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Harvesting trends

CLAAS showcases superior
forage harvesting machinery
at Agrotech 2014

CLAAS India at Agritech Asia

CLAAS showcases its range
of Green Line Equipment at
KISAN 2014

CLAAS

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Dear Readers

A very Happy New Year to you!

I begin by making an important announcement.

On 1st October 2014, a new company CLAAS Agricultural Machinery Private Limited came into being. This date will always be remembered as momentous for CLAAS group.

In the journey of last 24 years in India, CLAAS brand has established itself as a dominant brand in Southern markets and a technology benchmark in Northern markets of India.

The current decade is expected to see rapid introduction of new products aimed at improving productivity in processes dealing with harvesting, rice transplanting, straw baling, dairy-related equipment for forage, etc. This will require not only a strong product line up but also a higher focus on sales and distribution.

As a common practice, the CLAAS group uses such moments to create separate companies, one product company dedicated to product development and manufacturing and the other dedicated to sales, marketing, parts, service and distribution. The resulting focus on respective areas has been seen as a successful model in several countries. I am sure our customers and dealers will start seeing the benefits in the short term.

The last 6 months of the calendar year 2014 were busy times at CLAAS. Several promotional schemes for harvesters and transplanters were received enthusiastically by our dealers, who willfully invested in paid-up stock to ensure ready availability of machines.

We reached a unique milestone in the 1st quarter of Budget year 2015 ending December – we sold more Paddy Panther rice transplanters in the 1st quarter than we sold in the whole Budget year 2014. My personal compliments to all participating dealers in aggressively pushing this mechanized transplanting concept to farmers, which I believe will be our next big opportunity.

Our brand was in full limelight at the following exhibitions with several current and new machines on display:

- Krishi Mela, Dharwad, Karnataka in Sep'14
- Agrotech, Chandigarh in Oct, where we narrowly missed being adjudged as the best stall.
- Kisan, Pune, Maharashtra.

At the Chandigarh event, we displayed new line of hay tools under our Green Line equipment produced at Salgau plant in Germany - the Liner 370, DISCO 210 Disc Mower and CORTO 185 Drum Mower.

I am ending this message with season's greetings to all and ask our loyal customers to watch out for the launch of a new combine harvester in the coming months.

Regards
Jay



CLAAS Group sets up its second company in India

CLAAS, the leading manufacturer of agricultural machinery with the announcement of the opening of their new company in the country in October 2014; marked another important milestone in shaping the future trajectory of the company here. The journey however in the last couple of decades saw CLAAS India become a dominant brand in southern India and a technology benchmark in northern India for its combine harvesters and other agricultural equipment.

The current decade promises rapid introduction of new products aimed at improving productivity in processes dealing with harvesting, rice transplanting, straw baling, dairy-related equipment etc. In order to achieve the same, CLAAS would require not only a strong product line up but also a higher focus on sales and distribution.

As a common practice, the group aims at creating separate companies, one product company dedicated to product development and manufacturing and the other dedicated to sales, marketing, parts, service and distribution.

The new market-facing company CLAAS Agricultural Machinery Private Limited led by Mr. Mrityunjaya Singh as its Managing Director is aimed at benefiting the customers with an enhanced engagement on sales, marketing, parts, service and distribution processes. While CLAAS India Private Limited led by Mr. Srinivas P. Kamisetty as its President and Managing Director continues to focus on product development and manufacturing.



CLAAS manufacturing facility at Morinda, Punjab



CLAAS showcases superior forage harvesting machinery at Agrotech 2014

At the prestigious Agrotech 2014 held in Chandigarh, CLAAS displayed its new range of advanced mowers and rakes for efficient hay making in Indian fields together with straw balers, rice transplanters and a high specification version of its popular CROP TIGER 40 TERRA TRAC rubber tracked combine harvester.

