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Harvesting trends

Proud Karnataka customer
gets delivery of
9000th
CROP TIGER 30 TERRA TRAC



Contents



MD's Message

01

2-3

Product Feature



Events

4-8

09

New Dealers



Latest
Distribution
Map

10



CLAAS

MD's Message

Dear Readers,

The month of April, or Vaishak In Hindi, marks the beginning of new calendar in several Indian states - Navreji in J&K, Bihu in Assam, Baisakhi in Punjab, Poila Baishakh in Bengal, Sarhul in Jharkhand, Gudi Padva in Maharashtra, Ugadi in Karnataka, Andhra Pradesh and Telangana, Pongal in Tamil Nadu, Vishu in Kerala and list goes on & on. This month reflects peak harvesting activity in wheat across several states. This year's wheat harvest is going to be extra special and since production is forecasted to break all previous bumper crop figures.

While Mother Nature is busy rewarding its hardworking mankind, there is another activity that is catching the attention of mankind. The Indian elections this April-May is not only going to keep its electorate busy but also be closely monitored by the world – because of the critical influential position that India has built for itself in the world forum. I would implore every reader to exercise his / her franchise on the day of the election to ensure that the right candidate gets sufficient mandate of the supporters.

Coming to the subject relevant to CLAAS, the combination of pre-elections slowdown, subsidy & its budgetary management, complete failure of North-Eastern monsoon rains have dampened the momentum of business that we saw in Q4 BY18 and Q1 BY19. The states where we do most of our business – AP & Odisha – have been affected the

most. Nevertheless, we have learnt to live through the impact of erratic monsoons and elections and hence will come out stronger than many other when the political and weather scene is more stable.

While combine harvester industry is expected to be stagnant, mainly on account of slowing sales in South and East, there is a reason to be excited about the prospect of dairy machinery industry. With union and state governments combining resources to promote dairy industry in India, corporates like us are leaving no stone unturned to spread awareness about various methods of increasing milk production. As a part of this campaign, we have recently organised Silage Awareness Programs at multiple locations in states like Gujarat, Maharashtra and Andhra Pradesh.

The CLAAS extended family is growing with more dealerships added to Eastern, Southern and Northern regions. A hearty welcome to new dealer partners!

The expansion in our footprint with new dealers will ensure that we continue to stay ahead of competition on 3 differentiating counts – Our people, our service and our parts availability. Our great products can be copied to some extent but our great people can't. And on aftermarket support - the focus on voice-of-customer available through perpetual customer feedback process must be held in high esteem and relentlessly addressed so as to achieve continual improvement.

Product Feature

JAGUAR 25 forage harvester – Affordable solution for quality silage



Realising the long time requirement of an affordable solution for maize silage growers and dairy owners, CLAAS, the leading manufacturer of agricultural machinery in India, has developed a technologically advanced JAGUAR 25 forage harvester. Being the pioneer and undisputed leader of forage harvesting industry globally, CLAAS is manufacturing this machine locally at its state-of-the-art facility at Morinda, Punjab.



High Chopping Quality, Better Feed Efficiency

JAGUAR 25 is a small and affordable tractor mounted forage harvester that delivers finely chopped maize silage and can easily harvest 4-5 acres in a day. As compared to manual harvesting, JAGUAR 25 is very economical and gives higher output in lesser time. The silage is also of highest quality and improves the milk production by 10-15%, making it the most sought after machine among dairy farmers and silage contractors throughout the country.

Evenly chopped maize and cracked kernel helps in delivering high quality silage. It has specially hardened 12 no. of knives which are made from high grade cutting tool steel and toothed crushing bars mounted on a flywheel, which rotates at 1450 rpm, shears cobs and stems perfectly. Tough knives are positioned in such a way on a specially designed chopping

flywheel that it ensures the proper chopping of the forage material and crushing bars helps in cracking the kernels/grains.

Additional fitment of rasp bar in the flywheel casing helps in cracking and crushing the hard kernels. More than 70-75% kernels are cracked in JAGUAR 25 which helps in producing silage that is easy to digest for your herds. No additional power is required even in case of hard and dry crop. Uniform and even chopping length is the key to good quality silage which is ensured by the smooth crop inflow into the machine.

Main features:

Self-Sharpening Cutting Discs: No matter how fast you drive; your JAGUAR 25 will leave clean stubble behind it. Self-sharpening rotating cutting discs cut the maize plants cleanly and low down.



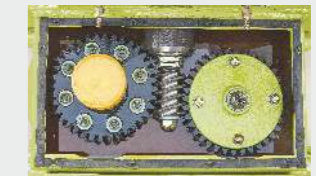
Powerful impeller: Behind each of 12 knives there is an impeller blade which gives a powerful thrust to the chopped forage material to blow into the trolley.



Two stage foldable chute: Discharge chute can be folded at one end for road transportation easily without using any tool and at other end to clear it in the event of choking of flywheel casing or discharge tube.



Reliable and Durable Gearbox: JAGUAR 25 gearbox is designed with heavy duty material like bearings, seals, other crucial parts and overload protection gears.



