
THE EKL

WORLD

Vol. 44, January 2024



XCELLENCE
AWARDS
2023



CELEBRATING
OUR PEOPLE



DISCLAIMER

This newsletter contains certain forward-looking comments and information concerning the company’s plans and projections for the future, including estimates and assumptions with respect to economic, political, technological, weather, market acceptance and other factors that impact our businesses and customers. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local, political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Escorts Kubota Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these statements to reflect subsequent events or circumstances.

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EXCELLENCE AWARDS

EKL'S ANNUAL EXCELLENCE AWARDS: A CELEBRATION OF ACHIEVEMENT AND UNITY

Escorts Kubota Limited (EKL) proudly marks another year of remarkable accomplishments with the third year of the EKL Excellence Awards 2023. This year's awards had 4 categories: Market Growth & Customer Experience, Innovation & Technology, Business Excellence in Process and Digitalization and Frugal Mindset. They highlight EKL's evolving business environment and emphasize on the growing significance of digital transformation, eco-friendly initiatives, and innovative customer engagement strategies. The awards were organized for our employees of Escorts Kubota Limited (EKL), Escorts Kubota India Pvt. Ltd. (EKI), Kubota Agricultural Mahinery India Pvt. Ltd. (KAI) and also for our channel partners.



Nikhil Nanda, *Chairman and Managing Director*, emphasized on EKL's enduring mission: to serve the nation, society, and our customers with unwavering dedication. His words resonated with the company's core philosophy of 'On Your Side', highlighting trust, empowerment, and respect as pivotal elements in our journey towards transformational growth.

Seiji Fukuoka, *Deputy Managing Director*, praised the joint efforts leading to significant achievements. His speech celebrated the integration of diverse cultures and visions, driving EKL to new success levels.

A key event highlight was the nature of the awards, which showcased the high standards and competitive spirit at EKL.



“*I believe that customer connect, and experience is the only way to achieve transformational growth.*”

NIKHIL NANDA
Chairman and Managing Director



“*The synergy between our teams extends beyond collaboration.*”

SEIJI FUKUOKA
Deputy Managing Director



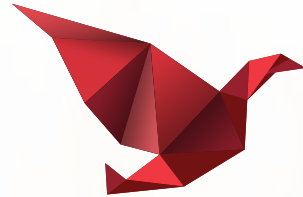
KUDOS TO THE CHAMPIONS



DIGITRAC

SPREADING WINGS ACROSS INDIA

FEATURES



Engine 04Cyl,
3682Cc - 247Nm Torque



IPTO with multi speed/reverse PTO
as standard offering



15 Speed - 12+3
[Super Seeder Special]
with 16.9*28 rear tyre



CE Heavy Duty
Front Axle

DigiBlack,
Unique color offering



Digitrac Tractors were launched in the year 2017 only in Punjab catering to the needs of progressive farmers who were not only looking for Power & Technology but also the tractors that were loaded with features. The series consisted of three models **PP43i**, **PP46i** and **PP51i** where PP stands for the real power that is PTO power. As a testimony of quality, 5 years warranty was offered on the tractors and 24x7 service is provided through the CARE button.

Digitrac soon gained momentum and its popularity started garnering attention from other parts of the country as well. To fulfill the wishes of demanding farmers, Digitrac is now available at all Powertrac dealerships across India for Sales, Service and Parts.

Digitrac comes in astonishing DigiBlack colour and has ABC 12+3 Gearbox providing 12 Forward speeds and 3 Reverse speed options. It also has the latest Independent Clutch to run PTO implements with ease. Powered to run advanced and big implements, Digitrac will surely enhance the productivity of farmers and provide savings with the renowned Diesel Saver Powertrac engine.

With aggressive Go to Market plans and digital initiatives, Digitrac is poised to become the first choice of young and innovative farmers.

