

**GREAVES**

SINCE 1859

Greaves Cotton Limited

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Ref. MC/sac

Date: 15th April, 2013

The Secretary
National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
Mumbai 400 050

By Fax (26598237 / 26598238)

Dear Sir,

Sub: Launch of "Ustad", a mini- tractor 11-12 HP range

Ref. Scrip code: **GREAVESCOT**

Attached herewith is the Press Release issued by our Company on the captioned subject, for your information and record.

Yours faithfully,

Greaves Cotton Limited

Monica Chopra
Company Secretary &
Vice President – Legal



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PRESS RELEASE

Greaves launches 'Ustad'

...Forays into the mini- tractor 11-12 HP range

Adds new products to augment Farm Equipment product portfolio....

Valsad, Gujarat, April 15, 2013: Greaves Farm Equipment Business, part of Greaves Cotton Limited, one of India's leading engineering companies, today launched its first –ever, compact, mini - tractor, 'Ustad'. Greaves Ustad is present in the 11-12 HP range of entry level tractors and caters to a land holding size of 3-5 acres. This smart working mini - tractor comes with a variety of unique features. Designed primarily for farming operations, Ustad lends itself to multiple operations such as haulage, cultivator, seed drill, pesticide sprayer, rotavator etc.

Greaves Ustad is fitted with an emission compliant, easy to service, economical and fuel-efficient Greaves G 600 W II engine with a Low Diesel consumption of 1 lit./ hr. The 4 stroke direct injection single cylinder engine offers a Maximum torque of 32 NM.

Greaves Ustad features forward - reverse with eight forward and two reverse gears, completely sealed water proof mechanical brakes and a pawl and ratchet type locking arrangement as a standard fitment. Ustad comes with a combination of synchromesh, constant and sliding mesh gear shifting with epicyclical planetary reduction gear that is suited for all agricultural operations and haulage.

With a minimum turning radius of 2.1 M without brakes, which is by far the smallest in industry, Greaves Ustad offers users the easiest maneuverability. Ustad presents a three point linkage allowing for attachment of various implements like plough, cultivator, and harrow seed drill and for movement of implements.

Speaking at the launch, **Mr. Sunil Pahilajani, MD & CEO**, said, "The launch of Greaves Ustad is a testimony of our continuous focus on new product development and innovation. It symbolizes our commitment of providing the farming community a value for money product backed by a strong after market support."

"Our foray into the tractor segment completes the wide range of existing farm offerings. Greaves Ustad is a smart mini- tractor option available in the entry level 11 HP range. Farmers can now avail of a fuel efficient, easily maneuverable mini- tractor that can perform multi tasks. Fuel efficient features and advanced ergonomic design provide farmers a comfortable driving experience coupled with functional superiority", said **Mr. C.M. Ashok Muni, CEO, Farm Equipment Business.** He added, "Our endeavour is to provide agricultural products that suit the Indian soil condition and crop pattern. The newly launched Greaves Power Weeder and Paddy Weeder have received a positive response in the market. We are confident that Ustad will also help in further improving the lives of farmers through mechanized farming."

About Farm Equipment Business

Greaves Farm Equipment Business is one of the largest suppliers of portable pumpsets in India. Aimed at providing happy and faster harvesting experience, the business offers multiple solutions with fuel variants, power variants and price variants to suit the farming requirements, Indian soil type and crop pattern. As a single source for farm mechanization equipment covering every stage of agriculture, the product offerings include petrol/kerosene engines and pumpsets, diesel pumpsets, power tillers, paddy transplanters, brush cutters, power reapers, power sprayers and mini combined harvesters. The manufacturing facility is located at Gummudipoondi, Chennai, Tamil Nadu

About Greaves Cotton

Greaves Cotton Limited, a Rs. 1800 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in diesel / petrol engines, gensets and construction equipment. The Company sustains its leadership through ten manufacturing units which produce world class products backed by comprehensive marketing and service / parts network throughout the country.

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