



VOL. 1

QUARTERLY NEWSLETTER FOR CLAAS INDIA PVT. LTD.  
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## STUNNING PERFORMANCE BY CLAAS DEALERS

### Gold Fields, Nellore

A growing enterprise with over 52 years experience in the automotive and agri-machinery, M/s. Gold Fields has been a dealer for CLAAS India since 1993. With the sale of 160 CROP TIGER combine harvesters, it has become the highest CLAAS combine harvester selling dealer for the year 2009 in whole CLAAS Global Business. Since beginning the CLAAS business has been our most successful business venture, says Mr. B.K. Kumar, who is the 2nd generation owner and now his son Mr. B.L. Karthik is also involved in this business. He says, "The initial years in the combine harvester business were challenging since mechanized harvesting was a new concept and hence there were few takers for this business model. In fact we had to pay to the farmers to allow us to harvest their fields to demonstrate the benefits and potential of harvesting their crops with CLAAS combine harvester. This sparked off the mechanization of harvesting crops in my region (Nellore, A.P), and resulting in 95% of the paddy fields now being harvested by combine harvester. The owners of CLAAS CROP TIGER believe in it as a profitable business proposition."

Mr. B.K. Kumar,  
Managing Director,  
M/s. Gold FieldsMr. Srinivasan,  
Proprietor  
M/s Salem Automotive Corporation

### Salem Automotive Corporation, Salem

This star performing CLAAS Dealer has been part of the CLAAS family since 1995. They are located in a region with limited agriculture land and hence the initial challenge for them was to promote CLAAS combine harvesters as a high income generating business opportunity for its customers. Traditionally this local market constitutes a high population of contractors who are in the business of custom hiring of machines (Borewell Rig, Earth Mover machinery, Trucks etc.). Since inception as a CLAAS dealer, M/s. Salem Automotive Corporation has sold more than 600 CROP TIGERs. They have also achieved milestones like selling over 100 combine harvesters continuously since the year 2006 and now sold 157 combine harvesters for the year 2009, thus making them the second highest CLAAS combine harvester selling dealer in whole CLAAS Global Business. They are also the largest spare parts selling dealer for CLAAS India.

## EVP's Message

Dear Readers,

It takes me immense pleasure to interact once again with you all.

First of all on behalf of CLAAS India team I wish you all a very Happy New Year.



The Indian Agriculture is on the brink of a revolution that will modernize the entire food chain, as the total food production in India is likely to double in the next ten years. Reduced dependence of Indian farming community on rainfall and adaptation to modern agricultural practices are becoming the driving force of Indian agriculture Industry. In India the agriculture mechanization has been traditionally limited to tractorization only. But with the advent of advance agri-machineries like the CLAAS CROP TIGER combine harvesters; the Indian farmers are able to optimize their agriculture output through mechanized harvesting of even the most delicate crops like Basmati. The CLAAS CROP TIGER range, capable of harvesting variety of the Indian crops, is encouraging the farming community into multi-crop cultivation practices, thus optimizing their agriculture output. At CLAAS, we believe in providing innovative and advance harvesting solution; hence we get this recognition from our customers as "THE HARVESTING SPECIALIST".

Yours Sincerely

Bhanu Sharma  
Executive Vice President  
Marketing, Sales & After Sales

## HIGHLIGHTS



CROP TIGER: India's only Basmati harvesting combine harvester



CLAAS launches the Sunflower harvesting attachment the SUNSPEED in PAU Farm Machinery Exhibition, Ludhiana



CLAAS CROP TIGER 30 launched In South India



CLAAS organizes North Dealers' Conference



CLAAS Combine Harvesters enter Pakistan's Market

## CROP TIGER: India's only Basmati harvesting combine harvester

### CROP TIGER 30 harvests the delicate Taraodi Basmati Rice

TILDA Rice Lands are a well known rice exporting company of India; this is where the CLAAS CROP TIGER 30 combine harvester demonstrated its harvesting capability on the Taraodi Basmati (HBC 19), a very delicate variety of rice, grown mainly for export markets. These demonstrations were conducted at the experimental farms owned by TILDA near Sonepat, Haryana recently. Dr. Anurag Tiwari, a senior official from TILDA Rice Lands, who analyzed the harvesting performance, said, "The Grain quality of the harvested crop is exactly like we get in case of manual harvesting. There was almost zero grain breakage, and no other losses. The CROP TIGERs ability to harvest lodged crop is very much appreciable. I am very happy with the performance of this combine harvester, with its outstanding capabilities to deliver harvesting solution for Basmati crops, which is not possible by any other combine harvester."



