

Issue 10, July 2014

Harvesting trends



Creating Customer
Awareness

Adding up of Seven
new dealerships

A personal
touch

Machine Demo
on field

We at CLAAS India know the importance of reaching out to universities and institutes alongside working closely with the farmers, to better the agricultural scenario in the country. With an eclectic mix of universities, institutes and academicians that help us impart education as well as training; we are geared to turn the wheels of change in agriculture by providing the most innovative solutions that take the best of technology to the farmers. During the last quarter, we took this initiative a notch higher by adding two more eminent universities on to our panel, one in Madhya Pradesh and the other in Maharashtra.



Dear Readers,

The first half of the calendar year saw a classic example of people's strength to drive a change and that of a changed management.

A massive unprecedented campaign in national politics saw the use of conventional, modern and some innovative forms of communication to drive the need for 'change' in the country's governance.

Burdened with high inflation, poor growth and virtual inertia in certain key areas that desperately needed action, the people rose to the call for change and voted en masse for new governance at the national level.

The promise of change at the grassroots and the strategic levels that would ease the living cost of a common man and help an enterprise to move in the right direction has brought in a feeling of renewed hope that is driving up the business sentiments. Banks, organized businesses, entrepreneurs are demonstrating more flexibility to support faster development.

This feeling of positive sentiments is reflected at CLAAS India too. The mood is upbeat in the CLAAS team and in our extended family of distributors. This was reflected in the recently held meeting at Goa with a select group of dealers and area managers. At this meeting, dealers & CLAAS managers participated in workshops to come up with actionable short-, mid- and long-term objectives, till the year 2020.

The three main topics of the workshops were:

- New ways of doing business.
- Aftermarket - a differentiator.
- What's an ideal dealer?

At the same meeting in Goa, a Dealer Forum was created for Dealer Principals to spend time together and to come up with ideas to improve processes, network & business development and other suggestions. This Forum is expected to meet at least twice a year to take stock of the actions and make suggestions for continual development.

Continuing with the positive outlook, dealers and customers of CLAAS India should look out for the following developments:

- We will be showcasing new products in harvesting and foraging applications in the calendar year 2014. These products will be available for regular sale in the next 6 to 12 months.
- Our ride-on type rice transplanter, the PADDY PANTHER 26, will be available in all-new livery.
- We will be more visible at the events and exhibitions relevant to the agriculture sector in the upcoming season. Look out for us at Agritech Asia Gandhinagar in September, at Krishi Darshan Hisar in October, at Agritech Chandigarh in November and at KISAN Pune in December.
- Our engagement with various universities and institutes to impart education and training will go up to a higher level with upcoming Memorandum of Understanding (MoU) with 2 institutes, one in Madhya Pradesh and the other in Maharashtra.

I am proud to welcome 7 new dealers into the CLAAS family, namely:

- i) Chhatrapati Agrotech, Shirur, Maharashtra
- ii) Sri Balaji Agro Engineering, Gulbarga, Karnataka
- iii) Mahankal Motors Pvt Ltd, Dewas, Madhya Pradesh
- iv) Agrawal Tractors & Spares, Ujjain, Madhya Pradesh
- v) Krishi Tech Services, Ahmedabad, Gujarat
- vi) Parvati Engineering, Puri, Odisha
- vii) New Poddar Tractor Company, Burdwan, West Bengal

I wish you all the good luck in your businesses.

