

GLOBAL Strides

Marking Our Global Footprints



Dear Business Partners,

Escorts believe in innovative engineering to bring about dynamic changes in the farm sector all across the globe and aspire to become the leader in designing tractors. We believe that distribution channel will constitute the biggest difference and give our company a competitive edge over others as products get less and less differentiated. Customer handling and product support will tilt the scales.

We are developing products to compete in every product segment and all key agriculture potential countries offering our classic, simple and efficient mechanized solutions. We will have our special attention to the ever growing African Market. We take a pledge to make the lives of farmers a celebration across the world.

To seek more stronger and energetic partnerships, We at Escorts Agri Machinery are organizing "International Day" on **1st July 2016** for our global business partners. The event will happen at our corporate office in India. The highlights of the event will include action plans towards business strategies for FY 16-17. Our "Vision 2020" is to be among the leading global Agri Mechanization Solution provider and unveiling of new product offerings specially designed for global markets. I take this opportunity to invite you all and make the event memorable with your gracious presence. Request you to please block your calendars. Formal invitation to follow.

With regards

Mr. Rajiv Wahi
Head-International Business



We at IB will nurture the dream of being leader in African continent, and we shall inculcate this message in our interactions with African markets. Our theme will revolve around empowering Africa and we will position ourselves as "Africa's Agri Partner" with following messages in our communications:

- Replicate "Green revolution" in Africa
- Nurturing Africa
- Bring Food sufficiency

We have taken several initiatives to fulfill our dream. From publishing ads explaining our concept and intent towards the African market to releasing different other print collaterals to participating in events that are specifically aiming towards the agricultural growth of Africa.

ESCORTS AFRICA'S AGRI PARTNER

Our endeavor to empower the African Agrarians, through the complete range of agricultural solutions.

For the agricultural reliant African continent, rich harvest is paramount for the development of its countries and the people who live there. That, none but only the most reliable, power-packed, fuel-efficient and maintenance free tractors from one of the biggest tractor manufacturers of India and the only Agri-Partner of Africa.

CLASSIC. SIMPLE. EFFICIENT.

12-110 HP Tractors

Plot no. 5, Sector - 13, Faridkot (NCR), India. Phone : +91-179-3575007/5299
Website : www.escortsagri.com E-Mail : international@escorts.co.in

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Kielce International Fair of Agricultural Techniques, AGROTECH

The Kielce exhibition was staged for 21st time on Poland. Farmtrac Tractors Europe, participated in this show and displayed a wide range of tractors from Heritage and Europe line. AGROTECH staged from 27 to 29 March attracted 61,556 people. The exhibitors included 700 exhibitors from Poland, Germany, Denmark, Italy, Slovenia, Ukraine, France, Britain, the Netherlands, Austria, Ireland, Finland and the Czech Republic.



INDIA – AFRICA AGRI BUSINESS FORUM

EAM International Business, participated in India – Africa Agri business forum, held at Delhi during 10-11 FEBRUARY 2016



This exclusive agrifood business forum witnessed participation of multiple stakeholders across the agrifood value chain from Africa and India. Senior Ministers from various countries in Africa and business delegations participated in this forum. In addition, participation of leading international institutions like IFC, African Development Bank, FAO etc was solicited. Delegates from over 18 African countries namely Nigeria, Ghana, Kenya, Mozambique, Zimbabwe, Tanzania, Uganda, Liberia, Cote d'Ivoire, DRC, Mauritania, Swaziland, Rwanda, Benin, Namibia, Guinea Bissau, Senegal & Egypt were a part of this forum.

Mr. Rajiv Wahi was in the panel as a speaker for "Transforming agriculture through farm inputs and machinery: Opportunities for collaboration"



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INDIA AFRICA PARTNERSHIP PROJECT by CII, New Delhi

EAM was silver sponsors in Indi Africa partnership project organised by CII. This event was attended by delegates from several African countries. Emphasis was laid on India's key role in Africa's development process and capacity building in different African countries. India's economic resurgence will have continued positive bearing on Africa's development initiatives.



