



ESCORTS LTD DISPLAY STRENGTH IN EUROPE AND NORTH AMERICA WITH LAUNCH OF NEW 80 & 90 HP FARMTRAC TRACTORS

New Delhi, November 9, 2016: Escorts Ltd, India's leading tractor manufacturer, today announced the launch of new range of FT 6080 Pro and FT 6090 Pro Farmtrac tractors in 80 & 90 HP category simultaneously in Italy and Mexico at EIMA, International Exposition of Machinery for Agriculture and Gardening, Bologna, and at Expo Agroalimentaria Guanajuato, Irapuato, respectively. Aligned to Farmtrac pedigree of classic, simple and efficient farm machines, these new Escorts tractors are technology marvel with value for money for farmers worldwide.

The Farmtrac tractors conform to stringent European norms in every aspect with the new CRDi engine and transmission designs, most advanced in their category. Custom manufactured for world farmers, Farmtrac FT 6080 Pro & FT 6090 Pro tractors are cost efficient high end machines with state of art technology. These tractors have the edge of unchallenged fuel economy backed by zero RPM drop in engine, lifting capacity upto 3000 kg, cold start ability at -15° C and special features for paddy cultivation.

Escorts Ltd offers a strong mix of Indian engineering and R&D excellence coupled with world class designs for agri machinery markets worldwide. It leverages its six decades plus experience in farm mechanization in India to manufacture tractors in Poland for the world farmers for more than 15 years now and has been successfully catering to farmers across 15 countries within Europe and 54 countries globally. With its new "Global Transformation Vision 2020", Escorts is focussing on several new markets in Europe, Latin and North America, Africa and ASEAN countries and bringing them the best of technology at an affordable price.

Speaking on the new launch, Ravi Menon, Chief Executive Officer, Escorts Agri Machinery, said, "Escorts Ltd has always aimed at providing farmers with advanced agricultural equipment, which have the best value for money. With our new Global Transformation Vision 2020, we wish to change the way farmers globally, perceive farming, by producing tractors with value-proposition of fuel efficiency and cost-effectiveness."

Rajiv Wahi, Head – International Business, Escorts Agri Machinery, elaborated further saying, "Our new range of Farmtrac tractors are positioned to fill the often perceived market gap in the category. We have also strengthened our global networks to effectively cater to farmer demands in newer geographies. Our Farmtrac has been well recognized as an international brand and we are proud to take India's technological excellence to the world."

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About Escorts Limited & Farmtrac Europe

The ESCORTS GROUP is among India's leading engineering conglomerates operating in high growth sectors of Agri Machinery, Material Handling & Construction Equipment, Railway Equipment and Auto Components. The Group has earned the trust of over five million customers by way of product and process innovations over six decades of its existence. Escorts endeavors to transform lives in rural and urban India by leading the revolution in agriculture mechanization, modernization of automotive & railway technology and transformation of Indian construction.

The **Farmtrac Poland** plant is a 100% subsidiary of Escorts with installed manufacturing capacity of 3000 tractors per annum. The products are both designed and developed in this state of the art unit catering to the demand of 15 countries of European Union. Meeting all European standards, its current offering includes 20 different types and varieties of tractor. With reputation for durability, Farmtrac tractors offer an unbeatable value of its product which is demonstrated by the use of the best components in the world assembled by highly-skilled engineers.

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