

# THE EKL WORLD

Vol. 43, July 2023

THE GROUP COMMUNIQUE



Two legacies join hands on shared beliefs.  
The belief of standing by our stakeholders,  
of enabling and unlocking their prospects.  
The commitment to our end user,  
giving them the finest technology that  
elevates their business.  
The promise of collective growth while  
we put our strengths behind each other.

#OnYourSide



## DISCLAIMER

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

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# ON YOUR SIDE



**Yuichi Kitao**

President and Representative Director  
Kubota Corporation, Japan



**Nikhil Nanda**

Chairman & Managing Director  
Escorts Kubota Limited



**Seiji Fukuoka**

Deputy Managing Director  
Escorts Kubota Limited

To be “**On Your Side**,” each and every employee must reconsider what we do each day, ensure we are incorporating the needs of the market into all our products and services, and look at it through the eyes or perspective of the customer (a “market-in” approach).

We need to help them locate latent issues, provide solutions and deliver tangible value to their business and/or daily lifestyle. If we dedicate ourselves to the tenets of this principle, we will inherently begin to see an increase in innovations as we help our customers with problem-solving solutions.



**TODAY.  
TOMORROW.  
FOREVER.**



"Here we create an experience for the customer with every product, whether micro or macro and create desirability over years of ownership."

**Anand Gawade**  
Vehicle Design and Integration  
Research and Development Division

"My responsibility is to provide the best service to the on-site customers with the help of trained manpower and to ensure that the customers' machines work continuously and efficiently."

**Manoj Singh**  
Service  
Construction Equipment Business Division

"FARMTRAC's heavy-range tractors are quite popular among the farmers of Agra. We have 7 branches within Agra and offer competitive rates and financing options, with the main focus of providing excellent service to our customers and doubling our market size in the next 4-5 years."

**Raghav Agarwal**  
Shakti Motors, Agra

"Our objective is to teach modern farming practices like scientific ways of soil collection, testing and amendments, intercropping, mixed farming and organic farming so that farmers can boost their productivity and increase their profits."

**Harshavardhan Patil**  
Product Management, Channel Excellence and Training  
Agri Machinery Business Division

"Customer-first and quality focus is our core value and delivering the right quality tractors to customers is our prime responsibility."

**Ram Naresh Nirmal**  
Manufacturing  
Operation Division

"Customer satisfaction and good service are the pillars of our success. We have 3 mechanics ready with motorcycles, all the time. We always strive to provide a doorstep solution to our customers' every problem."

**Seema Gupta**  
Rajaasthan Tractor Machinery, Alwar

"Here, we build an experience for you to benefit from by delivering all equipment on schedule in accordance with your needs. We are available at your service 24/7."

**Jitendra Kadre**  
Vertex Infracore Solutions, Pune

Escorts Kubota Limited has always been known for its contribution to farming society, their development, their ecosystem and the wellbeing of our customers.

**Sandeep Ruhela**  
Marketing  
Agri Machinery Business Division

"We perform regular generator check-ups for customers in our area to ensure top-notch service. We also encourage customers to conduct routine check-ups on their generators themselves."

**Ashish Kohli**  
Mohan Machinery  
Etah, Uttar Pradesh

"Since 1998 we have been associated with Escorts Kubota Limited, having purchased 20 tractors."

**Indra Dev Yadav**  
Our Customer, Varanasi

"To me, 'On Your Side' means that our team works to fulfil the dreams of Indian Railways through the 'Make in India' program and improve the people's experience."

**Abhishek Singh**  
Research and Development Brake  
Systems  
Railway Equipment Business Division

"EKL's 'On Your Side' philosophy represents making the lives of our customers easier and happier, through quality products, excellent services, and state-of-the-art technology."

**Rahul Goyal**  
Marketing  
Agri Machinery Business Division

**On  
your  
side**





"We provide quick resolution whenever the customers report any issue. For this, we work on improving the quality of our product and strive to have zero defects in our tractors."

**Vijay Chandrakar**  
Agri Customer Satisfaction  
Quality Assurance Division

"Our diverse team of experts develop solutions to enhance farm mechanization, enable precision and provide continuous remote monitoring and technological insights throughout the crop cycle."

**Srinivas Satumahanti**  
Technology and Innovation  
Research and Development Division



"FARMTRAC tractors do not incur any expenses for maintenance, repair, or fuel consumption in terms of care, lift, engine, bent axle, or even when towing a trolley. We are also very satisfied with the service of the tractor."

**Ganesh Jaat**  
Our Customer  
Bhilwara, Rajasthan



"Everyday we try to provide our customers with best facilities like tractor financing, service facilities, spare parts availability and through our trained manpower, we ensure that our customers get the best out of our tractors."

**Vinamra Agarwal**  
Agarwal Automobiles, Varanasi



"My role is to interact with investors, shareholders, dealers, and customers to gather insights on how we can uplift their lives. With Kubota joining us, Escorts Kubota Limited can have a more significant impact on stakeholders' lives. My mission is to respect all stakeholders and contribute to the three P's: people, planet, and profit."

