

Vol. 30, January 2017

# World of **ESCORTS**

GROUP COMMUNIQUE



**1**

Celebrating a  
**Century of  
Excellence**

**HP Nanda**

# CONTENTS



01 Reliving a Legacy

02



Celebrating A Century of Excellence



06 Awards & Accolades

07



Dealers Hall of Fame



08 Evolution of Euro 50

10



News & Events



14 International News

# MANAGEMENT MESSAGE



## Reliving a Legacy

**S**eason's Greetings to all our readers! This issue of World of Escorts is extremely special for all of us, as it is dedicated to the Founder Chairman of Escorts, the late Mr. Hari Parshad Nanda, on his birth centenary.

As the pioneer of farm mechanization in India, HP Nanda dedicated his entire life to the wellbeing and prosperity of our farmers. He was a visionary with a dream – the dream of an India where people were truly relieved of drudgery and led happy, productive lives.

Escorts' growth and journey is a true testament to our founder's excellence and commitment to the cause of building India. Today, as we celebrate the 100th birth anniversary of our extraordinary leader, we continue to draw inspiration from HP Nanda's vision and remain committed to his dream – mechanizing India by

engineering the fundamentals of growth through world-class products and solutions.

The last year has been a milestone in the Escorts growth story. We have, together, achieved what we had set out for when this year had begun. Whether it was optimization of material costs, enhancing our market capitalization or the relentless focus on front-end goals, we have come a long way in establishing Escorts as a company that adds value at every stage of customer need. Our product line-up for both domestic and international markets is a testimony of our commitment to serve our customers with the best of global technology and frugal Indian manufacturing. And we truly believe Escorts can only go higher from here!

Amidst forever-evolving market challenges, staying true to our values, continuous learning and unlearning, as well as creating profitable growth-focused strategies are critical to stay competitive and on-course to achieve our Vision 2020. In this endeavor, more than anything, it is you – the people connected with Escorts – whose passion and dedication is fostering the transformation.

As we step into this New Year, let us remind ourselves... history can only be created by those who take pride in their past, pursue excellence in their present and believe in their future. We have done it before and we can do it again!

**Happy New Year 2017!**

**Rajan Nanda**  
Chairman &  
Managing Director

**Nikhil Nanda**  
Managing Director

# CELEBRATING A CENTURY OF EXCELLENCE

Hari Parshad Nanda's name is synonymous with Leadership and Vision. As the pioneer of farm mechanization in India, he dedicated his entire life to the well-being and prosperity of our farmers. His journey epitomized the essence of a then Young India – independent in spirit, passionate about creating a brighter future and committed to the cause of the nation.





**D**uring the partition of 1947, HP Nanda's flourishing bus service business was ruined overnight. The partition broke him, but it wasn't able to touch his spirit. That indomitable spirit not only brought him alive to India, but also made him forever indebted to this nation – the nation that gave him a new life, a new reason to live!

In this new life, all HP Nanda had with him was a dream – the dream of an India where its people had enough food on their plates; an India where mechanization was a way of life for people, so that we were able to produce enough from within ourselves, for ourselves. So, when he founded "Escorts", HP Nanda committed himself to the happiness of our farmers, with mechanization as his greatest ally.

With this dream as our guiding force, Escorts partnered with global technology giant Massey Ferguson to introduce farm mechanization in India. And, thus arrived the TRACTOR – the machine that changed the life of an average Indian farmer. This mechanization tool not only transformed agriculture in India, but also ensured our farmers had enough time to spend with their families; earned enough to spend on their children's education, and saved enough to secure their future.

It was HP Nanda's passion and commitment that convinced global technology giants like Ford, Goetze, Mahle, Minneapolis Moline, Class, Carraro, Yamaha, and JCB to invest in our country. We have prided ourselves on giving Indian customers the best from the world. Whether it was the tractors, material handling cranes, backhoe loaders, or shock absorbers, we have manufactured products that have changed the lives of our customers.

