

## TAFE participates in GRAM Udaipur 2017 as the Platinum partner



**November 07, 2017 | UDAIPUR:** TAFE participates in GRAM Udaipur 2017 showcasing its superior Massey Ferguson, Eicher tractors and AgriStar implements. Held from November 7 - 9, 2017, TAFE - Tractors and Farm Equipment Limited - the world's third largest and India's second largest tractor manufacturer (by volumes) is the Platinum partner for the event. Jointly organized by the Rajasthan government and the Federation of Indian Chambers of Commerce and Industries (FICCI), GRAM Udaipur was attended by the Honorable Chief Minister of Rajasthan Ms. Vasundhara Raje, Agriculture Minister of Rajasthan - Mr. Prabhu Lal Saini and other key dignitaries and farmers from all over the state.



## **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 100 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.