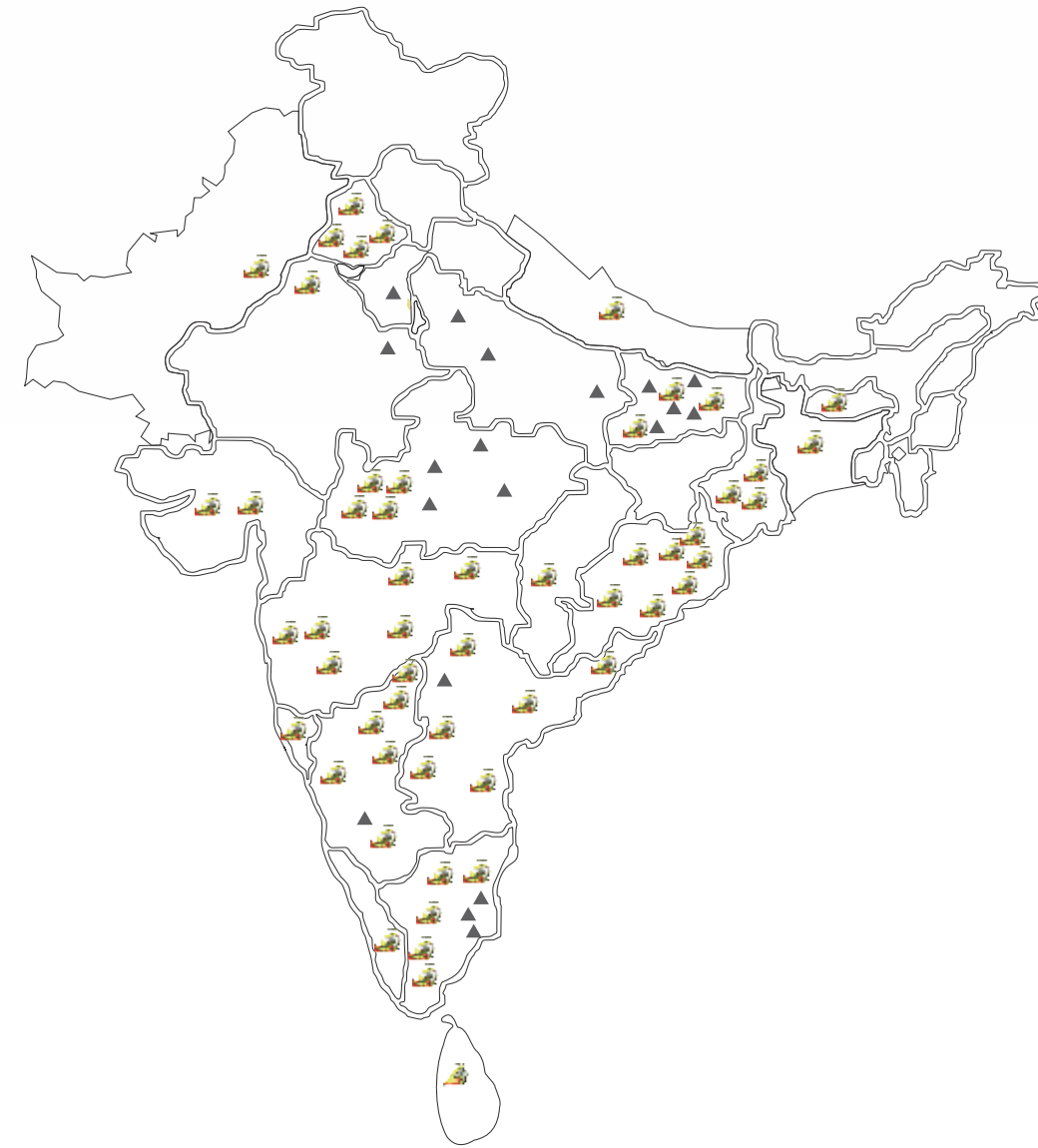
Regards,

Jay
Senior Vice President

CLAAS INDIA PROUDLY WELCOMES SEVEN NEW DEALERS TO ITS NETWORK

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Breaking News 15

Training Camp for Operators & Mechanics



Hambantota, Sri Lanka on 6th Jan'14



Creating Customer Awareness

PADDY PANTHER 14 Customer awareness programme

A trend is set by a product that is most chosen by the customers. But to make the right choice and to set the right trend in motion, the customers need to be aware of the advantages and the solutions offered by the products. With an objective to educate and enrich the farmers to become adept at understanding and using its innovative and state-of-the-art machine PADDY PANTHER 14, CLAAS India rolled out an awareness programme that will help farmers to produce better and hence, achieve better results.

To educate and train the harvester operators in the Hambantotta district of Sri Lanka, CLAAS India conducted a comprehensive training programme to build and develop capacities in the local harvester operators.

As a standard practice, the operators from India operate harvesters in Sri Lanka during the harvesting seasons. They are preferred over the local counterparts mainly due to their ability to attend to minor repairs and for their expertise in getting the best out of these machines. With an overall objective to develop a team of highly skilled Sri Lankan CLAAS harvester operators, the programme aimed at imparting technical knowledge to local operators so as to maximize operational aspects of CLAAS harvester. Furthermore, the advantages of using CLAAS machines over Chinese imports along with the long-term financial gains that the local operators can benefit from were clearly communicated during the training.

