



GLOBAL Strides

Marking Our Global Footprints

Dear Business Partners,

The International Business Division's efforts are complemented by strong support systems. These include state of the art infrastructure, regular technology upgrades in our products and processes, focused research and development practices, and above all, a clear understanding of consumer preferences.

Our actions will spearhead the realisation of our vision - to become a leading global player. We shall achieve this goal by being the preferred solution provider to the needs of our customers.

I compliment you all for your efforts in our endeavour and wish you all the best for your future strives. I am sure you will enjoy going through the global strides.

Sincerely,



Mr. Rajiv Wahi
Head-International Business

FARMTRAC 6050 2WD Sri Lanka Launch

Heritage series launched in Dambulla located in Central province and Wellawaya in Uva province of Srilanka. Farmtrac 6050 2WD was introduced in these markets. Live demonstrations were given to show case the products to famers and other users.

The launch was attended by 20 dealers and local farmers from across Srilanka.

After grand launch of heritage series in Srilanka at Colombo, we are doing a series of provincial launches to promote heritage series in Sri Lankan market.





GLOBAL Strides

Marking Our Global Footprints

Tractor Camp in Borno, Nigeria



845 tractors assembled and 120 farmers and local mechanics were given trainings with help of demonstrations in Borno state of Nigeria, These tractors were supplied in institutional deal done with government of Nigeria to promote farm mechanization in Nigeria.

Ministry of agriculture awarded EAM with a certificate of appreciation on completion of successful installation and trainings. The training imparted to farmers was a mechanical training which focused on farm mechanization and crop solutions to increase agricultural productivity.




Office of the Honourable Commissioner
MINISTRY FOR LOCAL GOVERNMENT AND CHIEFTANCY AFFAIRS
Musa Usman Secretariat, Maiduguri, Borno State
E-mail: info@mlga.gov.ng

MLGA/S/A/ADM/849 7th August, 2015

The Managing Director,
Escorts Agricultural Machinery Company,
Faridabad,
India.

**LETTER OF APPRECIATION IN RESPECT OF SERVICE
TRAINING/SUCCESSFUL COUPLING OF 845 TRACTORS.**

The Ministry on behalf of Borno State Government wishes to register its sincere appreciation to your company for the service training/successful coupling of 845 Tractors

2. The Ministry looks forward towards enhanced relationship in the operation, and maintenance of the tractors to ensure their life span and trouble free operations across the State to boost Agricultural productivity in the years ahead.
3. The Ministry appreciates the wonderful technical know-how exhibited by the two Escort officials. The officials played a leading role in the technical service training and assembly propensity.
4. Above is hereby submitted for your kind information and noting, please.


Babagana Ali Ibrahim PHD
Dir. Planning Research & Statistics
For: Permanent Secretary



GLOBAL Strides

Marking Our Global Footprints

Borno State Governor's visit at site for Live demo of Farmtrac Tractors in Maidguri

Mr. Kashim Shettima, Governor of Borno State, Nigeria made a visit at the site on 12 th August for the live demo of Farmtrac Tractors.



100% tractor assembled and complete technical trainings.
120 Manpower – Master Trainers Trained for tractors assembly.

- Tractor PDI – 40 Members
- Tractor Installation – 40 Members
- Tractor Parts / Service Identification – 60 Members
- Implements & Usage – 40 Members
- Service maintenance training-40 Members

ESCORTS Unique usage INVERTER being trained to all the above members. Here we transformed the team the unique features and trained them the ways and methods to use the inverter while its idle.



Goal's achieved

- during Tractor Assembly and Training in Borno, Nigeria





GLOBAL Strides

Marking Our Global Footprints

Know Your **FARMTRAC** - in Cambodia

We have started a branding program Cambodia "know your Farmtrac", under this we have a series of initiatives like demonstrations, on job trainings, mechanic meets etc. in to promote brand Farmtrac. This is to create awareness among existing customers and prospective buyers about Farmtrac brand in Cambodia.



Escorts – TATA alliance sets up new tractor showroom in Cambodia



Indian tractor maker Escorts sees Cambodia as a major market to expand its business in South East Asian region. Indian tractor major Escorts Limited along with Tata International launched an exclusive Farmtrac showroom in Kampong Thom Province in Cambodia. Tata International is serving as tractor business partner for Escorts in Cambodia. This is the latest tractor showroom from Escorts-Tata alliance as they already have exclusive set up in Phnom Penh and many other franchise sales and service

points across Cambodia. Cambodia has a good market potential for tractors as it has high level of agricultural activities in the sectors like paddy, palm, sugarcane and rubber plantations. The new Kampong Thom Farmtrac showroom will sell 45 HP-80 HP four wheeled tractors. Cambodia is one of the major overseas markets for Escorts, which so far sold over a million tractors worldwide.





