

## **TAFE – Cultivating The World! Ushering Modern Agriculture in Macedonia**



*TAFE Chairman & CEO, Ms. Mallika Srinivasan with Macedonian Prime Minister, Mr. Nikola Gruevski.*

**Chennai, India | January 14, 2015:** Tractors and Farm Equipment Limited (TAFE) Chairman and CEO, Ms. Mallika Srinivasan hosted a meeting in honour of the visit of Macedonian Prime Minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE's strong presence in the Macedonian market for the past two decades gives it deep insights into the needs of the customer.



TAFE's expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via, JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Agriculture contributes 12% to the GDP of Macedonia with potential for much more. The farming topography here is akin to Indian conditions where small farms and fragmented land holdings are in majority. The agriculture here primarily consists of vegetables, fruits and vineyards which require lower horsepower (Hp) tractors. TAFE as a leading player in the sub 100 Hp range of tractors, the leading exporter of tractors from India and the second largest tractor manufacturer in India with more than 50 years of experience is suitably equipped to usher in modern agriculture in Macedonia.

### **About TAFE:**

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 170,000 tractors, TAFE is India's largest exporter of tractors with a turnover in excess of INR 96 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 75 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the total quality movement 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 also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, to name a few.

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