Customer Meet



Vijie & Majeeth, Thanjavur at Kattuthottam Agriculture Department on 25th Feb'14 & Deepthi Agencies, Madurai 18th Feb'14.

Van Campaign



At Deepthi Agencies, Madurai the campaign started on 5th Feb'14 and at Vijie & Majeeth in Thanjavur the campaign started on 6th Feb'14.

Mechanical Training in Full Swing



The trainees are trained to observe the functioning of each and every part of a harvester however small it is.



Overall functioning of a harvester depends on the efficient understanding of its components, be it the cutter bar or the rotation of the lifter.



BAU, Bhagalpur, Bihar on 25th to 26th Feb' 14

The objective of the two-day training programme was to achieve optimum performance from the machines with proper setting as per the crop requirement, which may differ with crop maturity condition, crop height, crop density and field size.

Operators were trained in the cutting process, threshing system, cleaning system, recycling of un-threshed grains, unloading system, power distribution & transmission system and hydraulic system. A basic discussion on the gearbox, clutch and brakes was also held.

The knowledge of removal and fitment procedure of various aggregates were imparted as it helps in the on-field fixation of minor problems, thereby decreasing the breakdown time of the harvester.

The process of setting and adjustment of the machine along with the working principle of the combine harvester was put through the training session.

The training agenda was customized according to the needs of each and every customer in the region, along with the dos and don'ts and essential check points before harvesting.