Delegates from Republic of Gambia



Delegates from Gabon



Delegates from Guinée Conakry



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IMPORTANT VISITS TO THE EAM PLANT

Delegates from various countries visited our EAM plant and other facilities to take look at our products, technology and core strength. Each visit was welcomed with the Escort spirit, and all of them left with a great impression about our abilities and processes.

Delegation from the embassy of Sudan



Delegation from the high
comission of Mozambique



Delegation with the Deputy Prime
Minister from Poland



Delegation from the Michigan Economic
Development Chamber



Delegation from the embassy of Algeria



Delegation from the embassy of Zimbabwe



Delegation from Mexico



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INDEE, Cambodia



EAM participated in Indee Cambodia, in collaboration with our business partner Tata International and showcased our new "Heritage Series" – 6075 tractor at the show.



Engineering Export Promotion Council of India (EEPC) in association with Cambodian Chamber of Commerce supported by Embassy of India, FASMEC and ICC is organizing INDEE Cambodia at Diamond Island (KOH PICH), Phnom Penh, Cambodia from 18 - 20 February. The exhibition was inaugurated by H.E Chhuon Dara, Secretary of State, Ministry of Commerce along with Ambassador Naveen Srivastava. About 500 Cambodian and Indian Businessman attended the function.



Know Your Farmer Campaign, February 2016, Cambodia

A unique one-to-one ice breaking sessions, product displays, demonstrations and product drives were the salient features of this activity.

Republic Day Reception was held at Hotel Intercontinental, Phnom Penh on 27-01-2016. Farmtrac was displayed at the venue.



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MONYWA EXPO, Myanmar



Yangon tractors, our Myanmar distributor participated Monywa expo at sagaing region of Myanmar. We displayed both Farmtrac and Powertrac range of tractors at the show.



PRODUCT DEMONSTRATION, Myanmar

Product demonstration was organised in different parts of Myanmar, to increase brand visibility and product awareness.



NAMSKAR AFRICA, Maputo, Mozambique

EAM, participated in Namaskar Africa show from 25-26 November 2015, Maputo, Mozambique. As Mozambique is a developing economy, there is a need of farm mechanization in Mozambique for improvement in agriculture sector the participation was to explore possibilities of furthering business engagements with Mozambique companies.



BORNO STATE OF NIGERIA PLANS TO REVIVE AGRICULTURE WITH FARMTRAC

Borno state government recently made procurement of heavy duty machines to enhance the agricultural sector. But the machines can only be distributed to various local governments in the state only after boko haram insurgents are defeated and peace returns to the state. Pictured is Borno state Governor, Shettima, checking out one of the tractors.



Steel Trac Demo, Bangladesh

Steel Trac, a 12 HP powerhorse from the house of Escorts which is capable of multi-tasking due to its larger wheel base and better size to weight ratio, was shown in action at many places in Bangladesh.



Powertrac Product Demo, Sri Lanka

Several product activities like product demo at the dealership and in the real life field situations were conducted in various places in Sri Lanka.



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FARM MECHANIZATION TRAINING CENTER - Agri Machinery Project, Tanzania

Training is provided at this training center for routine maintenance and operations processes. Lectures and presentation are made through soft media by experienced faculty.

Facility at Tanzania Mechanization Center:

- Workshop
- All special tooling
- All aggregate for better explanation of working principals
- Classroom with the arrangement for 30 participants
- Open place for installation and implements adjustments
- Well experienced faculties(Trained at ETDC Bangalore)
- Capacity of mechanic skills enhancement
- Multi media for presentations
- Restaurant in Campus
- Situated at well connected location

A detailed training program is run here including topics like routine maintenance, Operatoe Training, Meachanical and Functional training about the Engine, Front Axle and Transmission system. This facility is doing a remerkable job not only in the field of training but also brans awareness and brand trust.