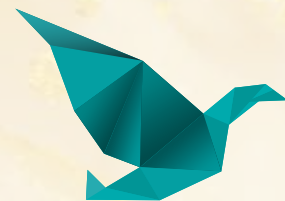


EVENTS

EMPLOYEE EVENTS

DIWALI AND NEW YEAR CELEBRATION WITH OUR EXTENDED WORK FAMILY

Our organization celebrated Diwali and the New Year with enthusiasm and unity across all offices and plants. Diwali festivities featured vibrant decorations and traditional elements, fostering a sense of belonging. The New Year event brought employees and their families together, highlighted by reflections on past achievements by the Leadership Team and the presentation of Talent Awards, ushering in 2024 with optimism and shared joy.



Meritorious Awards:

These prestigious awards are presented to individuals who have demonstrated outstanding achievements at both the state and national levels, showcasing their exceptional talents and dedication in their respective fields. The honorees for this year include:

- (a) Aarohi, daughter of Pawan Arora from Operation Division, who achieved Rank 1 in the International Math Olympiad.
- (b) Laxmi, wife of Kapil Kumar Sharma from Operation Division, who earned a Silver medal at the First Asian Para Tenpin Bowling Championship and a Gold medal at the Third National Para Tenpin Bowling Championship in 2023.
- (c) Sristi, daughter of Praveen Gulati from Operation Division, who was awarded a Doctorate by the Honourable President of India, Smt. Droupadi Murmu.

These awardees not only bring honor to themselves but also serve as an inspiration to their peers and the community, exemplifying the highest standards of achievement and excellence in their respective domains.



BLOOD DONATION WEEK

An impactful initiative was launched to reflect our commitment to community welfare. From October 9 to 16, 2023, a week-long blood donation drive was held, during which more than 1,100 employees united for a noble cause. This event not only underscores our corporate social responsibility but also reflects the collective compassion and generosity within our organization.



DEALER EVENT

DEALER MEET - CONSTRUCTION EQUIPMENT BUSINESS DIVISION

The recent dealers' meet of EKL's Construction Equipment Business Division was attended by our dealer partners as well as sales and service team. The agenda focused on reviewing the previous year's performance and discussing industry growth. A highlight was the video conference with the CMD and DMD, where the 'On Your Side' philosophy was discussed in-depth, coupled with an engaging Q&A session. The meet concluded with an awards ceremony, recognizing dealers for their outstanding performance over the past year, further strengthening the bonds between EKL and its valuable partners.



GLOBAL STRIDES

1. INTERNATIONAL DAY 2023 - NAVIGATING NEW HORIZONS



The International Business Department celebrated the 8th International Day, bringing together a virtual gathering with the active participation of channel partners worldwide on 6th September 2023. Throughout this event, the EKL team and distributors shared invaluable insights into the Escorts-Kubota collaboration, highlighting the advantageous prospects it offers for our channel partners. At the core of the occasion, the overarching theme was 'On Your Side,' underscoring our commitment to nurturing enduring and mutually beneficial business affiliations.



2. RONDÔNIA RURAL SHOW IN BRAZIL

We were delighted to highlight the exceptional participation of our channel partner, Alemao Maquinarias, at the anticipated Rondônia Rural show in Brazil. With great enthusiasm, our partners utilized this platform to introduce our extensive and versatile line of FARMTRAC tractors, thoughtfully paired with the most suitable implements. Their engaging presentation effectively showcased the unparalleled performance, durability, and efficiency of FARMTRAC tractors across various agricultural applications.



3. EXHIBITION IN DENMARK & LANDSSKUET

In Denmark, our Farmtrac tractors made a big impression at two important events. At an outdoor show hosted by Danish Agro, our products were celebrated for their innovative design and superior performance, highlighting our role in advancing modern agriculture. Additionally, at the Landsskuet Exhibition, our partners Vinderup Maskiner played a key part in showcasing our products to a global audience. The warm reception and appreciation for our tractors and tools filled us with great joy and gratitude.



