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World of ESCORTS

GROUP COMMUNIQUE

UNITED IS

UNLIMITED

WE ARE SEPARATED BY DISTANCE BUT UNITED IN SPIRIT.
THAT MAKES US GO BEYOND OUR LIMITS.



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We, at Escorts, are eagerly looking forward to your feedback. Please write to us at corpcomm@escorts.co.in



Nikhil Nanda
Chairman & Managing Director

BUILDING ON A SOLID FOUNDATION. 75 YEARS AND BEYOND.

Dear colleagues,

This is a momentous year for us, as Escorts completes a historic 75 years. Today we all stand as proud Escortians who have collectively created a legacy which lives for the purpose of national development. I am truly proud of the engineering, quality, products and brands that Escortians have created over the years, giving Escorts such a rich and glorious journey.

What started as a small venture is now one of India's leading corporate groups and a reputed global conglomerate. While the company has seen many ups and downs over the past seven and a half decades, it has always been resilient and adapted to come back stronger each time. Our futuristic attitude, cult of innovation and integrated values have created an organisation of repute with global recognition.

Our resilience and fight amidst the current epidemic whilst aligning with advisories, following guidelines, creating a digital work culture & supporting the community reflects the way we are knit, and our collaborative courage has displayed extraordinary character. The way we have reinstated production and distribution is a demonstration of our grit and fervour. The new normal that the world is slowly getting used to, is sure to be challenging, but I am equally sure that together, we will pull through.

In the years ahead, I assure you that Escortians will continue to play a pivotal role in the story of our country. Our commitment to this future is encapsulated in Vision 2022 & 2027. Under this umbrella, we aim to continue the three-fold path of powering the dreams of farmers, becoming the preferred partner for nation building and ensuring safety and comfort in rail transport.

With innovative products and strategic partnerships across business segments, like those with Kubota, Tadano and Doosan, Escorts will take India into full scale farm mechanization. Relentless R&D will enable us to offer better products for the country's infrastructure.

Our strategic and core values have been formulated to guide us in achieving these goals. With the same spirit of innovation and passion that we have demonstrated for 75 years, we will move boldly into the future to make our vision a reality.

Nikhil Nanda

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Evolving To The New Normal

The COVID-19 crisis has affected the nation deeply and no one has escaped unscathed. However, those who have adapted and emerged into a new normal, have been successful at continuing operations and delivering on commitments and shareholder value despite the restrictions in place.

Escorts' agility and nimble response helped the company react at lightning speed to the declaration of the lockdown. The admin team immediately set about the crucial task of allocating resources so that work could continue from home. Teams of Escortians were

criss-crossing the city to deliver laptops, network adapters, dongles and other equipment to ensure smooth and uninterrupted connectivity. At the same time, the IT team set up servers so that documents and files could be shared and stored in a secure manner. The consistent uptime of the servers is due to the commendable efforts of the team. With a quick response, Escorts was able to continue functioning smoothly and keep the value chain intact.



A Slight Respite

In April, permission was obtained to open farming dealerships. The sales team was ready to go and hit the ground running, with telephone and video calls with dealers. Presentations and even tractor demos and tours were given virtually to ensure social distancing and yet maintain an effective sales pipeline. While the lockdown severely affected many aspects of running a business, innovation is not something that can be kept under a lid. Nowhere is this more apparent than with the fact that even during this crisis period, Escorts managed to produce, announce and release new innovative products in the construction equipment industry.



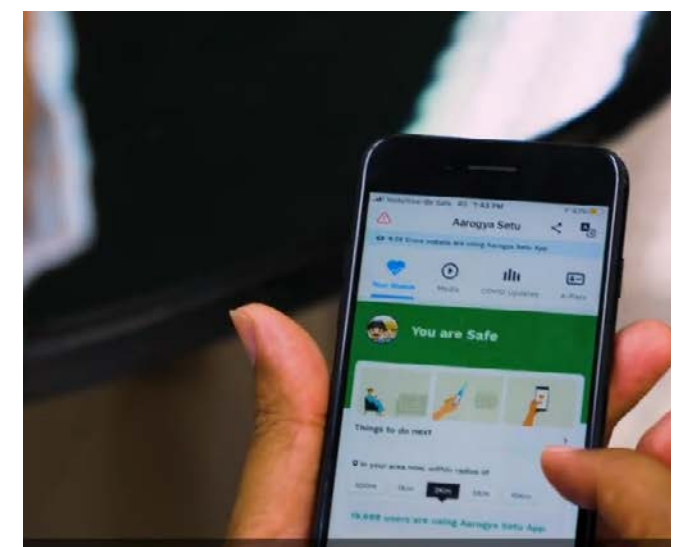
Employee Safety A Priority

Once the lockdown was lifted, and partial occupancy of work premises allowed, Escorts spared no effort to ensure the health and safety of all employees. This included regular hand sanitisation, social distancing within company transport and the workplace, strict adherence to wearing masks, installation of the Aarogya Setu app, disinfection of company and private vehicles, thermal scanning, face shields and much more. In this way, Escorts made no compromise with either the safety of its employees or with productivity.

To help employees understand the government and health authority norms to combat the virus, a manual, entitled H.O.P.E. (Healthcare Operation to Protect Everyone) was printed and handed out to all employees. The COVID-19 safety document contained instructions on the steps to be taken by employees

at work, at home and even during the commute, to minimise as much as possible, the risk of infection to them, their fellow employees as well as their family members.

Employee morale was also kept high with the launch of an internal talent show via the company's intranet. The show saw participation in large numbers by enthusiastic employees and served as a good way to keep their minds off the more serious happenings in the world, if only for a moment. In this way, the company kept a lookout for the employees' physical as well as mental health.



Picking Up The Pace Ahead

Looking at the performance, it can be seen that even during the lockdown months, we have been able to register positive growth. Even existing customers were well taken care of, with a two-month extension of warranties for applicable equipment. Now, with unlock measures slowly coming in to effect, the performance is only expected to rise.

Resilience is deeply ingrained at Escorts. Having been through the upheavals of partition and other crises, getting through and then rising is nothing new for the company. This episode is further proof of the fact that when we are united in facing the unpredictable, we are truly unlimited and come out stronger.

