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World of **ESCORTS**

GROUP COMMUNIQUE



AGRICULTURE
A SILVER LINING



Nikhil Nanda

Chairman & Managing Director

Dear colleagues,

Hope you and your families are safe and healthy. The year gone by was eventful for us in more than one way. And though the world witnessed an unprecedented crisis, the agricultural sector rose above all uncertainties posted a growth rate of 3.39%** for current FY (2020-21) despite GDP contraction. Governments, farmers, and organisations in the farming sector around the globe truly came together and displayed resilience in these times. Infrastructure too bounced back with effective measures taken by government. Railway will take some more time but with vaccination progress travel shall reach pre Covid level.

2020 was a year where we showcased the power of collective strength and resolution, and our efforts ensured that this year could prove historic in many ways. Your company took several initiatives in its factories, workplaces and its way of doing business to ensure that we remain committed to our cause of customers first and every Escortian went out of their way to ensure we serve our customers to the best of their abilities. It is a point of pride for me to say that I belong to this resilient and ever-evolving team that has been going from strength-to-strength. Going forward, I only see the team achieving greater and greater heights with each day.

At present, things are looking positive for agriculture, Infrastructure & overall economy, and us too. Agriculture demand for tractors and farm mechanization is witnessing a continuous growth and has also resulted in the rise in Escorts' products in 2021. We are hopeful of a sustained momentum in the near future too as we see strengthening in economy.

This year, we would continue evolving as per the new normal, weaving together a digital work culture and modern reforms. We will achieve this by embracing innovative technologies and building strategic partnerships across segments. By collaborating with world-leaders in farming technology and other sectors such as Japan's Kubota, Tadano and various smart construction equipment enterprises, our main vision would be to create a powerful and sustainable agricultural, Infrastructure and Railway ecosystem that provides a boost to global economy.

I would like to thank each one of you for placing your trust in our vision and committing wholeheartedly to our mission. If it were not for your resolute determination and unwavering valour, we would have never bounced back from the crisis. It was Escorts ecosystem and our partnership and seamless collaboration that brought home the Business Today Award for Best CEO. I dedicate this award to our workmen, our Board of Directors, our extended families, to all our partners, suppliers and dealers. It is because of the unified strength and the will of achieving new benchmarks that we have been selected as the winner of this coveted award.

Thank you for being there with us at every step! Together, I am sure we will achieve even more and continue building a legacy that is remembered with pride.

Please stay safe and healthy.

CONTENTS

04 COVER STORY

The Resilient Sector
The Tractor Scenario
Escorts Kubota – Accelerating The Pace Ahead
Positivity for All
Marching Trends

08 AWARDS

Shining Stronger and Brighter Than Ever!

10 PRODUCT FEATURE

Euro Next - Naye Zamane ka Tractor

12 IN FOCUS

Spraying Excellence on Field
Advancing The Use of Modern Agripractices
Building An Organization that Works on Quality
Overcoming Challenges during Uncertain Times

15 LEARNING & DEVELOPMENT

Web Series on YouTube
Ensuring Excellence through Silver Star and Gold Star Program
Building New LMS
Launch of Escorts ESTAR LMS
Imparting Knowledge. Imparting Skills.

17 NEWS & EVENTS

Escorts at CII Exim Bank Digital Conclave
Building Relationships, Nurturing Partnerships
Fully Charged Show is All Praises for Our Electric Tractor
Uruguay Loves Farmtrac
Enabling The Farmers of Sri Lanka
Celebrating The Success of First-Ever Virtual International Day
Saving Lives Drop By Drop
Growing Forward: Thanks to Our Union Leadership
Safety First, Always!
Towards a Greener Future
Empowering Women Farmers with 'Naari Ki Baari'

23 BRIGHT SPARKS

Carving Her Own Path to Glory
Be Truly Limitless like Mohit Sharma

AGRICULTURE

THE ONE INDUSTRY WITH POSITIVE TREND



While the COVID-19 pandemic has not left a single industry unblemished, there is one that has withstood the onslaught better than others. According to the GDP figures for 2020-2021, agriculture is the only sector that posted a positive growth rate of 3.39%**. All the other seven sectors that compute India's GDP are in the negative, resulting in the country's economy contracting by a staggering 4.04%**. With all activities except for essential services coming to a standstill due to the lockdown, perhaps the contraction was expected. It was only the agriculture sector that bucked the trend.

Even the essential agricultural commodities export for

April-September 2020 increased by 43%## as compared to the same period last year to Rs.53,626 crore##.