CROP TIGER in TILDA research farm



Progressive farmers at the demonstration

### Dazzling performance by CROP TIGER 60 on Basmati fields of Kashipur

CLAAS CROP TIGER 60, India's only Basmati harvesting combine harvester, demonstrated its capabilities in the fields of Dr. Nagendra Singh and Mr. Vikram Singh, both progressive farmers with land holdings more than 100 acres from Kharmasi Village and Rampur Tehsil near Kashipur, Uttarakhand. The CROP TIGER harvested the delicate Basmati varieties like Muchal, PUSA -1121 etc. which otherwise can be harvested manually only, as no other combine harvester can harvest these delicate crops. Mr. Bhajan Singh, another progressive farmer from this area who observed this superb performance of the CROP TIGER, appreciated the excellent grain quality. He said, "I have never seen a combine harvester with such capabilities to harvest basmati varieties, there is almost zero grain loss, and the grain quality is the best I have ever seen. This will bring a big revolution for the Basmati growers."



CROP TIGER 60 in PUSA-1121 rice fields

## CROP TIGER 30: The ultimate Multicrop Combine Harvester

### Demonstration in Urad Crop

CROP TIGER 30, the highly versatile combine harvester from CLAAS India, proved its multicrop harvesting capabilities with a demonstration on Urad, a variety of pulses. This was organized by a team of CLAAS India, supported by the CLAAS dealer at Kashipur M/s. Agarwal Auto Traders. The performance was exceptional and highly appreciated by progressive farmers from Bannakheda and other surrounding villages from Bazpur, Uttarakhand.



The CROP TIGER 30 Wheel during its demonstration in URAD



CROP TIGER 30 Wheel: Delivering best output of Urad

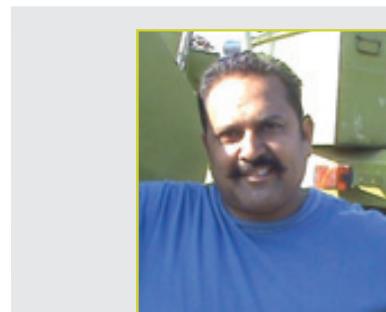
**Quick uploading system of the CROP TIGER ensures minimum wastage of time and hence higher income for contractors**

### MARKANT Baler Demonstration at Madurai

With a growing concern of how the farm residue can be collected and utilized in environmental friendly methods, many government agencies and agriculture based institutes are continuously looking for an effective solution for the same. Being aware of this issue, CLAAS demonstrated its MARKANT rectangular field baler, which is propelled by a tractor. This baler can pick-up and bale various types of crop residue (e.g. paddy straw, sugarcane trash etc.) that can be used as fuel in Biomass based power generation plants. With its synchronized ram and knotted mechanism, MARKANT baler compresses the collected material to a very dense bale and in a matter of minutes a complete field can be cleared. These easy-to-move compact bales of around 20 kg, 5 tons of material can easily be loaded and transported on a 2-wheel tractor trolley. All the participants who witnessed the demonstration showed great interest in the purchase of the machine. Mr. R. Mohan Sundaram, Senior Official, Directorate of Marketing and Inspection, who analysed the demonstration said, "This baler is a wonderful solution for agriculture waste management, especially with the MARKANT's ability to do both In field as well as Stationary baling which ideally suits Indian agricultural practices."



Govt officials and prospective users analyzing the MARKANT Balers – Stationary and in field bailing capabilities



Mr. Sukhdev Singh Dhillon

Mr. Sukhdev Singh Dhillon, a progressive farmer who observed the harvesting of urad by the CROP TIGER 30, said, "The grain quality is exceptionally good; this combine harvester is an ideal machine for fields in my area. The compact size of this machine provides ease of movement even in narrow roads and small fields as well. It does not require to remove the 9 feet cutterbar of CROP TIGER 30 during road transportation unlike bigger size harvester. The CROP TIGER 30 can harvest the urad crop which is even cultivated in between Popular trees with total spacing of 12 feet. Its capability to harvest even dwarf variety of urad crop is very impressive. Now onwards I will always arrange the CROP TIGER 30 for harvesting my Urad fields and I look forward to own this combine harvester soon."

## CLAAS launches the Sunflower harvesting attachment the SUNSPEED in PAU Farm Machinery Exhibition, Ludhiana



2 lakh farmers visited the exhibition



CROP TIGER with SUNSPEED –  
Sunflower harvesting attachment

CLAAS India participated in North India's largest Farm Machinery Exhibition held at Punjab Agricultural University in Ludhiana, Punjab. This prestigious event saw a huge footfall of over 2,00,000 farmers. CLAAS launched the sunflower harvesting attachment the SUNSPEED, for the CROP TIGER, the multicrop combine harvester at this exhibition. This unique attachment enables the CLAAS combine harvester to harvest valuable sunflower crop, which is otherwise only possible to be harvested manually in India. Along with the CROP TIGER 30 with sunflower harvest attachment, CLAAS India also displayed CROP TIGER 60, India's biggest and most powerful combine harvester and also its MARKANT Baler. CLAAS bagged the "Best Stall" award 3rd time in a row for display at this exhibition.