**Prateek Singhal**  
Investor Relations & ESG  
Corporate Planning Division



# On your side

"With features like anti-lift, multi-drive mode, diesel saver and electric tractors, we bring you closer to a pollution-free and prosperous India. Join us in supporting the farmers and making India a better place."

**Hitesh Dhinra | Jaydip Dodliya | Preetpal Singh | Sangeeta Rani | Harshita Narayan | Stuti Gandhi**  
Product Management, Channel Excellence and Training  
Agri Machinery Business Division



"We focus on optimizing production processes for high-quality tractors and a seamless customer experience. Through lean manufacturing and continuous improvement, we consistently raise the bar to deliver better tractors that exceed customer expectations."

**Shubham Rawat**  
Supply Chain  
Operation Division



"At EKL, we prioritize customer satisfaction by delivering materials on time, in the right quantity and location. We also focus on developing comprehensive safety guidelines in our supply chain."

**Shubham Singhal**  
Supply Chain  
Operation Division



"At EKL, we prioritize our customers and strive to enhance their experience with a customer-centric approach. We are committed to prompt aftermarket responsiveness and adaptability to technological advancements to meet the needs of farmers worldwide."

**Preetam Mohapatra**  
Sales  
International Business Division



"As interaction with suppliers is a major part of my job, we consider them as business partners and have initiatives like supplier cost reduction ideas, SOB policy, and supplier satisfaction survey to build strong relationship and trust for mutual growth."

**Gopal Dhakad**  
Strategic Sourcing  
Railway Equipment Business Division



"At EKL, we prioritize customer satisfaction and provide personalized solutions, training, and support. Our dedication to comprehending and satisfying the needs of our customers is the driving force behind our innovation and expansion."

**Mayank**  
Service and Spares  
International Business Division



"At EKL, we prioritize our customers by providing excellent after-sales support and continuously improving our products through feedback. We are committed to delivering the best solutions for society."

**Umesh Kumar**  
Service and Spares  
International Business Division





## ESCORTS-KUBOTA TRIUMPHS AT ITOTY AWARDS 2023

The Escorts-Kubota Family dominated the Indian Tractor of the Year (ITOTY) Awards 2023, taking home top honours in multiple categories.

The FARMTRAC 45 Ultramaxx was crowned "Best 4WD Tractor of the Year," praised for its exceptional performance and versatility across rugged terrains. Meanwhile, the POWERTRAC EURO 50 Powerhouse earns the title of "Best Tractor between 46-50 HP of the Year," impressing with its powerful yet efficient capabilities, perfect for medium-scale farmers.

Not to be outdone, the FARMPower Proguard 600 Sprayer claims the prestigious title of "Best Self-propelled Machine of the Year," recognized for its precise and effective crop protection solutions.

This remarkable accomplishment embodies the Escorts-Kubota Family's unwavering dedication to providing state-of-the-art solutions that empower farmers in their agricultural endeavours. We congratulate the entire team wholeheartedly for their well-deserved recognition and significant contributions to advancing Indian agriculture.

FARMTRAC  
45ULTRAMAXX



THE EKL WORLD - Awards



POWERTRAC EURO  
50POWERHOUSE



FARMPower PROGUARD  
600 SPRAYER





# ESCORTS-KUBOTA READY TO SHOWCASE IT'S STRENGTHS TO THE WORLD

Introducing the all-new Digmax Super Backhoe Loader, featuring a state-of-the-art, ergonomically designed cabin that prioritizes safety and visibility for operators. With enhanced digging depth and dumping height, this machine delivers superior productivity. Additionally, the Digmax Super can be customized with various attachments, including a rock breaker and extended dipper. Equipped with Escorts' fuel-efficient BSIV engine, available in both 2WD and 4WD, this powerhouse is ready for any job.



## DIGMAX SUPER

**6 PILLAR CABIN  
MORE SPACE & VISIBILITY**



Fuel  
Efficient



Reach  
Higher



Breakout Force  
Higher



Visibility  
Higher



Cycle Time  
Fast



## EKL AGRI MACHINERY & CONSTRUCTION EQUIPMENT DEALERS MEET

Our EKL Agri Machinery Business Division Dealers Meet on April 10<sup>th</sup>, 2023, brought together over 100 top dealers. We introduced our Mid-Term Business Plan and Vision 2028, gathering valuable feedback. The event included an engaging Q&A session, fostering knowledge exchange and collaboration. We appreciate the trust and partnership of our attendees and believe that together, we can achieve success.

Similarly, our EKL Construction Equipment Business Division Dealers Meet on May 17<sup>th</sup>, 2023, featured the unveiling of our Mid-Term Business Plan and Vision 2028. We actively sought feedback from our valued partners and facilitated insightful discussions. Our commitment to exceptional service and stakeholder collaborations drove the success of the event.