Caring For The Community During COVID-19

Underprivileged labourers, safai karamcharis and other essential workers in the Faridabad area have been able to escape starvation during COVID-19, thanks to the efforts of Escorts Limited's Chairman and Managing Director, Mr. Nikhil Nanda and the entire managing committee. They undertook the decision of repurposing the company's canteens to make food for the underprivileged in the area.

Prepared and packed for almost two thousand people, food was successfully distributed with the help of various social institutions, under the supervision of Mr. Vipin Sharma, ER Head and Mr. Wazir Singh Dagar, Union Head.



Escorts' Community Efforts During COVID-19

In an effort to help the needy in the locality during the lockdown, Escorts repurposed the headquarters' employee canteens and provided food packets for the needy. The food packets were made and packed at Escorts before being distributed to

the poor. The canteen cooked the meals from scratch every day, in strictly hygienic conditions to maintain the safety of those cooking and those receiving the meals. The meals were of good quality and completely free of cost.

The team received encouraging remarks on the high standards of hygiene maintained in the operation. Overall, more than 2 lakh food packets were distributed to the needy.



Extraordinary Essential Staff

No story about corona is complete without acknowledging the important role of essential workers. All around the country and even the world, we have seen how crucial it is to have essential workers and their services even during times of crisis.

Escorts too has its own admirable fleet of essential workers. They did everything possible to help their fellow Escortians in distributing laptops and other such services. Working 24x7, by April 1st they had distributed over 500 laptops,

desktops, printers, dongles and other such essential items.

We must applaud this special team who faced corona on a daily basis, even when the majority was working from home to ensure that Escorts was never less than fully functional.

Corona-Safety First

Lockdown is now over and we have moved into the unlock phase. However, that does not mean that we can be any less cautious. If anything, looking at the rising numbers, now is the time to be more vigilant, not less.

In this effort Escorts has taken several measures to help people be more



WHATEVER WE DO,
WE MAKE SURE
IT MAKES A DIFFERENCE
TO PEOPLE'S LIVES.

YES, WE REFUSE TO BE ORDINARY.



75 YEARS & BEYOND

08

Born Of Upheaval... 75 Years and Beyond



Calamities are nothing new for Escorts. In the proud 75-year history of the company, Escortians have come together in adversity, brought in their fighting spirit and held strong against the worst of circumstances. In 1947, just three years after it was first formed, the company underwent the repercussions of the partition. Having its initial headquarters in Lahore put it on the wrong side of the border. But with true Escortian grit, the company was up and running out of New Delhi in no time. Born out of tough times, resilience is a quality that has been baked into the company from the very beginning.

That a small trading firm started 75 years ago would one day realistically look at creating a global impact, sounds more like fiction than fact. And when you look at all that the company has gone through, it's almost unbelievable that it has come this far. Over its seven and a half decades, Escorts has seen everything one can imagine and more. Through a nation's partition, shutdown, and governments changing overnight, the company kept marching on. It was all possible because of the never-say-die resolve of Escortians, which has seen Escorts through its fair share of good and bad times.

At this critical juncture in history today, it is important to be reminded of this legacy of not just enduring the hard times, but adapting and flourishing. It is this in-built resilience that has enabled Escorts to continue working even now, regardless of the many extenuating circumstances. Despite being in the midst of a global pandemic, Escortians are raring to go and not hesitating to go out there and do what's needed. And with the future mired in uncertainty, the tenacity of Escorts and Escortians is what will take the company forward.

Focus On Innovation



WEAR FACE SHIELD ON SHOP FLOOR

From the very beginning, the company recognised that innovation was the key difference which could set the brand apart. While in the early days, this was achieved mainly through partnerships and alliances, it was only a matter of time before Escortians would once again demonstrate their brilliance. Its in-house R&D facility, Escorts Knowledge Management Centre is a powerhouse with a sharp focus on innovation and provides world-class, path-breaking and future-ready products and solutions.

Some of the company’s most significant achievements, including the first four-cylinder tractor, the Euro IIIA

compliant engine tractor series, and the 75 HP/55 HP Farmtrac tractors first saw the light of day within the hallowed premises of KMC. In addition to these innovations, KMC has developed multi-purpose tractor ranges, and a variety of special-purpose tractors for industrial applications as well as non-agricultural applications like haulage, airport, and vineyard cultivation.

Now, with the energy and climate crises, the focus is on bringing renewable energy into agriculture via autonomous, hybrid and electric tractors. Thanks to the efforts of the many Escortians at KMC, the company

has already unveiled its first generation of electric and hybrid tractors.

In a bid to encourage innovation at a countrywide level, Escorts recently announced the Inter College Innovation Challenge, or IC Square, via Rajan Nanda Innovation Lab, the company’s new hub of cutting-edge technology. The challenge aims to reach out to college students all over the country, who have innovative ideas that they want to transform into businesses. Through a detailed process, Escorts will evaluate the ideas and fund the viable ones into upcoming startups, which will set the tone for the future of industry.