4. FARMTRAC TRIUMPHS IN BELGIUM

Recently, at the Libramont Fair in Belgium, which is Europe's largest outdoor event for agriculture, forestry, and agribusiness, Farmtrac Benelux introduced the Farmtrac 20 tractor. This tractor stood out at the event for its impressive abilities, flexibility, and its suitability for various agricultural tasks. The very positive response to the Farmtrac 20 highlights our commitment to creating innovative tools that meet the changing needs of the agricultural industry.



5. DEMONSTRATIONS IN BENELUX

At Farmtrac, we focus on helping our customers fully understand the products they buy. To support this, our partners at Herco Machinery organized a detailed demonstration in Benelux. They effectively presented the features of our products and their matching tools. The event was well-received, greatly improving the attendees' knowledge and appreciation of our varied product range.



6. EURO COMPACT 26 IN MYANMAR

We're happy to share that we've introduced the POWERTRAC Euro Compact 26 4WD in Myanmar, thanks to our partners, Kaung Gyi Thinkhar Company Limited. This new tractor will



really help change farming and industry in Myanmar because it has great features and works really well. We also had a training workshop about the product at the Agriculture Ministry in Meiktila. This shows we're dedicated to offering great service and connecting with our customers and the community.

7. FARMTRAC SHINES IN SERBIA

At the SPIT 2023 event in Serbia, our partner Agrimatco showed off the newest FARMTRAC tractors. People really liked them, and it made FARMTRAC look good for being creative and top-notch. Agrimatco did a great job presenting, and the good reaction from people makes us hopeful for more growth and success in selling farm equipment.



8. CELEBRATING NANE NANE IN TANZANIA

During the Nane Nane Farmers Day event in August 2023, held across Mebeya, Bariadi, Mwanza, and Morogoro, Tanzania, our distributor Mobikey (JAP Africa) showcased our Powertrac tractors, garnering interest and a positive response from farmers and attendees. Similarly, at the International Agricultural Trade Show in Mbeya, Tanzania, CMG Investments Ltd. presented our Farmtrac advanced farming solution tractors. Our ongoing efforts in Tanzania focus on more than just supplying machinery; they aim to foster a shared vision for the development and prosperity of the country's agricultural sector.



9. ACHIEVING ACCOLADES IN ZAMBIA

At the 95th Zambia Agricultural and Commercial Show & Exhibition in Lusaka (August 2nd to 7th, 2023), our distributor, Growmore Technologies Ltd., achieved significant success with our Farmtrac brand. They won 2nd prize for "Best Agro Equipment" and 3rd for "Best Agro Value Addition." Their achievements, including recognition from notable figures and media coverage on Zambia National News TV, have strengthened Farmtrac's global reputation and are a source of immense pride for us.



LEARNING & DEVELOPMENT

EMPLOYEE TRAININGS

To enhance functional and behavioral competencies, various training programs were organized across all divisions. Over 1200 employees participated in these trainings, and the average feedback score was 4.40.



UDAAN – WOMEN LEADERSHIP DEVELOPMENT PROGRAM (BATCH 3)

Udaan is an initiative to identify, groom and create a talent pool of women in the organization. Launched in November 2023, the learning journey for the 3rd batch is based on the Stanford development model of managing self, managing people and managing business.



Udaan



To cascade the process of continuous learning, sessions were organised for batches 1 and 2 of the Udaan women leaders. We conducted a session with Leslie Loudon, Director of HR at Kubota North America Corporation and Manager of Global HR Projects at Kubota Corporation. The session addressed critical topics such as the importance of leadership development for women in the organization, strategies for women to establish themselves in the manufacturing sector, and effective ways to balance work and life while striving for career excellence.



ESCORTS KUBOTA CAPABILITY ADVANCEMENT PROGRAM



NURTURING A WORKFORCE POISED FOR SUCCESS

Escorts Kubota Capability Advancement Program (EKAP) is a structured learning certification journey comprising both simulation and activity-based workshops, eLearning courses, functional assessments, business projects and group coaching calls, all of which address the functional and behavioural competencies of the respective division.