**"THE PHILOSOPHY AND PRINCIPLES UNDER WHICH WE WILL CARRY FORWARD THE BUSINESS"**

1. Dealers are the most important people to our company.
2. Dealers are our primary customers. We must always remember this.
3. Dealers' customers are also our customers. We serve them as a team.
4. Dealers deserve our best effort and assistance with their problems.
5. Dealers deserve our most courteous and attentive treatment at every contact.
6. Dealers do not interrupt our work. They are the purpose of it.
7. Dealers are members of our family. They are not outsiders.
8. Dealers should know they can depend on us at any time.
9. Dealers are the key to our survival, our success, and our growth.
10. Dealers are our business.

  
**NIKHIL NANDA**  
Chairman & Managing Director

  
**SEIJI FUKUOKA**  
Deputy Managing Director



## EKL SUPPLIERS MEET



Two suppliers' meets were held in Gurgaon and Pune this year. On February 27, the Gurgaon meet witnessed an attendance of 800 suppliers. Similarly, a significant turnout of 470 suppliers attended the Pune meet on April 7. Both events gave ample exposure to everyone present to acquire further information about latest industry trends and practices. In addition, a comprehensive question / answer session was conducted for further insights and clarity.

### Gurgaon



### Pune





## EKL BOARD OF DIRECTORS VISIT TO KUBOTA CORPORATION, JAPAN



## LEADERSHIP CUSTOMER VISIT

The EKL Leadership team has successfully embarked on a productive venture to engage with our valuable customers through multiple market visits. These interactive sessions have been well-received, providing a platform for customers to share their insights with the leadership team. The success of this endeavor was evident in every location visited, making it a highly rewarding experience.





## WOMEN'S DAY CELEBRATION

Celebrating women empowerment and strength in nation building on this Women's Day.  
At Escorts Kubota, we are always ON YOUR SIDE.



## KUBOTA SKILL COMPETITION & AN EKL FINALIST

The 12<sup>th</sup> Kubota Skill competition held in Japan showcased 16 key skills, with participants from all Kubota plants worldwide. Jitender Singh Nagar, an EKL employee, participated in the Assembly Skill category for the first time, representing the EKL team internationally. Earlier, he excelled in the EKL Plants' intense competition, becoming a finalist in the Assembly Skill category. Prior to the global event, a "First Skill Test Competition (First Round)" was organized at the group level, involving team members and diploma trainees. Jitender's exceptional talent and dedication earned him the chance to compete at the global level. His achievements reflect the commitment to skill development within the Escorts-Kubota Family.



## REPUBLIC DAY CELEBRATION

On the occasion of the 74<sup>th</sup> Republic Day, the National flag had been hoisted, followed by a march past by the security team at Escorts Kubota Limited.



## NAYI URJA NAYI DISHA

Training Programme for team members has been a resounding success and has led to a positive shift in organizational culture. The program is a testament to the company's commitment to ongoing growth and development.





# HIV/AIDS AWARENESS WEEK

The yearly initiative, HIV/AIDS Awareness and Testing Week, took place with the aim of promoting education about HIV/AIDS and encouraging more testing and outreach efforts. Since its inception, it has seen widespread participation. This event hopes to spread vital knowledge about this condition and inspire further action towards combating it.



## Construction Equipment Business Division



## Agri Machinery Business Division

### Plant 1



Through dedicated initiatives and support from plants, the strength of knowledge sharing was exemplified over those 5 days. Ultimately, creating a collective effort of understanding that helped increase the level of HIV testing.

## Agri Machinery Business Division

### Plant 2





## BUILDING RELATIONS ACROSS THE BORDER

At the Indo-Bangladesh Agri Mechanisation Summit, Dhaka, we proudly showcased our FARMTRAC tractors to foster a partnership between nations and crucial progress for agricultural development. Our products were warmly accepted at the summit, marking an important milestone in efforts towards mechanizing the farming operations of tomorrow.



## SERVING THE BEST IN SERBIA

We are delighted to have participated in the Agri Belgrade Exhibition held this year in Serbia. At the event, we showcased our latest FARMTRAC NETS (New Escorts Tractor Series) range and cutting-edge implements. It fills us with pride to share that the displayed products received admiration and appreciation from all the attendees present. This serves as a testament to our unwavering commitment to quality & design.





## GALA TIME AT GALA

Through the tenacious efforts of a few dedicated partners in Sudan, EKL was able to display their FARMTRAC range of tractors at the prestigious Gala Customer Meet event. Taking place within the East Nile region, both customers and EKL gained an invaluable opportunity for networking and solutions identification, through this event.



## INDIA MEETS GUYANA

This year, Mr. Rajiv Wahi, Head-International Sales & Service, had an enriching dialogue with the Indian Ambassador of Guyana at a business meeting hosted by the Escorts Kubota Group. With its warm hospitality, this meeting served as a platform to foster strong relations between India and Guyana for greater prosperity in commerce ventures.