Resilient As Ever

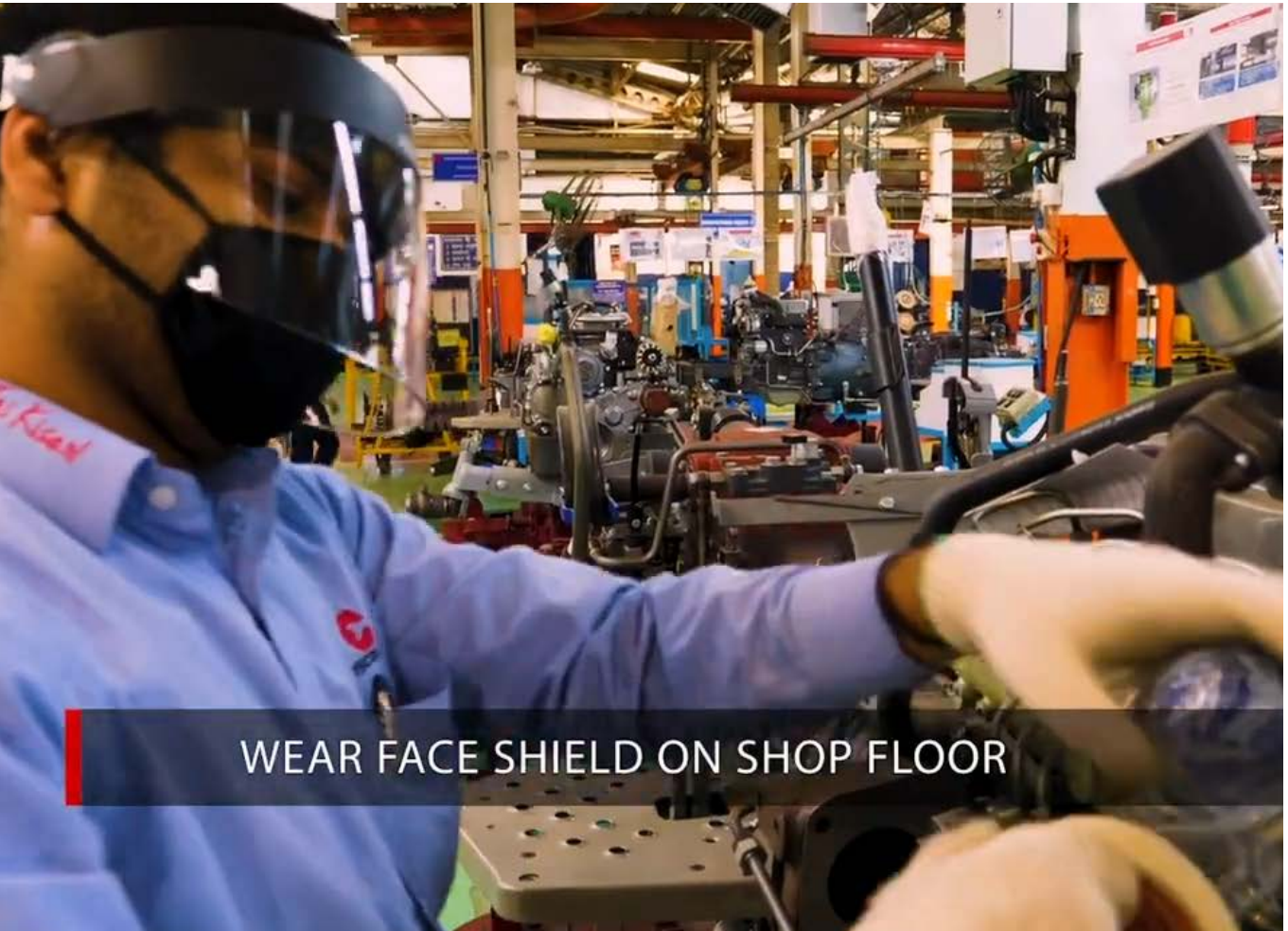
Before moving to the future however, Escorts has to navigate the present. Even in the current crisis, the resilience of Escortians has displayed itself in full force. The company’s factories are still going strong, many Escortians are working hard from home, others are meeting customers, handing over products and more, with each and every Escortian helping in their own way to keep the value chain intact.

During the initial phases of the crisis, Escortians’ dedication to their

community shone in its brilliance. The canteens for employees were converted into mass kitchens to help make food for the underprivileged. Even in a time of utmost crisis, Escortians’ kindness for their fellow human beings, and spirit of giving back to the community came to the fore, helping hundreds of people.

With resilience in their DNA, innovation in their culture and a spirit that’s willing go above and beyond, Escorts is ready to take on the world. Their slew

of innovative products, global network, and powerful partnerships will stand them in good stead in the times to come. While the future may look uncertain now, Escorts is fully equipped and certainly more than ready to face whatever challenges it may bring.



WEAR FACE SHIELD ON SHOP FLOOR

Empowering Farmers Worldwide

Farmtrac has always believed in empowering farmers with the latest technology. With innovations like T20 technology and the 24x7 Care button, Farmtrac aims to enhance productivity and maximize prosperity for farmers. In its endeavor to equip farmers with futuristic agritech, Farmtrac has recently launched Powermaxx – a range of powerful tractors.



More HP. More Happiness.

As the name suggests, the Powermaxx series delivers enhanced power, advanced technology, and upgraded features, combined with best-in-class style and comfort.

The series comprises five variants. The first is the Farmtrac 50 Powermaxx, a certified 50HP tractor with features like EPI technology and dual-clutch. It also packs all the features of the much-loved tractor, Farmtrac 60.

Next in line is Farmtrac 60 Powermaxx. It is a certified 55HP tractor that comes with a standard 16.9"x28" big rear tyre size, a 2,500kg capacity hydraulic lift, independent PTO backed with T20 technology and a 20-speed gearbox, which promises up to 30% more productivity.

The most advanced and powerful tractor in this series is Farmtrac 6055 Powermaxx. It is a certified 60HP tractor, specially designed for those who are looking for boosted efficiency. The tractor has a powerful 3680cc engine, independent PTO, 2,500kg lifting capacity, EPI reduction technology, bigger platform with heatshield and improved ergonomics. Farmtrac 6055 Powermaxx also features T20 technology which means it offers three or more speed modes for each application. Both Farmtrac 60 Powermaxx and Farmtrac 6055 Powermaxx come with 4x4 variants, taking the Powermaxx series a notch higher.

Rest Assured With Powermaxx

The ultimate test of any product is the maker's belief in its quality, which is embodied in the warranty backing it. Farmtrac, being a global, front-running agri-machinery expert, understands the importance

of quality better than anyone. That's why Powermaxx tractors come with a 5-year warranty, which means that the customers have maximum peace of mind.



As the CTO, I head the R&D division of Escorts, more popularly known as the Escorts Knowledge Management Centre. It is a certified research unit through the Department of Scientific & Industrial Research, Government of India. I joined 4 years ago as Design and Development Head, and every moment from then till now has been an enthralling experience. I am proud to head an exceptional team, which has delivered extraordinary products that are directly contributing to the growth of the company.

While the spectrum of projects that we work on is quite wide, broadly speaking, we can split it across two markets. For the south Asian market, our focus has always been on delivering a rugged yet cost effective product. And for the export market, we develop products that meet their higher customer expectations and legislative requirements.

“

Ashwani Malik
Chief Technology Officer,
EAM & ECE

”

KMC Initiatives

As the world moves towards a more eco-conscious mentality, it reflects in our projects here at KMC as well. We have developed engines and tractors to meet BT4 (India), Stage 5 (EU), Stage 3A (ROW), and Tier 4 (US) emission regulations.

