

# THE EKL WORLD

Vol. 42, OCTOBER 2022

THE GROUP COMMUNIQUE



COMMITTED TO FUTURE  
**ESCORTS KUBOTA  
LIMITED**  
(Formerly Escorts Limited)



For Earth, For Life  
**Kubota**

# Foreword

*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 forward-looking statements to reflect subsequent events or circumstances.*

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# Escorts Limited

is now

# Escorts Kubota Limited

Escorts Limited & Kubota Corporation reinforce their long-standing partnership to embark on a journey of global leadership in farm mechanisation and cater to the needs of customers globally by providing smart agriculture, modern construction equipment and rail mobility & safety solutions. The combined entity will leverage each other's strengths – be it in technology, market access, manufacturing processes & engineering excellence and serve the Indian as well as International markets for decades and centuries.



**Nikhil Nanda**  
CMD, Escorts Kubota Limited

"Our partnership with Kubota in Escorts Kubota Limited has been welcomed by all our stakeholders and investors. Consequently, the process was completed smoothly. We are now well poised at a very interesting time in global history to contribute at much higher levels to India and the world's quest for food security, sustainable agriculture and smart agriculture"

**Yuichi Kitao**  
President and Representative Director, Kubota Corporation, Japan

"We are very pleased to partner with Escorts Kubota Limited at a time when we can combine our strengths to provide advanced farm mechanisation solutions to address global food security & enhanced farm productivity needs."



ESCORTS AND KUBOTA:

# THE POWER OF TOGETHERNESS

Great partnerships are built on great visions. Philosophies that extend far beyond the boundaries of business transactions. Driving principles that are rooted deeply in human-centric values and goals that are forward-looking and

binding. The partnership between Escorts and Kubota is no different. It's the coming together of two engineering giants from India and Japan, respectively. It's the collaboration of two pioneers who come with a rich heritage of nation-building

initiatives, products, and services. It's the merging of two pathways that leads to a common future built on technology, innovation, and sustainability.

Collaboration of these two companies will give way to one

entity: **Escorts Kubota Limited.**

At various levels, this is a unique collaboration that allows us at Escorts Kubota Limited to reinforce our strengths, reinvent our organization, and reimagine our future.

## REINFORCING OUR STRENGTHS

We are all witness to history in the making, as a new chapter in the Indian engineering industry unfolds a strategic decision and its spells an exciting future – for the company, the nation, and the world. This one-of-a-kind alliance will ensure strength from Escorts & Kubota. Something crucial to help us shift to the next stage of end-to-end excellence, from product planning and design to delivery and support. Escorts Kubota stands out from others in many ways: the professionalism in the work, manufacturing process and quality, the importance to training and development for employees, systematic and process-oriented

approach to managing their vendors and dealers, and outstanding product design that's driven by simplicity and practicality. All of these will have a profound impact on the way we work and reinforce our strengths. Strengths that have been built over seven decades of engineering excellence. Our strengths are also reflected in our core values—Respect for People, Empowerment, Transparency and Collaboration. We are combining our strengths, preparing to learn from each other, joining hands to overcome challenges, and aiming to deliver a brighter future.





# RAISING THE GAME BY TURNING STRATEGIC VISION INTO REALITY



## SEIJI FUKUOKA

WHOLE TIME DIRECTOR & DEPUTY  
MANAGING DIRECTOR, ESCORTS KUBOTA LTD.

Born and educated in the Osaka prefecture, Seiji Fukuoka graduated with a Major in Economics from Kobe University. His in-depth expertise lies in Business Planning. His experience is equally extensive, spanning three decades, from 1993 when he joined Kubota Corporation to his present role as DMD of Escorts Kubota Ltd, in 2022. His talent, dedication and hard work were the chief cause behind his consistent rise in leadership roles across different departments including Construction Machinery Planning & Sales Promotion, Farm and Industrial Machinery International and Control, and Tractor Business Planning & Control. Fukuoka is married and loves to travel when he's not engaged with work.

## KENJI ONITSUKA

VALUE-INNOVATIVE FARM & INDUSTRIAL MACHINERY  
STRATEGY & OPERATIONS DEPARTMENT

Born in Kobe, in the Hyogo prefecture, Kenji Onitsuka spent his formative years in the capital. He graduated from Keio University in the Saitama prefecture with a degree in business and commerce and a major in human resource management. Kenji Onitsuka became a part of Kubota Corporation in Value-Innovative Farm & Industrial Machinery Strategy and Operations Department of Kubota Limited. Beyond his professional life, Kenji Onitsuka enjoys travelling and watching movies with his family.



## KEISHIRO NISHI

HEAD OF JOINT R&D OF VIFI AND CHIEF OFFICER R&D

Kagoshima prefecture, also known as the Naples of the East, is the city where Keishiro Nishi was born and brought up. He graduated from Kagoshima University with a Major in Mechanical Engineering. His passion for engineering—his chosen area of expertise—got him into Kubota Corporation in 1991. From there, his drive for innovation and exploring new possibilities saw him gain responsible roles – namely, Manager of Tractor Engineering Department to presently being the Head of Joint R&D of Value-Innovative Farm & Industrial Machinery Strategy & Operations Department. Nishi loves to spend quiet moments on the golf course or on exciting outings with his wife and three children.



## KATSUNORI ASANO

CEO, ESCORTS KUBOTA INDIA PVT. LTD.  
AND CHIEF OFFICER MANUFACTURING AND SUPPLY CHAIN

Katsunori Asano spent his initial years in the Aichi prefecture, his birthplace, and Miyazaki prefecture, where he underwent his formal education at the University of Miyazaki, with a Major in Agriculture Machinery. Asano joined Kubota Corporation in 1993, soon after completing his studies. His deep passion for manufacturing as an area of expertise powered his growth journey, taking on challenging roles as Manager, Manufacturing Engineering at Tsukuba plant and Plant Head, Escorts Kubota India Pvt. Ltd. Aside from his demanding role as the CEO and Chief Officer, Asano is also a dedicated husband and a proud father of two children.

## SHINTAR SESHIMOTO

DIRECTOR, KUBOTA AGRICULTURAL  
MACHINERY INDIA PVT. LTD. AND JOINT CHIEF OFFICER,  
PRODUCT PLANNING & MONITORING / CULTURE CHAMPION

Born in the Shizuoka prefecture and educated at Kobe City University of Foreign Studies, Hyogo prefecture, with a Major in Russian Language, Shintar Seshimoto's line of interest was always away from the conventional. He joined Kubota Corporation in 2012, entering sales and marketing, as he enjoyed listening to customers. His inclination to pursue people to change and build loyal customer relationships took him to higher ranks and became his field of expertise. As the present Director of Kubota Agricultural Machinery India, he has his work cut out for him. When his hands are not filled with work-related demands, Seshimoto loves to explore Indian food with his wife.