## CREATING HISTORY AT EIMA SHOW



We were delighted to be featured at this year's esteemed EIMA (Excellence in Interactive Marketing Awards) Show in Bologna, Italy. This event is renowned worldwide for its focus on leading farming and agro-technology innovations and our participation offered us the perfect platform to showcase our impressive range of tractors which earned praise from all who attended. Through displaying these technologies, we showed our commitment to helping farmers across Italy, as well as globally, to maximize their success.





## PRODUCT SHOWCASE IN MYANMAR

At the Mekong-Lancang Co-operation Agri-Expo in Myanmar, we were delighted to share our POWERTRAC range with farming communities from around the world. Our team had an immensely rewarding experience engaging with dedicated individuals as we worked together to empower rural communities worldwide. It was a privilege to contribute to this initiative, and we take great pride in the success that we achieved together.



## UNVEILING NEW TECH IN SOUTH AFRICA

This year, we proudly unveiled our newest NETS (New Escorts Tractor Series) of products in South Africa. At the event, dealers were introduced to the product line and had an insightful discussion regarding potential sales opportunities as well as market visibility for 2023. Furthermore, recognition awards were given out at a culminating celebration, honouring those who have brought success through their dedication and hard work. The response from all participating dealers was overwhelmingly positive towards this new addition to our portfolio.



## RECOGNIZING THE POWER OF WORDS

This year, we had the privilege of hosting the esteemed Dr. Farhana Vohra at KMC (Knowledge Management Center) School to hold an enlightening session on unlocking the power of words and expressing oneself with poise.

Through this inspirational talk, participants were equipped to use communication more effectively for consistent growth and success in life!





## THE 4<sup>th</sup> RAIL ANALYSIS INNOVATION & EXCELLENCE SUMMIT 2023

The 4<sup>th</sup> Rail Analysis Innovation & Excellence Summit 2023 was a massive success, with over 300 top performers in attendance. Railway Equipment Business Division was among the esteemed participants, receiving recognition for their outstanding contributions to the railway industry. Not only did they win the award for significant contribution to Railways, but they also celebrated for their commitment to import substitution (Make in India). And that's not all! Railway Equipment Business Division's very own Mr. Ankur Dev was crowned Rail Analysis Industry Leader of the year. A big congratulations to Railway Equipment Business Division – a true inspiration in the industry!



## RAILWAY EQUIPMENT BUSINESS DIVISION IN INDONESIA

An exciting development for Railway Equipment Business Division was our participation in Rail Tech Indonesia, Asia's biggest trade show for the railway industry. We used this impactful platform to showcase some of the most cutting-edge railway technology and to gain insight into the local markets. This exceptional opportunity offered a profitable B2B aspect that yielded exceedingly favorable outcomes. Our merchandise was enthusiastically received, affirming

our dedication towards forthcoming progress and expansion in this industry. Overall, this has been an exceptional milestone on our path towards success.



## LUCKNOW TRADE SHOW

### A SUCCESSFUL B2B EXPO!

Railway Equipment Business Division recently participated in the 5<sup>th</sup> International Trade Exhibition in Lucknow, where our team had the opportunity to connect directly with RDSO officials and showcase our product line-up. The exhibition also allowed us to gain valuable insights into other products on the market.

Our display was a hit among visitors and customers alike, with many spending quality time at our booth and showing interest in our products. Our AMDBS product even made it to the local newspaper for its outstanding design and performance!





## DIGITAL WAY OF LIFE

Escorts Kubota Limited continues to lead the way in digital transformation and has recently celebrated their efforts with the world through the DIGIUTSAV digital event. The occasion marked the fulfilment of Mr. HP Nanda's vision and was graced by the presence of Ms. Navya Naveli Nanda. As part of the initiative, she launched the new websites FARMTRAC and POWERTRAC, and provided a sneak peek into the exciting features and benefits they will offer. Let us applaud this remarkable achievement and look forward to the immense value these websites will bring.



## ADAPTING A NEW ECOSYSTEM

The journey of Escorts Kubota Limited from Microsoft 365 to Google Workspace has been magnificent. Over a period of 3 months, 4000 plus users migrated with collated data. In the pre-launch phase, early adopters were identified and trained from each department. Various communications like teasers, curtain raisers were shared to keep all the users well informed on the upcoming changes. On 16<sup>th</sup> December 2022, all 4k+ users were moved to Google Cloud. The launch phase started with go live communications, trainings, Google day's events at various locations to make users comfortable with the new cloud platform. To sustain learning and holding the users during transition phase, multiple post go live sessions, digital learning series along with a daily live help desk ensured the users can reach out to Google experts over meet and ask their queries directly.