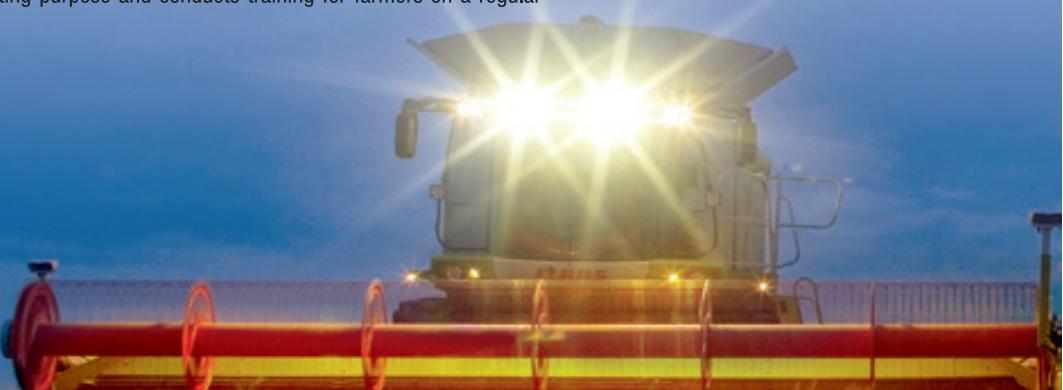


First prize for Best Stall Display – 3rd time in a row

## Krishi Mela, UAS, Dharwad, Karnataka



In Krishi Mela - Agriculture Exhibition 2009 conducted by University of Agricultural Sciences, Dharwad, Karnataka, CLAAS exhibited the CROP TIGER combine harvester. This mammoth exhibition witnessed footfall of 400,000 visitors mainly constituting farmers, contractors and institutional buyers from the North Karnataka agricultural region. The CROP TIGER received tremendous acclaims for its ability to harvest various crops grown in this agricultural belt throughout the year. The UAS, Dharwad itself owns and promotes the CROP TIGER 30 for testing purpose and conducts training for farmers on a regular basis.



## CLAAS CROP TIGER 30 launched In South India

### Agri – Expo 2009, Madurai, Tamil Nadu

CLAAS, for the first time, displayed its versatile combine harvester the CROP TIGER 30 Wheel and its MARKANT baler in Agri – Expo 2009, Madurai, T.N. This agriculture exhibition is the largest fair in South Tamil Nadu and was visited by more than 40,000 farmers spread over four days. The farmers showed keen interest in the CROP TIGER 30 and acknowledged its multi cropping capabilities, compact size, proving to be more advantageous when compared to Tractor on Top harvester models (TOT) which lack these features. The CLAAS dealer at Madurai M/s. Deepthi Agencies actively participated in this exhibition.



CROP TIGER 30 Wheel and MARKANT Baler displayed

### Opening of CLAAS genuine spare parts outlet and Customer Meet held at Kumbakonam



CROP TIGER customers at the inauguration function

M/s Vijee & Majeeth agency, CLAAS dealer from Madurai, Tamilnadu, has extended its after sales network. An exclusive spare parts outlet has been setup in Kumbakonam to provide efficient after sales service, making availability of CLAAS genuine parts etc. for the convenience of CLAAS customers. The inauguration ceremony was followed by a Customers Meet attended by numerous CLAAS customers. The objective of this meet was to understand the emerging requirement of the customers and provide them with excellent after sales services. At CLAAS we believe in close interaction with all customers to understand, deliver innovative quality products and services on a continual basis.



CLAAS Spare parts outlet at Kumabakonam

### CLAAS Welcomes it's New Business Partners

- M/s Hans Escorts, Begusarai, Bihar
- M/s Chakraborty Enterprises, Krishna Nagar, West Bengal
- M/s Rai Auto Engineers, Nawanshahar, Punjab
- M/s Sarvottam Tractors, Sri Ganganagar, Rajasthan
- M/s Shivalik Industrial Equipment & Tractors, Morinda, Punjab
- M/s Mayfield Tractors, Lucknow, Uttar Pradesh
- M/s Haryana Agro Agency, Yamunanagar, Haryana
- M/s The Metal Pvt. Ltd., Dhaka, Bangladesh
- M/s Ravi Agric, Lahore, Pakistan



## CLAAS organizes North Dealers' Conference



CLAAS North Dealers' and CLAAS officials at the conference

CLAAS India organized its annual North Dealers' Conference at Faridabad. This conference was organized to share the success of last business year and acknowledge the performance of the dealers under various categories. The CLAAS dealers M/s. Agarwal Auto Traders, Kashipur and M/s Baba Farid Tractors, Faridkot received the awards for Best Performance in CROP TIGER Promotion, M/s Haryana Agro Agency, Karnal, M/s Mayfield Tractors, Lucknow and M/s. Bhamra Tractor Company, Jagraon were awarded for the Best Performance in Service Support, Spare Parts Business and in Brand Promotion respectively.