## KEISUKE YASUE

HEAD OF STRATEGY PROMOTION OF VIFI AND  
CHIEF OFFICER BUSINESS & COLLABORATION PROMOTION

Keisuke Yasue was born in the Hyogo prefecture, where he spent his initial years until graduation. He went to Ritsumeikan University in Kyoto, Hyogo, with a Major in Accounting. His entry into Kubota Corporation was in 2013. Within a short period of time, Yasue won the trust of his managers with his sheer commitment and skills in strategic thinking and planning. With expertise in Business Planning, he currently holds the position of the Manager, Strategy Promotion of Value-Innovative Farm & Industrial Machinery Strategy & Operations Department. When he's away from work, Yasue loves to devote his time to his wife and three children. Reading and travelling take a close second place.

## HISAKAZU KITANOBO

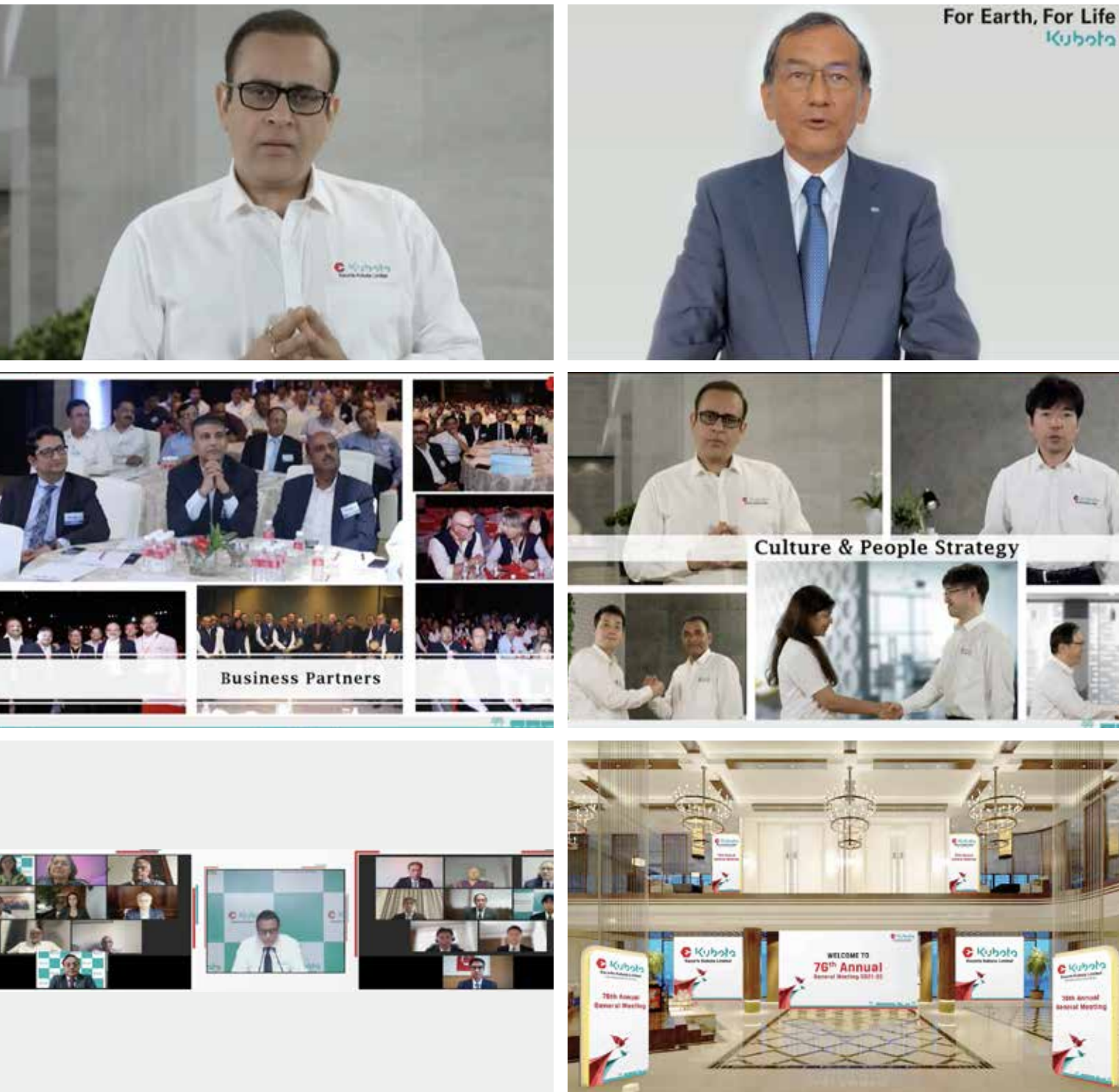
MANAGING DIRECTOR, KUBOTA AGRICULTURAL MACHINERY  
INDIA PVT. LTD. AND CHIEF OFFICER AGRI BUSINESS

Born in the Osaka prefecture and majoring in Economics at Osaka University's Graduate School of Economics, Hisakazu Kitanobo aspired to make a career in marketing. Kitanobo describes Sales & Marketing as his first love. He started his career with Kubota Corporation in 1998 after his studies. Being a role close to his heart, Kitanobo found it effortless to go the extra mile. Gaining expertise in sales and marketing, and making significant strides at Harvester and Transplanter Sales Department, P.T. Kubota Machinery Indonesia, and Kubota Agricultural Machinery India, and consistently rising to his present role. Kitanobo loves to spend his free time with his family or on the golf course.





## 76<sup>TH</sup> ANNUAL GENERAL MEETING (AGM) OF ESCORTS KUBOTA LIMITED



The 76<sup>th</sup> Annual General Body Meeting (AGM) of the Escorts Kubota Limited was held over video conference on Thursday, 14<sup>th</sup> July 2022 at 12.00 pm IST, at the corporate office of Escorts Kubota Limited, Faridabad, the deemed venue of the meeting. The Shareholders participated in the AGM from around the world.

## THE 7<sup>TH</sup> INTERNATIONAL DAY WAS A DISPLAY OF STRENGTH AND AMBITION

Escorts Kubota Limited conducted their 7<sup>th</sup> International Day successfully on September 6, 2022, in Faridabad, Delhi NCR. Two aspects made this International Day rather special for everyone who attended: one, it was the first major offline event after a hiatus of 2 years of the pandemic, and second, it was the first event under the Escorts Kubota Limited. This event was attended by 110 channel partners from across the globe, to discuss the way forward to deliver great service through strategic planning and execution. The event was kicked off with a session on the International Distributor Council chaired by Mr. Nikhil Nanda, CMD, and Mr. Seiji Fukuoka, DMD, Mr. Rajiv Wahi, Head of International Business (Agri & Const. Division) and the President of the council. The welcoming addresses was presented

jointly by the CMD and the DMD. The International Business Head also made a presentation on the FY22 performance of the business and the future road for exports and new initiatives. This was followed by presentations by our very own IB distributors.

Topics of paramount importance were also discussed with our channel partners throughout the event like the opportunities & road map for SHIP (Sprayers, Harvesters, Implements & Planters), Engine & Genset businesses. The event was then concluded with reward and recognition programme. To summarize the and a very fruitful gathering for all the attendees. The main takeaway was clear: we are not just a business of binary function, where one and one make two, but we are more than the sum of all parts.