### KEY CHALLENGES

- Switch business users to new platform in strict timelines.
- Migration of entire business users email, contacts & calendars from / Microsoft to Google Workspace without loss of any data.
- Switching business users from traditional Outlook to cloud platform.
- Collaboration with Google Workspace tools such as Sheets, Docs, Slides and Drive.
- Collaboration with Google Meet Space and Chat
- Change of mobile device management using MobileIron, a global platform across KBT businesses.
- Rounds of trainings, communications with business users to adapt for big change management





## RAISING THE BAR

### Capability Development – Functional Training Programs

To enhance the functional and technical competencies, various training programs were organized across all the departments. Few of the session's details are:

- Competency Based Interviewing Skills
- Business Communication
- Negotiation Skills
- Product Training
- Field Failure Analysis – 8D Problem Solving
- Problem Solving and Root Cause Analysis
- Inventory Management
- Process Failure Mode and Effect Analysis
- Project Management
- MS Excel and MS Powerpoint
- Supply Chain Management

Total 1200+ employees participated, were also enrolled in all the above training programs.



## ESCORTS KUBOTA CAREER ACCELERATION PROGRAM (ECAP)

### Research & Development Division

Under the role-based certification program – ECAP (Basic) for R&D employees, technical and behavioral training programs were organized. 8 roles were covered in this learning journey from various departments of the division

- |                     |                   |
|---------------------|-------------------|
| • Designers         | • Lead Designers  |
| • Engineers         | • Lead Engineers  |
| • Process Executive | • Process Lead    |
| • Project Executive | • Project Manager |

#### Workshops conducted

- Design Failure Mode Effect Analysis (DFMEA)
- Effective Business Communication
- Basics of Electric Vehicles
- Stress Management





## • ECAP FOR CONSTRUCTION EQUIPMENT BUSINESS DIVISION

Role based certification for 2 roles in Construction Equipment Business Division was initiated.

### Workshops conducted

- Finance for Non-Finance
- Data Analytics via MS Excel
- Customer Centricity and Stakeholder Management
- Selling Skills, Delivering Customer Service and Excellence



## • ECAP FOR R&D DIVISION

To develop and certify managers of **R&D Division**, ECAP(advanced) was initiated with the following journey elements –

- Simulation based Instructor led trainings on
  - Strategy to Action
  - Leader as a Coach
  - Project Management
- Functional and Behavioural Assessments
- E-learning journey
- Group Coaching
- **Action Learning Projects** to evaluate business impact



## • ECAP FOR OPERATION DIVISION

Role based journey in **Operation Division** with an objective to identify and develop employees for future roles.

The following journey elements & workshops were conducted:

- Influencing Skills
- People Management and Collaboration
- Data Analysis and Quality Mindset
- Functional and Behavioural Assessments
- E-Learning journey via NewEstar LMS Platform
- Group Coaching
- Action Learning Projects



## NEW ESTAR LMS PLATFORM



Our LMS (Learning Management System) platform NewEstar successfully completed 2 years. Currently, the platform hosts 300+ courses including eBooks, functional, behavioural, technical, product, and compliance related courses. We also successfully launched our NewEstar mobile learning application for easier access of courses, anytime anywhere.

## • MANDATORY COMPLIANCES

To ensure awareness of the mandatory compliance, at EKL, multiple awareness sessions were conducted for all divisions by the HR Team. The topics included were –

- Code of Conduct
- Gifts & Hospitality Policy
- Whistle Blower Policy
- Conflict of Interest
- Prevention of Sexual Harassment at Workplace

As a part of mandatory requirements, the coverage for these compliances are also tracked and published on a fortnightly basis. An employee needs to complete these via e-learning or attend virtual sessions. More than 680 employees were covered on these compliance sessions in the last quarter.







## UDAAN 2.0

### EKL Women Leadership Development Program

An initiative to identify, groom and create a talent pool of women in the organization. Udaan 2.0 focused on various learning and development opportunities in the form of Instructor-led simulation-based workshops, self-paced e-learning, action learning projects and more. The journey was based on the Stanford development model of **managing self, managing people and managing business**.

Initiated in November 2022, Udaan 2.0 successfully completed three workshops on managing self, people and business. To emphasize on holistic development, e-learning modules based on each parameter of the development model were also launched.



An important milestone of the journey were **the action learning business projects** linked to the departmental goals with clear deliverables and measurable metrics. Some of the projects included:

Process Standardization for Vendor Agreements,  
Quality Assurance Process Integration for EKL  
Strengthen Dealer Development Channel through  
Ethical Business Practices

Automation & Digitization of AP Processes  
Performance Management of Contractual

Manpower, Capability Development for Future & Current Skill,  
and more.

Final certification and graduation ceremony of the program  
was concluded in May 2023, with 21 women leaders certified.



**EWOM**  
EKL WAY OF MANAGEMENT

## Escorts Kubota Way of Management

Managers are a key link between the organisational goals and the performance of their teams. They play an eminent role in driving productivity by demonstrating skills in areas like goal setting, motivation, communication, problem solving, and more. To develop managers and first time managers, the certification program - Escorts Kubota Way of Management (EWOM) was initiated.