Agri-experts believe that agriculture is the only sector that acted with some semblance of normalcy during this pandemic, the growth of the agricultural sector is 60%# more than the non-agriculture sectors, which is quite a rare occasion. Except for a few reports of disruption in the supply chains of a few perishables in the initial period of lockdown, the situation did not deteriorate. Though the poultry sector was adversely hit for a few months because of the false impression that COVID-19 was linked to poultry birds.



16.6% Increase in
paddy sowing area#



Increase of 2.9%#
in sowing acreage



Essential agricultural
commodities export
increased by 43%##

*Department of Agriculture | <https://economictimes.indiatimes.com/news/economy/agriculture/farming-sector-will-not-be-impacted-by-coronavirus-agriculture-minister/articleshow/75450174.cms?from=mdr> | **<http://statisticstimes.com/economy/country/india-quarterly-gdp-growth.php> |

<https://www.businesstoday.in/sectors/agriculture/agricultural-exports-rise-43-4-percent-to-rs-53626-crore-in-apr-sept/story/418518.html>

Agriculture: The Resilient Sector

The government's (both MHA and state governments) decision to keep agriculture operations outside the purview of lockdown restrictions certainly helped the sector as a whole. Further, the rabi harvests and procurement operations were also handled smoothly by respective agencies. In fact, a record 39 million tonnes*** of wheat had been procured this year. In addition, monsoons remained normal this kharif/rainy season, which in turn led to normal sowing and thus, preserved confidence among the farming community.

As millions of working-class citizens streamed towards their villages from cities in an unprecedented reverse migration, it had its impact in multiple ways. The reverse

migration helped the states like Bihar, Uttar Pradesh, and Odisha where labourers returned. However, for states like Punjab and Maharashtra from where labourers left, fewer hands implied a need for harvesters/combines for undertaking the harvest of a kharif crop that is, therefore, leading to increased costs.

In the current kharif season, there has been an increase of 2.9%# in sowing acreage already. The RBI has consistently pointed to the agriculture sector as the silver lining in the bleak economic landscape. Agriculture is certainly beating the COVID-19 pandemic with resilience.

The Tractor Scenario

**Tractor Sales up
by approx 27%
in FY21 (Y-o-Y)**



In the beginning of the year 2020, due to pandemic and its associated hardships, tractor sales in India fell by 79%~ during April. However, the sales quickly picked up during May and June, growing at 4%~ and 22%~ respectively. The preparation for the kharif season starts a few days before the onset of the monsoon. This is also reflected in the significant sale of tractors during June. This rise in tractor sales is despite the increase of around 21%~ in diesel price during the period of April, 2020 - February, 2021. This significant growth in tractor demand this year is quite surprising. And not just in terms of the increasing sales during COVID-19 times, but also the regional pattern of sales.

***<https://economictimes.indiatimes.com/news/economy/agriculture/from-record-food-grain-production-to-farmer-protests-eventful-year-for-growing-agri-sector/articleshow/80045665.cms?from=mdr> | ~ TMA

State-wise sales figures for tractors in India show a major change. There has been a record rise in the sale of tractors in the eastern states, especially Assam and Bihar. Tractor sales in June rose by about 66%~ in Assam and by about 15%~ in Bihar.

Last year, the total tractor sales (Domestic + Export) in October 2020 stood at 123,883* units, highest sales ever for the Month. But, due to non-season and uncertain circumstances, sales dropped in November and December to 89,530* units and 71,740* units respectively. However, in January, sales picked up again with 87,579* units sold successfully in the market and March ended with approx. 95,231* units.

Escorts Ltd's Agri Machinery segment sold 12,337* tractors, the company's highest-ever sales in March, registering a growth of 126.6 per cent against 5,444* tractors sold in March last year.

Tractors are usually labour-substituting technology. They help in increasing cropping intensity and raising farm productivity. This growth in tractor sales in the eastern parts of the country is quite unexpected as a large number of migrants returned from the western regions of India. In the current situation, with hardly any non-farm employment opportunities, these returning migrants provide a large pool of available agricultural labour.

Several plausible reasons could have led to this rise in tractor sales in eastern India. Due to the inflationary pressures, the floor wage rate could be high enough for farmers to foresee the benefits of investing in tractors and other productivity-enhancing technologies, which happen to be labour-saving as well. It could also be the fact that the bumper rabi crop from the previous season handed farmers enough cash to invest in tractors. Plus, the government's thrust on providing easy agricultural credit along with the current bank moratorium due to the ongoing pandemic has made access to credit much easier.