## ESCORTS CONSTRUCTION EQUIPMENT RULES AT EXCON

After a much-awaited period, The Excon 2021 was finally held from 17<sup>th</sup> to 21<sup>st</sup> May, 2022.

The Excon is South Asia's biggest and most prestigious construction equipment technology exhibition, and every year the global agriculture community attends the exhibition with unparalleled glee and gusto. The Exhibition organised by CII (Confederation of Indian Industry), was held at Bangalore International Exhibition Centre from May 17 to 21. This year, Excon witnessed the launch of the three latest products from Escorts Kubota Limited. The mesmerising ceremony of unveiling construction equipment at EXCON 2021 was graced with the presence of Mr. Ranjit Manjarekar, Vice

President & Head of Asset Management at TATA Projects, Mr. Prakash Raj Panicker, Joint General Manager at L&T Construction, Mr. Vijanand S, AVP Sobha Developers, and Mr. Srinivas Gandhi of Gandhi Cranes. Escorts Kubota Limited launched its products with a lot of fanfare. NXT13DC, CNG, RC2522, and Jungli HT 2.0 were launched under the theme of "Smartest. Strongest. Widest. Latest". The recently unveiled RC 2522 Crane is India's first rigid chassis crane with a 25-litre lift capacity. Its engine has a capacity of 110 HP and comes in a new global look. The crane has high structural strength, and better endurance life.

On the other hand, the newly launched NXT13DC CNG 13T is India's first CNG driven pick and carry crane with a 49.5HP BSIII engine. It is also equipped with better stability and safety features. Jungli HT 2.0 is the third product launched by Escorts Kubota Limited in the Backhoe segment. It is a turbocharged, backhoe loader that gives higher performance and fuel efficiency as compared to its substitutes in the market. According to Sanjeev Bajaj, Chief Executive at Costruction Equipment, "The ongoing push for

infrastructure projects is expected to continue to increase the demand for stable, safer, advanced tech equipment and more productive solutions in the construction and material handling equipment industry space, and we are already headed in that direction to aptly equip ourselves to cater to the demands of our customers." Escorts Kubota Limited is optimistically looking ahead to pave the way for a more safe and technologically advanced future for the construction industry in India.





# POWERHOUSE

## CAPABILITY POWERED BY INNOVATION

Sometimes, even basic tasks like moving earth, carrying heavy loads, or tilling land could become daunting if you don't have the appropriate tools.

At Escorts, we believe in providing the right solutions for the right needs. POWERTRAC has always been among the most considered names in empowering farmers and the agricultural sector through various technological advancements. The

variety we provide through our vast range of tractors ensures that there is something right for everyone. We have designed the POWERTRAC Powerhouse series to exceed expectations by being high on power, reliability, and productivity. The series features a wide range of products, starting from the 434 Plus all the way up to the mighty Euro 55, varying mainly in power output, top speed, and cargo weight.



434 PLUS  
POWERHOUSE



Top Speed	Sesni-1Lift	Horsepower
37.5 Kmph	1600 Kg	39

439 PLUS  
POWERHOUSE



Top Speed	Sesni-1Lift	Horsepower
38.4 Kmph	1600 Kg	45

EURO 42 PLUS  
POWERHOUSE



Top Speed	Sesni-1Lift	Horsepower
36 Kmph	1600 Kg	47

EURO 47  
POWERHOUSE



Top Speed	Sesni-1Lift	Horsepower
35 Kmph	2000 Kg	50

EURO 50  
POWERHOUSE



Top Speed	Sesni-1Lift	Horsepower
37.5 Kmph	2000 Kg	52

EURO 55  
POWERHOUSE



Top Speed	Horsepower
39 Kmph	55

Modern farmers are likely to face diverse challenges. Our tractors excel in the jobs they are designed to perform with strength and technological elegance. With its reliable and extensive portfolio of products, Escorts is at the forefront of the farming industry and in the heart of every farmer.



# THE VISION TO UNLOCK THE TRUE POTENTIAL OF CUSTOMER VALUE

In today's market, the customer is placed firmly in the driving seat. As businesses across industries become more customer-focused, companies that put the customer at the heart of their operations are seeing a significant difference.

Customer-centricity is a business strategy that's based on putting the customer first and at the core of one's business in order to provide a positive experience, build long-term relationships,

and customer lifetime value.

At Escorts Kubota Limited, we've always aspired to provide enhanced product experience to our customers. In fact, Customer Centricity is one of our Strategic Values that define how we will achieve the envisioned future. It's deeply embedded into our culture, determining our manner of thinking and working.

Recently, our CMD Mr. Nikhil Nanda visited key markets such as Varanasi and Lucknow to interact with customers and dealers, get a first-hand understanding of the market trends, and foster customer relationships.

Mr. Nanda's vision is to design the company from the customer's perspective. He believes customer-centricity starts by focusing on what customers need and how they want to interact with the whole business, not only its products. This approach allows us to anticipate customers' needs and delight them with products and services.

Executing a successful customer-centric strategy doesn't happen overnight. It requires us to put ourselves in the shoes of the customer, minimize customer effort and

maximize customer value. Customers and dealers at both cities were forthcoming in their interactions. Mr. Nanda listened to the voices giving feedback and discussed ways to garner positive customer experiences. It was his way of demonstrating that at Escorts Kubota Limited, we believe in being acutely sensitive to the needs and experiences of the customer, listening to what the customers have to say about our products, building products that meet their needs, anticipating customer wants, and providing a level of service that enables customers to prefer us and advocate our brand. This positive customer experience, as we've seen for decades, drives repeat business, enhances customer loyalty and improves business growth.





# INTERNATIONAL NEWS & EVENTS

## A SHOW OF ELEGANCE IN THE FRENCH BACKYARD

The people invited to attend the prestigious Paysalia Agri Show, in France, were in for a treat as they witnessed brilliance in design and technology, provided to them by the FARMTRAC 25G Electric and Compact range. With the eyes of the Agri-world on them, FARMTRAC and its French channel partner, Caminel SAS, went beyond the confines of a genius in order to showcase a machine so regal and efficient, that it was nearly impossible for people to take their eyes off of it.



## A ROYAL RESPONSE IN THE UNITED KINGDOM

The 2021 International Horse show, held in the UK, was a resounding success and as it goes, in each show, there is always a showstopper. For this event, it was the all-electric tractor, our very own FARMTRAC 25G. Thanks to our distributor, REESINK Turfcare, the tractor was chosen to be the power cart which did not took a break throughout the event. It proved to be of key importance and ensured that the show was a massive success.

## CREATING A POSITIVE CHANGE IN NIGERIA

We are ecstatic to learn that our tractors are not only available but also appreciated globally. We received important customer feedback from Mr. Sando of GPMC Global, who highly appreciates the services of FARMTRAC and expresses his contentment with the company and its world-class products. The tractor is efficient for ploughing and haulage, as well as the after-sales services that are being provided by our partners at Vision Agro Nigeria, has been appreciated by him. He admires the fast delivery of services as well.



