

GLOBAL Strides

Marking Our Global Footprints

Dear Business Partner,

First of all, let me extend my heartfelt gratitude to all the business partners who contributed towards making International Day a huge success. It was a pleasure to have you all with us in embarking a new journey towards success.

During the event, we introduced 13 new models. Escorts has announced a new strategic approach to strengthen our market share across the continents. We have embarked on an ambitious global expansion spree with a clear roadmap under which we aim to be a major global player in terms of size, product portfolio and a trusted global brand.

Our global network is strengthened with 5 new channel partners signing up their association to introduce Escorts product line in their geographies. Indian tractors will now equip farmers across South America, Brazil, South Africa, Turkey, Thailand, Europe, United States, and the ASEAN region with latest technology.

With our innovative engineering endeavors, we are confident to bring about dynamic changes in the farm sector all across the globe.

With Regards,
Mr. Rajiv Wahi
Head - International Business



It was an honor for Escorts Agri Machinery to host "The International Day" on 1st July, 2016. This event was organized for our global business partners to seek a stronger and energetic partnership with us.

The event was graced by 39 distributors from 20 countries across the globe. We had participants attending the event from all continents of the world - The Americas, Europe, Africa, South East Asia and SAARC countries. All our channel partners who attended the International Day are excited and fully committed towards our new strategic approach of 'Global Transformation Vision' to strengthen our market share across the continents.



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Highlights



1

Shared our Global Vision 2020 – To be among the leading global Agri Mechanization Solution providers.

2

Business partners got the opportunity to meet the Escorts senior management and channel partners to discuss future global strategies.

3

Unveiled 13 new products especially designed for global markets in 12-110 HP range.

4

3 day training on basics of tractors at our training institute in Bangalore.

5

Signed 5 Letter of Intent with new business prospects.





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Business Partner, Cambodia



CEO addressing the gathering



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Signing Letter of Intent, Sudan



We introduced Tier IV Emission compliant technology for markets like Europe and USA



Business Partners at ETDC, Bangalore



The event witnessed huge enthusiasm and a positive spirit. Support and dedication from our business partners made this endeavor productive, fun-filled and a delightful experience.



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 strengths. All the delegate was welcomed with the Escort spirit and they carried back a great impression about our abilities and processes.



Delegation from South Africa



Delegation from Vietnam



Delegation from Brazil



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KNOW YOUR FARMTRAC

 Myanmar : 26th July - 3rd Aug, 2016



We attended our existing customers in 7 townships for complete checkup of their tractors and to resolve other concerns. Activities done during KYF are tractor installation, operator training, free servicing, product demonstrations and implement training.

Apart from giving them special gifts, we also offered special discount on spare parts. During the KYF a good number of inquiries were generated. We also contacted local agents and prospective customers.





DEALER ACTIVITY
NICARAGUA



POWERTRAC

Sri Lanka Launch

We launched Powertrac Euro series in the Sri Lankan market. The two models introduced were Powertrac 41 EURO and Powertrac 4455 EURO.



CEO Business Delegation to South Africa with the Prime Minister of India

Shri Narendra Modi, Prime Minister of the Republic of India, paid an official visit to the Republic of South Africa from 7 to 9 July 2016 on the invitation of His Excellency Mr. Jacob Zuma, President of the Republic of South Africa. Prime Minister Modi in his first visit to South Africa was accompanied by a delegation comprising of senior government officials. Mr. Rajiv Wahi, Head International Business, was a part of this delegation.



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FAB Booklets

We have developed Features, Advantages and Benefits (FAB) booklets for markets like Bangladesh, Sri Lanka, South East Asia Zone to aid sales support.

BANGLADESH



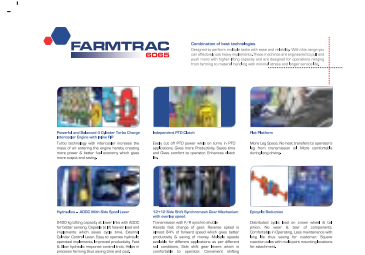
SRI LANKA



BANGLADESH



SOUTH EAST ASIA



Dialogue with Business Partner

**Mr. Lasantha Wick, CEO,
Agro Consolidated, Sri Lanka**

PRODUCT DEMO INDONESIA



1. How long have you been associated with Escorts Tractors?
- Our association with Escorts is relatively young, being 2 years old.

2. How do you assess your relationship with Escorts?
- Our association with Escorts has been good. We have emphasized on product training and service support from inception, a strategy we pursue to position ourselves in this mature and crowded market.

3. Have you increased your product base since you had started out?
- We rolled out with the Powertrac 439 DS+ model. Since the beginning of this year, we have shifted to the Powetrac DS+ Euro series 41 and 55 models.

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?
- The Sri Lankan market has multiple challenges. To begin with, it is a mature market and we are not short of competitors. Historically, MF has been the market leader.

Our approach to the market is a niche approach, picking on locations based on specific applications for which Powertrac has been found to perform well. Once we penetrate into such villages, word-of-mouth and performance of the tractor is used as references to penetrate further into the chosen village.

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?

- Powertrac brand from the house of Escorts is relatively new in the market. Other competing brands have been present in this market for long. Escorts must project itself as one of the leading tractor manufacturers in India, through a corporate campaign followed by the individual brands.

6. Has the new products from Escorts helped in this cause?
- Introduction of Euro Series in the market will help us cater to niche segment. These new products like Euro 41 are designed as per the customer needs and requirements.

With these new offerings we look forward to meet customer's requirements as effectively as possible.