"India is one of the world's largest milk producers, but the yield per animal is low and one of the primary reasons for this is poor feed quality. CLAAS Green Line machinery will help dairy and other agricultural operation with an advanced harvesting machinery enabling farmers to improve the quality and efficiency with which their forage crops are harvested. This will bring better efficiency and profitability to farmers in India", said Dr. Jens Oeding, CLAAS Regional President Asia.

Being a trendsetter and the leading agricultural machinery technology provider, CLAAS showcased its advanced Green Line forage harvesting machinery range, including the DISCO 210 Disc Mower, CORTO 185 Drum Mower and LINER 370 rake for the hardworking Indian farmer. A product line specially designed to provide reliability and efficiency to enable dairy farmers to achieve high quality silage and further enhance productivity and profitability.

"The CROP TIGER TERRA TRAC dominates the tracked combine harvester market because of its quality, performance and after-sales support. We are enhancing their value further by offering new add-on features as a choice for the customers. These features will be available very shortly and will further strengthen the technical superiority of CROP

TIGERS in India & other SAARC countries", said Mr. Jay Singh, Managing Director, CLAAS Agricultural Machinery Pvt. Ltd.

The DISCO 210 Disc Mower features a direct drive to the disc bed that is designed to enable blockage-free and efficient mowing of short crops such as Green Grass, Alfalfa, Berseem, Oats etc. Accurate ground contour following with an intelligent suspension system makes mowing straight forward and easy for the operator. At the same time, its transportation and maintenance is kept as simple as possible.

Similarly, the CORTO 185 Drum Mower, known for its durability and consistency over the last 40 years, is the ideal mower for crops such as Sorghum or Barley. Its regular maintenance is kept easy with an ability to replace the blades without the use of tools. For transportation, the CORTO folds within the width of the tractor, making the job safer and trouble-free for the farmer. Having mowed the crop, the rugged and reliable LINER 370 rake ensures efficient and precise swathing of the grass, straw or cane trash. To complete the operation, the MARKANT 55 baler comes into picture ensuring that the crop is tightly compressed and evenly shaped, for efficient storage with minimum space requirement.

Showcasing CLAAS's technological strength, the team at the exhibition displayed its flagship harvesting machine, the CROP TIGER 40 TERRA TRAC, which incorporates a number of new features. To make operating of the combine harvester as comfortable and easy for the operator, the CROP TIGER is fitted with an air-conditioned cab, with all the main controls grouped around an advanced digital display panel and can be operated using a single-lever control. The design includes a raised chassis to allow effortless moving between fields; allowing the CROP TIGER to negotiate the deepest wetlands. The hydraulically operated unloading auger provides quick emptying of harvested grain in every kind of situation and a wide cutter bar increases the productivity.

Further, CLAAS is also the first company in India to equip a combine harvester with a GPS guided vehicle-tracking system in order to achieve higher productivity and efficiency in the field.

CLAAS India on a mission to mechanize Indian farms

CLAAS, already a household name in Combine Harvesting of rice in Karnataka; during the famous Kisan Mela in Dharwad, held on 27th September - CLAAS, at their machinery stall launched the latest ride-on type Rice Transplanter and the PADDY PANTHER 26 for farmers in Karnataka.

“We have been in India long enough to understand the core needs of farmers. Our sole aim is to further mechanize farming with our state-of-the-art technology to ensure increased farm productivity at a reduced labour cost. For the farmers of Karnataka, we are showcasing not just our machine line up but also the strength of our Parts and Service Support System through a wide network of Dealers, Mobile Service, Parts Vans and our CLAAS care helpline”, said Mrityunjaya Singh, Senior Vice President (Sales, Marketing, Parts and Service), CLAAS India.



Customer at CLAAS Stall in Dharwad



Mr. Jay Singh, Senior VP, CLAAS handing over the machine to the customer

View of the CLAAS Stall at Agritech, Asia



CLAAS India at Agritech Asia

The Agritech Asia Exhibition, held in Gandhinagar, Gujarat from 3rd to 5th September, 2014 is one of the leading annual international events of its kind to showcase international agriculture technologies in India. CLAAS India at the exhibition displayed a range of machines including its Combine Harvesters, Transplanters and Balers. Among other products displayed were CROP TIGER 40, PADDY PANTHER 14, PADDY PANTHER 26 and MARKANT 55.