RESEARCH & DEVELOPMENT DIVISION

EKAP was organized for the R&D Division in October 2023, with 141 participants getting certified. Significant improvement was observed during the journey with the average knowledge score on identified e-learning courses improving by 46% and the average business projects score going up by 80%.



AGRI MACHINERY & CONSTRUCTION EQUIPMENT BUSINESS DIVISION

EKAP for the Agri Machinery and Construction Equipment business - Sales Departments, was recently launched for the level of N4. Business Projects have been identified and the training sessions are in progress.



OPERATION DIVISION

In October 2023, a final graduation ceremony saw the certification of 27 participants who had completed the EKAP for the Operation Division. Throughout the program, notable progress was evident, with an average increase of 43% in knowledge scores on selected e-learning courses, and a striking 90% improvement in average scores for business projects.



SERVICE TECHNICAL SKILLS CONTEST

A CONTEST OF EXCEPTIONAL SKILLS AND TALENT
The Service Technical Skills Contest for EKL Tech Masters took place for the first time at ETDC, Bengaluru, on December 21-22, 2023. It aimed to gather individuals with exceptional technical expertise within the organization, providing them opportunities to handle servicing issues, improve customer satisfaction, and enhance their technical skills.



NEWESTAR

ENHANCING GROWTH, BOOSTING MORALE

Capability building and continuous learning is one of the key focus areas for us, exhibiting our culture of 'On Your Side'.

We constantly seek to provide the right learning opportunities to support in development of skills and bring about behaviour changes to create an impact.

With more than 300+ courses, the NewEstar repository has functional, behavioural and product-related courses along with a plethora of e-Books for our employees to explore and engage.

Recently launched modules include the culture course on 'On Your Side', Japanese Language, Project Management, Successful Negotiation Skills, and more.

- No of course completions: 2535
- Functional knowledge enhancement (pre-score-46.33 post-score-88.37)



**LEARN
BASICS OF
LANGUAGE**
Modules on NewEstar!

JAPANESE

HINDI

ENGLISH



Course - Part 1

- Learn the Basic Greetings
- Basics of Initial Conversation
- The Right Words to Respond

Course - Part 2

- Understand Basic Questions & Answers



**To understand
& live the philosophy of**

On Your Side
course now available on
ESTAR
LEARN. SHINE. GROW.



DEALER TRAININGS

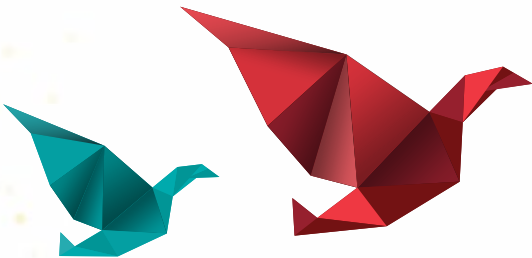
FINTAX TRAINING FOR CONSTRUCTION EQUIPMENT DEALERS

We introduced the FINTAX Training program for our dealers belong to construction equipment business, providing essential financial and taxation knowledge through concise sessions in Faridabad and Goa. This training is designed to help dealerships manage fiscal complexities, optimize finances, and improve customer service.