Mechanical Engineering students of the National Institute of Transport visited the Tanzania Training Center for 2 days aggregate training.



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Tractor Deliveries Under the L-3 Scheme

Under the L-3 Scheme EAM received a leasing finance order for 200 tractors in Tanzania. This scheme has been conceptualised for the betterment of agriculture and other industrial sections considering the basic principles of:

1. Leasing
2. Leverage
3. Livelihood

Leasing term sheet finalizing of L-3, 1st December 2015



Team Escorts with Customers

As of now we have delivered 10 tractors under this visionary project, on pilot basis and we are very hopeful about the success of it.

First Delivery under L-3, 21st December 2015



Team Escorts with Customers

NEW DELAER ANOUNCEMENT IN BANGLADESH, IFAD AUTOS

Ifad Autos, an automobile dealer, will sell Farmtrac tractors and spare parts in Bangladesh. Presently, Ifad Autos is importing, marketing and building the bodies of different models of Ashok Leyland's vehicles in Bangladesh through its own marketing staff, dealers and selling agents.

Sponsors hold 62.77 percent stakes in Ifad Autos, while institutional investors own 20.6 percent and the public 16.63 percent.



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Dialogue With Business Partner

Mr. Mussabir Ahmad - MD, NITOL MOTORS, BANGLADESH

1. How long have you been involved with Escorts Tractors?

We have been associated with Escorts Tractors for more than 15 years & it has been a wonderful journey.

2. How do you assess your relationship with Escorts?

We have always enjoyed our working relationship as well as been inspired by Escorts philosophy in customer service. They are engaged in their business and community, and value their partnerships. It is a true delight & honor to work with this group.

3. Have you increased your product base since you have started out?

Initially started with a single Tractor model, and presently working with 19 models, so yes we have increased our product base. Other than that we currently have 08 spare parts centre, 27 sales offices, 10 service points and 101 dedicative employees.

4. Are you satisfied with your customer base? Is it difficult to market your product to your current consumer base? How do you intend to increase your consumer base?



No, we are not at all satisfied with our consumer base as we feel it needs to be wider. About 85% of the population depends directly or indirectly on agriculture but Bangladesh has scarcity of land to cultivate, where diversified agro based equipments can increase consumer base. We feel Escorts agri-machineries product can improve the living standards & deserves a much higher customer base than they have currently.

Customers who are following the proper method of running the tractors & are using proper implements & attachments, it is comparatively easy to market our products to them. However due to lack in training, education & disinterest to follow the right procedures a lot for the customer base are not getting the proper output from their tractors. As such we in collaboration with EAM are in the process of establishing an Agro training center to properly educate customers & users about how to scientifically cultivate their crops & properly use our tractors & choose & use the proper implements.

Our main strategy for increasing the customer base is to offer proper products & agri-solutions to the customer, best-in-class after sales & a touch point at every 10 KM. We are currently focusing on a few high TIV areas. Our target is to be Number 1 in those regions

5. What is the awareness level in the market about our product and what do you think can be done at the ground level to increase it?

Our group is a Super brand in Bangladesh & is widely known for our after sales commitment & offering value for money products. We have been marketing Escorts products for well over a decade now. As such we feel in ground level the target groups are aware of our products. However we strongly feel focused ATL promoting the Escorts brand, while may not increase direct sales but will increase the Brand score index of escorts in the TG & will help increase awareness farther at the ground level.

6. Has the new products from Escorts helped in this cause?

Escorts products are of international class and they meet varied needs of customers effectively. The new offerings from house of escorts like Euro and Heritage series have been designed to offer effective solutions for all farming based needs. Escorts products not only bloom our farmlands but are also very useful in commercial chores like material handling.

Ultimately success of the brand depends on the quality of the product & the profitability of the customer. We at Nitol Motors along with Escorts Agri Machinery look forward to serve our customers by providing the best products and services.