnes of wheat and harvested nearly 70 hectares. Its average output of 84.5 tonnes per hour would have been enough to supply a European city the size of Nice with bread and baked goods for an entire day.





For feedback/queries, information:

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