Under HP Nanda's visionary leadership, Escorts moved from agricultural machines to farm mechanization trainings – the need of the hour for a nation that was in the nascent stages of a farm revolution. Over the last sixty years, the Escorts Training & Development Centre (in Bangalore) has trained over 3 lakh people in various aspects of farm, crop and machine, and the results have been extremely rewarding.

Having marketed tractors for more than a decade, Escorts realized their potential to transform lives in rural India. So, we collaborated with bigger companies and started manufacturing tractors on our own in Faridabad. One need led to the other and we eventually set up our own research and development centre, which has been the birthplace of many an indigenous Escorts product.

*Years*

Today, the company has come a long way in building an enterprise with the best of people, processes and technology. The spectacular transformation of the basic tractor – European style and comfort, LED lights, AC cabins, four-wheeled drive, super-powered engines and what not – has added value to customers' lives like never before.

During his entire life, HP Nanda leveraged Escorts as a platform to serve the people of this extraordinary nation and bring joy to millions of families by creating products and solutions that made their lives easy, productive and happy. The company's growth and journey is a true testimony of our founder's excellence and commitment to the cause of building India.



Today, as we celebrate the 100th birth anniversary of our leader extraordinaire, Escorts continues to draw inspiration from HP Nanda's vision and remain committed to his dream – **mechanizing India by engineering the fundamentals of growth through world-class products and solutions.**

# HP NANDA

## Awards & Achievements

**1956**

Youngest member to be nominated to the Board of Reserve Bank of India and concurrently to the Board of Industrial Development Bank of India



**1963**

Elected President of Punjab, Haryana and Delhi Chamber of Commerce and Industry (PHDCCI) of India



**1964**

Founder President of Indo Polish Chamber of Commerce and Industry

**1970**

NIF Award for Excellence in Business, Technology & Arts

**1971**

Honored with the Federation of Indian Chamber of Commerce & Industry Agriculture Award



**1972**

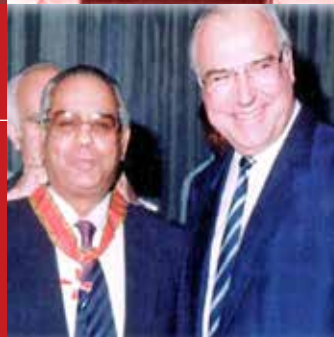
President of Indo-American Chambers of Commerce

**1975**

Elected President of Associated Chambers of Commerce and Industry (ASSOCHAM)

**1978**

Decorated with the German Award – The Great Cross of Merit

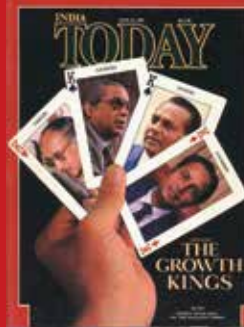


**1979**

Founder Chairman of Northern Regional Council of Indo-French Chamber of Commerce and Industry

**1980**

“Man of the Year” cover story by Indo-Asia, a leading German magazine



**1984**

Honored by the Polish Government with the Gold Badge of the Order of Merit

Selected “Businessman of the Year” by Business India magazine

Conferred with the Udyog Rattan Award for his contribution to agriculture

Honored with the Shiromani Award for his contribution to agriculture



**1991**

Decorated by the French Government with the medal Chevalier de la Legion d’Honneur



# AWARDS & ACCOLADES

## Lifetime Excellence Award for Mr. HP Nanda

The Indo-American Chamber of Commerce recently felicitated Escorts' Founder Chairman, Late Mr. HP Nanda, with the Lifetime Excellence honor for his valuable contribution to IACC. Mr. Nanda was one of the founding members of the Chamber and was influential in shaping the role of IACC in cementing Indo-American business association. ■



## Escorts Chairman inducted into The Machinist Hall of Fame

Escorts' Chairman & Managing Director, Mr. Rajan Nanda, was recently inducted into *The Machinist* Hall of Fame, in a ceremony held at the Global Manufacturing Summit in Gurgaon recently. This first-of-its-kind

recognition honors Mr. Nanda's enormous contribution to the Indian manufacturing industry as well as the direct impact that his contributions have had on different economic sectors like agriculture, railways and construction. He has played an

extraordinary role in not just transforming Escorts into a global player but also in establishing the 'Made in India' brand globally with honor and glory.

