

## **Mega Delivery of over 100 Massey Ferguson compact utility tractors brings cheer to orchard owners**

- Compact track width ideal for horticulture – orchards, vineyards and inter-culture operations
- New 28 hp fuel efficient Super Torque engine with superior pulling power
- Longer hours of continuous operation without engine heating

**Nashik | March 15<sup>th</sup> 2018:** A wave of red Massey Ferguson tractors dotted the green orchards of Nashik at Massey Ferguson's Mega Tractor Delivery event where over 100 MF 6028 - premium compact multi-utility tractors were delivered to the farmers.

TAFE certified trainers organized field demonstrations to educate farmers about operating this tractor and multiple implements. Farmers were offered an interesting and futuristic technological experience of operating tractors through augmented reality and virtual reality. The event concluded with a 'First Time' display of 100 tractors and a lucky draw for the farmers, with one MF 6028 tractor as the grand prize.

The new Super Torque engine provides 540 PTO rpm at lower engine rpm that results in a lesser load on the engine with no engine over-heating, making it the preferred choice for uninterrupted orchard spraying. It ensures round-the-year utility in agriculture, haulage and infrastructure resulting in consistent income generation for tractor owners. Another unique feature is the Massey Min-Loss Powerline, which helps in minimizing transmission losses to deliver higher PTO hp required to generate 'mist like' spray for better crop protection.

The compact yet rugged tractor with international smart styling handles efficient operation of implements and attachments like sprayer, rotary tiller, plough, trolley, loader and backhoe. The MF 6028's superior ergonomics makes it easy to use and offers greater comfort to the operator.

Mr. TR Kesavan – President and COO – TAFE said that, "MF 6028 - India's first premium compact multi-utility tractor addresses the evolving needs of the horticulture farmers and their demand for a truly versatile and comfortable compact tractor which can improve farm productivity and returns round-the-year".

**About TAFE:**[tafe.com](http://tafe.com)

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors, TAFE – Tractors and Farm Equipment Limited 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.