PRODUCT & SERVICE COURSE FOR NEW DEALERS

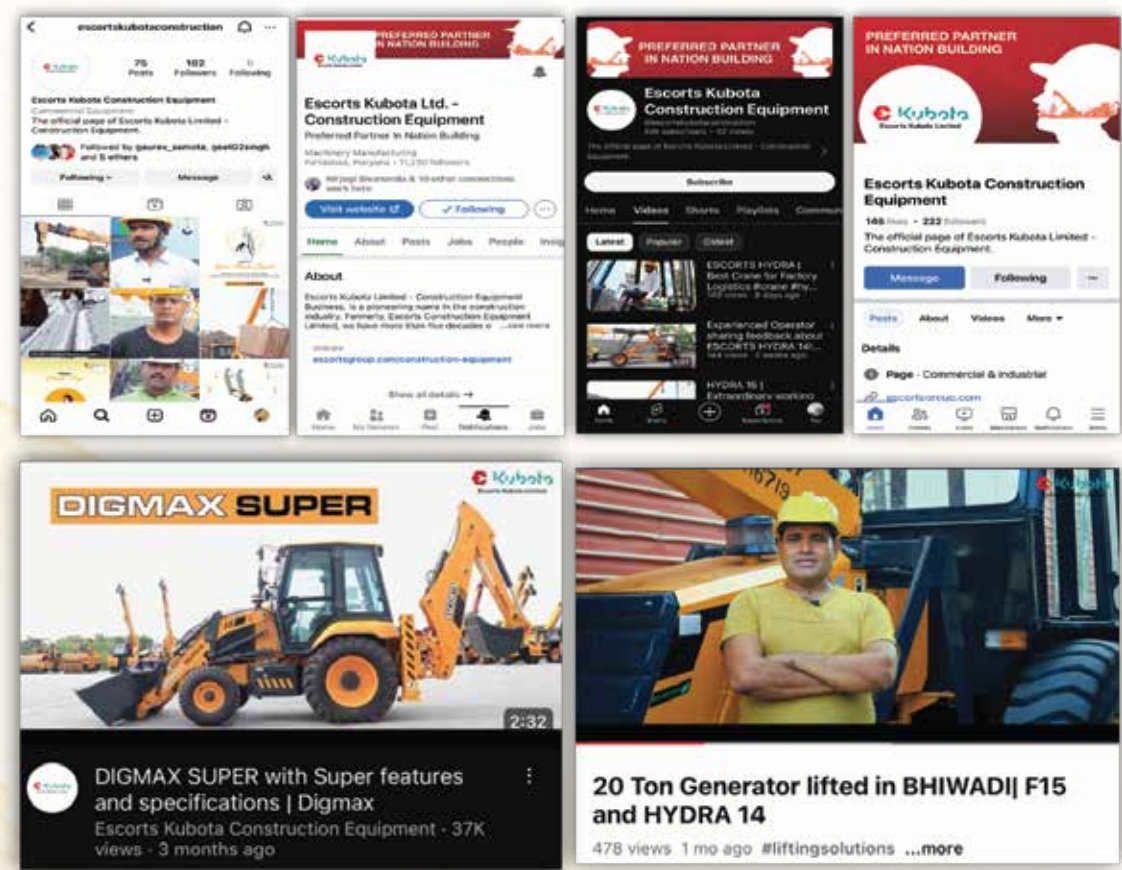
Escorts Kubota Limited recently organized an intensive nine-day service course exclusively for our new dealers from Bangladesh. Held at the Escorts Training and Development Centre in Bengaluru, India, the program focused on equipping participants with a profound understanding of Farmtrac tractors. Covering aspects such as operation, maintenance, and troubleshooting, the comprehensive training aimed to empower dealers with the necessary knowledge and skills.



NEW LAUNCHES

DIGITAL MEDIA LAUNCH

On 15th August 2023, we created a well-timed and well-synchronised EKL Construction Equipment (CE) - Digital campaign across our channels on Facebook, LinkedIn, Instagram and YouTube. This campaign garnered huge attention among the audience, as we showcased innovation, durability, and efficiency. The goal was to engage with the target audiences across platforms, inviting them to join the conversation.



MoU WITH CFMTTI BUDNI

PARTNERING WITH INDIA ON ITS MISSION OF SKILL DEVELOPMENT

Escorts Kubota Limited entered into an MoU with CFMTTI Budni Govt. of India. Through this partnership, we will be playing an effective role in the ongoing ‘Skill Development Mission’ of the Govt. of India, with a view of contributing to the overall target of upskilling 500 million people through PPP programs (Public Private Partnership). It's noteworthy to mention that all trainers at ETDC have been certified by CFMTTI.