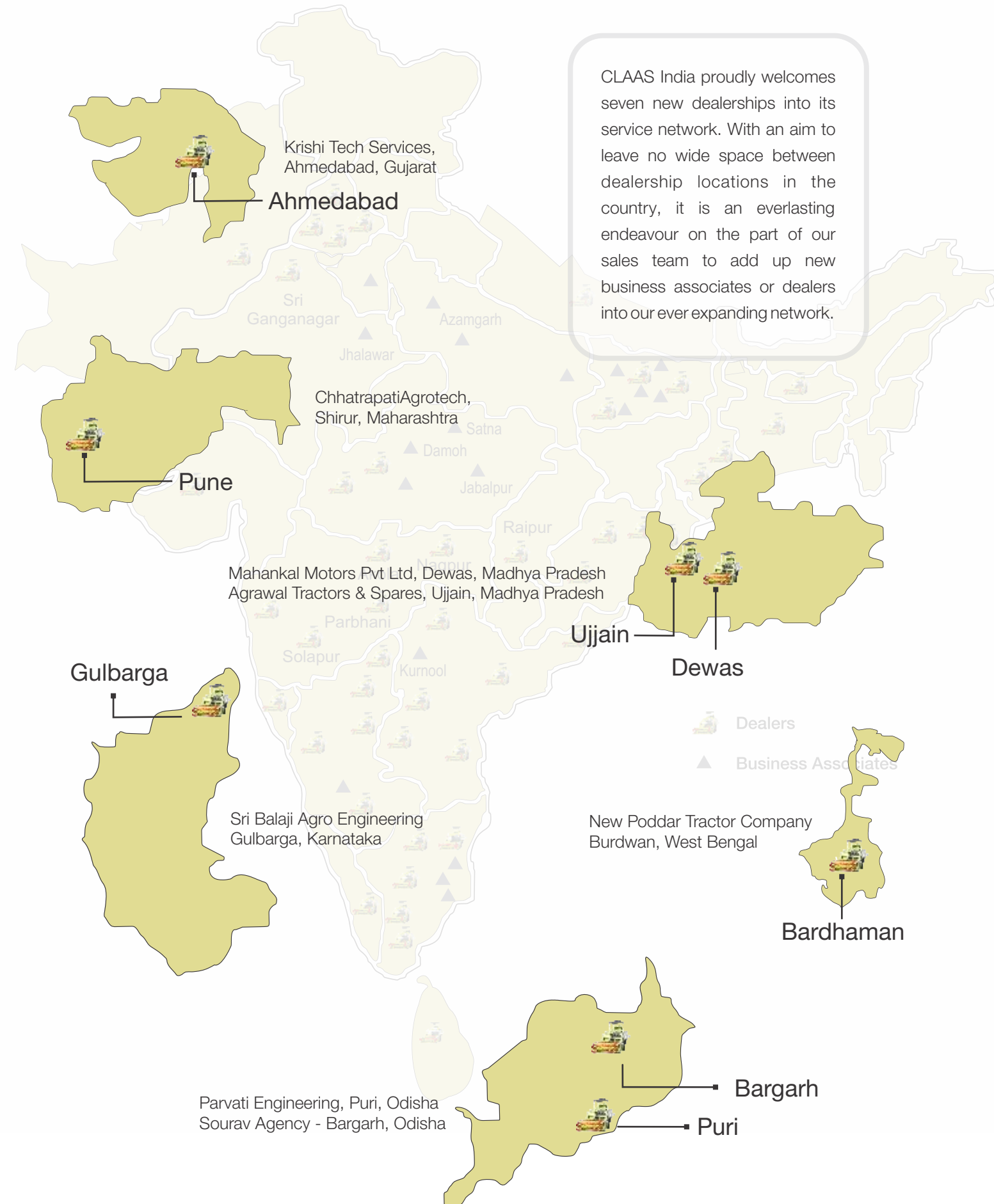
Smile Quotient



A Personal Touch

An emotional touch to a machine makes it come to life. It is the owner's confidence in the performance of the machine that creates this emotional touch. And one of our customers did that by painting the word 'WINNER' on his CROP TIGER TERRA TRAC!

Developing a World-CLAAS Network



Demonstrating the range

Machine Demo on the Field

CROP TIGER 40 Demo at Aurangabad



Champaner, Aurangabad - 19th Apr'14

In an attempt to sensitize the farmers about the benefits of farm mechanization, CLAAS India organized a demonstration session of the harvesting process and the CLAAS harvesters in Champaner in Aurangabad.

The demonstration that spread over five maize farms was attended by over 30 farmers. The machine generated immense enthusiasm amongst the farmers which led to a significant number of enquiries. All progressive farmers who

witnessed the demo were very happy and showed a keen interest in buying the machine. The demonstration also saw a session on how to operate the combine in the maize field, followed by a one-on-one discussion on the harvesting technology and the benefits of using CLAAS harvester.



CLAAS Products Demo in Andhra Pradesh & Telangana on Pigeon Pea, Bengal Gram (Chick Pea) and Paddy Transplantation



PADDY PANTHER 14, CROP TIGER 30 & MARKANT 55 were demonstrated at various locations in Andhra Pradesh and Telangana with different crops like Pigeon Pea, Bengal Gram (Chick Pea), Paddy Transplantation.

In Andhra Pradesh the growing labour scarcity in the farm sector has resulted in faster mechanization of the farming processes. With the available support from the government, the farmers in the state are slowly moving towards mechanization in the agricultural sector. The demonstrations held at various places in Andhra Pradesh on the utility of CLAAS harvesters, transplanter and quality stackers for different crops, predominantly maize, created a stir among the people in the farming sector.

To increase the productivity in acres per hour the machines used should be at their optimum performance level. To ensure highest performance on the field, CLAAS organised free service camps at various places in Andhra Pradesh and Telangana.

Harvesting Pigeon Pea at ICRISAT on 13th & 14th March 2014

CROP TIGER 30 demonstration on Pigeon Pea crop was done on the 13th & 14th of February 2014 at ICRISAT in the presence of Mr. Suresh Pillai, Mr. Srikanth of Farm Engineering Department and other research officials. A comparison test was also conducted between CROP TIGER 30 and John Deere TOT in the same field. The International Crops Research Institute for Semi Arid Tropics (ICRISAT) declared CROP TIGER 30 as the winner with the best grain quality and minimal grain loss (~1%).



Harvesting Bengal Gram at Ongole 11th & 12th March 2014

About 1.7 acres of Bengal Gram was harvested in 2.5 hours by CROP TIGER 30. Grain loss and grain breakage was minimal and was further rectified by the adjustments in CROP TIGER 30 Combine Harvester. As crop height was very low and the terrain was uneven, crop lifters at the knife section had to be used. This fitting increased the speed of harvesting and reduced plant loss while reaping.

Transplantation Demo Conducted at Sri Kalahasti 1st February 2014

The demonstration of paddy transplantation was conducted at Thottambedu (V&M), Chittore (D), Andhra Pradesh. The transplantation was done in approximately 2 acres of land within 7 hours using 160 trays. To achieve the same result the duration of manual transplantation would be 12 to 16 hours with 20 labourers on field. The impressive work efficiency of CLAAS transplanter put it a few steps ahead of competition.



