

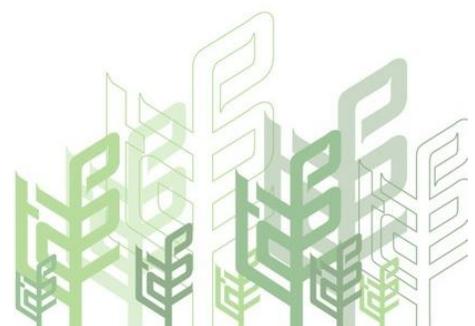
TAFE signs MoU with Petroleum Conservation Research Association (PCRA) to aid efficient energy utilization in agriculture

New Delhi | May 06, 2019: Petroleum Conservation Research Association (PCRA), Ministry of Petroleum & Natural Gas, Government of India and world's third largest tractor manufacturer by volumes, TAFE – Tractors and Farm Equipment Limited, signed an MoU to aid conservation of resources across the country. An industry first, this collaboration between the premier government body PCRA and tractor major TAFE, was inked at New Delhi by Mr. Alok Tripathi (IAS), Executive Director – PCRA, and Mr. T R Kesavan, President and COO – Product Strategy & Corporate Relations, TAFE.

PCRA plays an active role in proposing policies and strategies to the Government of India for petroleum conservation aimed at reducing excessive dependence of the country on oil. Under the MoU, it is planned to jointly conduct Agriculture Workshops and *Melas* by involving TAFE's extensive dealership network in spreading awareness / sensitizing farmers on the advantages of better maintenance and upkeep of their tractors and implements, resulting in lesser fuel consumption and efficient utilization of resources, thereby helping farmers maximize their productivity and profitability.

Field trials will be used to demonstrate the right usage and proven methods that impact the bottom line of the farmers, thereby increasing productivity per unit of power consumed. Precision agriculture and water conservation will mitigate over usage of critical resources. Contributing towards energy conservation and reducing dependency, this joint CSR effort by TAFE and PCRA will help the farmers to minimize costs through conservation, recycling and use of alternate energy.

This engagement will further include joint outreach events and knowledge sharing modules for farmers curated by PCRA through TAFE's 'JFarm Services' App.



About TAFE: 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 is one of the leading exporters of tractors from India with a turnover in excess of ₹ 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 four iconic brands - Massey Ferguson, TAFE, Eicher and the recently acquired Serbian tractor and agricultural equipment brand IMT – Industrija Mašina i Traktora. TAFE's 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, agro engines, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations.

About Petroleum Conservation Research Association (PCRA)

PCRA is a registered society set up under the aegis of Ministry of Petroleum & Natural Gas, Government of India. As a non-profit organization, PCRA is a national government agency engaged in promoting energy efficiency in various sectors of economy. It helps the government in proposing policies and strategies for petroleum conservation, aimed at reducing excessive dependence of the country on oil requirement. Over the years, PCRA has enlarged its role in improving productivity in use of various sources of energy.

PCRA aims at making oil conservation a national movement. As part of its mandate, PCRA is entrusted with the task of creating awareness amongst the masses about the importance, methods and benefits of conserving petroleum products & emission reduction.

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