Mr. Bhanu Sharma addressing the North Dealers



Mr. Gurditta Singh Dhaliwal receiving the award from Mr. P.K. Malik

## Sales manager workshop conducted at Bangalore



CLAAS organized a workshop for sales managers representing various CLAAS dealerships from Andhra Pradesh, Tamil Nadu, Karnataka, Kerala and Sri Lanka. During this program 26 sales staff underwent product training for the CROPTIGER 30 wheel combine harvester which was newly launched in these states. After the program Special Recognition Awards were handed over by Mr. Bhanu Sharma, Executive Vice President, CLAAS India, to six top performing dealer staff under various categories.

## CLAAS CROP TIGER dazzles in SAARC countries

### CLAAS Combine Harvesters enter Pakistan's Market

CLAAS India has extended its dealership network in SAARC countries with the appointment of M/s. Ravi Agric in Pakistan. The initial orders of CROP TIGER combine harvester and MARKANT balers have already been delivered by CLAAS India into Pakistan. Mr. P.K. Malik, Managing Director, CLAAS India Pvt. Ltd., said "The trial order from Pakistan is just a beginning and we see a good potential for our machines in Pakistan market, which has similar agriculture conditions as in India."

Mr. Fahad Iqbal, Director, Ravi Agric added: "We are confident that these high performing CLAAS machines would be well accepted in Pakistan and we hope to multiply the business very soon. He also said, " Apart from Combine Harvesters there is huge demand for balers also in Pakistan and it will also see a raise in demand as the product gets popularity in the market.



### CROP TIGER 30: Phenomenal performance in Bangladesh

CLAAS India's most versatile combine harvester the CROP TIGER 30 has once again proved its performance in a new territory, Bangladesh. CLAAS India has recently appointed M/s. The Metal Pvt. Ltd. as its dealer for Bangladesh. The first CROP TIGER in this market was installed and demonstrated by a team of CLAAS India supported by the enthusiastic METAL team. The farmers and local dignitaries who witnessed this activity were astonished to see the CROP TIGERS harvesting capabilities. Mr. Sadid Jamil, Managing Director, The Metal Pvt Ltd, Bangladesh said, "I am very happy to say that the CROP TIGER is winning the hearts of farmers in my country. I am confident of the CLAAS products and intend to make CLAAS CROP TIGER combine harvesters as the architect of mechanized paddy harvesting in Bangladesh."



CROP TIGER harvesting paddy fields



Thousands of farmers witnessed the CROP TIGER 30 demonstrations

## CLAAS Dealers at Agri-technica: Europe's Largest Agri-machinery Exhibition



Agri-Technica, world's biggest exhibition for agriculture machinery



CLAAS India group visiting Techno Park, CLAAS Headquarters at Harsewinkel



### CLAAS Partner voice

Mr. Hardial Singh Bhamra  
Jagroan, Punjab

Mr. Bhamra, CLAAS dealer at Jagroan Punjab, has been part of CLAAS family since 2008. When asked about his CLAAS business he said, " Even though my association with CLAAS is been very recent, I have a high regard for this business. With the increasing rate of mechanization in Punjab region, there is a growing demand from customers for reliable Combine Harvesters in Punjab. Unlike locally manufactured combine harvesters, the CLAAS CROP TIGER combine harvesters are rolled out from the state-of-art manufacturing facility in Morinda, Punjab. These machines are proving to be benchmark for the performance standards in this industry. Prompt after sales service support and timely availability of genuine spare parts has helped me to gain the trust of the customers and thus increasing my business success."

### CLAAS Customer voice



Mr. Suraj Sejwal  
Proud owner of CROP TIGER

Mr. Suraj Sejwal is a progressive farmer and businessman with more than 200 acres of land in Sonepat, Haryana. This proud owner of the CROP TIGER 30 said "I am most delighted to own the CROP TIGER which has amazing ability to harvest Basmati and PUSA 1121 rice varieties like none other. This machine is very compact, hence enabling easy movement even in small fields of my region. I also appreciate the round-the-clock after sales support from CLAAS. The prompt availability of spare parts from CLAAS dealer and technical support from highly qualified CLAAS service engineers even at the harvesting site has really helped me to do profitable business during my first harvest season". he also added "with my CROP TIGER, I am earning more than my friends who use other local combine harvesters. So I can say that CROP TIGER is owners pride and neighbor's envy."