## LEGACY JOINS HANDS WITH FARMTRAC IN BELGIUM

FARMTRAC is creating new bequests with already established legacies. The prestigious dealer of a 169-year-old company that deals with garden equipment has been associated with FARMTRAC since 2018, ever since FARMTRAC touched down in Belgium. They believe that customers go for FARMTRAC because it is a good-quality product that is reliable and affordable. He is very happy with the response of FARMTRAC and is glad to be a part of our family.

## EXPERIENCE RECOGNIZES ITS WORTH IN POWERTRAC IN MAYANMAR

The best way to find out the success of a product is by talking to the customers and letting them rate it. A senior farmer who has been using POWERTRAC shared his experience and rated it a 9 on a scale of 10. This makes for a strong rating, coming from someone with experience in the agricultural industry, and in turn, we feel humbled by his approval. He also states that he would recommend the tractor to his friends thanks to its astounding performance.







## POWERTRAC SOWS ITS SEEDS IN ANGOLA

Months of effort have finally paid off for POWERTRAC in Angola, as the first lot of POWERTRAC tractors have finally become a part of the farmers' journey to success. POWERTRAC has had a strong and positive impact on the local farming communities in the area, with the potential to empower many more in the process. This feat could not have been possible without our partner, Automatriz (JAP Africa). It brings us immense joy to see that the effort put into these areas is finally paying off and will continue to move forward towards a stronger and brighter future together.

## ESCORTS IN BURKINA FASO

Empowerment comes in many forms, and we have always believed in empowering people, wherever and however it is possible, paying no heed to geographical limits. POWERTRAC has crossed many a border and has now made its mark in the country of Burkina Faso. To fulfil our vision to build a healthy farming community in Africa, this is an important step, and we look forward to finding a place to call our own in Burkina Faso.



## FARMTRAC SCORES BIG WITH 6050E IN PORTUGAL

As FARMTRAC sets sail across the globe, it gives us great pride to announce that our ship has accomplished yet another great milestone, this time in Portugal. Thanks to our channel partners, Entrepuesto Máquinas SA, who conducted a widely successful launch event for the FARMTRAC 6050E 4WD Stage V tractor. The launch was very well received and the tractor was truly appreciated by the attendees. This would not have been possible without our partners and the unwavering support of our consumers internationally. We hope for countless more events similar to this in order to light the path for FARMTRAC's future.



## FARMTRAC FINDS ITS WAY AMONG THE PHARAOHS IN EGYPT

FARMTRAC has taken new strides into the land of Pyramids. We are happy to announce the inauguration of a new sales point in the city of Mansoura, Egypt. This would not have been possible without hard work of our partner, Agrimatoc. This truly is an exciting time for FARMTRAC. We eagerly look forward to such expansions and wish to expand globally with the help of our partners.



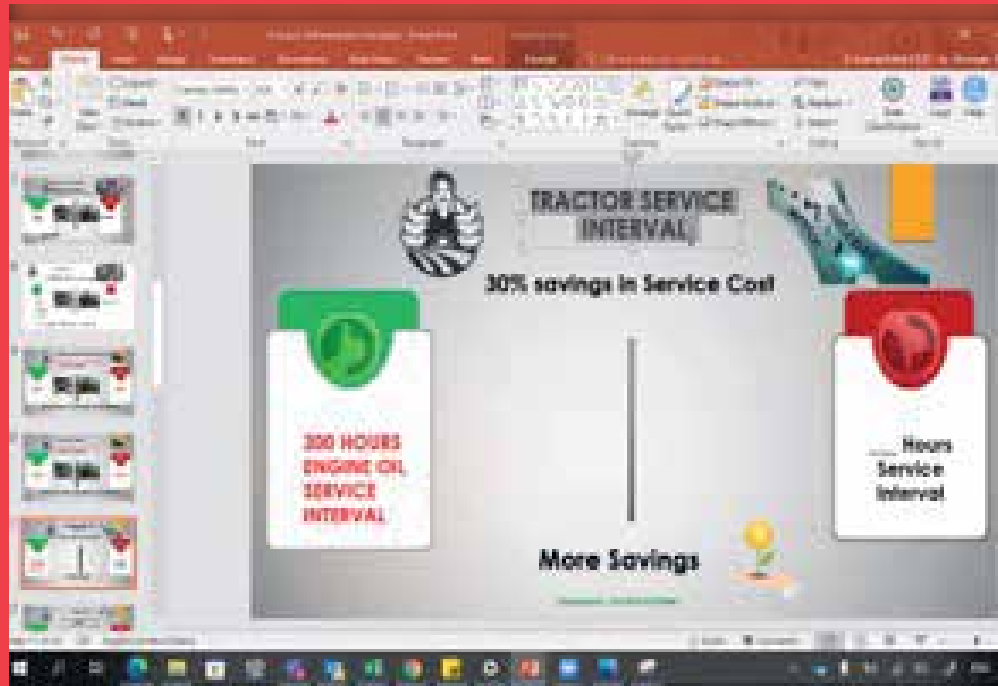
## ESCORTS FIRST TO BE COMPLIANT WITH EUROPEAN EMISSION NORMS

Technological milestones are not a first for Escorts, but this first for Escorts is now a milestone for India as well. We are delighted to share that Escorts has now become the first manufacturer from India to get approval for a European Union Stage - V emission certification for our in-house 90 and 110 HP engine tractors under the FARMTRAC tractor range. With this achievement, the full range of FARMTRAC tractors is now compliant with the latest emission norms for the European market. This truly is a historically defining moment for us.





## ESCORTS SHARES ITS PRODUCT KNOWLEDGE WITH JAP - AFRICA



Knowledge is a strong tool in the hands of the worthy, and we have always believed in spreading knowledge whenever possible. Our strength comes from the knowledge of our products; therefore, a 2-day product training session was organised for our newly onboarded team from JAP Africa, which is based out of Angola and Tanzania. The session was a great success and was highly appreciated by the JAP team members.

## A DISPLAY OF ENTHUSIASM AND ENERGY IN SRI LANKA

At Escorts, we have always believed in being a positive influence in local communities across the globe. Escorts' service campaigns play a huge role in this journey, as these premise allow us to be up close and personal with our customers. Similarly, another such campaign was organized in Sri Lanka by Ansen Agriculture, one of our authorized dealers of POWERTRAC. The campaign was conducted throughout Sri Lanka, bringing in an eager audience and an encouraging turnout, with enormous footfall of customers from across the country.

These camps were conducted in Mulliathiu, Padaviya, Thambuttegama, Medawachhiya and Kebathigollewa, spanning the North-East and Central parts of Sri Lanka.



This was a great step forward for POWERTRAC in this region, which would not have been possible without our amazing partners at Ansen Agriculture. We shall actively work towards countless more initiatives, similar to this, to come to fruition in order to bring about a positive change in the hope of a better tomorrow, not just in Sri Lanka but across the whole world.