The Chief Minister of Gujarat, Smt. Anandi Patel visited the CLAAS India stall, interacted with the team and discussed about CLAAS group's future projects in the city of Gujarat. Gujarat, being an important market for CLAAS India, the company has recently appointed an authorized CLAAS India Dealer in Gujarat "Krishitek Services" at Ahmedabad to reach out to its potential customers and provide prompt services.



Mr. Shishir Kumar Bajpai, Senior Manager, CLAAS with the Chief Minister of Gujarat, Smt. Anandi Patel

While CLAAS machines attracted many enquiries from within Gujarat and the neighbouring states; on the other hand Agritech Asia 2014 saw a large number of farmers, entrepreneurs, contractors, industry leaders and policy makers come together all at once.

Most of the visitors showed a keen interest in knowing about the CLAAS TAF technology, which is aimed at providing customers with good quality grains with minimum losses. On the other hand, few of the customers were keen to know about the CLAAS range of Paddy Transplanters and Balers.

CROP TIGER Wheel Machine ONCE AGAIN proved its mettle

In September 2014, CLAAS participated in the famous Krishi Mela organized by the University of Agricultural Sciences at Dharwad.

Mr. Krishna Byre Gowda, Minister of Agriculture, Karnataka, visited the CLAAS stall and showed a keen interest in the premium Multi-crop Wheel Harvester, CROP TIGER 30 in particular.

Following his admiration for the machine, he requested the company to organize an exclusive demonstration, for the same. Few days later, CLAAS conducted an exclusive demonstration where top Karnataka officials including the Agriculture Commissioner, Director, Vice Chancellor of Dharwad University, Joint Director and Assistant along with Minister of Agriculture were present. A large group of farmers also attended the demonstration. Mr. Gowda further interacted with the customers and farmers present there on the productivity & profitability of owning a CROP TIGER. The machine amounts to minimum grain loss and saves majority on labour, cost & time.



Mr. Krishna Byre Gowda, Minister of Agriculture, Karnataka, impressed with the quality of the output harvested by CLAAS Machine.



CLAAS Financiers Meet at Bengaluru

CLAAS organized a Financiers Meet in Bengaluru in December this year. Guest of Honour, Miss Carole Perrot, Managing Director, CLAAS Financial Services interacted with the financiers present at the meet and shared the company's ambitious plans in India. Apart from crème de la crème of the financiers fraternity, also present were Mr. Mahantesh Kalasad, Senior Manager, Retail Finance, CAMPL and Mr. Prem Kumar, Regional Business Head-South among others.

CLAAS Van Campaign, A BIG HIT among the Customers in Bihar



CLAAS organized a Van Campaign to generate awareness of CROP TIGER 40 in 10 different districts in Bihar. The campaign was aimed at explaining the features and benefits of the machine to the customers and generating enquiries in return. Purnea, Katihar, Araria, Kishanganj, Bhagalpur, Khagaria, Begusarai, Saharsa, Madhepura and Supaul were the 10 districts wherein the campaign was held. At the end, a good number of enquiries were generated and a lot of enthusiasm and interest towards the product was observed.



OPERATOR TRAINING Program in Haryana

An operator training program was organized by CLAAS at Kosi Kalan, Haryana focused at conducting training programs on various aspects of CLAAS machines such as maintenance schedules, handling breakdowns, fuel saving etc. The process of setting and adjustment of the machine along with the working principle of combine harvester was also explained during the training sessions. The training program was organized as a tool helping to minimize the breakdown of the machines and training the operator on how to make optimum use of their machines.

