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TAFE inaugurates 'Centre of Excellence - JFarm Rajasthan' an advanced agri-research centre in collaboration with Rajasthan Government at GRAM 2016

*Signed MoU with the Government of Rajasthan to set up Custom Hiring Centers in six zones
Plans investment outlay of 1000 crores*

November 09, 2016 | Jaipur, Rajasthan: Ms. Mallika Srinivasan, Chairman and CEO of India's second largest tractor manufacturer, TAFE - Tractors and Farm Equipment Limited, in the presence of **Honorable Chief Minister of Rajasthan Ms. Vasundhara Raje** and other key dignitaries and farmers, announced the setting up of a **Centre of Excellence - 'JFarm Rajasthan'** with the co-operation and support of the Rajasthan Government at the Global Rajasthan Agritech Meet (GRAM) 2016.

JFarm in Rajasthan is an advanced model of TAFE's successful adaptive agri-research centre in Chennai which focuses on sustainable agriculture, adapting existing technologies in farming for local farming conditions and sharing this knowledge with farmers. Spread over 50 acres of land, JFarm Rajasthan will host an adaptive research farm, farm skills development centre, agricultural extension service and a hi-tech technology demonstration and customer experience centre at Bhawanimandi, Jhalawer.

Speaking at the inauguration, **Ms. Mallika Srinivasan, Chairman & CEO, TAFE** said, "This center will showcase the latest and best in agronomy and farm practices, latest trends in production, protection and processing of crops, and also the world's best in terms of showcasing farm mechanization trends and their applicability to India. The center initiates a transformational effort in Rajasthan's agriculture with participation from the farmers of Rajasthan towards a new tomorrow. TAFE has a special bond with the farmers of Rajasthan as their loyalty has enriched TAFE's business growth over the last 53 years. For us at TAFE, JFarm Rajasthan is a way of giving back to the farmers of Rajasthan who have placed their valuable trust in TAFE and its products. It has been TAFE's corporate philosophy not to limit ourselves to mere sale of our products but to go beyond and add value to our customers by empowering them to become a vibrant, self-sustaining, and prosperous agri-community".

She added, "The two initiatives of the Custom Hiring Centres and the Centre of Excellence in the form of JFarm Rajasthan will result in a five year period of an estimated total outlay of Rs. 970 crores in the agri sector of Rajasthan. Through the MoU with the Rajasthan Government, we hope to partner with 900 farmer entrepreneurs, create 4000 jobs, and touch lives of 500,000 farmers positively. "



JFarm was first established in Chennai, Tamil Nadu in 1964 with an objective of improving the wellbeing of farmers by empowering them with advanced farm technologies to increase farm productivity and meet India's growing food needs. Over the years, JFarm has worked through several challenging situations from limited water availability, to inputs costs to shortage of labour, and has developed a viable and sustainable model that contributes to improved farm productivity and livelihood opportunities.

About TAFE:

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 85 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 was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management 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.

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