At a time when manufacturing wasn't considered to be the 'in' thing, Mr. Nanda actually brought repute and fame to this industry. He has raised the standard of India's manufacturing sector and has also given it respect in developed markets. His excellent entrepreneurial skills and leadership abilities have resulted in the Escorts Group becoming a manufacturing brand par excellence in the global arena across sectors.

Instituted by Worldwide Media (a *The Times of India* Group division), The Machinist Hall of Fame for Indian Manufacturing is the highest recognition awarded to individuals for their admirable services to the Indian manufacturing sector over several years. ■





# DEALERS HALL OF FAME

This feature is our small way of saying “THANK YOU” to dealers who are doing some exceptional work for Escorts. Through this platform, we intend to recognize their passion and commitment to take us closer to our customers.

## AGARWAL AUTOMOBILES

Varanasi, Uttar Pradesh

### Escorts Agri Machinery Star Dealer

Partnering Escorts as a dealer since 1986, Agarwal Automobiles has been a force to reckon with. The dealership started out as a sub-dealer of one of Escorts’ dealers, but eventually managed to prove its mettle with a strategic focus on potential markets and strong commitment to the brand.

With a team of 29 sales executives and seven managers led by Mr. Vinamra Agarwal, Agarwal Automobiles is consistently growing in volumes and has already sold 641 tractors during the period of April to November 2016.

The dealership commands huge respect in the region and is a clear Number One, operating at a market share of 35%. The dealership demonstrated tremendous resolve when it was given the additional territory of Chandauli as a challenge. They took over the region at an 18% market share and have now taken the numbers to 30%.

Agarwal Automobiles is one of the most brand-aligned dealerships of Escorts. They have always been able to translate Escorts’ values and vision onto our customers, and have been great campaigners for all our initiatives. The team is very positive in its business approach and always focuses on growth.

As one of our fastest-growing dealerships, Agarwal Automobiles have grown from a volume of 400-plus tractors to 700 tractors in the last three years. And, to top it all, they are gunning for 1000-plus tractors in the next fiscal. It is not without reason that they have exponentially grown from being the Number Two dealer of Uttar Pradesh to not only the Number One dealer of the state, but also the Number One across the country. ■



## YELLOW LINE ENGINEERING SERVICES

Ahmedabad, Gujarat

### Escorts Construction Equipment Star Dealer

One of the fastest-growing dealerships of Escorts Construction Equipment, Yellow Line has been associated with the company for the last 20 years. Headed by Mr. Bhushan Khadilkar (Owner) and Mr. Diwakar Pant (CEO), the dealership has been instrumental in cementing Escorts’ position in the construction equipment market of Gujarat.

Always aligned to the organizational vision for growth, Yellow Line has displayed strong commitment in ensuring the satisfaction of our customers. This constant connect with customers has helped the dealership bag the ‘all-India best service dealer’ honor thrice. Not just that, Yellow Line has also registered the highest volumes for our Pick and Carry Cranes in the last four consecutive years. The dealership’s network covers the entire state of Gujarat, with its head office in Ahmedabad and four branch offices in other cities. ■