## DOMESTIC NEWS & EVENTS



## ANOTHER ACCOLADE FOR ESCORTS CONSTRUCTION EQUIPMENT TEAM

Here at Escorts, we love to serve our nation in any way we can. Recently, we have done that by being in business with the Indian Air Force (MoD) and the Defence Organisation of the Kingdom of Bhutan in more than one products.

- Two F-15s in the IAF Dove Grey colourway.
- Two more F-15s in the UN white colourway for the Royal Bhutan Army.
- Nine RT 30s in the IAF dove grey colourway, for the maintenance of IAF aircrafts.

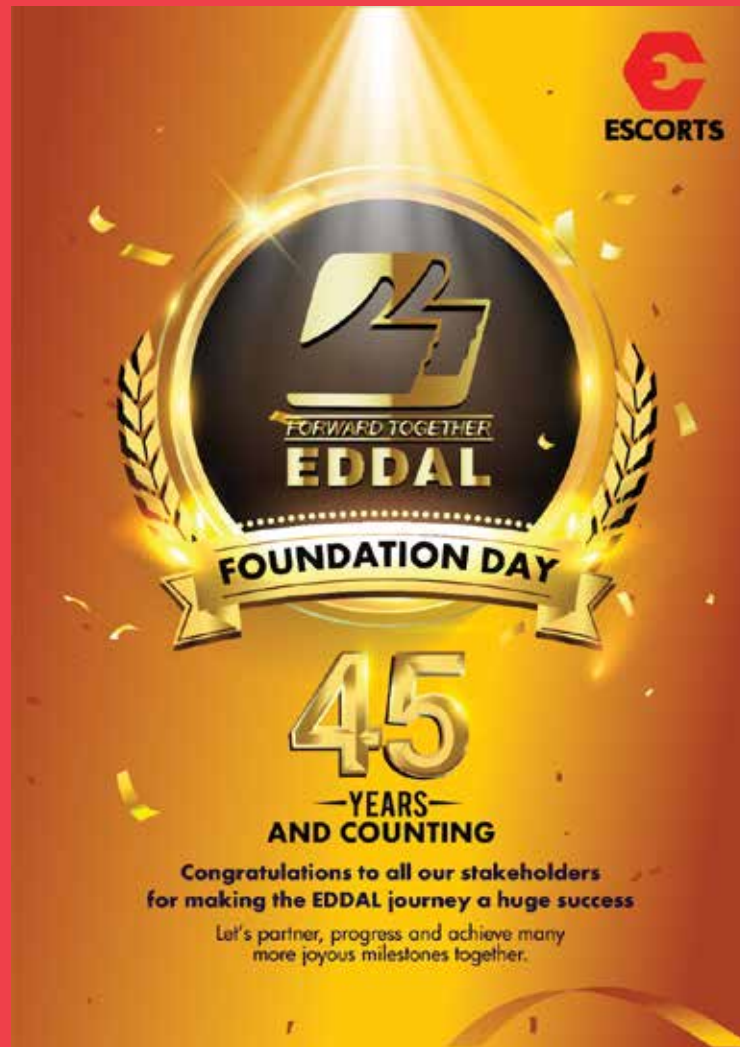
## SAFETY WEEK CELEBRATION

On the occasion of the 51st National Safety Day, a 'safety pledge' was taken by our employees to create a safe and healthy working space. In order to raise awareness towards issues concerning safety, Escorts has organized a poster and slogan writing competition around the subject matter.





## EDDAL'S 45<sup>TH</sup> FOUNDATION DAY CELEBRATION



Escorts Dealers Development Association Limited (EDDAL) celebrated its 45<sup>th</sup> Foundation Day on June 10, 2022. EDDAL was conceptualized and created by our founder chairman Late Shri H P Nanda with a philosophy that encourages the experienced dealers to promote young new dealers to stand up on their own.

Since its incorporation on June 10, 1977, EDDAL is continuously working in areas that give its member dealerships the cutting edge over competition, through various programmes evolved, keeping in mind the continuously changing market environment.

EDDAL started with 191 dealers as members in 1977 and today it has a large family of 1500+ members. EDDAL is a unique association of Escorts company and its dealers, aimed to support the dealer fraternity to grow together.

During its journey, EDDAL has extensively supported its members with financial assistance to build

infrastructure and mobility to enhance quality customer experience at each touch point, organized training programmes to upgrade and sharpen technical and soft skills of dealership employees across the vertical to meet and beat competition.

On this occasion, we would like to express our sincere thanks to founders, directors, and all members for making this journey a great success as this wouldn't have been possible without the support of our members.



## ATREYI DAS IS OUR DIDI NO. 1

Our warmest congratulations to Atreyi Das, who recently won the popular show Didi No. 1, hosted by popular channel. The show was launched in 2010 and it is the second longest running Bengali show so far. It airs on Zee Bangla six days a week and can be watched on channel online. On May 19th, 2022, Atreyi won the show, which also featured her working life, showing FARMTRAC tractors, farmers, and agricultural labourers. We are so proud to hear about her experiences and we are glad that she has made a prominent mark in the world. Our best wishes to Atreyi and her family.



## LEAVING A MARK ON THE WORLD BY GIVING



At Escorts Kubota, we believe our actions through CSR initiatives should make a significant difference to the community. We organized the 'Ann Daan Mahadaan' initiative in association with the Red Cross Society, Faridabad, for sex workers and TB patients. We distributed Wheat & Dry Ration Kit to the participants.

While addressing the audience at the event, he emphasized the importance of supporting the community through charity work. He said, "In the past, during the pandemic lockdown period, many people were affected by the economic crisis. In such situations, the donation of wheat and ration kits to the affected people is a remarkable effort by Escorts Kubota Limited. I wish other companies also joined hands in such noble charity work."

## PIONEERS OF FINANCE

We're immensely pleased to announce that Escorts was the proud recipient of the 'Best Finance Team of the Year – Automotive & Large Enterprises' award. Held at the Taj Lands End, Mumbai on the 17th of June 2022, the prestigious 7th Edition Future of Finance Summit & Awards 2022 was organised by UBS Forums. The event brought together over 250 C-level and senior delegates from the world of finance across various industries. The focus of the event was on the broader theme of leveraging technology to combat the plethora of challenges plaguing the finance industry.





## LEADERS GIVE CLARITY ON THE WAY FORWARD

With deepened collaboration with Kubota Corporation announcement made in earlier 2022, the future looks exciting for all of us in Escorts. The month of July, August and September, saw a series of Town halls organised for senior leadership to share EKL's clear direction for the future. These Town halls also served as an effective

means to ensure that we cascade this information and focus areas within our respective domains and among our teams to create alignment across the organisation.

The Town halls were spearheaded by Mr. Nikhil Nanda, CMD & Mr. Seiji Fukuoka, DMD.