While further analysis and deduction may be required to arrive at the root cause of this seemingly unanticipated growth in sales, there is no question that it may warrant a second look at these newly expanding markets.

~ Source: TMA & Business Standard



Escorts Kubota - Accelerating The Pace Ahead

During this agricultural boom, Escorts Kubota India Pvt. Ltd. also witnessed an exponential growth after the start of its operations in September 2020. Within just 5 months, EKI succeeded in delivering over 4000 tractors to its customers along with advancing several key initiatives to ensure world-class quality, optimum employee happiness and customer satisfaction.



This strategic partnership between Kubota and Escorts is truly an amalgamation of the strengths of both the partners. With Kubota's quality and technology proficiency and Escorts' frugal engineering, it can be said that EKI is a distinct organisation formed to provide stellar products and services to its customers. And the same is exhibited in the initiatives undertaken by the organisation so far.

The quality standard at EKI is non-negotiable, and to carry on the same value, an aggressive Supplier Kaizan program has been launched where EKI staff and suppliers team work together ardently to the best of their abilities. In addition to this, two key initiatives have also been launched to ensure employees' safety and development. The first initiative lays down the Annual Safety Action Plan to create a safe working environment for all the employees. And the second initiative consists of a Leadership Development Program which ensures the participation of 150 leaders at all levels. This program has been launched in collaboration with a startup "Super 77" and is titled Super Squad.

Positivity for All

With the world attaining normalcy, economies rebuilding and credible vaccines made available, the world is getting back on the tangent of growth. Though the backlash of multiple lockdowns, disrupted supply chains and mass labour exodus affected the world on a massive scale, the recovering economy would hopefully be a pack of possibilities, potential and powerful comebacks.

The scenario for agriculture remains as positive as ever. For an industry that refused to buck under the immense pressure of the pandemic, the time ahead should be fairly easy sailing, provided of course, that the rains continue to remain timely. And with countrywide vaccinations drills conducted, things are looking up not just for agriculture, but the entire economy as a whole.



Marching Trends

The positive momentum can even be witnessed in the double-digit growth of the tractor and construction industry. However, our Railway Equipment Division (RED) continues to combat new challenges during this period of uncertainty, the relief measures initiated by the government recently are sure to further strengthen this positive momentum. Owing to the various measures on credit, market reforms and food processing introduced by the government under AtmaNirbhar Bharat Abhiyan, the tractor industry witnessed an unprecedented rise in sales. Similarly, various government programmes have given a major boost to the construction industry as well. This year, we have seen new technology-driven infrastructure projects pertaining to the construction of roads, railways, ports and irrigation infrastructure for agriculture. With around one lakh crore of infrastructure fund outlay, Rs.1,18,101 crore* has been set aside for ports and highways development. On the other

hand, the New Rail Plan 2030 envisions future-ready Indian Railways for the country. The government is also planning to focus on public transportation by expanding metro rail connectivity. A generous sum of Rs.1,10,055 crore* has been allocated for Indian Railways, out of which Rs. 1,07,100 crore* is for capital expenditure. This will surely open new opportunities for our RED vertical. As a piece of good news, Escorts Group, along with Naledi Rail Engineering, has already bagged a contract worth Rs.46.62 crore* for retrofit works of Delhi Metro trains.

The surge of recovery, powered by technology and innovation, is leading the charge to restore the major sectors to their original glory. If anything, the pandemic has set the stage for even better and more resilient sectors to function and thrive in the coming future.

<https://www.indianrail.gov.in/econcomsurvey/> | * <https://news.bharatnirman.com/escorts-naledi-rail-engineering-secured-rs-46-62-crore-contract-for-retrofit-works-of-delhi-metro-trains/>

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8

**AUTO AND AUTO
ANCILLARIES**

INDIA'S BEST CEOs

Nikhil Nanda,
CMD, Escorts Ltd

Shining Stronger and Brighter Than Ever!

Mr. Nikhil Nanda has been recognised as Business Today's Best CEO in the Automotive Industry

The hardships and challenges, a person faces and overcomes, plays a very significant role in making him what he is today. And the same holds true for - Mr. Nikhil Nanda, whose perseverance and resilience has steered Escorts Group towards newer and greater heights. His overarching vision, unparalleled determination and 'never say never' attitude combined with 2 decade-long efforts have given the organization a haul no one could have ever foreseen in the 2000s.