Further, as the world population increases, we have taken some initiatives to help increase the productivity of land per acre:

- Tractors in the 15-120HP category
- Ensured performance of tractors for matching implements
- A dedicated cell to focus on product performance as per the customers' actual practices
- A complete gated process of new product development, with validation at each gate
- Cost-conscious approach from design level itself to develop affordable products with frugal engineering
- Industry first solutions like Care button, anti-lift tractor, compact orchard tractor, etc.
- Complete agriculture solution to our Indian customers thru a special program: "Crop Solutions"

Current Projects

Currently, we are working on new products that will work in a variety of applications like puddling, orchards, sugarcane, potato, cotton, harvester, industrial applications, and more. We also have separate projects to indigenously develop tractor aggregates with optimum cost and reliability. Finally, we shall soon be unveiling a new range of tractors with up to 32 speed gear box, making it a single tractor that is suitable for many applications.

The Future



I envisage a future, where connected tractors and combinations of other machines work in a field on auto pilot, with farmers engaged in remote monitoring from their homes. The process will be highly productive and profitable, as not a single grain will be wasted.

My personal mantra has always been to put yourself in your customers' shoes and act. I believe that is the case with Escorts as a company as well. And with this customer-focus I am sure that we will achieve all that we set out to do. I assure you there is much more to come in the months and years going forward, and that we will continue to enhance and strengthen the Escorts product portfolio.



Escorts Crop Solutions (ECS)

In our journey of over 7 decades, we realized that India has undergone tractor-ization rather than farm mechanization and the major reason behind it is the financial limitation of our farmers to afford advanced machinery. Escorts Group saw this gap and created Escorts Crop Solutions (ECS), a shared economy for the farm mechanization services business. The main aim of ECS is to

become India's most reliable farm mechanization solution provider with end-to-end, advanced, affordable, pay-per-use, and traceable mechanization solutions.

Currently, ECS has the largest fleet of captive track harvesters and ride-on paddy transplanters. In addition, it is also working on an aggregation (Uber-like) model, "Traxi", where it connects idle farm machinery with demand from small and marginal farmers, enabling incremental assured income for farmers. ECS is also undertaking new initiatives for sustainable farming and water conservation, and is experimenting by introducing new innovations like a paddy transplanter based boom sprayer.

Aiming to intensify business operations and improve machine utilization, ECS is going for B2B



partnerships with farm produce procurement companies, agri-input providers, agri-tech startups, FPO, NGOs, etc.

Let's together improve farm productivity by bringing and embracing the world's best solutions for Indian farmers!



Investing In The Future Of Indian Innovation



Escorts emerged from the seed of innovation and technological foresight. For as long as it has existed, the company has put research and development at the forefront, in an effort to meet the challenges of the times. This regular investment has paid huge dividends in the form of new technology development, global acclaim and international partnerships as well as shareholder revenue.

It was in this spirit of pursuing technological excellence that the Rajan Nanda Innovation Lab (RNIL) was set up. Established with the vision of taking Escorts into the future on the wings of innovation, RNIL aims to aggregate best practices of the world, collaborate with leading technology centers, academia and research intellect, as well as innovation labs that have established global benchmarks in agriculture, construction equipment and railways to bring in and process path-breaking innovations.

The entity also makes it a point to invest in the future of the country by identifying and reaching out to students and related stakeholders for technology innovations and incubation with appropriate funding support. One such step is the recent MoU with IIT Delhi to

engineer e-mobility innovations which can be replicated across urban and rural solutions. It is an exciting step in the next leg of the Escorts journey. As a start, RNIL has signed with the IIT Delhi, AXLR8R Formula Racing team to design the prototype of the fastest compact electric racing car, capable of going from 0 to 100 KPH in just 3 seconds. It became the first Indian electric race car to clear all technical

designed and engineered by IIT Delhi. The technology will also be presented to the innovation division of the Department of Industrial Policy & Promotion (DIPP) and Niti Aayog. The IIT Delhi team will also visit and meet our electric tractor KMC team for discussions on e-mobility at rural platforms. Escorts will be the Principal Innovation Support Partner to the car, with a few engineering corporates as associate



criteria and compete in Formula Student Germany 2019, a global competition for students to design and run a real race car.

The electric transmission line and battery have all been indigenously

partners. This is a great way to partner and invest in Indian innovation at the global circuit and showcase RNIL's support to the best young engineering talent. With such brilliant young minds at the helm, we are sure that the future of Indian innovation is a bright one.



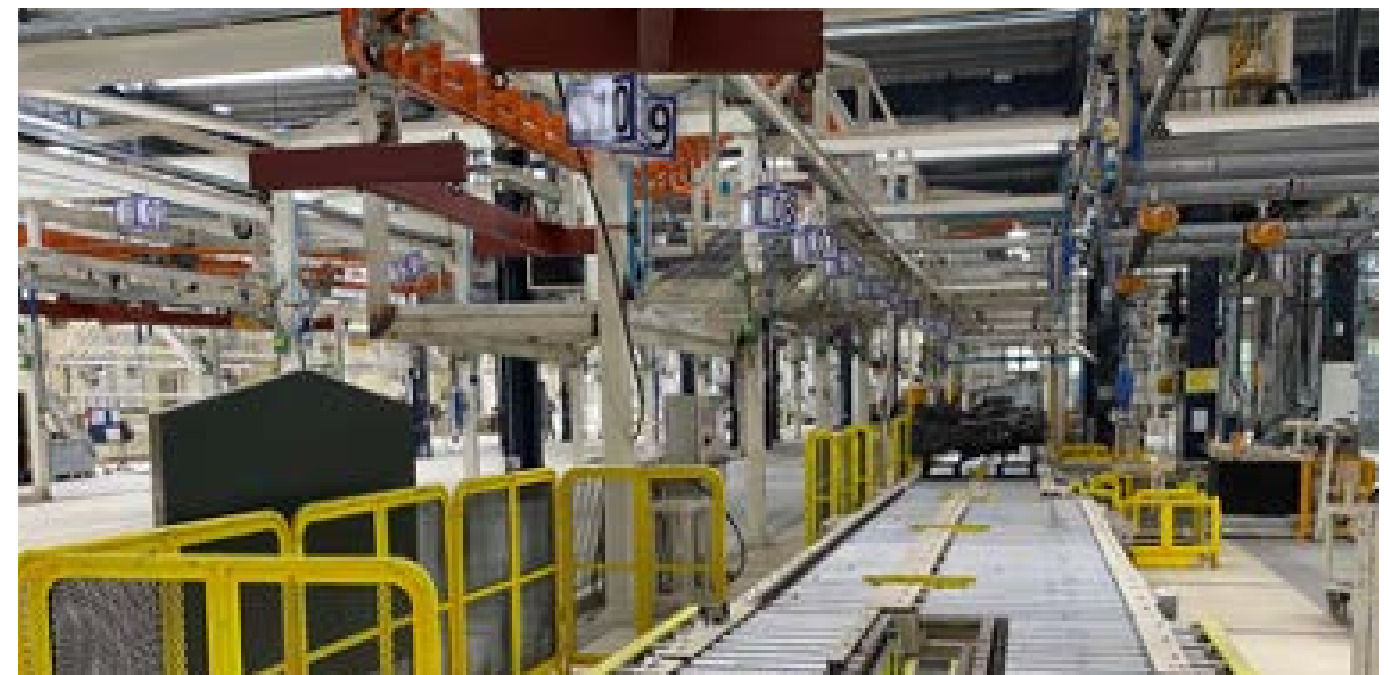
Escorts Ltd. & Kubota Corporation Further Deepen Their Existing Relationship

