

Issue 15, Dec 2018

Harvesting

trends

Grand launch of
CROP TIGER 40 MULTICROP
 with Maize header



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CLAAS

MD's Message

Dear reader,

Season's greetings to you and your family!!! Excitement

The Year 2018 has been a remarkable year not only for CLAAS in India but also for the whole Indian agri-machinery industry. We saw the agriculture sector in India rebounding by riding the wave of two consecutive years of good average monsoon rains across the country. The positive impact on farm equipment industry was first reflected in the Tractor market that showed steep increase month-on-month ending with over 7 lakh Tractor sales in 12 calendar months - an all-time record! As per past trend, the upturn in sales of Harvester and other agri-equipment followed after 4-5 months and, hopefully, it will stay buoyant at least for next 2-3 years.

The positive impact in the sector showed on our business too with sales of Grain and Forage Harvesters registering healthy growth, closely followed by Balers & Paddy Transplanters. The year also saw a few proud developments for CLAAS in India:

- The launch of two new products - CROP TIGER 40 Multicrop Harvester with maize header and JAGUAR 25 tractor mounted forage harvester.
- First sales of self-propelled JAGUAR 850 Forage Harvesters in Gujarat and Odisha, reflecting not only a growing trend in silage production but a clear acceptance of our JAGUAR machines.
- Seeding of the first JAGUAR 850 Forage Harvester with SHREDLAGE technology in Sri Lanka, again a first ever in the SAARC region.
- State-of-the-art CLAAS Academy at Faridabad receiving recognition as world-class facility by visiting dignitaries not only from India but also from abroad.
- Opening of CLAAS Academy at Bhubaneswar in Odisha.

Apart from these landmarks, CLAAS in India also contributed immensely in giving digital thrust to Indian farming. We launched our Mobile Rental App which provides a unique platform for our machine owners and farmers in Southern India and State of Odisha to engage with each other regarding various farm related jobs. We also introduced CLAAS TRACKMASTER Mobile App for our customers that helps them in monitoring the working of their machines with just a click on their mobiles.

All these initiatives are a testimony to our seriousness towards our objective of serving the Indian farming community. However, following the CLAAS' ideology, we aim for the sky with our feet firmly on the ground. Having a long term commitment to Indian agriculture, we will continuously invest in developing advanced technologies suitable to Indian farming requirement.

With these words, I would like to convey my good wishes to you and your family for a joyous and prosperous New year!!

Warm regards,
Jay Singh
Managing Director

Product Launch

CROP TIGER 40 MULTICROP with
Maize Header – For a gainful maize harvest



Addressing the longtime demand of the maize growing farming community of India, CLAAS, the leading manufacturer of agricultural machinery in India and the pioneer in multi-crop harvesting, recently launched its flagship four-row maize harvester CROP TIGER 40 MULTICROP.



The new maize harvester, with a cutting width of 2.6 meters, is ideal for small as well as big fields. The maize header is fitted with front dividers and hoods made up with latest design for a smooth crop flow. With a foldable design of front dividers to allow easy serviceability and maintenance, features such as the powerful TATA 76 HP engine that supports heavy crop conditions, wrap guards and weed knives for a hassle-free cob picking and minimum wastage make this machine really smart and worth.

Announcing the launch of the product, **Mr. Jay Singh, Managing Director, CLAAS Agricultural Machinery Pvt Ltd.** shared, *“Today, mechanization is crucial for the growth of agriculture industry by improving operating efficiency. From our popular CROP TIGER series, we are launching the new CROP TIGER 40 MULTICROP Combine Harvester, that is capable of using maize and grain cutting headers, thus giving it multi-crop harvesting capability. This will help in improving income of farmers and harvesting contractors as they need to invest in a single machine for multiple crop varieties.*

Maize harvester offers threshing of the crop efficiently and gently by Tangential Axial Flow (TAF) that delivers excellent quality of grain with negligible breakage. Since operating the machine in rugged conditions puts a lot of pressure on its front axle, this harvester offers a heavy duty Modular Front Axle for a trouble-free movement. All these features ensure that the customers earn higher profits and a quality yield. The farmers attending the mela saw the machine on display and were introduced to its unique features.