The then difficult circumstances need no introduction when we were up to ears in debt. If it were not for his vision and potential, Escorts Group would not have been back from the brink. From facing a potential collapse to becoming one of the best performing automotive firms in the country, Mr. Nikhil Nanda has been the driving force behind the success of this organization. He has truly set an inspiration for every Escortian. Even his fellow businessmen praise him with the best words and phrases.

"What Nikhil has done is inspirational. He has galvanised and transformed his company into a sharply focused entity that has taken a life of its own."

Anil Rai Gupta,

Chairman and Managing Director, Havells

EURO NEXT

NAYE ZAMANE KA TRACTOR





Powertrac has always believed in empowering farmers with advanced technology and latest products, which are completely packed with utility and versatility. With a unique portfolio of diverse range of tractors, its main aim has always been to cater to farmers' needs with easy-to-maintain and fuel-efficient product offerings. To start with, the brand introduced Diesel Saver Series - a range of fuel-efficient all-purpose tractors. The range received an overwhelming response from customers across India, witnessing which Powertrac realised that emphasis must be given to farmer's style and comfort over other functional attributes.

Steering on this journey of being the 'Most Fuel-Efficient Tractor' brand, Powertrac also introduced Euro series in 2014. It boasts of powerful and efficient tractors coupled with European design. The hero tractor of the series - Euro 50 added another charm to the range and proved to be a real game-changer. Awarded with 'The Tractor of the Year Award' in 2019, Euro 50 became one of the most popular tractors. Seeing the increasing love and loyalty towards the series, Powertrac further added a number of tractors under the same name, ranging from 41HP to 60HP.

New-age tractors with advanced technology and high-end application usage are not only the need of the present but the future of Indian agriculture too. Understanding this new paradigm, Powertrac extended its Euro series to a new & advanced game-changing range called the 'Euro Next - Naye Zamane ka tractor'.

- Euro Next consists of new-age tractors with advanced technology and high-end application usage.
- The series offers tractor models - Euro 50 Next (52HP Category), Euro 55 Next (55HP Category) and Euro 60 Next (Certified 60HP).
- Euro 55 Next and Euro 60 Next have 4WD variants too.
- The range boasts of next-level features like a 15-speed gearbox that offers suitable speed options for various applications, higher power & torque, independent PTO, 2000 kg Sensi1 Lift and more.

Nowadays, rural areas of the world are also showing immense potential and inclination towards adopting advanced tractor technologies. Over the past few years, they have adapted themselves to technology with high usage of internet, e-banking platforms, ATMs across villages, acceptance of e-commerce, digitalization in education with smart classes. And now are welcoming this newly launched series with open arms and appreciation too. This will surely benchmark Powertrac as the 'Modern Tractor Brand of the Future'!

Introducing Mechanized Spraying System in India

Escorts indigenously developed self-powered high clearance boom sprayer, Farmpower Econonova 600 - a state-of-the-art offering, to offer its customers high-efficient performance and productivity. This is a major step towards achieving our mission of providing advanced and affordable crop solutions to Indian farmers.

- Offers advanced features like 26HP engine, hydrostatic transmission system, wider boom span
- Ensures crops' safety with a five-stage filtration system
- Performs well even when spraying in undulating land
- Ensures operator's comfort with 4-wheeled drive and fully sealed cabin

Engineered with cutting-edge technology and advanced features like 26HP engine, hydrostatic transmission system, a wider boom span for extensive coverage and more, it makes an alluring partner for the farmers on field. What makes it exclusive is its pendulum boom feature that helps in maintaining the uniform height of spray even in undulating land. Dynamic and reliable, it not only ensures the safety of crop with its five-stage filtration system but also ensures operator's safety with 4-wheeled drive and fully sealed cabin, making it an ideal pick for all row crops and difficult field conditions. We have successfully tested our first proto machine on 200 and more acres of land of rice and wheat crops. With an aim to further advance its usage, Escorts Crop Solutions (ECS) has also been offering pay-per-use Boom Sprayer Services to Indian farmers for more than one year now.

Recently, Escorts has also signed a MoU with the



world-renowned agricultural science companies for the development and promotion of mechanized sprayer solution in India. We are also working closely with many companies to sustain the pay-per-use model for the sprayer and other farm mechanization systems across common farmer base.