Founded on the vision of innovation, Escorts has used various strategies over the years to further that idea. One of these is partnerships. Starting with the Massey-Ferguson partnership, Escorts has a long history of partnering with global leaders to bring their technology back home. Another such partnership is the one with Kubota corporation, Japan's leading global tractor and machinery manufacturer.

Kubota has already been in a manufacturing JV with Escorts since 2018. Now, building on this joint venture, Kubota has acquired a 10% equity stake in Escorts for Rs. 1,042 crores. At the same time Escorts has acquired a 40% stake in Kubota Agricultural Machinery India Pvt. Ltd., the marketing and sales arm of Kubota in India. The existing 60:40 joint venture between the two companies will continue to operate.

It is a win-win move for both as Escorts brings in product innovation through indigenization of global R&D, production systems excellence, global supply chain, and sales & distribution, while also acting as a global sourcing hub for Kubota. On the other hand, Kubota gets an assured supply of cost-effective products in and for India, joint product development for emerging and global markets, as well as expansion of the product range through their respective distribution networks. With this next phase of the relationship, the companies aim to realise their two-pronged shared strategic vision for worldwide collaboration, namely to assume the joint number 2 position in the Indian tractor market and to acquire a leading position in India-led exports. Working together, the two companies will implement this collaboration in two phases. Phase I includes the

establishment of a joint manufacturing facility with a capability of 50,000 tractors annually, of both Kubota and Escorts lineages at the Escorts Agri Machinery Plant 1. The phase also includes collaborating for exports, using Kubota's existing channels, to ASEAN, SA, Turkey, Europe, China and North America. Finally, the third part of the first phase is the design collaboration of a rice tractor for the Indian market. The key milestones of



this phase are the signing of the JV, which has already been accomplished in December, 2018 and the start of commercial production by September, 2020.

To achieve the shared vision of leadership, both organisations realised the need to be far more integrated with synergization in high impact areas of R&D, product development, component sourcing, supply chain, manufacturing, and domestic sales. Thus, having achieved greater trust in phase 1, they will embark on phase 2 of "Synergize and Grow".

In this phase, the two organisations will move to completely joint R&D,



manufacturing and sales & marketing, export collaborations with overseas manufacturing in Turkey and Brazil based on feasibility, as well as exploring new areas of business in construction equipment, implements, components and HR training & development.

As part of phase 1, the foundation stone of the joint manufacturing facility was laid on February 22, 2019. Off line assembly trials in India and Japan with local parts are currently in progress, along with equipment trials. The first line trial rollout is set for August 31, 2020 while mass production is scheduled for September 21, 2020.

Both companies are set to reap high rewards with this collaboration. It will garner them leadership in the Indian market and facilitate a low-cost manufacturing hub for Kubota and Escorts products for global markets while also becoming a leader in farm mechanization (implements, harvesters) in terms of value share. They will both benefit from a world

class manufacturing base with a capacity of 3,00,000 tractors and low-cost implements, harvesters, backhoe loaders and excavators, while also becoming a supplier base for high quality and cost competitive components for Indian and global markets. This move will also enable a world class joint R&D center for the development of superior technology and products and help to benchmark profitability through high volume production of quality products. On completion of phase 2, it will reposition both entities as Asia's leading farm mechanization capability development hub for customers and employees.

Strengthening Retail & Channel Financing for Customers' Ease



Escorts channel financing recently got a boost with the Memorandums of Understanding recently signed with TVS Credit and Cholamandalam (Chola) Finance.

With the channel finance MoU with TVS Credit, dealers can avail loans of up to Rs. 200 lakhs, at 10-11.50% interest for normal limit and an additional 2% interest for any adhoc limits. The Chola Finance MoU will help in providing working capital support to Escorts dealers, even of low

vintages, at a nominal RoI. The total working capital limit available is Rs. 25 crores.

Both MoUs also have a retail finance option. TVS Credit enables customers to finance a tractor with an implement. They can avail a maximum of 90% LTV on the lesser of the tractor MRP and invoice value, with a 50% LTV on the lesser of the implement MRP and invoice value. The Chola product offers a similar proposition.

These MoUs provide the following advantages that make Escorts more aggressive and competitive in the market.

1. Better terms for customers who can now avail higher LTVs
2. Quicker TAT for loan processing
3. Implement funding
4. Loans for old/exchange tractors
5. Longer period of interest free Trade Advance

With an expanded range of finance options to choose from, the experience for Escorts customers has just been made even more smooth.

TVSCREDIT

Chola
Enter a better life



Sushil Mishra

**Ashutosh Automobiles,
Harraiya, Uttar Pradesh**



Having successfully pursued a Masters in Business Administration from an esteemed institution in Bangalore, Mr. Mishra could have gone into any field of his choosing. However, he chose to serve the farmers of the nation, with his own dealership.

What he lacked in experience, he made up for with sheer hard work and dedication to customers. An example of this dedication is the fact that he spends 4-5 hours daily, going around his area and talking to the local farmers to get the real on-ground

insights. He really listens to his customers and that is the reason that the dealership sold a commendable 151 tractors in the first year itself. Looking at the encouraging results from an ambitious newcomer, the company decided to hand over the entire Basti district to his dealership.