### Topics covered

- Leadership styles, skills/behavior
- Situational Leadership
- Delegation
- Coaching & Mentoring
- Performance Conversations, Giving Feedback & More

Over 200+ people managers were covered in the EWOM learning journey.





## A MOMENTOUS MILESTONE FOR ETDC YOUTUBE CHANNEL

We are thrilled to announce that the ETDC (Escorts Training and Development Centre) YouTube channel has reached an impressive milestone of 200K subscribers! We owe it all to our devoted viewers, who have tried to consistently provide content that resonates with your interests and preferences. We cannot express enough gratitude to our loyal supporters for their unwavering backing throughout our online journey. The ETDC Team is committed to delivering exceptional and captivating content that connects with our audience.



**On**  
your  
side

**TODAY.  
TOMORROW.  
FOREVER.**



# TRAINING TO GROW AND EXCEL

## ESCORTS SALES ACADEMY

**DSE L1 Silver Star Certification** was conducted in **46 batches** where 601 DSEs actively participated from all across India. Approximately **144 participants** underwent ESMS Operator Training in 1 batch conducted through a webinar.



# 14

RNIL employees trained under **Product Overview Training** at Faridabad.



# 20

Participants underwent **PO Demonstrator Training** at Faridabad (Plant - 2 and Sikri location).



# 105

Dealers underwent **Dealer Training** through the New Dealers Induction Program.



# 48

External agency trainers underwent **TTT Training**, conducted through an online webinar.



# 17

Participants underwent **Commando Training** at Sikri location.



# 18

Participants trained under **CRDI Training** at Faridabad (Plant - 2).



# 18

**In-house** video shoots and 2 mega-delivery shoots have been done by our team.





## Escorts Training and Development Centre

### Training Update

**9 CRDI Engine Training** happened for 107 participants.



**8 Advance Service Training PT** for 115 participants from various regions like Telangana, Gujarat, Tamil Nadu, Maharashtra, Rajasthan, and Madhya Pradesh.



**3 Advance Service Training FT** for 47 participants from Gujarat, Rajasthan, Maharashtra, and Madhya Pradesh got completed.



A total 2 special training programmes called **Advance C45 Training** for 29 from Chhattisgarh, Odisha and Karnataka.



We conducted **Commando Training** for 13 participants.



We conducted **Basic Service Training** at Budni RTC for 41 participants.



We conducted One Agency **TTT Training** for DSE L1 & L2 Training for 25 participants.



Mr. Harish Lalchandani (Chief Officer - Agri Machinery Business Division) and Mr. Shintaro Seshimoto (Head - Product Planning, Channel Excellence and Training) visited ETDC, Bangalore for a hands-on experience.



**IB Training** was conducted for 36 participants from Malaysia, Europe, and Tanzania. New joiners from IB team were also trained.

**12 Training Sessions** were conducted for 140 farmers and celebrated Soil Day with 217 farmers.

**Student Training** was conducted for 40 students along with Industrial visits.



# CSR & SKILL DEVELOPMENT

## ■ CSR Excellence Award

Escorts Kubota Ltd. participated in the 1st Faridabad CSR Meet, which took place on January 17th, 2023, to discuss their CSR initiatives for FY 2021-22. The event was graced by the presence of the District Collector, Police Commissioner, and the Vice-Chairman of the Haryana CSR Trust.



## ■ World Soil Day at Escorts Skill Development

### ■ Kurukshetra

- Soil Health Awareness Event on World Soil Day 5<sup>th</sup> December' 22
- Held at EAFI Model Farm
- Attendees – 148 farmers
- Speakers from KVK, BISA, Government Department for Natural Farming and Sub-Tropical Fruits, and Young Progressive Farmer
- Topics – Conservation Agriculture, Natural Farming, Soil Conservation, Government Schemes, and Residue Management.



## ■ Bangalore

- World Soil Day – 5<sup>th</sup> December, 2022 celebrated as a mega event for farmers at ETDC
- Soil Health Awareness Program organized
- More than 250 farmers participated
- Farmer visit to model farm
- Eminent speakers from Department of Horticulture, Government of Karnataka, and Retired Soil Scientists from UAS
- Lectures on maintaining soil health, organic farming, and nutrition analysis





## ENVIRONMENT WEEK AT ETDC, BENGALURU

As a CSR initiative of EKL, week-long activities were conducted from 5<sup>th</sup> to 10<sup>th</sup> June 2023 at the ETDC campus, Bengaluru to mark World Environment Day, observed on 5<sup>th</sup> June every year.