Advancing the Use of Modern Agripractices



There are many regions in our nation with untapped agricultural potential, which when fully optimized will not only deliver high yield and better income but will also create several employment opportunities. Keeping the same in mind, Escorts has planned to set up implement banks across India to encourage modern agricultural practices and farm mechanization. Each implement bank is equipped with tractors, implements (basic and advanced) and trained workforce to empower farmers with the right knowledge and equipment. Till now, our team has successfully set up 12 implement banks in Bihar with a well-laid plan of 3 more in Bihar and 15 in Uttar Pradesh.

Thanks to the implement banks, farmers can now take decisions of owning their own tractors and using big implements at nominal cost without any investment. It has resulted in the increased productivity and income for farmers.



Village's Activation

2341

Demonstrations

206

Unique Users of Implements

246

Implement bank is a step towards fulfilling Escorts Limited's commitment of enhancing India's agricultural productivity through farm mechanization along with adding value to farmers' life.

Building An Organization that Works on Quality

Our main aim has always been to secure customer satisfaction by delivering supreme quality in all our products and services. This is why to ensure optimum quality sans defects, Escorts Group has implemented an initiative called EQ1 - 'Escorts Quality Mein Pratham'. It aims at raising the standards and establishing a benchmark for high-quality finished products while minimising the chances of errors at each and every level. This is accomplished by creating an open and transparent route of communication across all levels. Along with errors being rectified almost immediately through constructive and detailed feedback, this initiative also strives for the following:

- Detecting defects, whether big or small, at every step in the process
- Zero defect pass from one stage to the next one
- Real-time feedback as and when the defect is detected
- Educating and training our employees for fool-proof resolution through Poka-Yoke
- Continuously improving our acceptance criteria



- Digital daily dashboard for complete transparency in quality management
- Continuously improving the TAT for defect resolution

With countless benefits such as early resolutions, cost-saving, creating a reliable data trail, real-time analytics, offline and multilingual support, EQ1 is a strong and promising tool when it comes to assuring the highest standards of quality during manufacturing.



Overcoming Challenges during Uncertain Times

When the whole world was at a standstill due to unprecedented circumstances, the Escorts team was stepping out each day to provide our customers with service support at their doorstep. To bolster our commitment towards our customers across the nation during these trying times, we organized multiple customer touchpoints at their nearest locations with various offerings on parts, lubes and more. On the onset of the season, a Grahak Sewa Saptah was also organized at all our dealerships in India to further advance our efforts on exchange-based sales and enquiry generation along with enhancing our service reach.

Web Series on YouTube

In an effort to engage and connect with its viewers, Escorts Academy launched 2 web-series, Tractor Technologies and Crop Production Technology, on its Youtube channel - Escorts Training and Development Centre. The series, Tractor Technology, explores the technical insights and the complexities of a tractor and their effects on a farmer's productivity while the series, Crop Production Technology, aims at giving valuable insights into farm and crop management optimization. Both the shows have received immense love from the audience. Currently, the series Tractor Technology has crossed over 500,000 views[#] and a reach of 1.8 million[#]. On the other hand, Crop Production Technology has received over 4 lakh views[#] with a reach of 1.4 million[#]. This series, accompanied by sub-episodes and special Q&A sessions, has been broadcasted in collaboration with Mr R. Madhavan, an IIT alumnus, who has invested 30 years of his life in cultivating scientific and modern methods of farming.



[#]Sources: YouTube analytics, Feb 2021



Ensuring Excellence through Silver Star and Gold Star Program

DSE, L1 and L2 Certification

The times are changing and so is the environment around us. To adapt to this dynamic environment, it is essential to learn and evolve with each day. Escorts Academy realises this and aims to equip its employees and channel partners with the latest product and processes know-how. Therefore, digital trainings were organised for it will be products Dealer Sales Executives across India. Owing to the joined efforts of the front-end sales team and Escorts Academy, Silver Star Trainings, conducted in August and September, saw a participation of 1682 DSEs. Gold Star trainings were held in December and January and a participation of 1382 DSEs was ensured. Throughout the trainings, we adopted a complete app-based execution approach for seamless learning and stored the entire content in the form of easy-to-understand videos in our in-house training app – ESTAR.

Building New Learning Management Software

For The Shining Stars of Tomorrow

Escorts Academy realises the importance of imparting relevant training skills across the organisation in a structured and efficient manner. And thus have joined hands with L&D and ETDC to launch a centralised learning platform - New ESTAR. It is a one-stop solution for all e-learning content for Escortians. We have successfully created over 25 product courses and 14 functional courses for our team members.