After that, there was no looking back. He set up much larger and more efficient infrastructure to service the larger scope of customers. He also extended the service to his customers, resulting in vastly improved sales as well as service. With a detailed process and system in place for every aspect of the business, be it sales, service, collection, old tractor management or anything else, the dealership achieved stellar results. Having achieved MD Club in 2018-19 by closing 368 tractors, he is well on track for CMD Club.

We wish Ashutosh Automobiles all the best and hope that the dealership grows even more to achieve all that they deserve.



In this section, we highlight exceptional dealers as a way to showcase their work and also as a small token of our thanks. We hope their stories inspire others with the same passion and dedication to serve our customers better.

CELEBRATING THE BOND OF TOGETHERNESS



SUPPLIERS HALL OF FAME

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Thank You For Strengthening Us By Being With Us

As we celebrate 75 years of legacy, we would like to thank each one of you for making it possible. Without you, this would have not been possible. Thank you for strengthening us by being with us and heartiest congratulations to all of you for this bond of togetherness.

Sl. No.	V.Code	Vendor Name	Factory Location
1	547	KADS ENTERPRISES	PATIALA
2	29245	DIWAN CHAND SURAJ PRAKASH JAIN.	AGRA
3	130	PRECISION ENGG INDUSTRIES	FARIDABAD
4	186	SARNA ENGINEERING WORKS	FARIDABAD
5	521	INTERNATIONAL AUTOMOTIVE COMPONENTS	FARIDABAD
6	5	SUDTRAC LINKAGES PRIVATE LIMITED	FARIDABAD
7	527	J. S. INDUSTRIES	FARIDABAD
8	519	INDUSTRIAL & FARM EQUIPMENT COMPANY	KASHIPUR
9	28	TECHNOFORGE (INDIA)	FARIDABAD
10	190	SAWAN INDUSTRIES	FARIDABAD
11	9	SUNDRAM FASTENERS LIMITED	CHENNAI
12	23	TALBROS AUTOMOTIVE COMPONENTS LIMITED	FARIDABAD
13	30	TENCOM ENTERPRISES	JAIPUR
14	47	UNITED GEARS	PANCHKULA
15	58	VAKO SEALS PVT. LTD.	BOMBAY
16	105	PAVNA AUTO ENGINEERING PVT. LTD.	ALIGARH
17	127	PRAVI AUTO SWING PVT. LTD.	PUNE
18	159	RANE (MADRAS) LIMITED	MYSORE
19	160	RANE ENGINE VALVE LIMITED	BANGALORE
20	175	SAMIT SALES PRIVATE LIMITED	FARIDABAD
21	179	SANDHAR AUTOMOTIVES, DHUMASPUR (A UNIT OF STL)	DHUMASPUR
22	223	SKF INDIA LIMITED	PUNE
23	230	SPIRE INDIA	MUMBAI
24	233	STANDARD RADIATORS PRIVATE LIMITED	VADODARA
25	237	STEERWELS	GURGAON
26	238	STERLING TOOLS LTD.	FARIDABAD
27	252	ALLENA AUTO INDUSTRIES PRIVATE LIMITED	NEW DELHI
28	262	LUCAS TVS LIMITED	CHENNAI

SUPPLIERS HALL OF FAME

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Sl. No.	V.Code	Vendor Name	Factory Location
29	287	MICRON PRECISION SCREWS LIMITED	ROHTAK
30	290	MINDA CORPORATION LIMITED	NOIDA
31	292	MINDA INDUSTRIES LTD. (ACOUSTIC DIVISION)	MANESAR
32	308	NATIONAL ENGINEERING INDUSTRIES LIMITED	JAIPUR
33	327	NRB BEARINGS LIMITED	DHARUHERA
34	355	AUTO IGNITION LIMITED	PRITHLA
35	367	BANCO PRODS. INDIA LIMITED	BARODA
36	394	BOSCH LIMITED	BANGALORE
37	395	BOSCH REXROTH (INDIA) LTD.	BANGALORE
38	396	BRAKES INDIA PVT. LIMITED	CHENNAI
39	403	CARRARO INDIA PVT. LTD.	PUNE
40	414	CIRCLIPS TECHNOLOGIE PVT. LTD.	GUJARAT
41	417	COMMERCIAL AUTO PRODUCTS PVT. LTD.	LUCKNOW
42	459	EXIDE INDUSTRIES LIMITED	REWARI
43	464	J. K. FENNER (INDIA) LTD.	PATANCHERU
44	480	GOODYEAR INDIA LIMITED	FARIDABAD
45	497	HI-LUX AUTOMOTIVE PRIVATE LIMITED	MANESAR
46	500	HILUX AUTOELECTRIC PVT. LTD.	MANESAR
47	512	INDIA PISTONS LTD.	CHENNAI
48	514	INDIAN OIL CORPORATION (MD)	ASAOTI
49	550	KANSAI NEROLAC PAINTS LIMITED	KANPUR
50	30918	PHEON AUTO TECH PVT. LTD.	NOIDA
51	23339	BENZ AUTO COMPONENT	FARIDABAD
52	26007	QH TALBROS PRIVATE LIMITED	GURGAON
53	17444	SCHAEFFLER INDIA LIMITED	VADODARA
54	65	VEEKAY MACHINE TOOLS	FARIDABAD
55	276	MANGLA UDYOGA PRIVATE LIMITED	PALWAL
56	350	ASIAD ENGINEERING WORKS PRIVATE LIMITED	FARIDABAD
57	437	DELIGHT PRESSINGS	FARIDABAD

Together we are stronger. Together we are better.

DEALERS HALL OF FAME

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Our Pillars Of Support

If there is one thing we have learnt in our 75 years, it is that you cannot be successful in business without support. We would like to acknowledge the longstanding backing and steadfast loyalty of all the dealers here. Thank you for your support and for believing in us always.