Tractor Mounted Discharge Chute Control: Discharge chute can be controlled mechanically from the operator's seat. From the tractor seat only you can set the deflector plate and swing the outlet tube towards the rear and side of the tractor. With this arrangement both trailed and parallel trolley loading operations are possible.



Events

Proud Karnataka customer gets delivery of 9000th CROP TIGER 30 TERRA TRAC

In a proud celebration, CLAAS in India delivered the 9000th CROP TIGER 30 TT, the largest selling combine harvester model in India, to Mr. V. Bheemaraju, a resident of Davangere, Karnataka. During the prestigious event, Dr. Jens Oeding, President Region Asia, handed over the key to the proud customer and revealed the souvenir commemorating the occasion.



The customer was also congratulated by other senior officials of CLAAS in India - Mr. Jay Singh, Managing Director, Mr. Prem Kumar- Head of Sales, Mr. Balajee Diwakar- CFO, Mr. Anil Menon- Head of Market Development and Mr. Harish Gera - Head of Parts. Mr. Bheemaraju, a big fan of CLAAS, already has a fleet of 15 nos. of CROP TIGER harvesters. He said, " CLAAS has been my true and faithful partner since the purchase of my 1st CROP TIGER harvester".



CLAAS fascinates Punjab's dairy farmers at PDFA Ludhiana



In a stellar display of its technological might, CLAAS recently showcased its advanced dairy machines to progressive farmers at PDFA Expo, Jagraon, Ludhiana. The biggest attraction of the show was JAGUAR 850, the world's largest selling forage harvester. Farmers also got know-how on JAGUAR 25 tractor mounted forage harvester, MARKANT straw baler, DISCO & CORTO mowers, and LINER 370 swather. More than 25,000 farmers visited CLAAS' stall and were impressed by the wide range of dairy related machinery at display.

CROP TIGER 30 TT and DOMINATOR 40 impress Odisha's farming community



In another major agricultural machinery exhibition in eastern part of the country, CLAAS showcased its advanced combine harvester technology at Krushi Odisha, Bhubaneswar. The display of CROP TIGER 30 TERRA TRAC and DOMINATOR 40 combine harvesters was the highlight of the show. With different threshing mechanisms, both these machines generated huge interest among the visitors. Over 30,000 farmers from Odisha and neighbouring states visited Krushi Odisha, organised by CII in collaboration with Ministry of Agriculture, Odisha. Odisha is one of key strategic markets for CLAAS in India. With central and state government's efforts, the agri-mechinisation in the state is growing at an unprecedented pace.

Sri Lanka becomes the latest destination for JAGUAR 850 forager



Another proud moment for CLAAS in India- the delivery of 1st JAGUAR 850 Forage Harvester in Sri Lanka. M/s Farms Pride Pvt Ltd, Jayamalapura, Gampola, became the first proud owner of the machine. During the key handover ceremony, Mr. Ranjith Pandithage, Chairman and Managing Director, DIMO, CLAAS' exclusive importer for Sri Lankan market, along with various senior officials of CLAAS- Dr. Jens Oeding, Regional President Asia, Mr. Jay Singh, Managing Director, Mr. Prem Kumar, Head of Sales, Mr. T. Pavanan, Country Sales Manager for Sri Lanka, were present.

CLAAS India organises grand dealer meet at Puri, Odisha



Over three days of sharing of experiences along with planning of future course of action, this event was full of excitement and enthusiasm. Among the major highlights, the top performing dealers were awarded and a cultural program showcasing the rich tradition of Odisha was enjoyed by the participants.

Proving to be a congregation of India's geographical enormity and diverse cultures, CLAAS India's Dealer Meet at Puri, the picturesque coastal town of the state of Odisha, was truly a remarkable event.



During the prestigious event, Mr. Manoj Das (Chief Engineer, OFMRDC), Mr. J. S. Bhuyan (DGM - Odisha agro), Mr. Baldev Raj (Head of Service, CLAAS India), Mr. Sanjay Kumar (RSM, CLAAS India) and many other esteemed guests were present. We also would like to show our sincere gratitude to Mr. Om Prakash for his untiring efforts in making the event a grand success.

Inauguration of CLAAS Academy at OFMRDC, Bhubaneswar



Being committed to Skill India initiative, CLAAS in India recently took another noteworthy step by inaugurating well equipped CLAAS Academy at OFMRDC (Odisha Farm machinery research & Training Centre), Bhubaneswar, Odisha. The main objective of this academy will be to impart advanced technical knowhow and training not only to our customers and operators but also agri-engineering students of Odisha state.

CLAAS India Annual Service Council 2019 at Faridabad



With objective of providing CLAAS' customers the best of after sales support experience, CLAAS in India recently organised Annual Service Council 2019 at CLAAS Academy, Faridabad. The training cum workshop was attended by CLAAS dealers' workshop managers along with CLAAS India Service team.



Adding importance to the event, Mr. Peter Rudzio, Managing Director, CLAAS Global Service, Mr. Marcus Schmidt, Service Inspector, CLAAS India and South East Asia, and Mr. Baldev Raj, Head of Service, CLAAS India, were present, who shared their best of experiences with the attendees. During the event, a training session on enhancing customer delight was conducted along with rewards and recognition for best performers.

New Dealers



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