## EKL RECEIVES BML MUNJAL AWARD, A STEPPING STONE FOR THE FUTURE

When it comes to people's quality of learning and development, how can we raise the bar? The BML Munjal Awards for 'Business Excellence through Learning & Development' holds the answer.

Started in 2006, the BML Munjal Awards recognises innovations in skills and development; and acknowledges organisations that effectively harness employee talent through training and learning in order to gain competitive advantage.

The Awards are especially coveted in today's corporate landscape because of their credibility and impartiality. Of the five award categories, Escorts Training & Development Centre & Escorts Academy teams entered into the Private Sector (Manufacturing) category.

The journey began in September 2021 for EKL's team and finished with receiving the Runner-up Award from the Honourable Vice President of India at the awards ceremony held on September 13, 2022.



## RAILWAY EQUIPMENT DIVISION IS ON A HIGH

Escorts is proud to announce that our Railway Equipment Division has been felicitated by Rail Analysis India. It is an honour to receive awards for such a vast variety of accomplishments, namely,

1

Achievement in Maintenance and Servicing of Rolling Stock – Presented to us for innovation in predictive maintenance and monitoring solutions for the Railway and Metro sector.

2

Achievement in Exporting Parts and Components from India – Presented to us for exceptional work in exporting parts and components from India.

3

Achievement in Significant Contribution to Railways – Presented to us for impeccable performance and significant contributions towards the Indian Railway network, by means of supplying and providing solutions regarding any product/service(s) provided to the Railway sector by us over the last 20+ years.



Mr. Ankur Dev, CE, RED, imparted his knowledge and spoke at the opening session on "Panel Discussion on New Innovations and Achievements in the Railway and Metro Sector for Sustainable Growth", and went on to share his views and valuable insight on the subject with the August gathering.





## BRAVE & VIGILANT SECURITY STAFF FOILED ATM HEIST

On 6th March, 2022 around 01:45 in the night while patrolling Mr. Arvind Tiwari & Mr. Aklesh Mishra observed that few unknown people inside the bank & the ATM located on southern part of premises. The Same was immediately informed to Mr. Salman (Night shift supervisor) at main gate. who inturn gathered our security staff and deployed guards to ambush them from all sides. Meanwhile, two of the thieves managed to escape and vanished from the crime site but one of them failed to do so. Mr. Salman called sector 15 police station, from where CSO Mr. Verma and SO Sukhdev immediately reached the location and along with our security guards they approached the premises and found the broken gate of the branch and found all the gate locks were compromised and ATM inside the branch was completely broken. Meanwhile, two of the thieves managed to escape and vanished from the crime scene but one of them failed to do so. The third thief at the same time jumped inside the compound of power house and tried to scale the boundary wall and escape to the main road but as our guards were already in strategic location covering the entire area inside & outside the premises; the thief was caught



red handed by supervisor, fireman Mr. Sachey, security guard driver Sonu and a police constable from Sector 15 police station. While the thief was attempting to escape from power house he pelted stones on our security supervisor who managed to escape the attack and focus on the thief. This team work and effective co-ordination foiled the bank robbery. This team's bravery and vigilant is really appreciated and they are highly recommended for Rewards & Recognition from our management.



## TRAFFIC ON NATIONAL HIGHWAY

With the exponential increase in traffic on our national highways, there has been an alarming increase in on-road fatalities, especially on the Main Mathura Road in Faridabad. In an effort to capture the essence of our "Safe Roads and Traffic Vigil" initiative. Escorts has partnered up with the Faridabad police force in order to work towards a positive and safer environment for the countless travellers who utilise these roadways.



## INTERNATIONAL WOMEN'S WEEK

During International Women's Day, Escorts organised women health camps in all of it's premises. These camps witnessed large participation from different age groups and also motivated them for more regular check ups for a healthy tro ble-free lifestyle. The complete plan and excution would not have been possible without the help of our partners at Asian Hospital. The do tors and the technical team was very cooper tive and also conducted multiple FAQ sessions on women's health.

## STUDENTS WIN ACCOLADES AND HEARTS

Students of International Agribusiness Management Institute of Anand Agricultural University, Gujarat—Ms. Sneha Chauhan and Mr. Jaydip Kumar Dodiya employee of Escorts Agri Machinery—received first prize in an all-India level Summer Internship Project Competition.

Organized by the Institute of Rural Management, the event was held in Jaipur on 13-14 October, 2017. The students had received the top honours in the categories of Agribusiness Management and Rural Development respectively. Aside from the first prize certificate, they had also received a cash prize of Rs.21,000/- each.

Ms Chauhan had presented the report of the project entitled 'Market Potential, Farmer Purchasing behaviour for Shaked (Herbicide) in Soyabean crop in Kapadvanj Block'. She had been assigned the project from ADAMA Agricultural Solutions and had accomplished her work successfully under the guidance of Mr. Mohit Shekhavat, Regional Manager of AD AMA Agricultural Solution and Dr. Snehal Mishra, Assistant Professor, IABML AAU, Anand. The report presented by Mr Dodiya was on the project titled 'Impact of NABARD Sponsored Skill Development Programmes imparted by RUDSETIs/RSETIs in Kheda District'. He was assigned the project from NABARD and had completed his work successfully under the guidance of Mr. Vimal Mishra, Deputy General Manager, NABARD and Dr. Shakti Ranjan Panigrahy, Assistant Professor, IABMI, AAU, Anand.

At the conclusion of the event, members of the jury and participants appreciated the work in view of its significance in the area of agribusiness management and rural development as a whole.





# ENABLING LEARNING FOR THE TIMES AHEAD

The Escorts Training & Development Centre (ETDC) is a pioneering initiative by Escorts, set up way back in 1969, in Bangalore. The goal was to achieve sustained improvement in quality, products and processes. The centre is equipped with modern teaching aids including multimedia, a computer learning centre, multilingual training literature, technical AVs, plus an exhaustive library on various farming techniques, automobiles, agricultural engineering and management. To raise the bar and establish benchmarks for quality improvement at every level in the industry, the centre is designed to train people from diverse backgrounds. During FY22, the centre was involved in various activities: Training farmers on tractor operation and maintenance

- Participating in the annual Agri exhibition of Gandhi Krish Vigyana Kendra (GKVK), Bangalore, Chitradurga and Davangere
- Gaining affiliation with ASCI as the Authorized Training Partner of the Agriculture Skill Council of India
- Welcoming visits of Government delegates
- Winning the Escorts Founders Award jointly with Escorts Academy
- Winning the CMD Best Team award in collaboration with the HR Dept.
- Launching Escorts Global Tech Centre (EGTC) as part of the ESTAR Ap
- Producing digital media content under the contactless sales project
- Providing a special summer training program for Agricultural Engineering students from various colleges across India.



## CERTIFICATION BACKED BY GREATER VALUE

Escorts Training and Development Center got affiliated with ASCI as the Authorized Training Partner of the Agriculture Skill Council of India. Around 30 participants were trained for the tractor mechanic role under ASCI Certification for FY22. It's also noteworthy to know that the Agriculture Skill Council of India is involved in the certification of approved Agri-Job Role courses across India.