CLAAS organizes a MEGA CUSTOMER MEET in Madhya Pradesh

Continuing with its endeavour to get close to its customers, CLAAS organized a Grand Customers Meet on 9th December, 2014 in Dewas, Madhya Pradesh. Customers and Financiers from all across Madhya Pradesh participated in the event.

Mr. Ashish Bhardwaj, Head-Sales, CLAAS, addressed the gathering and shared ambitious plans of the group in India. He spoke about how CLAAS is bringing a technological revolution in the agricultural industry and is changing the Indian farming landscape in a big way.

"In India, the CROP TIGER combine harvester has become a household brand with a recorded sales of more than 6500 machines. CROP TIGER machines have the least grain breakage and minimum losses because of its renowned Tangential Axial Flow technology", he further added.

Mr. Harish Gera, Head-Parts, CLAAS, addressed the gathering regarding the company's focus on customer satisfaction and after-sales support. He also stressed on the importance and benefits of using CLAAS genuine parts. He also talked about the CLAAS MAXI CARE Extended warranty scheme with the customers.

Apart from this, CLAAS being a trendsetter in the Industry has recently brought in the advanced Green Line forage harvesting machinery range, including DISCO 210 Disc Mower, CORTO 185 Drum Mower and LINER 370 rake for the hardworking Indian farmer. This product line is designed to provide the reliability and efficiency to enable dairy farmers to prepare high quality silage in order to further enhance productivity and profitability.



CLAAS showcases its range of GREEN LINE EQUIPMENT at KISAN 2014



CLAAS displayed its new range of advanced mowers and rakes for efficient hay making in Indian fields together with straw balers, and a version of its popular CROP TIGER 30 combine harvester at the premier Agricultural exhibition in Pune.

CLAAS Green Line machinery will help dairy and other agricultural operations, by providing an advanced harvesting machinery to enable farmers to improve the quality and efficiency with which their forage crops are harvested. This will bring better efficiency and profitability to farmers in India.

CLAAS also had on display its flagship harvesting machine, the CROP TIGER 30. Its compactness and multi-crop harvesting ability to harvest crops such as paddy, wheat, soybean, sunflower, pulses, mustard and gram makes it a profitable machine for the customers.



Glimpses of the event at Chandigarh

CLAAS CUSTOMER MEET at Chandigarh



Mr. Jay Singh, MD, CAMPL addressing the audience

CLAAS organized a Customer Meet at Chandigarh in November 2014 as an opportunity to interact with key customers and receive first-hand feedback. Customers from southern part of India, Madhya Pradesh, Bihar and Maharashtra, who were also invited to visit the CLAAS Pavilion at Agrotech 2014; attended the Customer Meet program in full swing.

Dr. Jens Oeding, CLAAS Regional President, Asia, Mr. Mrityunjaya Singh, Managing Director, CLAAS Agricultural Machinery Private Limited and Mr. Srinivas P. Kamisetty, Managing Director, CLAAS India Limited interacted with the customers and shared their ambitious plans of the company's presence in India. Customers also got an opportunity to experience state-of-the-art CLAAS facility at Morinda, Punjab.



CLAAS History



Founded by August CLAAS in 1913, over the years CLAAS has revolutionized the agriculture arena worldwide.

Started with the invention of the legendary 'Knotter'; the company unveiled its first fully functional Combine Harvester to the public in 1936.

Soon after establishing themselves as a staple for the agriculture technology sector, CLAAS became a harvesting specialist with the production of forage harvesters and its entry into the green fodder harvesting segment. With the acquisition of Renault Agriculture in 2003, CLAAS expanded its product portfolio to include tractors, today offering a complete harvesting chain to meet the needs of modern farming.



For feedback/queries, information:
 CLAAS Agricultural Machinery Pvt. Ltd.
 15/3, Mathura Road, Faridabad - 121 003, India.
 Phone : +91-129-4297000, Fax : +91-129-4042764.
 E-mail: infocil@claas.com | www.claas.co.in

