

TAFE Group contributes ₹ 2 Crores to Madhya Pradesh CM Relief Fund to fight COVID-19

April 15, 2020 | Madhya Pradesh: The TAFE Group – Tractors and Farm Equipment Limited, manufacturer of Eicher and Massey Ferguson tractors, donates ₹ 2 Crores to the Madhya Pradesh Chief Minister’s Relief Fund to support the MP Government’s fight against COVID-19.

Since the lockdown, various manufacturing facilities of the TAFE Group have been involved in distribution of food, medical supplies and personal protection equipment to law enforcement officers, sanitation workers, local poor and migrant workers around its area of operations. The effect of the Coronavirus outbreak during the *Rabi* season is likely to have an adverse impact on the livelihood of small and marginal farmers, and it is with a view to assist them in overcoming this distress that TAFE has also initiated a unique free tractor rental scheme in select states.

About TAFE: tafe.com

The world’s third largest tractor manufacturer and second largest in India by volumes with an annual sale of about 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 both the air-cooled and water-cooled platforms, and markets them under its four iconic brands - Massey Ferguson, TAFE, Eicher, and the recently acquired Serbian tractor and agricultural equipment brand - Industrija Mašina i Traktora (IMT). Acclaimed for its quality and dependability, TAFE’s products and services are present 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, agro engines, 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). In the recent past various manufacturing plants of TAFE have garnered numerous 'TPM Excellence Awards' from the Japan Institute of Plant Maintenance (JIPM), as well as a number of other regional awards for TPM excellence. TAFE became the first Indian tractor manufacturer to win the Frost & Sullivan Global Manufacturing Leadership Award in 2018, being recognized with the 'Enterprise Integration and Technology Leadership Award' and two 'Supply Chain Leadership Awards'. In recognition of its outstanding contribution to engineering exports, TAFE has been named the 'Star Performer – Large Enterprise (Agricultural Tractors)' at the 40th Engineering Exports Promotion Council of India – Southern Region Awards (2015-16), for the 21st time in a row. TAFE has also been conferred the 'Regional Contributor Award' for quality supplies from Toyota Motor Company, Japan, and the 'Manufacturing Supply Chain Operational Excellence - Automobiles Award' at the second Asia Manufacturing Supply Chain Summit for its supply chain transformation in 2013. TAFE's tractor plants are certified under ISO 9001 for efficient quality management systems and under ISO 14001 for environment friendly operations.

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