## DHABAI TRACTORS

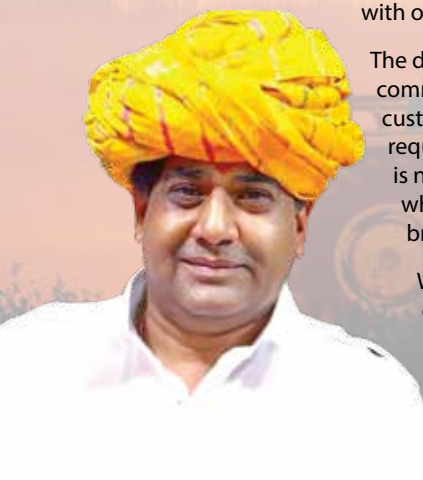
Bhilwada, Rajasthan

### Escorts Agri Machinery Star Dealer

The Number One dealership for Escorts in Rajasthan (Region 2), Dhabai Tractors have had a very fulfilling partnership with Escorts since 2004. With a market share of 18%, which is more than our market share in the region, the dealership boasts a remarkable relationship with our customers.

The dealership is headed by Mr. Ram Prasad Dhabai, a highly-committed, self-motivated businessman who believes in solving customers’ problems through personal involvement in their requirements. Not just that, the next generation of the family is now also involved in the day-to-day running of the business, which is a testament to the dealership’s commitment to our brand.

With a team of 12 sales executives, Dhabai Tractors has a world-class tractor showroom and is always forthcoming in making investments to foster growth. The team is now working relentlessly on becoming the Number One player in the districts they serve. ■



# PRODUCT FEATURE

## EVOLUTION OF EURO 50

In the year 2013, Total Industry Volumes (TIV) of tractors touched an all-time high of 6,33,776. All big manufacturers who gained market share performed phenomenally in the 41-50 HP segment (which is highest contributing segment from the last 15 years and contributes around 42-43% of total TIV). Brand Powertrac was among the few gainers in the share of market (SOM), however with the exception that we showed decline in the biggest 41-50 HP segment. The market share gain of Powertrac was registered through the brand's extraordinary performance in the 31-40 HP segments, which is second-highest contributing segment of the TIV.

Even though Powertrac was gaining in market share, its poor performance in 41-50 HP segment versus stunning performance in 31-40 HP segment was a cause of concern for the team. Till this time, Powertrac used to have 12-13%

SOM in 31-40 HP segments, which was far above the overall SOM of 5.5%. This brand used to be perceived as good entry level with some more attributes like "Value for Money" and "Fuel Efficient" etc. Although there was one product available at 45 HP segment, but it was not able to make an impact in a market that was not welcoming of smaller HP products.

In order to address all these concerns and offer the right solutions, our frontend teams revisited the markets to understand the requirements of customers. The intent was not just to match the competition, but also to offer something more, which the customer could visualize and feel – especially from the perspective of style, comfort, productivity and economics. Once the initial research was done, our R&D teams got into action and in two years' time, came out with the right product to claim this segment – Powertrac Euro 50.

### GO TO MARKET STRATEGY

Before placing the product into the market, all necessary market research was done - from features and costing to positioning. To hit the existing lead models, the focus was around power and productivity. Now customers did not need to buy an incomplete tractor in terms of power and some other key features. Euro 50 was the only product in this segment with 50 Horse Power. Our intention was to create a uniform and competitive price structure with this new model.

### SUCCESSFUL JOURNEY SO FAR

Since the day Euro 50 was launched, it has become the most appreciated model among customers and dealers. In very short span of time, this product has created a significant position in the "E" segment.

As an engineering company, it is always in our philosophy to understand the farmers' need and offer the best solution to enhance their productivity, comfort and economy. With Euro 50, we have proven this once again! ■





# PRODUCT FEATURE

## EURO 50 ACHIEVEMENTS

Achieved **12,000** mark  
in E segment in 12 months

Emerged as **3<sup>rd</sup>**  
largest selling model of E  
Segment

In E Segment, Powertrac  
volumes increased more than  
double, from  
**5-12K**

Powertrac share of market  
moved from

**5.6% to 6.1%**

Enhanced Powertrac  
share of market by

**0.6%**

Almost every market benefited in  
share of market with this product

Became flagship model of  
Escorts, contributing around

**20%** of sales



## NEWS & EVENTS

### Ajay Mandahr joins as CEO of Construction Business

**M**r. Ajay Mandahr recently joined Escorts as the new Chief Executive Officer of its Construction Equipment Business. Mr. Mandahr brings 26 years of experience in construction equipment, material handling and manufacturing industry.