LAUNCH OF EKL ACADEMY STUDIO

Good substance needs to be packaged well. Slick and superior quality videos for various purposes can be more effective and impactful. EKL Academy in-House studio was launched at Corporate with this objective, to support all our major activities:

- AV production for Marketing Department
- Digital Training for content production
- Digital communication content development
- Product content development for In-Built Learning app repositories



LAUNCH OF EKONNECT EKL Intranet Portal

This Portal is a tool for leveraging employee engagement, disseminating news and information as well as creating awareness about organisational initiatives. It has been developed as a single-point interactive online interface accessible to 2,500 employees at EKL. As an internal resource, EKconnect portal provides information about the company, leadership communications, policies, process applications, news, and more.



ESG COMMITMENTS

PLEDGING TO OPERATE WITH MINDFULNESS THROUGH OUR COMMITMENT TO ESG GOALS

At Escorts Kubota Limited we are Embracing and championing Environmental, Social, and Governance (ESG) goals to build a sustainable and ethical future.

From an environmental perspective, our commitment to ESG initiatives enables us to reduce carbon footprints, conserve resources, and adopt eco-friendly practices. Socially, our ESG commitment helps us prioritise diversity and inclusion, ensuring fair labor practices, and contributing to community development. Fostering a positive workplace culture, attracting top talent, and enhancing our reputation among consumers. Governance initiatives guide us to follow transparent, ethical, and accountable business practices. Contributing to long-term stability, mitigating risks, and building trust among stakeholders.

OUR 10 ESG COMMITMENTS:

- Carbon neutrality by 2050
- Become a water-positive organisation by 2030
- Achieve zero landfill waste by 2026
- Increase renewable energy share by 3x
- Increase women's diversity in the workforce to 7.5% by 2025
- Train all our employees on sustainability by 2025
- Commit to the improvement and betterment of the communities
- Maintain governance in accordance with high international standard
- Sustainability and cooperation along the value chain
- Pledge to Plant 25,000 trees by 2025