Sl. No.	Dealer Name	Location	State
1	ESS ESS SALES	DAYALPURA	MOHALI, PUNJAB
2	ESCORTS JAGITYAL DEPOT	JAGITYAL	JAGTIAL, TELANGANA
3	ESCORTS HYDERABAD DEPOT	HYDERABAD	HYDERABAD, TELANGANA
4	DEKI CORP PVT. LTD.	PHUNTSHOLING	CHUKHA, BHUTAN
5	JAISWAL ENTERPRISES	SAIDPUR	GHAZIPUR, UTTAR PRADESH
6	KARNATAKA AGRI EQUIPMENTS	BIJAPUR	BIJAPUR, KARNATAKA
7	AGARWAL AUTO SALES	MIRZAPUR	MIRZAPUR, UTTAR PRADESH
8	S D TRADING CORPORATION	AMBALA	AMBALA, HARYANA
9	GOLD FIELDS	NELLORE	NELLORE, ANDHRA PRADESH
10	RAI AUTO ENGINEERS	NAWANSHAHR	NAWANSHAHR, PUNJAB
11	BRIJENDRA TRADERS	SHAHDOL	SHAHDOL, MADHYA PRADESH
12	GOLD FIELDS & CO	PRODDATUR	CUDDAPAH, ANDHRA PRADESH
13	BHARAT UDYOG	BHARATPUR	BHARATPUR, RAJASTHAN
14	ASHOK AGENCIES	CHHATARPUR	CHHATARPUR, MADHYA PRADESH



THANK YOU

for your support and for believing in us always.

YOUR COMPANY MAKES US A GREAT COMPANY.



“

**Shri. Surendra
Narayan Singh,**

***Village: Mauhgoan,
Post: Garthama-Varanasi
Purv Zila Panchayat Upadhyaksh.
Purv Pramukh -Pindra Block.***

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When it comes to love and loyalty, there's hardly anyone who can come close to Mr. Surendra Narayan Singh. He has been associated with Escorts for over 50 years. His first Escorts machine was in 1969 when he was just 18 years old. 11 years later in 1980, he purchased his first tractor-Escorts 335.

So satisfied was he with the product and its performance that he became an Escorts loyalist for life. And we got a gem in our family. Till today, Mr. Singh has purchased 22 Escorts tractors and sold 100+ tractor with his reference. Like a true family member, he has always spoken positively about the Company. Presently, Mr. Singh has 7 Escorts tractors and his next will also be an Escorts. We are extremely fortunate to have a Brand Ambassador like him.

Thank you Mr. Singh for strengthening us by being with us.

ECAP Joined Hands with ETDC to Execute Product Training Sessions

Under the umbrella of the ECAP program, Escorts Academy and ETDC pooled their resources to successfully train 157 ABMs and 40 RBMs. The main aim of the training

was to boost the technological proficiency of the front-end team and strengthen their skills as per their respective roles. The training sessions were conducted

successfully at ETDC Centre, Bangalore and Piyala Training Centre, Faridabad.



Celebrating Cyber Security Month

The Escorts IT Team celebrated October, 2019 as Cyber Security Month and sent cyber security awareness communications to users across the group. One program was conducted on the Palm Leaf learning portal, where cyber security awareness and information was spread via posters/danglers, standees, etc. An online quiz was also conducted to understand the level of awareness among people.



HIV Awareness Drive Organized at Escorts Construction Equipment Campus

In its endeavor to spread awareness about HIV and dispel the myths around it, Escorts organized an awareness drive and blood check camp at the ECE campus. This initiative was launched in association with the Health Department of the Haryana Government. Many people from across departments participated in the drive and volunteered for the blood check procedure.



Bahubali Project - Expanding Horizons And Embracing New Approaches

Escorts Agri Machinery is one of the pioneers of agricultural machinery in Northern India but lacked presence in Southern India till now. To expand in that zone, we penetrated the Telangana market with the help of innovative and new approaches but without disturbing the existing distribution channel.

In order to make our presence felt in a market that is already dominated by leading companies and receives immense support from the



government, we launched the 'Bahubali Project' with the 'Utha chalenge, market ko seedha karenge' approach. This approach was based on our analysis of the competition's business outlook and understanding of our customer's psyche. When other dominant players in the market proposed bigger dealerships, we aimed to create smaller dealerships, thus increasing the

distribution channel and penetration. Then, we adopted a product based-approach; when every other dealer was offering a diverse range of products, we pitched only Powertrac 439 Plus, Euro 45 Plus, Euro 50 and Euro 45 Plus 4x4, designed specifically for handling the technical needs of the Telangana market.

The market also saw greater margins and no fixed pricing by the

competition, which hampered the trust of customers. To counter this, we brought in a fixed price model and an array of customer-oriented services like doorstep service, Care 24x7 button, no questions asked 5-year warranty, etc., which not only gave our customers price assurance but also instilled greater trust in our brand.

Lakshya - Ensuring Excellence

In the quest to capture additional market share for organizational growth, Escorts faced a big challenge - to reduce the cost of the organization without the help of an external agency. So, the team took the challenge to contribute additional amount to the EBIDTA margin by

cost reduction, without compromising on either the product quality or performance, in line with the company's Vision 2022.

For the same, a cross-functional team called Lakshya was formed, consisting of members from every vertical. Together, the team

generated more than 400 ideas which were then converted into projects with a specified timeline and target cost reduction. The team contributed a visible amount to EBIDTA irrespective of industry de-growth by 25% in the current FY.



Meeting Customers' Expectations Through Experience Centres

Digitrac, India's first online tractor brand, was launched last year with great fanfare in Punjab. Offering a diverse range of products and services, Digitrac always goes the extra mile to help customers. Factory fresh tractors, 5-year no questions asked warranty, 6-hours guaranteed doorstep service, CARE button and a host of app-based agri-services like weather updates, mandi prices for crops, personalized recommendations, agri-blog and expert advice are some of the services that have enriched the customer experience.

To bring this experience alive, Digitrac conceptualized a unique initiative by launching Digitrac Experience Centres. The main aim of these centres is to give customers a live and holistic experience of pre and post-sales services. The centres provide customized support in information dissemination, usage of the app, and end-to-end solutions for every query. It's 1st Experience Centre in Ambala (Haryana) received an overwhelming response, which prompted the company to open its next two centres in Karnal (Haryana) and Jagraon (Punjab). Soon, Digitrac will open many more centres in different states to familiarize customers with their top-level products and services.



Farmtrac Rolls Out On Zimbabwean Soil

Acting upon its plan of venturing into newer markets, Farmtrac showcased its Heritage & NETS series (ranging

from 12-90 HP) at the ADMA Agrishow in Harare, Zimbabwe. Both series received an overwhelming

response from participants. The technology behind the tractors had everyone mesmerised.