Announcing the appointment, Mr. Rajan Nanda, Chairman & Managing Director of Escorts Limited, said, "This is a key appointment at a time when the construction industry is highly optimistic. The country is in a crucial phase of development where numerous projects are running in different regions,

propelling the demand for construction equipment. Ajay's strategic thinking and relevant experience will bring in a strong drive to our construction equipment portfolio."

Mr. Nikhil Nanda, MD of Escorts Limited, said, "Ajay brings valuable know-how to Escorts. His domain experience will be important for driving the Group's strategic thrust in expansion of markets, diversification of product portfolio, strengthening service excellence, sustaining leadership in the existing and new categories and grow our presence globally." ■



### Shivakumar's Insightful Session on Markets & Customers

**E**scorts recently invited Mr. D. Shivakumar, CEO of Pepsico India, for a leadership session with our team. One of the most respected business leaders and management thinkers in the country, Mr. Shivakumar shared some very interesting insights with the Escorts team on how to create marketing strategies that are relevant for the customer of today.

During his talk, Mr. Shivakumar focused on strategies to regain and grow market share, fundamentals of customer value, and product/service positioning that capitalizes on the most attractive market opportunities. He also shared practical case studies on how companies are dealing with shifting markets and evolving competitive challenges.

The talk was followed up by an interactive Q&A session where the Escorts team posed wide-ranging questions, from brand management to employee engagement and retention. The participants found the session to be very engaging and topical. ■





## NEWS & EVENTS

**“My Tractors have made me what I am!”**



**T**hirty-year-old Arjun Singh is a very happy man today. As he takes his family for an outing in a swanky new SUV, he feels nothing but gratitude for the turn of events in his life. Five years ago, Arjun was struggling to find the right work for himself, even as his elder brother was ‘well-settled’ in a bank job. In a small town like Chandpur (District Bijnor, Uttar Pradesh), this was not a very comfortable situation to be in, especially for a young man in a family of seven.

Chandpur is a developing industrial town with sugar, paper and flour mills giving employment to thousands in the area. Agriculture is still the primary source of income, with sugarcane being the main crop. Capitalizing on the boom in factory production in the area, Arjun found his real calling in the form of a tractor hiring business. In this business, tractor owners offer their machines and services on hire for transporting sugarcane (and other materials) from fields to factories in the peak season of November to April. And in the process, they get paid by the mills which get to save on the cost and effort involved in transportation.

In 2013, Arjun purchased his first tractor, with the intention of entering the tractor hiring business. A Powertrac 4455BT, the tractor did not come easy. He had to struggle to get his first loan, as he did not have any landholding, but only wanted to use the machine in the hiring business. After several rounds of discussion with financiers and endless convincing, he finally purchased his first tractor and customized it with a sugarcane grabber implement. Arjun then tied up with sugar mills to put up his tractor in the hiring business – a very challenging task as the business in the area is very competitive.

The business that started in 2013 grew by leaps and bounds, giving Arjun the confidence to buy one tractor every year in the next three years. A proud owner of two Powertrac 4455BTs, one Farmtrac 6055, and one Farmtrac 6050 4WD, he has plans to purchase another Farmtrac 6050 4WD very soon. Inspired by his stupendous growth in such a small time period, his elder brother has quit his job at the bank and is supporting Arjun in his tractor hiring business. The entire family is very proud of their prodigious son who works almost 15 hours daily to generate additional income through scrap loading/wood loading in the six months when sugar mills are shut down.