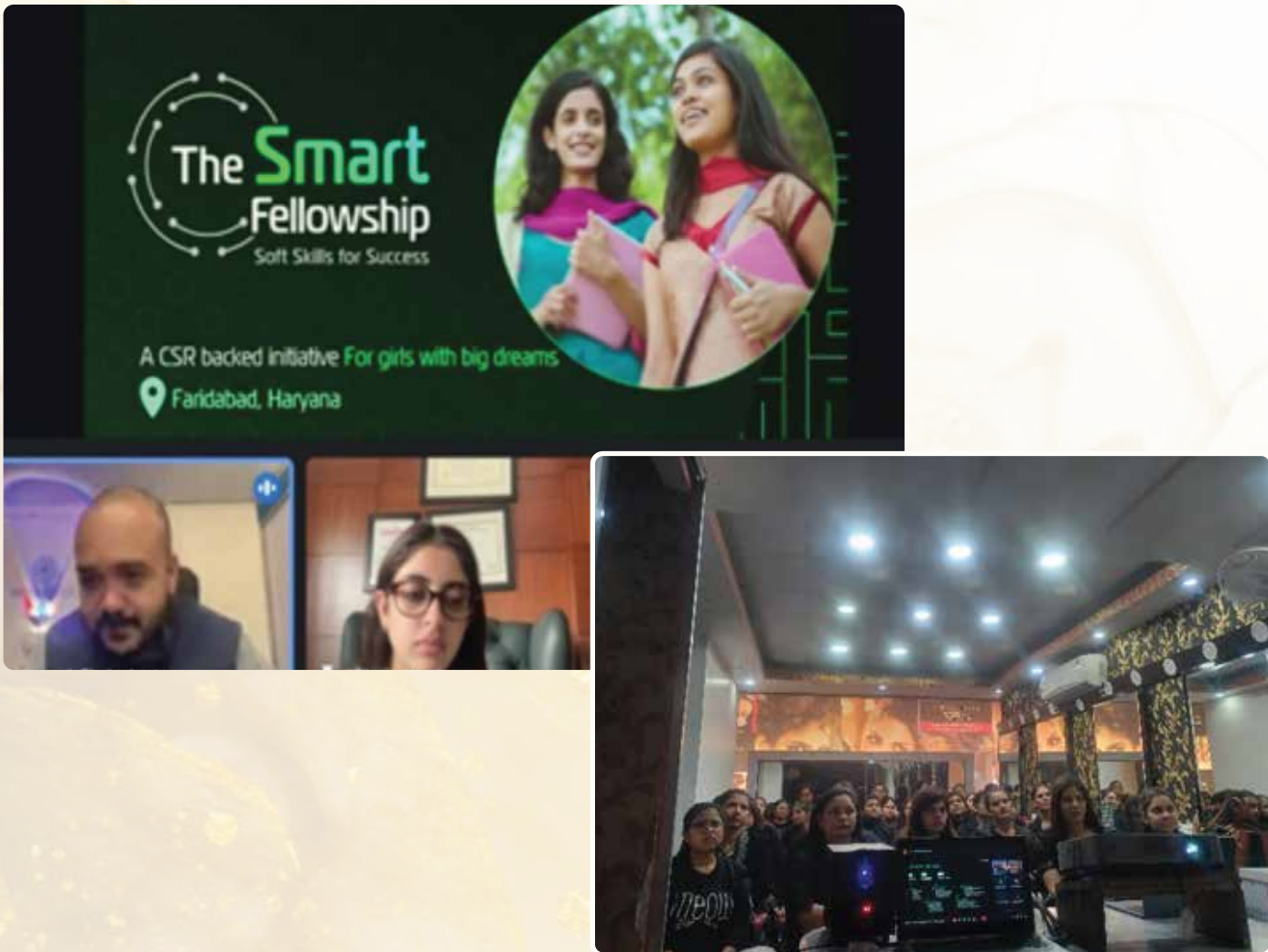
CSR INITIATIVES

WOMEN EMPOWERMENT INITIATIVES

INSPIRING TOMORROW'S FEMALE ENTREPRENEURS

As part of our CSR goals, we seek to empower women by providing the necessary skills, knowledge, and mindset to excel as entrepreneurs and leaders in their respective areas of interest. **Project Nimaya**, a skill development program for imparting 21st-century soft skills to enterprising women was launched. The aim was to enhance their employability and enable them to become workplace-ready.

The first batch with 50 women keen to develop careers in event management and cosmetics industries was rolled out in Faridabad. They underwent a one-month hybrid training on 21st-century soft skills. Project Nimaya will touch and transform the lives of over 700 women in Haryana in the upcoming months.



COLLABORATION WITH NATIONAL DAIRY DEVELOPMENT BOARD (MRIDA)

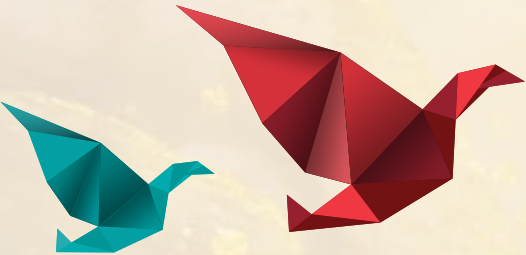
ENCOURAGING CLEAN COOKING GAS FOR A CLEAN ENVIRONMENT

As a CSR initiative to train women dairy farmers, we collaborated with the National Dairy Development Board (Mrida) as a part of Escorts Kubota Advanced Farming Institute project. A project on Bio Waste Management / Dairy Waste Management was designed. The orientation and awareness sessions for farmers were launched in Kaithal, in December 2023. This aims to enhance the skills of 100 women dairy farmers. The installation of 40 household-level biogas plants has already been done and will provide clean cooking gas to households, and manure as a byproduct for use in agriculture fields. The domestic biogas plant has the potential of offsetting Green House Gas Emissions to the tune of 5 tons of CO₂e (Carbon Dioxide Equivalent) per year on average.