Launch of Escorts ESTAR LMS



It is an organization's people capability that differentiates it from the other. It is often said that any company is as good as its employees. They are the most valuable assets, and any investment in business may become futile if the skills and capabilities of the people involved do not match with the desired expectations.

Escorts firmly believe in fostering a culture of learning and development. We have demonstrated this by providing opportunities to our own people to perform and grow within the organization. With an aim to take one step towards this direction, we launched our digital learning platform – The New E-STAR. The objective of this integrated digital platform is to provide best-in-class learning and certification programs to the entire ecosystem of Escorts i.e. Escorts employees, channel and supplier partners, customers, students, etc. While we have already launched phase 1, the entire platform would be launched in three phases over the next 8-10 months. The New E-STAR Platform is also another milestone in our digital transformation journey.

The New E-STAR is designed to be a unified learning platform that will open various opportunities to enhance our knowledge, share information and build capabilities around our products, processes and systems. The entire system is built on the philosophy of role-based learning, which is customized and contextual to our emerging business needs. As this is an important process in our development and growth, the outcome of this will directly play a crucial role in other HR processes like role elevation, career paths etc.

Imparting Knowledge. Imparting Skills.



At Escorts Training and Development Centre (ETDC), we believe in imparting knowledge and skills to expand the potential of our talent force. We organize rigorous training programs for everyone who is associated with Escorts in one way or the other, including our farmers, dealers, salesmen, service-in-charge, financial institutions and local farming universe. This year, with the help of modern teaching aids like computer learning centre, multilingual training literature, technical AVs available at ETDC, we conducted virtual training sessions successfully for different verticals across the globe. While we gave 4-week training to 5 batches of 262 agriculture engineering college students on tractors and its implements, we also trained our 700 dealer technicians through live webinars. Also, a total of 269 international business distributors staff from Europe, Latin America, Africa & Asia, 158 participants from EL Service team, 42 participants from EL IB team, 36 participants from SPD team underwent product training through online classroom sessions and webinars. Besides virtual training, on-site training programs were also conducted for technicians of Telangana Bahubali project and various other projects.

Escorts at CII Exim Bank Digital Conclave

The whole world knows that Africa plays a crucial role in resolving the global hunger problem. Delegates from various sectors from all over the globe come together every year at CII Conclave to help Africa unleash its true potential in agriculture. This year the event was held virtually. Like every year, Escorts participated in this year's conclave too. There, Mr. Rajiv Wahi, Chief Executive – International Business, EAM, presented a roadmap of Escorts' partnership with Africa. He spoke about the company's plans to empower the farmers of Africa with its world-class farming machines and implements. He also talked about the importance of organizing training sessions for the farmers.

With the delivery of over 8,000 tractors in various countries across the continent, Escorts is fulfilling its promise of becoming the most diligent success partner of Africa.



Building Relationships, Nurturing Partnerships

Powertrac understands that learning from the best is key to creating better and improved farm tech solutions. This is why, Powertrac capitalises on every opportunity to learn. Recently, the Powertrac team got a chance to visit the training centre of the Agriculture Mechanized Department (AMD), Myanmar, and to interact with the scholars there. Both the team learned the insightful inputs on farm mechanisation and the benefits of it.



Fully Charged Show is All Praises for Our Electric Tractor

Farmtrac Electric Tractor has earned a permanent fan - Robert Llewellyn, the host and presenter of FullyChargedShow - a famous Youtube Channel. He appreciated our electric tractor's positive impact on the environment and global green-farming revolution.



Uruguay Loves Farmtrac

Expoprado Exhibition of Uruguay is rapidly emerging as one of the top farming expos in South America. Farmtrac also participated in the latest edition of this expo and showcased its technological prowess. Farmtrac was represented by one of its renowned distributors.



Enabling The Farmers of Sri Lanka

Powertrac believes that empowering farmers does not only mean handing them the latest machines, it also includes educating and training the farmers so that they can make the most of those machines.

Recently, the team of Powertrac's distributors in Sri Lanka reached out to the local farmers and helped them learn the proper way of coupling a rotavator with their Powertrac Euro 45 Cross tractor.