Arjun insists Escorts has played a small but significant role in his success story. “In the haulage business, it is all about choosing the

right tractor. I could not have afforded to go wrong there. After a lot of market research, I started off with Powertrac as it was recommended to me by lot of people. Eventually, I shifted to Farmtrac, and today, I really like the Farmtrac 6050 four-wheel drive. This machine does almost 25% more work in the same diesel as other 50 HP tractors. It has helped me save a lot of money and get better returns on my investment. My tractors have given my family the wonderful life they are living today,” Arjun says, checking Facebook updates on his smartphone.

Today, as Arjun Singh earns over eight lakh rupees in annual profits, he has recovered almost all his initial investments and is ready to put in more money in the business to target areas beyond Chandpur. The future looks comfortable as smarter mobile phones, swankier cars and an even better life truly beckon Arjun. ■



# NEWS & EVENTS

## Escorts Divests Auto Products Business

**E**scorts recently announced the divestment of its OEM & Export business of Auto Products division to Badve Engineering Ltd., Pune, in an all cash deal as a part of the planned strategic re-orientation of the business to focus on core verticals in the Agri Machinery, Construction Equipment and Railway Equipment.

The Auto Products business comprises an extensive product basket catering to OEMs and replacement market in India and overseas markets for all vehicle categories including motorcycles, scooters, passenger cars, commercial vehicles, and multi-utility vehicles.

According to Mr. Dipankar Ghosh, CEO, Escorts Auto Products & Escorts



Railways Products, "We believe that the transfer of OEM and Export business to Badve Engineering Ltd will help us to focus on our core areas. We are delighted that Badve Engineering Ltd has stepped in to take the business forward."

Speaking on the acquisition, Mr. Shrikant Badve, Managing Director, Badve Engineering Ltd., said, "We are delighted to have acquired a business that has a good market standing and the versatility to produce an extensive range of auto components for various applications." ■

## Safety Awards for Agri Machinery

**E**scorts Agri Machinery's Farmtrac and Powertrac manufacturing units recently won the National Safety Award – 'Winners' and 'Runners-up' respectively – for their performance in 2014. The award was given by the Ministry of Labor and Employment, Government of India, under two categories – Lowest Average Frequency Rate and Accident-free Year. Ministry

of Labor and Employment organizes the National Safety Award competition on an annual basis for all industrial sectors. This prestigious award aims to provide national recognition to organizations for their consistent and meritorious Occupational Health & Safety performance, and implementing effective EHS Management Systems, Practices and Procedures.

Escorts Agri Machinery also won the Greentech Safety Gold Award 2016 for outstanding achievement in Safety Management under the Automobile Sector category. The Greentech Safety Awards aim to promote improvements in workplace safety and recognize exemplary safety operations and systems.

The awards were received by Escorts Agri Machinery's Mr. Sanjeev Kumar Mahajan, Mr. Raghvendra Narayan Singh and Mr. Vinod Kumar. ■





## NEWS & EVENTS

### Learning the Art of War

**T**op ten dealerships of Escorts Construction Equipment recently attended a tailor-made session on the "Art of War". Facilitated by Mr. S. Sridhar (ex-CEO of ECE) & Mr. B V Sreedhar (external trainer), the two-day program comprised of interactive sessions with case studies and practical examples drawn from business and day-to-day life.

The participants were highly appreciative of the training as it gave a 360° insight into business and non-business issues. They came up with various suggestions on the way forward and how the follow-up round should be taken up. They shall be spoken to individually for detailed feedback to incorporate the suggestions for the next round of the training to be imparted to more dealerships and their next levels.

For all of them it was a first-of-its-kind training which has a lot of takeaways for their personal and professional life. ■



### Interaction Program with Business Partners



**E**scorts Agri Machinery's Partners Interaction Program for Chandigarh based suppliers was held in Chandigarh recently. This is part of the initiative started last year with first Region Based Partners Meet held in Vadodara for Gujarat Base Suppliers.