A total of 13 schools from Bangalore city were engaged with 2000 students from 5<sup>th</sup> to 10<sup>th</sup> standard, visited the centre, and participated in the activities. The students were first involved in a model farm walkaround, followed by a brief on agriculture, its activities and importance and ultimately sapling plantation was done in groups. A total of 800 saplings of agro-forestry crops like Mahogany, Pongamia, Jamun, Jackfruit, and Terminalia Crenulata were planted in the week by students, personnel from forestry department, employees, and visitors from the NGO. The crops were planted on the borders of the agricultural plots. A Bengaluru-based NGO, Greenotsav also participated in the programme with 16 other participants in sapling plantation and in the one day certificate program on tractor training.

The objective of the week-long event was to create awareness among the community about the effects of global warming, greenhouse gas emissions, and the need for environment conservation. Another objective was to generate interest in young students towards agriculture. The event was covered in local print and electronic media.



## UPGRADING TO A GREEN LANDSCAPE

The effects of global climate change, a rapidly deteriorating environment, and declining natural resources have significantly impacted air quality in the NCR and surrounding areas. We have made a commitment to enhance the region's green footprint as part of our ongoing CSR efforts. Through our green landscaping upgrades, we aim to promote a healthier environment and improve the air quality for everyone.

TOTAL NO.  
OF PARKS

10

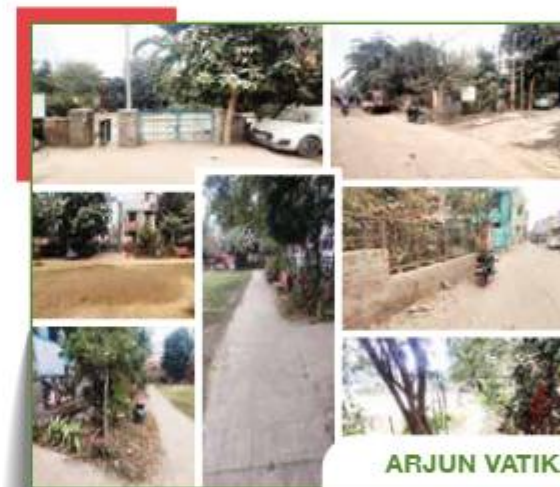
### WORK DONE

Upgradation of boundary walls, entry gates, solar lights, play equipment, walking/ jogging tracks, water harvesting, composting, landscaping, horticulture, new garden furniture, and whitewashing.

### BENEFITS

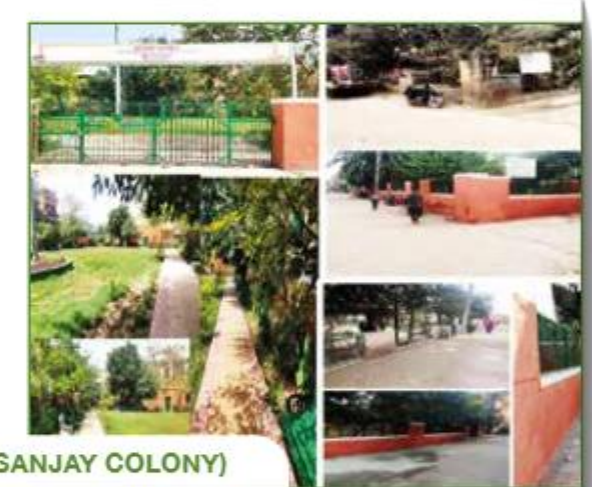
- Space to exercise, socialize, play, and rest
- Preserve natural habitats
- Decrease air pollution
- Water harvesting

### BEFORE



ARJUN VATIKA (SANJAY COLONY)

### AFTER



SHAHEED BHAGAT SINGH PARK (DABUA COLONY)





## MAKING A VISIONARY IMPACT

### EKL enables 500 cataract surgeries

Escorts Kubota Limited, as part of its CSR initiative, has joined forces with Sapna NGO to give the gift of sight to 500 underprivileged senior citizens in the rural Alwar District through cataract surgeries.

**FINANCIAL YEAR 2022-23**



## EMPOWERING THE NEXT GENERATION: EQUIPPING 150 GIRLS WITH SKILLS

We aim to provide academic and 21<sup>st</sup> century workplace skills to 150 girls from Government College for Girls, in Haryana through our CSR project. This initiative serves to empower them and address India's current challenge of skill gaps.



### ■ SKILLS IMPARTED TO HELP GIRLS BUILD AN ASPIRATIONAL CAREER

- Creative Problem Solving
- Smart Thinking Habits
- Storytelling and Effective Communication
- Emotional Intelligence
- Entrepreneurial Mindset
- Power of Purpose
- Collaboration
- Negotiation
- Smart Remote Communication



## EAFI BHUMI PUJAN

The Escorts Advanced Farming Institute (EAFI) held a groundbreaking ceremony on March 22, 2023, at its Model Farm location in Kamoda, Kurukshetra. The occasion was attended by project stakeholders, architects, contractors, EKL departments, project partners, and more than 50 farmers from the surrounding villages.

