

TAFE launches internationally acclaimed 'SMART' series of tractors and India's first Premium Compact Utility Tractor

Chennai | September 15, 2016: World's third largest tractor manufacturer, TAFE - Tractors and Farm Equipment Limited, today launched the '**SMART**' series of **Massey Ferguson tractors and the Premium Compact Utility tractor** for the Indian market. The new 'SMART' series tractors in the 40hp - 60hp range offer enhanced productivity, efficiency and utility with an emphasis on ergonomics that provide superior operator comfort.

HIGHLIGHTS

SMART Series

- **World renowned Massey Ferguson Hydraulics**
- eSMART HYDRAULICS™ uses precision electro-hydraulics to deliver better yield, productivity and operating cost.
- Unique COMBIBOOST hydraulic system for quick lifting of heavy load
- TAFE's signature transmissions 12 speed Rototrac™, 16-speed SuperShuttle™ and 16-speed Comfimesh™
- iLEAD™ – Electronic SMART key which remotely Leads, Locates and Locks the tractor
- Futuristic and premium design

Premium Compact Utility tractor

- **First of its kind in India**
- Most versatile tractor, easy to use and capable of operations all-round the year
- Consistent source of income generation for the customer throughout the year
- Can be used for a wide-range of applications – agriculture, haulage and infrastructure
- Special emphasis on ergonomics

The **Premium Compact Utility tractor is the first of its kind in India**, a sophisticated yet rugged in the 28hp category offering versatile operation capabilities be it in an orchard, haulage or a range of infrastructure applications. Its ability to work with applications like front-end loader and back-hoe makes it a true all-rounder that can be used throughout the year.

“With the 'SMART' series we will be redefining customer experience with respect to productivity, efficiency and ergonomics by setting new standards in the industry; expanding the application portfolio for the products and paving the way for precision farming. With the launch of the new premium compact utility tractor, I believe we are creating a new segment, given the evolving needs of young farmers and their changing expectations with regards to

versatility and ease of use, through the year”, said Ms. Mallika Srinivasan, Chairman & CEO, TAFE.



About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 93 billion. TAFE manufactures a range of tractors in the sub 100 hp segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 85 countries across the world, including developed countries in Europe and the Americas.

Besides tractors and farm machinery, TAFE manufactures diesel engines, silent gensets, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement (TQM) and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and has also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, etc. to name a few.

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