During the program, EAM's top management presented the marketing strategy, sharp focus on New Product Development and initiatives taken at EAM for improvement in productivity, cost, quality and customer service. The partners were encouraged towards more collaboration leading to mutual growth and long partnership. Twenty-three of our suppliers from the region participated in the program which was marked by a noteworthy interactive session. The evening ended with a gala dinner hosted by Mr. Shailendra Agrawal, Chief Executive, Operations and R&D, Escorts Agri Machinery. ■

# INTERNATIONAL NEWS



## Escorts strengthens International Portfolio with new Global Product Line



Escorts recently unveiled its global ambitions with the launch of 13 new tractors in 12HP to 110HP range under flagship brands Farmtrac, Powertrac, and Euroline Series to cater specifically to the world market. This heralds our foray into newer and extreme horse power range of 12HP to 110HP to address global competition in overseas markets by designing, developing and making in India.

Escorts also announced a new strategic approach of 'Global Transformation Vision 2020' to strengthen its market share across the continents. Thirty-Seven partners of Escorts from all across the world came together to affirm their association with Escorts for the success of this new strategic approach and the new range of products in an occasion marked as "International Day".

Speaking on the occasion the Chief Executive Officer, Escorts Agri Machinery, Mr. Ravi Menon said, "Escorts Group has been a witness to the transforming agricultural ecosystem since seven decades and understands the ever evolving needs of the farmers worldwide. We are committed to taking India's best to the world and launch of these new tractors are a manifestation of our belief in the Make In India mission. We have once again delivered on our promise of innovation and creating value with bouquet of machines customized to farmer needs worldwide in 12 to 110 HP range. Escorts Group already has a strong foothold across continents and our new transformation vision will further enable us to strengthen our leadership across

North Africa & South Africa, America, Europe, and the ASEAN region."

Apart from being aesthetically superior, fuel-efficient and powerful, Escorts' new range of tractors comes with CRDi engines that are in compliance with the international emission norms. By making these world class products in India, Escorts has innovated once again to minimize the user drudgery and offered comfort, power and style and state-of-the-art features for tractor drivers.

Mr. Rajiv Wahi, Head – International Business, Escorts Agri Machinery said, "Escorts has embarked on an ambitious global expansion spree with a clear five-year road map under which it aims to be a major global player in terms of size, product portfolio and a trusted global brand. We are glad to complement the announcement of our 'Global Transformation Vision 2020' with launch of a new range of tractors. Every channel partner who attended the International Day is excited and fully committed. Our global network is strengthened with five new channel partners signing up their association to introduce Escorts product line in their geographies. Indian tractors will now equip farmers with latest technology across South America, Brazil, South Africa, Turkey, Thailand, Europe, United States, and the ASEAN region." ■



## Powertrac Euro launched in Sri Lanka

The International Business division of Escorts Agri Machinery recently launched the Powertrac Euro Series in the Sri Lankan market. The two models introduced in the market are Powertrac 41 EURO and Powertrac 4455 EURO. ■



# INTERNATIONAL NEWS

## Farmtrac 90 HP Tractors launched in Europe & South America

**E**scorts recently announced the launch of its new range of Farmtrac tractors – Farmtrac 6080 Pro and Farmtrac 6090 Pro – in the 80 and 90 HP category. The launches happened simultaneously in Italy and Mexico at EIMA, International Exposition of Machinery for Agriculture and Gardening, Bologna, and at Expo AgroAlimentaria Guanajuato, Irapuato, respectively. Aligned to the Farmtrac pedigree of classic, simple and efficient farm machines, these new tractors are technology marvels with value for money for farmers worldwide.

The Farmtrac tractors conform to stringent European norms in every aspect with the new CRDi engine and transmission designs being the most advanced in their category. Custom-manufactured for world farmers, Farmtrac 6080 Pro and Farmtrac 6090 Pro tractors are cost-efficient, high-end machines with state-of-art-technology. These tractors have the edge of unchallenged fuel economy backed by zero RPM drop in engine, lifting capacity upto 3000 kg, cold start ability at -15° C and special features for paddy cultivation.