This event marks the start of the EAFI project, which will be a two-acre facility located in a prime location on the Kurukshetra-Kaithal Highway. It will feature classrooms for training, a canteen, a conference room, labs, an implements yard, and hostel facilities that can accommodate up to 70 farmers. In addition, there will be 10 acres of land dedicated to developing Model Farms. These farms will showcase advanced and sustainable agriculture practices.

Escorts' Advanced Farming Institute is a CSR initiative of Escorts Kubota Limited. Its goal is to create an ecosystem that promotes the adoption of new farming technologies, practices, and extension services for sustainable agriculture.



## COLLABORATION WITH BORLAUG INSTITUTE FOR SOUTH ASIA (BISA)

BISA has collaborated with us for model farms development at an upcoming facility in Kurukshetra, Escorts Advanced Farming Institute, and at Escorts Training and Development Centre, Bangalore.

### KURUKSHETRA

Wheat and mustard deployed on the principles of Conservation Agriculture with minimum soil disturbance.

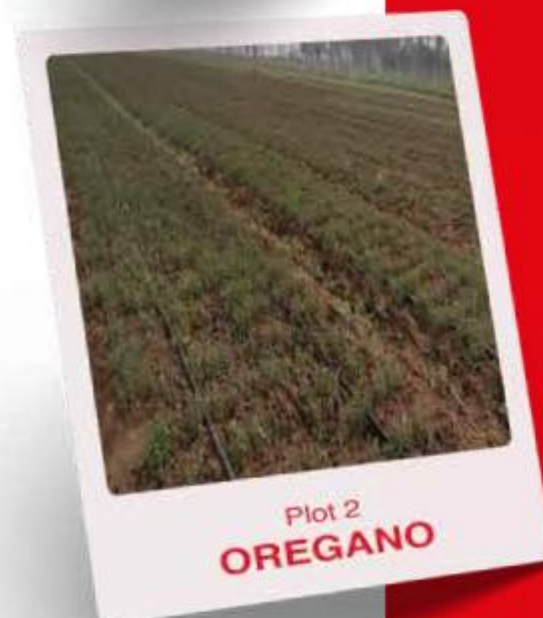
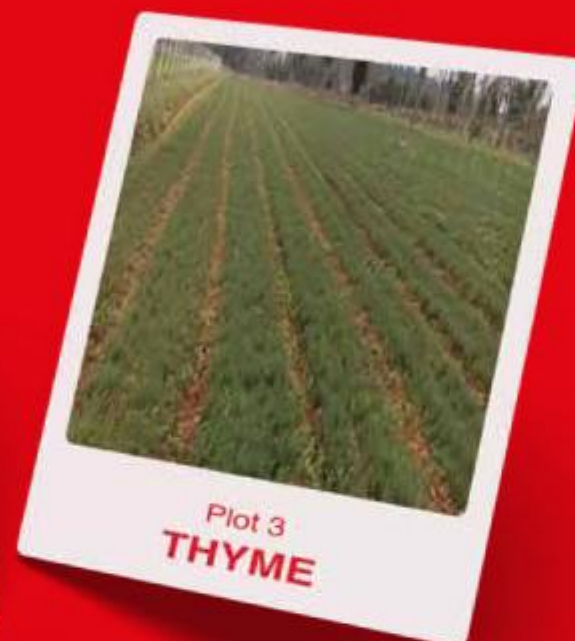
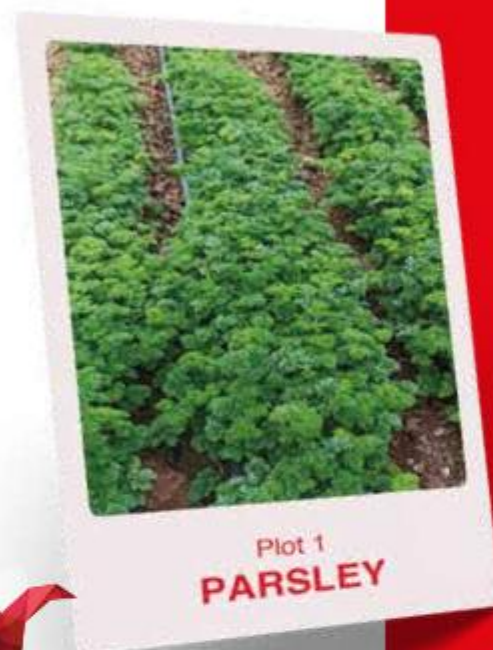
- Exposure visit organized for farmers from Kurukshetra district in January 2023
- Farmers visited the 500 acres BISA Farm at Ludhiana
- Attendees – 21 farmers
- Topics – Conservation of Agriculture and its benefits





## ■ BANGALORE

Exotic herbs like Kale, Oregano, Parsley, Thyme, and Sage deployed at model farms under buyback arrangement.







**Escorts Kubota Limited  
Corporate Centre**

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

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

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

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

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

**Construction Equipment  
Business Division**

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

**Railway Equipment Business Division**

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