Dr. Jens Oeding, President Region Asia, was also present in India to be a part of the launch activity of the new CROP TIGER 40 MULTICROP Combine Harvester. At the launch event in Kisan Mela hosted by Punjab Agricultural University, Ludhiana (Punjab), he said *“Our new CROP TIGER 40 MULTICROP combine harvester with maize header is built with robust German technology. It will meet the needs of maize growing farmers. I am sure that this machine will help in making maize farming even more profitable proposition for farmers.*

Events

CLAAS impresses Punjab's farmers at PAU Kisan Mela

CLAAS in India gave an impressive display of its advanced farm machinery at recently held PAU Kisan Mela, one of the most visited agricultural exhibition in India. The biggest attraction of the event was the launch of CROP TIGER 40 MULTICROP combine harvester with maize header. This new harvester proved to be a crowd puller creating immense interest among the visiting maize growing farmers. During the momentous launch, Mr. Jens Oeding, President Region Asia, CLAAS Global Sales, and Mr. Jay Singh, Managing Director, CLAAS Agri-machinery Pvt Ltd, were present.

Apart from the new maize harvester, CLAAS also displayed its immensely successful single row tractor mounted forage harvester- the JAGUAR 25. This forager is a solution to the long term demand of dairy farmers for a low cost machine that reduces their dependence on manual labour. Also on display was the drum mower CORTO 185, an efficient hay making machine for grass varieties like alfalfa, barseem etc.



CLAAS displays its technological might at Dharwad Krishi Mela



In another major agricultural machinery exhibition in Southern part of the country, CLAAS showcased its advanced farm machinery at Dharwad Krishi Mela, organised by University of Agricultural Sciences, Dharwad, Karnataka. The biggest attraction of the event was the launch of CROP TIGER 40 MULTICROP combine harvester with maize header. Karnataka and neighboring states like Telangana, Andhra Pradesh, and Maharashtra are the major maize growing states and the introduction of this machine was the need of the hour. Mr. Prem Kumar, Head of Sales, CLAAS Agri-machinery Pvt Ltd, was present during the unveiling of the machine for the visiting farming community. Talking about the product, **Mr. Prem Kumar**, said, *"The introduction of CROP TIGER 40 MULTICROP is a striking example of our long term commitment to Indian agriculture as a whole. We continuously strive to bring new technologies which could benefit Indian farming with improved output and higher earnings. Indian farmers who are into maize cultivation will tremendously benefit with the arrival of this machine."*

Apart from the new maize harvester, CLAAS also displayed its immensely successful DOMINATOR 40 - a Straw Walker Combine Harvester with rubber tracks. This harvester is already creating waves in farming community because of good quality grain output and long straw, earning that extra money for the farming community. Fitted with 2.4 m cutter bar, biggest in this segment, and powerful and fuel efficient TATA 76 hp engine, this machine is a true performer. Also on display was JAGUAR 25 - an affordable single row tractor mounted forage harvester that delivers silage of highest quality. This forager is a solution to the long term demand of dairy farmers for a low cost machine that reduces their dependence on manual labour.



Grand Inauguration of new CLAAS dealership at Ponneri, near Chennai



In a major landmark development, CLAAS in India witnessed the inauguration of new dealership, M/s Vaigai Agritech, at Ponneri, near Chennai, a world-class facility equipped with best-in-industry infrastructure. The glitzy event was attended by Mr. Bernd Ludewig (CEO, Business Unit Sales and Service and Member of the Group Executive Board, CLAAS KGaA), Dr. Jens Oeding (Regional President Asia, CLAAS Global Sales), Mr. Jay Singh (Managing Director, CLAAS Agricultural Machinery Pvt. Ltd.) and Mr. Prem Kumar (Head- Sales, India). A large group of CLAAS' customers was also present to grace the occasion. "The mechanization of Indian agriculture won't be finished for a long time and leaves a lot of room for efficiency improvement", explains Bernd Ludewig. "With a strong dealer network CLAAS can provide an important contribution to this development." The eye-catching cultural performances by talented Tamil artists added traditional flavour to the whole event. CLAAS congratulates Mr. J. R. Karthik, the dealer principal, for putting trust in CLAAS brand and investing resources for providing world-class support experience to our customers.



Dealer Service Managers get training on improving customer handling skills



CLAAS has a tradition of imparting best of know-how and technical skills to not only its own manpower but also to its dealers' staff. Working in this direction, CLAAS in India recently organised Annual Dealer Service manager conference at its Faridabad HQ. The main objective of the 5-day conference-cum-training program was to apprise the dealer service managers with latest digital servicing tools being used by CLAAS Service and product improvements along with a



motivational session "Customer Delight" to improve customer handling skills. Best performers were recognised and awarded for their outstanding contribution in customer service during the year. The event was graced by the presence of Mr. Gerd Roer (Head-Market Support, CSC), Mr. Marcus Schmidt (Service Inspector, CLAAS India and South East Asia) and M r. Baldev Raj (Head- Service, CLAAS India).