## IT PAYS TO DELIVER A GREAT PERFORMANCE

Escorts Academy won the CMD Best Team award in collaboration with the HR Dept. The award was won for Demonstrating Exemplary Performance with the team for ECAP-Escorts Career Acceleration Program 2020.

## TRAINING AND GROWING THE COMMUNITY

As part of the training at ETDC, farmers were trained on tractor operation and maintenance and guided with the best practices in cultivation. This was followed by key steps from crop selection to marketing in order to achieve higher returns through demonstrations in the ETDC Model Farm. We participated in the famous annual Agri exhibition of Gandhi Krish Vigyana Kendra (GKVK), Bangalore, Chitradurga and Davangere for farmers' training promotions. In addition, we also conducted training promotion activities in villages and the agriculture department. For FY22, many farmers were trained at ETDC, Bangalore many farmers were trained in villages and Agri departments.







## LEARNING TO WIN

ETDC & Escorts Academy won the Escorts Founders Award. The award was won for the project titled 'Institutionalizing the usage of LMS (Learning Management System) – New ESTAR' for all Employees with Silver Award Under Strategic Theme – Business Excellence – Digitalization.



## DEVELOPING CONTENT FOR GLOBAL CUSTOMERS

As a pioneer in content development, the Escorts Academy took up the task of digital media production under the contactless sales project. The goal was to reach out to the world through YouTube and train anyone from any geography who is willing. Around 2700+ training videos were made with FARMTRAC and POWERTRAC brands under a range of topics – from FT & PT model-wise applications and testimonials to walkarounds. Aside from training and development, they were also used for digital marketing initiatives aimed to connect with potential customers online.



## STARTING YOUNG, AIMING HIGH

Around 300 Agricultural Engineering students from various colleges across India participated in a special summer training program. They were provided training on Tractors and Implements and awarded with Certification.

Colleges that participated:

- Punjab Agricultural University, Ludhiana, Punjab
- College of Agricultural Engineering, Madakasira, Andhra Pradesh
- Baba Banda Singh Bahadur Engineering College, Fatehgarh, Uttar Pradesh
- The College of Technology and Engineering, Udaipur, Rajasthan
- Gautam Buddha University, Noida, Uttar Pradesh
- Institute of Peoples Science & Technology, Chitrakoot, Madhya Pradesh
- Kalinga Institute of Industrial Technology, Bhubaneswar, Odisha
- Shriram College of Agricultural Engineering, Paniv, Maharashtra
- Dr. D.Y. Patil College of Agriculture Engineering and Technology, Talsande, Maharashtra
- Visva-Bharati University, Santiniketan, Bolpur Town, West Bengal
- Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Morai, Tamil Nadu
- Govind Ballabh Pant University Of Agriculture And Technology, Pantnagar, Uttarakhand.

An incredible opportunity to sow the seeds of interest in the next generation of India and mentor them to take the agricultural industry to the next level.





# CREATING PATHWAYS FOR CAREER GROWTH

Over the past couple of years, we have seen the pandemic make a deep impact on the world of work. Many aspects of how we work, learn, and grow in our careers, have changed.

At Escorts, we have been rethinking our whole approach to creating opportunities for our employees to make crucial progress on their individual career paths. Our quest to develop a holistic approach to organisational learning and development has only become stronger.

During FY22, our initiatives through HR learning and development covered: Launching ECAP: Escorts Career Acceleration Program

- Launching ECAP: Escorts Career Acceleration Program for Spares & Lubes Business
- Rolling out the Escorts Kubota Transformation Office (ETrO) initiative
- Observing the 'Month of Compliances'
- Empowering women in leadership roles through UDAAN, the Escorts Women Leadership Development Program.

## MAPPING A BETTER FUTURE

We are pleased to update that ECAP: Escorts Career Acceleration Program for Spares & Lubes Business.

The journey included:

- Behavioral Assessments,
- Instructor-led Training on Driving Growth, Working Capital Management, Stakeholder Management & Managing Team Performance
- E-learning Journey Through ESTAR LMS Platform
- Group Coaching Sessions
- Action Learning Business Projects

The program received the interest of 27 participants in all. These included Regional Parts Managers & HO Based Roles. We're happy to announce that 24 participants had successfully completed and were certified in four different categories, namely, Platinum, Diamond, Gold and Silver.



## TECH TRAINING TO ENHANCE SALES AND SERVICE QUALITY

Escorts Global Tech Centre (EGTC) was launched as part of the ESTAR APP, an in-house training app to support EAM Sales and Service Teams. EGTuC caters to the technical needs of EL and Dealer Service Teams. All information related to product technical specifications, Repair Manuals, Troubleshooting Logic Flows, Aggregate Dismantling and Assembling, CRDI Technology, Farmpower Rotavator Specifications, DIY Videos, Failure Mode Directory, and Tractor Applications are made available under EGTC for quick field learning and to provide quick solutions to customers' queries. As an ongoing effort, over 350+ content pieces and videos were created under scorm files as well as made under EGTC.

## ENABLING CAREER GROWTH

To enable the employees to perform their current roles better and take up future roles effectively, we launched ECAP: Escorts Career Acceleration Program for Aggregate Head Role from EAM & ECE R&D in February 2022. Their learning journey includes:

- Simulation-based Instructor-led Training on Strategy to Action, Art of Project Management & Leader as a Coach
- Function & Behavioral Assessments
- E-learning Journey Through ESTAR LMS Platform
- Group Coaching Sessions
- Action Learning Business Projects





## IDENTIFYING THE LEADERS OF TOMORROW

The Escorts Transformation Office (ETrO) initiative is crucial to identifying young talent and providing them with the necessary career developmental opportunities for internal transition and growth in leadership positions. More than 120 employees applied for this. After multiple rounds of assessments and interviews with the leadership team, a group of 7 employees were selected as ETrO Project Managers to lead strategic projects aligned with the mid-term business plan of the organization as individual contributors.