GLOBAL Strides

Marking Our Global Footprints

Product Demonstration - at SathKira, Bangladesh

Product demonstrations, customer interactions about our product benefits as compared to competitors was organised in our new market Sathkira (south Bangladesh)



5th Agro Expo in Dhaka - Bangladesh

We along with our Business partner M/S Nitol Motors participated in 5th Agro Expo in Dhaka.
We displayed 3 models PT4455EURO, FT6060 & ALT4000.





GLOBAL Strides

Marking Our Global Footprints

South African Dignitary's visit to the Escorts Plant

The Deputy High Commissioner and Minister Counselor Agricultural Affairs from South African high commission visited escorts plant on 2nd September 2015. The purpose of visit was to improve relations with south African government and promote escorts tractors under "Black Economic Empowerment Scheme BEE". The purpose of this scheme is to provide employment to rural backward youth.



Demonstration Activity & Consumer Visits in Algeria

Bouira, Relizan, Ain - Temouchen, Constantine

Product demonstration and consumer visits were organised with Escorts team and Axium Manager Mr. Hamza at Bouira. Similar activities were also organised at Relizan with a mechanic meet, where show room tractor PDI was checked. At Constantine, along with customer visit and re-installation, an orientation program was also organised for proper use of formats and planning service visits among serice staff.





GLOBAL Strides

Marking Our Global Footprints

Dialogue with Business Partner

Jitu Manghnani, Country manager,
Tata South East Asia Ltd., Tata International Ltd.



1. What do you feel about EAM's association with Tata International ?

- Tata International (TIL) and Escorts Agri Machinery (EAM) came together in 2013 to improve and influence farm mechanization trends in Cambodia. Within a short span of two years, the two brands have expanded their scope of operations from the capital city of Phnom Penh to seven additional provinces and agricultural hubs of the country. Supported by downstream partners, TIL now caters to mechanization needs of farmers and plantations involved in producing cassava, corn, paddy, rubber, and sugarcane.

2. How has the portfolio of implements and products evolved over time ?

- Cambodia has certain peculiar requirements. All tractors are usually equipped with a Front Blade so that the tractor can double-up as a land clearing machine before the soil is prepared for new cultivation. Teams were quick to adapt to such needs and provide implements to suit the requirements of Cambodian users.

Understanding product requirements has been one of our key learnings – we started off with four models in 2013, and over time certain models had to be phased out to allow onboarding of new models. Recently, we launched the Farmtrac Heritage series 6075 (75hp) at a new 3s facility in Kampong Thom province and the model has caught the attention of prospective buyers in the region. We are in the process of ensuring that customers

receive adequate support in terms of spares and we are on track to begin pan-network sales of 6075 from January 2016.

However, there are certain pockets of hp-range where we are yet to make an impact. I am made to believe that EAM is working on plugging this gap to ensure we can cater to a much larger addressable market in the coming months and years.

3. How has the customer base grown over time ?

- Farm Machinery sales are strongly linked to positive references from existing customers. Keeping this in mind, TIL has been actively engaging its entire customer base with the 'Know Your Farmtrac' (KYF) campaign. The campaign is designed in a manner in which all existing Farmtrac customers receive free services and refresher training on tractor operations. This gives us an opportunity remain in touch with our customers and at the same time gather leads on new prospects. Customers who maintain their tractors as per EAM and TIL guidelines are made members of the 'FT Community' – membership to this community allows customers quicker access to service, discounts on spares, and incentives on every positive referral of a new customer.

In addition to the above, TIL also plans marketing activities such as 'Farmtrac Drive' in which we drive a FT tractor through provincial cities and towns announcing latest offers on models and implements.



Farmtrac at Training Institute

Dicla Training & Farming Cc, a division of Dicla Farm & Seeds Cc, has recently opened a new Training Centre in the Gauteng area, just outside Mogale City.

They share their skills with all new farmers, officers in the field or farmers that want to upgrade their staff's skills. One of their course is on 'Tractor Operations' in which people are trained to fully operate and maintain a tractor. Dicla Training & Farming Cc are using our product for training purposes which helps us in increasing our brand's presence and consumer touch base.