TRANSFORMING AGRICULTURE WITH EXCELLENCE IN TRACTOR TRAINING

The Tractor Driving Training Program, launched in December 2023, is boosting skills and progress in farming. So far, it's benefited over 4,250 individuals, including farmers and rural youth, by teaching them how to use tractors effectively. This training is set to enhance agriculture by improving productivity, reducing costs, saving time, and introducing advanced farming techniques.



COLLABORATION WITH THE AGRICULTURE SKILL COUNCIL OF INDIA

EMPOWERING FARMERS WITH SCIENTIFIC FARMING PRACTICES

We have collaborated with ASCI (Agriculture Skill Council of India) to assess and certify farmers who have been trained through a specially designed program in scientific agriculture practices. During the current financial year, more than 2200 farmers were trained through this program, including 800 farmers from Karnataka and 1400 from Haryana. Over 1400 farmers have already been certified by ASCI so far. In addition, around 290 extension farms have been developed in the fields owned by farmers, demonstrating the adoption of scientific and sustainable agricultural practices and imparting training for an entire crop cycle.



AWARDS

GOLD AWARD FOR SUSTAINABILITY

We're thrilled to announce that Escorts Kubota Limited has been honoured at the 3rd ICAI (Institute of Chartered Accountants of India) Sustainability Reporting Awards 2022-23 with the Gold Award for 'Sustainability Reporting Leadership in Manufacturing Sector'.

This recognition reflects our dedication to integrating environmental, social, and governance (ESG) principles in our business, to uplifting the life of communities we serve, and to preserving what's truly valuable: Mother Earth.



SAFETY AWARD

On November 2nd, the organization held a Safety Competition for all team members, promoting safety awareness. Participants were awarded, recognizing their commitment to safety and encouraging a proactive safety approach in the workplace. The competition and the subsequent awards ceremony highlighted the organization's dedication to maintaining a safe and secure environment for all its members.

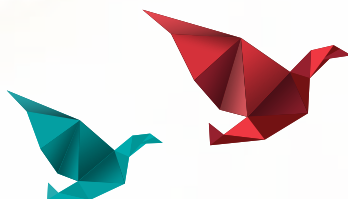


LONG SERVICE AWARDS

HONORING DEDICATION: EKL'S TRIBUTE TO LONG-TERM EMPLOYEES

Escorts Kubota Limited (EKL) celebrates the unwavering commitment and loyalty of its employees through the Long Service Awards. This esteemed recognition is bestowed upon individuals who have completed significant milestones of 5, 10, 15, 20, 25, and 30 years of dedicated service. It's a testament to the enduring relationships and deep-rooted connections between EKL and its workforce.





Escorts Kubota Limited

**Escorts Kubota Limited
Corporate Centre**

15/5, Mathura Road, Faridabad - 121003.
Phone: 0129-2250222

**Agri Machinery Business Division
Administrative Office & Components Plant**

18/4, Mathura Road, Faridabad - 121007.
Phone: 0129-2284911

**Agri Machinery Business Division
Tractor Assembly, Transmission
& Engine Plant**

Plot No. 2 & 3, Sector 13, Faridabad - 121007.
Phone: 0129-2291230

**Construction Equipment
Business Division**

Plot No. 219, Sector-58, Ballabhgarh, District,
Faridabad - 121004, Phone: 0129-2306300

Railway Equipment Business Division

Plot No. 115, Sector 24, Faridabad - 121005
Phone: 0129-2576000