MARKANT 55 Demo Conducted at Nellore 26th & 27th March 2014

The demonstration of the MARKANT 55 became very popular with the farmers as it brought forth how they could be saved from the backbreaking chore of slinging hay bales. The baler showed its prowess in stacking and sticking through quick and quality picking.

Service Parts Demonstrations



Free Service Camps were organized in all dealerships of Andhra Pradesh

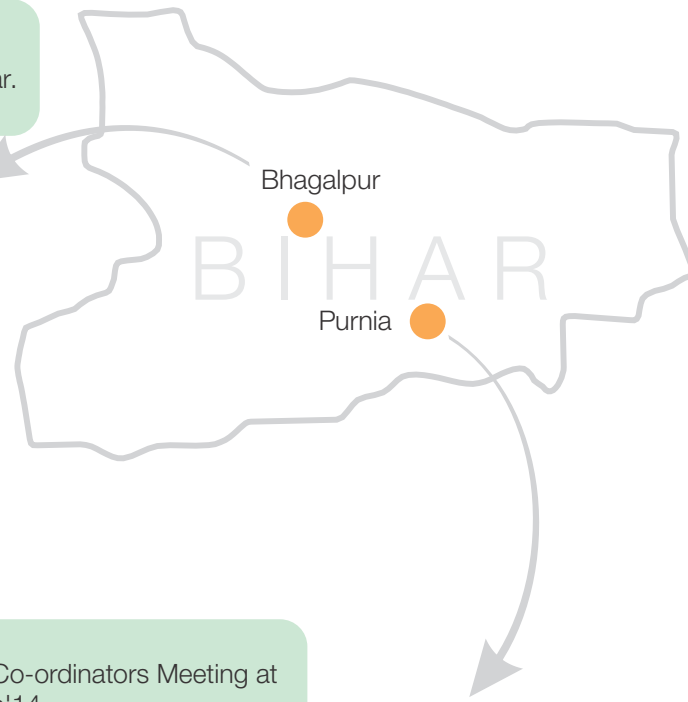


A training programme was held for dealer technicians at SRFMT&TI, Garladinne, Anantapur (Dt). Parts Sales campaign was also done at the Nellore Dealership with Spare Parts Van.

Events & Exhibitions

Committed to deliver the best to our customers, we at CLAAS India strive to be in constant touch with our customers to be in the know of how we fare both in terms of product offerings as well as in the achievement of customer satisfaction. In line with this thought and spirit, CLAAS India participated in a number of events across the country for seeking feedback from the customers and also to educate them about the superior farming techniques. The Sabur Mela at Bhagalpur, the Hindustan Kisan Mela at Araria and the Agriculture Co-ordinator Meeting in Purnia are some of the events we were a part of.

Sabur Mela
Bhagalpur Agriculture University, Bihar.



Agricultural Co-ordinators Meeting at
Purnia in Jan'14



Upcoming Events

- Agritech Asia at Gandhinagar
03-05 Sept
<http://www.agritechasia.com>
- Krishi Darshan at Hisar
11-13 Oct
<http://www.krishidarshanexpo.com>
- Agrotech at Chandigarh
22-25 Nov
<http://www.agrotech-india.com>
- Kisan Mela at Pune
10-14 Dec
<http://www.kisan.in/>



In its quest to evolutionize and revolutionize agriculture, CLAAS India works closely with the media. The channel has played a critical role in contributing to the public knowledge of CLAAS and has helped us gain visibility and feedback. So, here's some good news for you:



Going Down the Memory Lane

A JOURNEY CALLED CLAAS

1913 – 1929: It all began with a knotter. Its technical reliability laying down the foundation for the later success of the company.

1930 – 1945: Our first fully operational combine harvester revolutionized harvesting.

1946 – 1969: SUPER, EUROPA and MATADOR are just some of the names that marked the rise of CLAAS to become a combine harvester specialist.

1970 – 2002: CLAAS became a harvesting specialist with the start of production of forage harvesters and its entry into the green fodder harvesting segment.

2003 – 2013: With the acquisition of Renault Agriculture in 2003, CLAAS expanded its product portfolio to include tractors. Now 100 years young, it offers a complete harvesting chain to meet the needs of modern farming.

For feedback/queries, information:
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