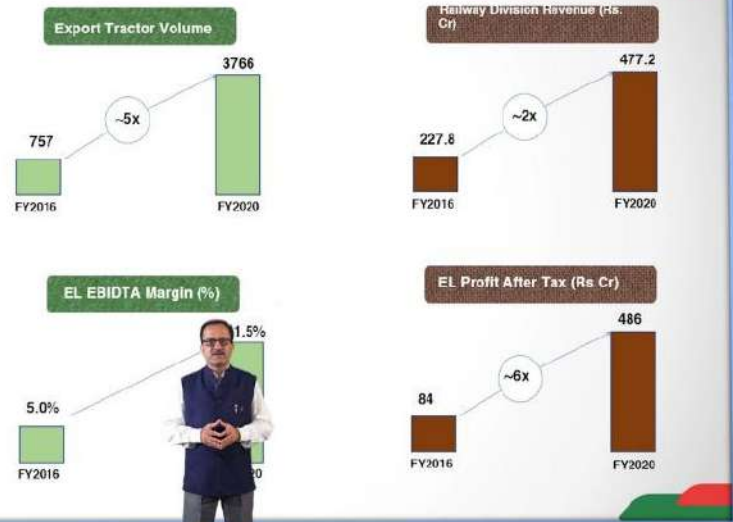
Celebrating The Success of First-Ever Virtual International Day

Where there is a will, there's always a way! Proving this adage true yet again, Escorts held its first-ever virtual International Day despite the COVID-19 crisis. Attended by over 220 people from across the globe, the International Day was a successful event in every way. The attendees included our distributors, sub-dealers, and prospects from Europe, Asia, SEA, Africa, Australia, and The Americas.

We showcased our way forward for global markets and how we dealt with COVID-19 crisis. Our distributors from Argentina, Srilanka, Mexico, France, Spain, Philippines, Zimbabwe and UK presented their ways to work in the market and their strategies for coming years to establish Farmtrac and Powertrac brands in global markets.



LAST 5 YEAR JOURNEY



To mark the birth anniversary of late Mr. Rajan Nanda, a blood donation camp was organized with a hope to save lives and support several blood banks across the nation.

Saving
Lives
Drop By
Drop

Growing Forward: Thanks to Our Union Leadership!



With an aim to enhance productivity and fair wage settlement, Escorts observes a Long-Term Settlement (LTS) agreement for a period of 3 years between the management, workmen union, and the government. New standards of multi-machining, line balancing, enhanced engagement time and flexibility in manpower deployment were incorporated to ensure high quality and safety standards. All of this and more was achieved with the comprehensive study of all manufacturing operations, incorporation of productivity implements, OEE (Overall Equipment Efficiency) enhancement and TPM learnings by using MOST (Maynard Operation Sequence Technique) methodology.

It was because of the strategic alliance between the workmen union and management, we were able to take necessary steps to ensure growth at both individual and organizational level.

Safety First, Always!

To raise awareness on the importance of health and safety protocols, Escorts organized a programme for its employees and team members on the event of National Safety Day. While the programme started with speaker sessions and on-ground training activities, it successfully concluded with the pledge - Safety First, Always!



Towards
A Greener
Future



We, at Escorts Limited, realise the importance of building a cleaner and greener India. And thus organized a 'Plant a Tree' campaign on the occasion of Environment Day to contribute to our society's healthier future at an individual and organizational level.

Environment, Health and Safety Practices



Every year, Centre of Excellence (CII) organizes a two-day event competition - 'Environment, Health and Safety Practices Competition' for organisations to acknowledge their vision and exemplary commitment for environmental responsibility, concern for occupational health and safety of employees and society as a whole. This year, the event was conducted virtually in which Escorts also participated and presented its approach with zeal and zest. It was a moment of pride for us to see the appreciation and acknowledgement our team received for the initiatives we have undertaken so far.

Empowering Our Women Farmers 'Naari Ki Baari'



Women farmers play a significant role in accelerating the pace of growth in the agricultural sector. It's about time that we start recognising and encouraging their efforts. With the aim to train and accolade our women farmers, Escorts Digitrac organized a one-day event, Naari ki Bari, in Kurukshetra. Following the safety protocols of COVID-19, our team interacted with every participant and familiarized them with advanced equipment and modern farming practices to empower them by all means possible.

A Kisan Mahila Sammelan was also organized by one of our leading tractor dealers in Alwar. Headed by Mrs. Seema Gupta, the event was graced by some of the notable personalities including Mr. Shenu Agarwal (CEO of Escorts Agri Machinery), Mr. V.K. Puri (National Sales Head) and Mr. Vijay Prakash (Regional Sales Manager). Many women farmers attended the event with full enthusiasm. We did not only discuss the problems they face in their everyday life but also discussed the importance of farm mechanisation in the coming times.