Escorts offers a strong mix of Indian engineering and R&D excellence coupled with world-class designs for agri machinery markets worldwide. As part of its renewed commitment for exports markets, Escorts is focusing on several new markets in Europe, Latin and North America, Africa and ASEAN countries to bring them the best of technology at an affordable price.

Speaking on the launch, Mr. Rajiv Wahi, Head – International Business, Escorts Agri Machinery, said, “Escorts has always aimed at empowering farmers with most advanced, yet value-for-money agri machineries. With our new Global Transformation Vision 2020, we wish to change the way farmers perceive their tractors and profession globally, by producing tractors with value-proposition of fuel efficiency, warranty and cost-effectiveness. Our new range of Farmtrac tractors is positioned to fill the often perceived market gap in the category. We have also strengthened our global networks to effectively cater to farmer demands in newer geographies. Our Farmtrac has been well-recognized as an international brand and we are proud to take India’s technological excellence to the world.” ■



## Escorts IB Head part of PM’s Business Delegation to South Africa



**O**n the invitation of His Excellency Mr. Jacob Zuma, President of the Republic of South Africa, Mr. Narendra Modi, Honorable Prime Minister of India, paid an official visit to the Republic of South Africa in July 2016. The Prime Minister in his first visit to South Africa was accompanied by a delegation comprising senior government officials and corporate executives. Mr. Rajiv Wahi, Head – International Business, Escorts Agri Machinery, visited South Africa as part of this delegation. ■

## NEWS & EVENTS

### Escorts – 70 Saalon Se Kheton Ka Sultan

**E**scorts was recently associated with the blockbuster “Sultan” starring superstar Salman Khan through in-film branding activities. As part of the association, about a 100 Escorts Agri Machinery dealers starred in a wrestling scene, which eventually became the opening shot for Salman’s entry in the film. Our tractors were prominently positioned in various scenes of the film. We also aired a co-branded TV commercial as well as radio advertisement with the positioning, Escorts – 70 Saalon Se Kheton Ka Sultan. These ads played on popular television and radio channels for more than 20 days and gained very good mileage for the brand. Not just that, 200 of our employees also got to attend a screening of the film in Faridabad through a contest titled, “Escorts Ke Sultan”. ■





**ESCORTS**  
CONSTRUCTION EQUIPMENT

# Where Other Backhoe Loaders Stop, JUNGLEI Starts



- BRUTE POWER
- RUGGED 4WD
- MAX REACH, MAX POWER, MAX EARNING
- MOST FUEL EFFICIENT & DURABLE ENGINE

Escorts Presents  
**JUNGLEI 4x4**  
Command On The Wild



**ESCORTS**

**Escorts Limited, Corporate Centre**

15/5, Mathura Road,  
Faridabad - 121 003  
Phone: 0129-2250222  
Fax: 0129-2250036

**Escorts Agri Machinery  
Administrative Office and  
Components Plant**

18/4, Mathura Road,  
Faridabad - 121 007  
Phone: 0129-2284911  
Fax: 0129-2264939

**Escorts Agri Machinery  
Tractor Assembly,  
Transmission & Engine Plant**

Plot No. 2 & 3, Sector - 13,  
Faridabad - 121 007  
Phone: 0129-2291230  
Fax: 0129-2250009

**Escorts Construction  
Equipment**

Plot No. 219, Sector-58,  
Faridabad - 121004  
Phone: 0129-2306300  
Fax: 0129-2306570

**Railway Equipment Division**

Plot No. 115, Sector-24,  
Faridabad - 121 005  
Phone: 0129-2576000  
Fax: 0129-2232148

We at Escorts are eagerly looking forward to your valuable inputs. Please mail us at: [corpcomm@escorts.co.in](mailto:corpcomm@escorts.co.in)