

Issue 09, Jan 2014

Harvesting

trends



Inspiring
Breakthroughs

Sustainable
Solutions

Driving Customer
Satisfaction

Events Galore



Dear Readers

Let me start my message by informing you of changes at CLAAS India.

At the beginning of this year, a change in leadership of the Sales organization was brought about to prepare it for an ambitious journey in the next 5 years. I was brought on board to lead a motivated team in Sales, Marketing, Parts & Service functions. I bring with me over 25 years of experience in the business of infrastructure machines in India and Asia-Pacific.

The year 2013 was remarkable for CLAAS. We crossed 100 years of harvesting excellence!

Highlights of this long journey were path breaking technology innovation, benchmarking machine applications, strong brand equity and, most importantly, several million relationships with customers, users, vendors and our extended family of dealers all over the world. I would like to thank each

one of you and look forward to your continued support.

The last monsoon was very favorable for the Kharif crop resulting in sudden jump in demand for Harvesters. We have been working overtime and on weekends to meet the high demand and are trying to overcome some supply constraints with our vendors. We are close to completely resolving these constraints so as to ensure that machines are available whenever dealers and customers need them. We would like to thank customers who have patiently waited for the machines in the recent past.

Continuous product improvement is a culture at CLAAS and we would like to thank customers who have so far been assisting us in the program for further improvement of the proven CROP TIGER Harvesters.

Here are some of the initiatives that we undertook to further improve the Customer Satisfaction:

- Mobile Parts van in South India for hassle free availability of Parts. This effort will soon be visible at strategic locations in phases.
- Two new dealers appointed - Mahi Enterprises in Deoghar, Jharkhand and Pathik Enterprise in Guwahati, Assam.
- More branches in Sri Lanka to stock parts.
- Continued education through demonstration for preparation of special nurseries for rice transplantation and use of PADDY PANTHER.
- More demonstration of our MARKANT 55 to educate users in Dairy and Bio-mass plant sectors

We continued our efforts to educate visitors to our display stands in two national agricultural events - EIMA Agrimach, Delhi and KISAN, Pune and also at smaller agricultural exhibitions in other states.

Many of our dealers visited the world famous agricultural exhibition Agritechnica in Germany. We were proud to see our Indian made CROP TIGER 40 TERRA TRAC machine sharing space with our other global machines in the stand at Agritechnica.

The year 2014 has started on a strong note with CLAAS AXION 800 winning Tractor of the Year award. I will come to you in next quarter with more news from CLAAS India.

Regards

Jay

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Inspiring Breakthroughs

Delivery of the first CROP TIGER 40 Machine in Maharashtra



Nature inspires innovation, and innovation leads to empowerment. In tune with CLAAS guiding principle, and in the light of the demands of our customers, CLAAS India launched the all-new CROP TIGER 40 Machine. Well-received in the market, the machine has been earning appreciation from customers across India. The overwhelming response for the machine translated into two customers in Maharashtra buying the machine for Soyabean harvesting. The buyers are delighted with the machine and are greatly satisfied with its performance.



Sustainable Solutions

Development of straw collection box in Maharashtra

CLAAS strongly believes in innovation and customization. Keeping up with the need of the customers for a straw collection box for feeding cattle, the CLAAS Maharashtra team led by Mr. Naresh Bhardwaj from the marketing department took an initiative, and delivered the needed solutions – A new straw collection box which can carry up to 100 kg straw and does not need frequent unloading. The Efficiency of CROP TIGER 30 Machine has increased by 50-60% due to less fuel consumption and reduction in labour cost. The existing customers along with the prospective ones have been briefed on the cost and return on investment for CROP TIGER 30. The hosted model has rejuvenated a market that was stagnant for the past several years. This has changed the whole perception of existing customers towards CLAAS machines and has developed a curiosity among the prospective ones.



Driving Customer Satisfaction

Customer Meet
in Akola, Maharashtra



Committed to deliver the best to our customers, we at CLAAS India strive to be in constant touch with our customers to know 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 organizes various customer meets at different platforms. One such meet was organized at Akola, Maharashtra. Over 80 existing CLAAS customers, prospects & financiers participated. Dr. Ravi Prakash Dani (Vice Chancellor Akola Agriculture University) attended the meet as the Chief Guest. Mr. Amit Sood - Vice President, Sales, Marketing and After Sales & Mr. Ashish Bhardwaj interacted with the customers and sought their feedback. Mr. Devendra Shendware briefed customers about the features of CROP TIGER 30 machine and its advantages. On this occasion Dr. Jens Oeding - Regional Director Sales, Asia also shared his views on the performance of CLAAS products in India and the CLAAS business in Asia. To honor and applaud the most outstanding customers and operators, an award ceremony was also organized.