## EXCELLENCE THROUGH COMPLIANCE

To ensure completion and awareness of the mandatory compliances at Escorts Kubota, multiple virtual awareness sessions were conducted for all businesses and functions by their respective HR Business Partners. The topics included:

- Code of Business Conduct
- Prevention of Sexual Harassment
- Gifts and Hospitality Policy
- Whistle Blowing Policy
- Conflict of Interest



## FOSTERING A BETTER FUTURE THROUGH WOMEN'S LEADERSHIP

Udaan is an Escorts Women Leadership Development Program aimed at identifying, grooming and creating a talent pool of women in the organization, to empower them as future leaders. Udaan focuses on various learning and development opportunities in the form of ILTs, simulation-based workshops, self-paced eLearning, action learning projects and more. Launched in September 2021, Udaan has completed three workshops focusing on:

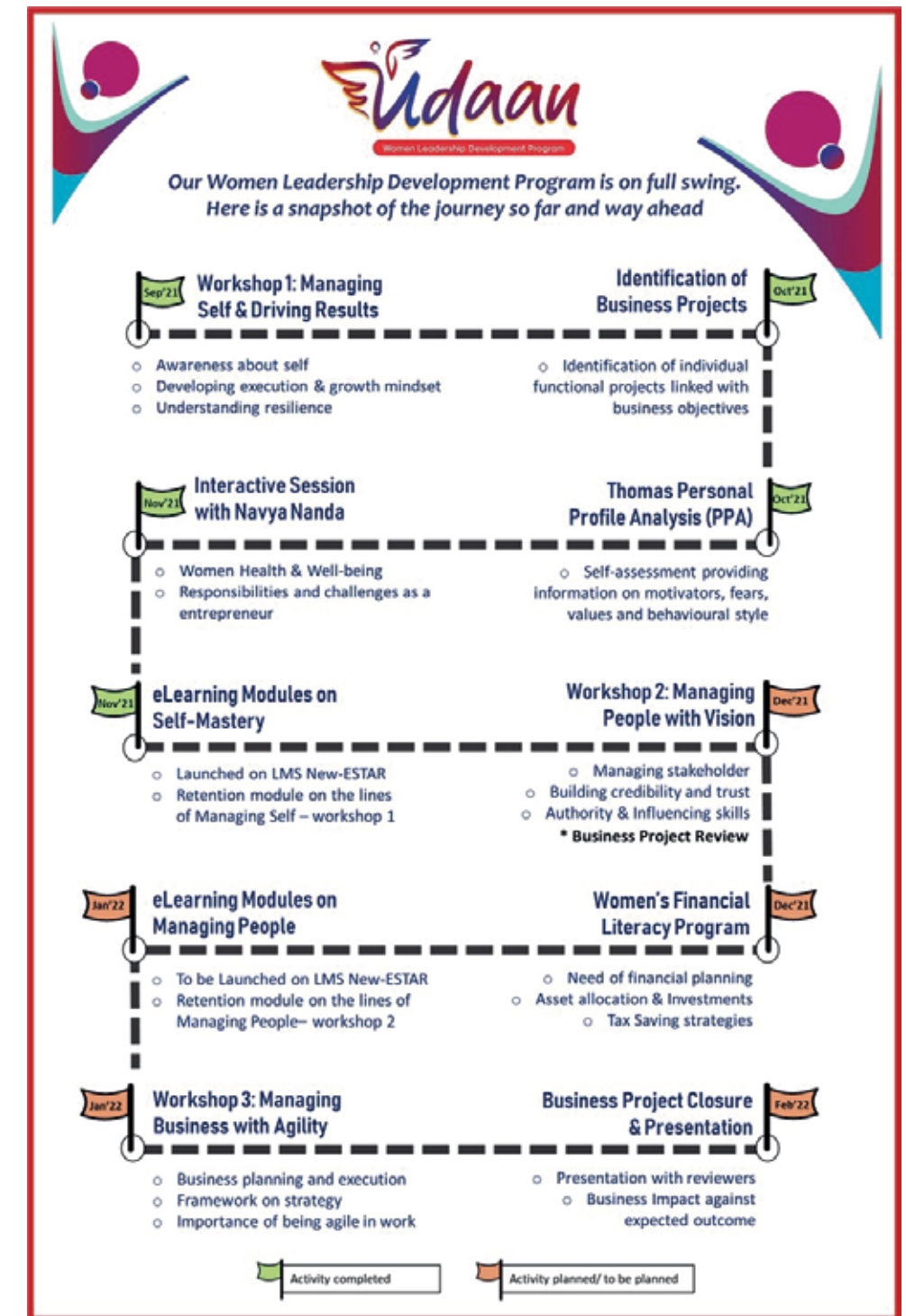
- Managing self
- Managing people and
- Managing business

The E-learning retention modules based on each parameter of the development model for holistic development of the participants were also launched. Psychometric behavioural self-assessment on Personal Profile Analysis was also conducted for the participants that provided rapid and deep insights into a person's behavioural preferences, communication style, motivators, fears and values. The key milestone of the journey was the identification of Business Projects with clear deliverables and measurable metrics, which were to be assessed for the duration of the Udaan journey.

Some chosen projects include:

- Automation
- Future Skill Identification, Assessment & Development plan
- Developing digital brand repository.

These projects were linked with a functional goal of the respective functions with discussion and approval of the reporting manager and skip manager.







## PROTECTION FOR THE COMMUNITY

Escorts Ltd. under its Corporate Social Responsibility (CSR), has successfully conducted a free vaccination program CoWinner during the Covid wave 2. With 37231 vaccinations in the first phase, and 13,000+ in the second phase across Faridabad and Palwal in collaboration with District Administration of Faridabad, we could vaccinate approx 51,000+ beneficiaries.

## COMMUNITY DEVELOPMENT

Escorts under its CSR initiative to enhance amenity value of cities by creating and upgrading green spaces, parks and recreation centres, with special focus on community friendly facilities/components has contributed in one time up gradation of the infrastructure of a local community park at Sector 15A in Faridabad.



## VEHICLE DELIVERY TO HARYANA POLICE

In an endeavour to help Faridabad Police in Road Safety drive and to control crime, Escorts has extended its support to strengthen Faridabad Police by providing 10 fully equipped Vehicles. These customised vehicles will help the Police to address two critical elements of road safety – Enforcement and Emergency care.



## COVID SUPPORT

Escorts has supported a Community Health Centre at Khedi Kalan in Faridabad by providing 2 Ventilators, 3 Bipap Machines with supportive accessories and 6 duct air conditioners to help the Hospital in providing required Health support to the general public in case of Covid and other emergency crisis. We have also supported Faridabad's Civil Hospital (BK Hospital) by providing Apheresis Machine to help the hospital in providing required health support to the general public for Covid-19 & Dengue diseases.

## CONTRIBUTING TOWARDS CLEAR VISION

Escorts has always strived to be a positive influence in society. We are happy to announce that we are supporting an NGO in Alwar, the SAPNA NGO, in performing cataract eye operations for the underprivileged rural public of the city of Alwar as well as the surrounding districts of Rajasthan.



Committed to  
**Spreading Prosperity.  
Impacting Lives.**







Wish you a very  
Happy Diwali



**Escorts Kubota Limited**

(Formerly Escorts Limited)

**Escorts Kubota Limited**

**Corporate Centre**

15/5, Mathura Road, Faridabad-121003.

Phone: 0129-2250222

**Agri Machinery Administrative**

**Office and Components Plant**

18/4, Mathura Road, Faridabad-121007.

Phone: 0129-2284911

**Agri Machinery Tractor**

**Assembly, Transmission & Engine Plant**

Plot No. 2 & 3, Sector 13, Faridabad-121007.

Phone: 0129-2291230

**Construction Equipment**

Plot No. 219, Sec-58, Ballabhgarh, District

Faridabad - 121004

Phone: 0129-2306300

**Railway Equipment Division**

Plot No. 115, Sector-24, Faridabad - 121005

Phone: 0129-2576000