Farmtrac Enters The Argentinean Market

Farmtrac entered Europe a few years ago and took the markets by storm. With expectations of repeating the feat, Farmtrac launched its Compact & 90 HP Tractors in the Argentinean market at Expo La Rural – a renowned agricultural technology show. Farmtrac received a lot of appreciation for the Compact and Heritage ranges from all attendees.



ETDC – Helping Everyone Understand Farming Technology



Under the Escorts Training & Development Centre program, a training session was organized to impart information about various products and the CRDI range. Participants from various European countries attended the training at the ETDC campus. The ETDC team charted out a full-fledged training program to give participants first-hand experience of Farmtrac machines and the latest technology.

Ciao, Italy!

Farmtrac Italy ventured into Italy with its participation in the FierAgricola Expo 2020. It displayed the Compact and Narrow ranges of tractors. Its electric tractor won the “BEST INNOVATION AWARD” at the show.



The Electrifying Future Of Farming Reaches The USA

Farmtrac launched its Electric Tractor at the World AG Expo in California, USA and received a lot of appreciation. The participants showed keen interest in its workings and in understanding how it would benefit the green farming movement.



Escorts' Eventful 75-Year Story Launched As A Book

Founded in 1944 and still going strong, the Escorts story is more than that of a company, it is the story of the men behind the name. 'Back From The Brink', co-authored by Sharad Gupta and Seetha, captures the story of one of those men, Mr. Nikhil Nanda. With a foreword by Mr. Adi Godrej, head of a major Indian conglomerate, the book narrates the story of Mr. Nikhil Nanda's time as Chairman of Escorts, taking us through the major decisions, setbacks and comebacks that have charted the course for the company under his tenure.

Launched recently, 'Back From The Brink' has received words of praise from numerous industry stalwarts and academia.

Rail Analysis India Felicitates Railway Equipment Division

Rail Analysis India, a premier railway components market research organization, presented multiple awards to the RED team on 22 January, 2020. The Escorts' railway component manufacturing division bagged awards for 'Achievement in New Technology Innovation', 'Excellence in Marketing & Branding' and was also named 'Rail Analysis Team of the Year'.



(IC)² – Giving Students' Business Ideas A Business

Inter College Innovation Challenge (IC)² – a unique programme by Rajan Nanda Innovation Lab (RNIL) from Escorts Limited was recently launched. The programme gives students from colleges across India an opportunity to transform their ideas into a flourishing business. In its first year, (IC)² is inviting entries in the fields of Agri-Tech, Infra-Tech and Rail-Tech. The team received hundreds of entries from the future entrepreneurs of India.



Exhibiting Technological Innovation At Agritechnica 2019, Germany

Farmtrac Tractor Europe showcased its indigenously engineered Hybrid Concept Tractor at the Agritechnica 2019 trade show in Hanover, Germany. This innovation turned heads, with attendees acknowledging the machine as eco-friendly and cost-effective. Powered by both fuel and battery, the Hybrid Concept Tractor seemed promising to the global farmers.

Along with the commercial launch of the electric tractor, many technological innovations in the 20-130 HP range were also displayed.



Escorts Gains Further Foothold With The Confederation Of Indian Industry (CII)

Mr. Shenu Aggarwal, CEO - Escorts Agri Machinery has been appointed as a member of the Confederation of Indian Industry (CII) National Council on Agriculture for 2020-21. Along with him, Mr. Sharad Gupta, Chief Communication Officer, Corporate Marketing & Brand Strategy, and Vice President & Head, Technology Innovations, was reappointed as the Chairman of CII Faridabad Zone. The Confederation of Indian Industry is a non-government, not-for-profit, industry-led and industry-managed organization that aims to create and sustain an environment conducive to the development of India.

Elaborating on the priorities for 2020-21, Mr. Gupta said, "Our initiatives for the year would primarily focus on enhancing industry competitiveness, healthcare, water, skill development and inclusivity, adoption of

Introducing Heritage Series At Sara Exhibition In Abidjan

Farmtrac displayed its Heritage series range with 50-90 HP at the Sara Exhibition. It was an honour for Farmtrac to have Mr. Adam Sangare, the Secretary of State from the Ministry of Agriculture, Mali at our stall.



contemporary technology and innovations and working towards provisioning opportunities for industrial growth & development.

Winning Hearts In Holland With Indian Novelties

Farmtrac takes immense pride in announcing that its electric tractor earned 3rd position at Green Innovatie Techniek Holland, 2019.



Farmtrac Gets Technical In Sudan

Danfodio, Farmtrac's training centre, conducted a two-day technical program in Khartoum, Sudan. Around ten technicians took part in the program with great zeal. As an appreciation of their enthusiasm, a training certificate was given to each and every participant.



Scan and Learn

To make the learning process easier for customers and the front-end team, Escorts introduced QR codes on tractors and implements. The scans allow anyone to access the readily available content hosted on the Escorts Training and Development Centre YouTube channel. What sets this training process apart is the incorporation of digital demo/in-showroom demo activity and plastic plaques designed especially for on-the-go coverage.

The channel has already reached the 1,00,000+ subscribers milestone and has been viewed over 17 million times. This not only marks the success of our new digital learning initiative but has also earned us the Silver YouTube Creator Award.



Gaining Recognition In The French Market

Farmtrac proudly showcased its compact tractors ranging from 20-30 HP at two exhibitions held in Salonvert and Paysalia respectively. The highlight of the exhibition at Salonvert was the electric tractor, which received great appreciation from the attendees. Farmtrac was praised immensely for its compact tractors at the Paysalia event, which is one of the most renowned farming exhibitions in France.



Showcasing Indian Expertise in The UK

Attendees at Lamma 2020, the only event in UK that brings the whole farming community together, appreciated Farmtrac's range of Compact, Narrow and Electric tractors which were showcased. Among the crowd was Shri S.M. Chakraborty, Counsel & Head of Chancery, Consulate of India, Birmingham, UK. It was an honour to have him at our stall and the cherry on the cake was his earnest appreciation for Farmtrac's electric tractor.



Enticing Mexico At Expo Agroalimentaria

Along with its most successful distributor from the American continent, Farmtrac participated at Mexico's well-known exhibition, Expo Agroalimentaria. Farmtrac exhibited its Compact & 6090 Pro models at the exhibition and garnered an overwhelming response from onlookers.