CLAAS Genuine Parts on Field

Taking one more step towards maximizing customer satisfaction, CLAAS India initiated MOBILE PARTS VAN CAMPAIGN. It was started primarily with an objective to reduce the breakdown time of customer's machine during the harvesting period - by bringing genuine CLAAS parts closer to the harvesting fields. These Mobile Parts Vans are successfully running in the harvesting fields of Tanjore under the partnership of the dealer M/s Vijie & Majeeth Agencies. Customers are extremely happy with this initiative, as it brings the genuine parts closer to their door steps without hassle.



Scratch Cards

**GREAT OPPORTUNITY
FOR CLAAS CUSTOMERS TO
WIN ASSURED PRIZES***

T-Shirt • Umbrella • Executive Shirt • CROP TIGER Toy Model • Wall Clock



- Assured gift & discount on minimum purchase of INR 8000
- Cost of Card is INR 500, it will be adjusted against purchase of CLAAS Parts
- Scheme valid only for CLAAS customers
- Customer can use it within 3 months

CLAAS

CLAAS India introduced scratch cards programme for customers to benefit from them. Made available during the exhibitions and events as well as the parts campaign, the scratch cards are given against the deposit of an advance booking amount of a minimum of ₹500. The customers on scratching the card get a corporate gift and a one-time mystery discount on the invoice. An opportunity for customers to get discounts on CLAAS genuine parts, scratch cards, as they say, is a great way for everybody to be a winner.



“ I bought CROP TIGER 30 in April 2012 to harvest my crops, especially maize. Earlier I used to harvest my crops manually. I had to invest a lot of time in harvesting and wasn't even satisfied with the quality and quantity of the grains. One day CLAAS Sales executive came to me during a van campaign and demonstrated how the machine can harvest and thresh crops, both at the same time. I had never imagined that there could be such a machine. I bought the CROP TIGER 30. Now, even after almost two years, my machine is working to its best potential and harvests my crops. I am extremely happy with the machine and harvest maize, wheat and paddy with it.”

-Naveen Chand Yadav
Bhotia, Dhamdaha, Purnea, Bihar



Events Galore

CLAAS India Participated in a Number of Exhibitions Across the Country for Educating the Farmers about the Superior Harvesting Techniques. Here's a Glimpse of a Few...

CLAAS India participated in the Krishi Mela held at Dharwad from 21st-24th September 2013. The annual Krishi Mela is organized by University of Agricultural Sciences (UAS), Dharwad. The event showcased the latest in farming technology, cropping patterns and Research. Customers especially from North Karnataka came in huge numbers to the CLAAS stall and enquired about its products. The highlight of the Mela was the display of a revolutionary product by CLAAS, the PADDY PANTHER 14, used to transplant PADDY seedlings. This is a walk behind type transplanter and was amongst the favorites for the customers at the Mela. This product generated a lot of curiosity and a good number of enquiries.



Krishi Mela at Dharwad



International Krishi Mela at Bangalore

CLAAS India participated in the International Krishi Mela held at Bangalore from 7th-11th November 2013. The five-day international Krishi Mela was organised by University of Agricultural Sciences, Bangalore at GKVK campus and was inaugurated by the Honorable Chief Minister of Karnataka, Siddaramaiah. The company displayed its range of wheel and track products. Customers from across South India came in huge numbers to the CLAAS stall and enquired about its products. The products displayed by CLAAS generated lot of enthusiasm among the customers.

EIMA Agrimach, Delhi

CLAAS India displayed its latest combine harvesters CROP TIGER 40, CROP TIGER 40 TERRA TRAC, MARKANT 55 and PADDY PANTHER 14 at the EIMA Agrimach and launched PADDY PANTHER 26, which is the most powerful, efficient, and comfortable paddy transplanter in six row self-propelled category in India. The CLAAS stall attracted a number of visitors who showed great interest in the products displayed. Dr. Theo Freye, Spokesman of the Executive Board and Mr. Amit Sood, Vice President, SMPS, also visited the CLAAS stall.



