

Media Release

TAFE group bags 10 awards at PRCI Global Communication Conclave **Emerges as "Champion of Champions"**

CHENNAI, February 18, 2014:India's second largest tractor manufacturer and the Aon Hewitt - Best Employer in India (2013), Tractors and Farm Equipment Limited (TAFE) group bagged 10 awards at the PRCI – 8th Global Communication Conclave held at Mumbai on February 14 and 15, 2014. The Public Relations Council of India (PRCI) in association with The Press Club, Mumbai, hosted the two-day conclave on 'Responsible Communication' recognizing various professionals, corporates and organizations for their outstanding communication efforts, including CSR initiatives, corporate events, corporate collateral and advertisements for the year 2013. TAFE group emerged as the runner-up in the 'Champion of Champions' category with the second highest number of awards and rating, including one gold, six silver and three bronze awards.

Mr. Vijayakumar Browning, GM Corporate Communications, TAFE, an eminent communications professional with an experience of over two decades in the communications field, was inducted into the 'PR Hall of Fame'; top ten ranking professionals across India are chosen every year for this recognition.

The recent public service campaign of TAFE, 'Voice Against Noise' – an initiative held at Chennai against unnecessary honking and to promote responsible use of horn in motor vehicles, was awarded gold in the category Public Service Campaign. TAFE's popular online news portal TAFECAFE.org – one of the first real-time online corporate news-sites in the tractor industry received the silver award.

Further, TAFE received silver awards for categories like Corporate Publication, Wall Calendar, Diary (small); and bronze awards for Tabloid Newsletter, Corporate Advertisement (single language), and TAFE Motors and Tractors Limited (TMTL), the wholly owned subsidiary of TAFE, won the silver award for Television Commercial and a bronze for Table Calendar.

PRCI, a pan-India organization of PR, advertising and media professionals, academicians, forums, institutions, and corporates, organized its 8th Annual Global Communications Conclave, which was attended by communication professionals from various parts of the world.



About TAFE:

The US \$1.6 billion company is the world's third largest tractor manufacturer, the second largest in India by volumes, with an annual sale of about 150,000 tractors, and the Aon Hewitt Best Employer in India 2013. It 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 80 countries across the world, including developed countries in Europe and the Americas.

TAFE is committed to the total quality movement and three of its tractor plants are certified under both, ISO 9001 and ISO 14001. It has been the recipient of a number of accolades and awards. Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, panel instruments, gears and transmission components.

Media Contact:

Mr. Vijayakumar Browning
General Manager, Corporate Communications
Tractors and Farm Equipment Limited
Chennai - 600 034
Phone: +91 984 034 2845, Email: browning@tafe.com