“If we attack our problems with determination, we shall succeed.”,

Franklin D. Roosevelt

As much as this saying motivates us to be our best selves, there are some leaders who personify these golden words. And one exemplar of this is our leader - Yatih Nupur, Sr. Manager, Vehicle Design and Integration, EAM R&D.

Since early childhood, she has shown what iron will and resolute determination is when it came to achieving her dream of becoming an engineer. Born and brought up in the small town of Bihar with the other three siblings, she never had things the usual way. She was very small when her father slipped into coma and her family faced an emotional and financial collapse, but she never let those life-changing circumstances define the course of her life. Being the elder child, she became the anchor that held the whole family together. She found various ways to support her family including enrolling herself to open school and discovering new ways of self-learning. She successfully completed her 10th and 12th from MARM Government School and MRM College respectively. And, as destiny's blessing would have it, her father also recovered partially - giving her dream a new flight. In the society where engineering is seen as a male-dominated field, with the support of her parents and grandmother, Yatih embarked on the journey of becoming a celebrated woman engineer with a Gold Medal in B.Tech.

Today, she is a NET-qualified has many research papers on her name, M Tech degree from IIT Kharagpur, permanent membership of SAE (Society of Automotive Engineers), to name a few.

From leading major projects at Escorts like NETS, CRDI, Compact, Euro and more to inspiring every Escortian with her whole-hearted commitment, 'never say never' attitude and determination, she has proven to be a true leader.

**Carving
her own path
to the glory**



Certificate

— OF ACHIEVEMENT —

THIS CERTIFICATE IS PRESENTED TO

Mohit Sharma

Days Run: 100/100
 Total Distance: 1877.2 km
 Avg Pace: 6' 58" (min/km)
 Gender Rank: 141/8320
 Category Rank: 44/3672 (30-39 Years)
 Group Rank: 1/33 (Faridabad Triathlon Club - FTC (Faridabad))
 Corporate Rank: 1/19 (Escorts Ltd.)
 City Rank: 1/95 (Faridabad)



Mayank
 Mayank Gupta
 Executive Director



Be Truly Limitless Like
Mohit Sharma

There are only a few people who push beyond their limits to overcome barriers and redefine goals. One such exceptional name is that of Mohit Sharma, an eminent member of our Escorts family. Along with working well in the Lead Demand Generation process at Powertrac, he has managed to make quite a name for himself in sports. While maintaining a healthy balance between personal and professional life, Mohit has bagged many records owing to his awe-inspiring performance in marathons. Some of his milestones are:

- Recently participated in a global event organized by HDOR - 100 Days of Running 2020. He was a participant among 15K plus runners from 34 nations.
- Achieved 41st rank in own age category and 1st rank among 95 athletes of Faridabad in 100/100 marathon by covering the distance of 1877 km.
- Covered his longest distance of 151 km in 17 hours on 2nd October 2020 to mark the 151th birth anniversary of Mahatma Gandhi Ji.
- He has also qualified for one of the world's most renowned events 'Berlin Marathon 2021', to be held on 26th September 2021. There he will be running wearing the Escorts logo, bringing pride and glory to the company's name.
- Other than the ones mentioned above, Mohit has also participated in more than 35 renowned marathon events including 7 international events and became a podium finisher 5 times.

He also bagged 3 silver medals and a couple of 2nd runner up positions. All of this and more has been possible because of his unstoppable spirit, determination and hard work which can be witnessed in his recently achieved personal best timings too:

- 10 km in 40.1 mins
- Half marathon (21.01 km) in 1 hr 27 mins
- Full marathon (42.02 km) in 3 hrs 06 mins
- Ultramarathon (55 km) in 5 hours

He works relentlessly to outgrow himself with each passing day - a mantra every Escortian follows in his life.



Escorts Limited Corporate Centre

15/5, Mathura Road, Faridabad-121003
Phone: 0129-2250222
Fax: 0129-2250036

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

18/4, Mathura Road, Faridabad-121007
Phone: 0129-2284911
Fax: 0129-2264939

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

Plot No. 2 & 3, Sector-13, Faridabad-121007
Phone: 0129-2291230
Fax: 0129-2250009

Escorts Construction Equipment

Plot No. 219, Sector-58, Ballabgarh, District
Faridabad-121004
Phone: 0129-2306300
Fax: 0129-2306463

Escorts Railway Equipment Division

Plot No. 115, Sector-24, Faridabad-121005
Phone: 0129-2576000
Fax: 0129-2232148