

## **TAFE – the first Indian tractor manufacturer to win Frost&Sullivan Global Manufacturing Leadership Award 2018**

- **First Indian manufacturing company to win  
Enterprise Integration and Technology Leadership Award**

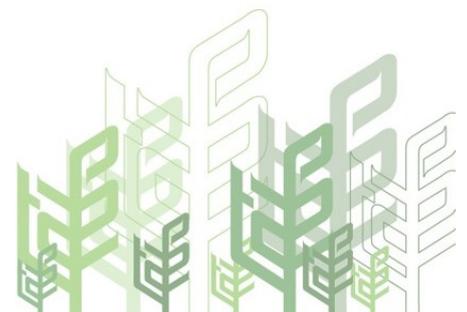
**Chennai | March 20, 2018:** TAFE - Tractors and Farm Equipment Limited, today announced that it has won **3 Awards in the "Frost & Sullivan Global Manufacturing Leadership Award"** in two different categories covering Supply Chain Management, and Enterprise Integration and Technology, for the year 2018. Frost&Sullivan's Manufacturing Leadership Awards, now in their 14<sup>th</sup> year, honor companies and individual leaders that are shaping the future of global manufacturing. Winning projects and individual manufacturing leaders have demonstrated achievement in clearly defined categories, and are chosen by a panel of expert judges for results that have delivered clear and compelling value, return on investment, and other tangible outcomes.

The Awards are as follows:

- Enterprise Integration and Technology Leadership Award for "TAFE Digital Quality Management System"
- Supply Chain Leadership Award for "TAFE Supplier Risk Management Model"
- Supply Chain Leadership Award for "TAFE Differential Engagement Model"

To quote Frost & Sullivan "TAFE is now among an esteemed group of leaders who are shaping the future of global manufacturing".

The winners will be awarded at the Frost & Sullivan Manufacturing Leadership Awards at Huntington Beach in California, USA, in June 2018. [mlsummit.com](http://mlsummit.com)



**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 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 has been presented the Star Performer Award by the Engineering Export Promotion Council (EEPC) of India for 21 consecutive years, the TPM Excellence Award by the Japan Institute of Plant Management (JIPM) 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.