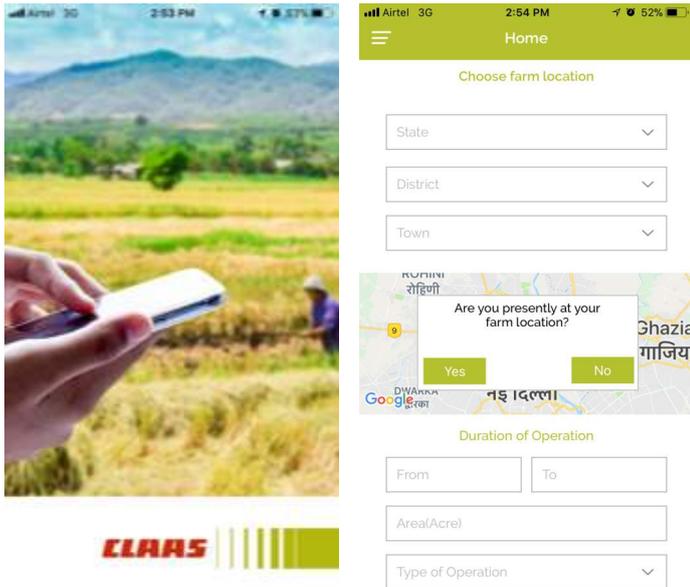
Myanmar farmers visit CLAAS facility



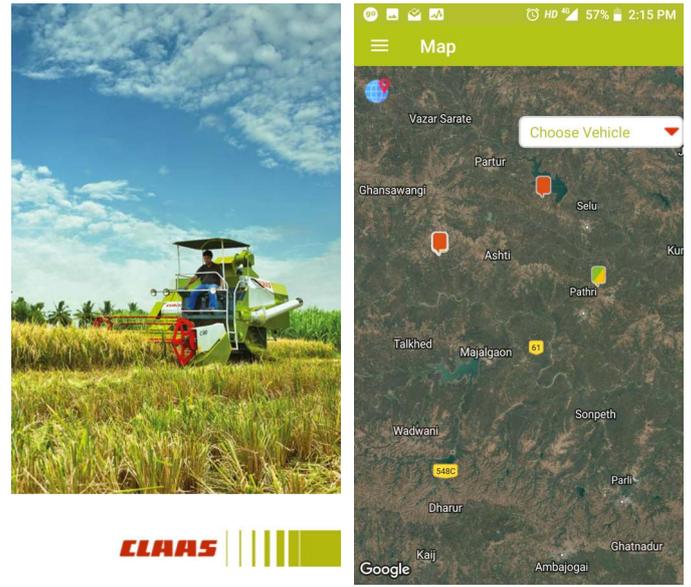
CLAAS India products are not only popular among Indian farming community, but also creating a niche in the neighboring nations. Proving this fact, a group of 15 progressive farmers from various regions of Myanmar recently visited our factory in Morinda, near Chandigarh. They not only got impressed by the state-of-the-art manufacturing facility, but also had an opportunity to visit our machines working in Southern part of the country. The main objective of the visit was to help the visitors to get first-hand experience regarding land preparation for Gram crop to make it ideal for mechanized harvesting as well as the advanced manufacturing technologies being used by CLAAS in India



Launch of CLAAS India Rental App



Launch of CLAAS TRACKMASTER Mobile App



With digital revolution reaching the new levels in India, how can the farming community be left behind? Realising this imminent aspect of the digital transformation of overall agricultural mechanisation in India, CLAAS recently launched CLAAS India Rental App - a mobile based application for both Android and iOS platforms, that enables our hard working farmers to rent the agri-machinery like Combine Harvesters, Forage Harvesters, Straw Balers, Rice Transplanters etc. with just a click on their Mobile Screens. With this digital innovation from CLAAS, our farmers not only save time in renting equipment, but also get a number of options to choose from. This new digital tool is quite easy to use and efficient. Apart from farmers, this app will prove to be a blessing for the contractor community as well. Now, they don't have to depend on the middlemen for providing harvesting business to them. Now, they can get the booking request for crop harvesting directly from farmers and improve their profitability.

Another milestone achieved by CLAAS in transforming the Indian agriculture digitally - Launch of CLAAS India TRACKMASTER Mobile App. Now CLAAS Combine Harvester owners can monitor the operation of their machines with a simple click on their mobiles. It will not only provide real time machine performance data to the owner even when he is not around the machines, but also improves the overall operational efficiency resulting in higher income. With this facility, more and more CLAAS combine owners are getting benefitted in terms of machine's reduced idle time and fuel cost. It's a win-win proposition for both -machine owner as well as the farmer.

CLAAS brings
Digital Revolution to Indian farms

New Dealers

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