KISAN, Pune

CLAAS India displayed its latest combine harvesters CROP TIGER 40, CROP TIGER 30 and MARKANT 55 at KISAN, India's largest agriculture show that's visited by a large number of Farmers, Entrepreneurs, Contactors, Influencers, Industry Leaders and Policy Makers. The machines attracted a lot of enquiries from Maharashtra and the neighboring states and the visitors showed a keen interest in knowing the TAF technology and multi-crop harvesting.



Krishi Darshan, Hisar, Haryana

CLAAS India participated in Krishi Darshan Expo at Farm Machinery Training & Testing Institute, Hisar (Haryana) from 25 - 27 October 2013. The mega event and conference on agriculture farm machinery & equipment saw the footfalls of more than 80,000 visitors which included Krishi Vigyan Kendra's top management Dealers, Distributors, Importers, Trade Visitors and a large number of Farmers not only from Haryana but also from adjoining states like Rajasthan, Uttar Pradesh, Punjab, Himachal Pradesh and Delhi. CLAAS India displayed CROP TIGER 40 and PADDY PANTHER 14 at the expo and both the machines received an overwhelming response from the visitors.



Agriculture Director giving the participation trophy to CLAAS Official Mr Digvijay Singh Rajput during the expo.



Agritech Asia, Gandhinagar, Gujarat

With lakhs of farmers visiting the event, Agritech Asia, Gandhinagar, has become one of the most important event for the agricultural sector in India. With an objective to spread awareness about CLAAS products among the farming communities of Gujarat and its neighboring states and to educate them about the latest in farming techniques, CLAAS India marked its presence at the event.

AgriFest Expo, Lucknow, Uttar Pradesh

CLAAS India participated in AgriFest, an international exhibition on agriculture and allied sectors, in Lucknow, Uttar Pradesh. CLAAS India displayed CROP TIGER 40 and PADDY PANTHER 14 at the expo which proved to be a great opportunity for CLAAS to showcase harvesters to farmers and to educate them about the harvesting technology.



A New Beginning

CLAAS inaugurates a state-of-the-art dealership in Vijayawada



CLAAS has been expanding its footprint at a rapid pace in order to reach its customers and provide them with prompt service. This is evident in its recently inaugurated state-of-the-art dealership with well-established 3S facilities (Sales, Spares & Service), in association with Karshak Agros Agencies, at Vijayawada, the city known as one of the largest hubs of automobile industry of Asia. The region around the city has fertile soil for cultivating paddy. The CLAAS India dealership with 6000 sq ft area was inaugurated on 7th October 2013 by Mr. Amit Sood - Vice President, Sales, Marketing and After Sales, in the presence of Mr. Prem Kumar- Regional Business manager - South India, Mr. Venkateshwarlu, Area Business Manager, Andhra Pradesh and Mr. Sunil Kumar, Managing Partner of Karshak Agros Agencies. The dealership has a five-bay exclusive workshop with state-of-the-art service facilities with a new-found sense of customer care. Addressing farmers community during the opening ceremony, Mr. Amit Sood mentioned that CLAAS and its business partners are working together tirelessly to reach out to the farmers across the length and the breadth of the nation.

Gujarat's First CLAAS Machine

First CLAAS CROP TIGER 40 Wheel machine purchased by Mr. Ashok Bhai Patel, Distt. - Baroda (Gujarat). It will help CLAAS in expanding its footprints in Gujarat and win confidence of Farmers in better way.



A Touch of CLAAS

Operator cum Technical Training at Bhagalpur



Planned with the objective to focus on the operators' needs and to optimize the machine's performance for maize harvesting, a two-day training activity was organized by CLAAS at Sabour, Bhagalpur. The CLAAS service and training team trained the operators and imparted hands-on experience to each of the trainee. The training programme covered specifications of machines, functions, troubleshooting settings in the machines for various conditions, and do's and don'ts of maize harvesting, apart from a theoretical session regarding cutting process threshing system, cleaning system, recycling, cleaning system, unloading system power distribution & transmission system. The trainees were also certified by CLAAS officers.

Training Programme for Harvester Operators in Sri Lanka

To educate and train the harvester operators in the Batticaloa and Anuradhapura districts 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.



Operators Training Conducted at FMRC, Anuradhapura on 27th Nov'13.



Operators' Training at Baticola on 24th Oct 2013



Customers Meet at Ampara on 27th Oct'13



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