

TAFE Crowned 'Champion of Champions' at Public Relations Council of India – PRCI's 10th Global Communication Conclave

- TAFE Group wins 16 corporate communications awards
- TAFE's 'Be a #FarmDost' initiative wins 7 awards for effective and innovative communication



(L-R) The Chairman Emeritus and Chief Mentor of the Public Relations Council of India (PRCI), Mr. M. B. Jayaram presenting the "Champion of Champions" Award to TAFE – Tractors and Farm Equipment Limited's Corporate Communications team – Ms. Sunitha Subramaniyan (Senior Deputy General Manager), Mr. Shivam A. Rai (Deputy Manager) and Mr. Lijo Thampy (Assistant Manager), for winning the highest number of awards (16 Awards) at the 10th PRCI - Global Communications Conclave, at Kolkata.



Kolkata | January 23, 2016: India's second largest tractor manufacturer Tractors and Farm Equipment Limited (TAFE) group experienced much joy in the 'City of Joy' as it won the title of 'Champion of Champions' at PRCI's Corporate Collaterals Award 2016 held during the 10th Global Communication Conclave. Held in Kolkata between January 22 and 23, 2016, the TAFE group improved on its showing from last year to win across 16 of the 19 categories it participated in.

In the Corporate Collaterals Award 2016, TAFE group with the highest number of awards and rating emerged as the 'Champion of Champions'. The awards won by TAFE across categories included, one platinum, four gold, three silver, six bronze awards and two appreciations. The awards were won across categories like, Corporate Event, Corporate Advertisement, Digital Newsletter, Corporate Film and Public Service Advertisements among others. The highlight for TAFE was the 'Be a #FarmDost' initiative bagged an award in every category it participated in (7); which included radio campaign, CSR brochure, public service campaign and advertisements, social media campaign of the year and idea of the year.

Pioneered by TAFE Corporate Communications team the 'Be a #FarmDost' initiative was much appreciated by all the attendees and the few #FarmDost kits made available at the venue were picked up with much gusto and received many positive reviews. Additionally, TAFE Motors and Tractors Limited – TMTL's regional In-House Journal - *Apni Baat*, Online newsletter TAFE Café and collateral like Massey Ferguson Diary 2016 won awards too.

The Public Relations Council of India's (PRCI) conclave hosted over two days is a platform for communications and PR professionals from all over the country, where pertinent topics relating to the field were discussed, with each participant offering a unique perspective. This year the themes of, 'Image Crisis: Who is Responsible?' and 'Digital Now – What Next?' were explored by eminent personalities from the industry with involvement from the audience that consisted a good mix of industry professionals and communications students.

PRCI is a pan-India organization of PR, communications, advertising and media professionals, academicians, forums, institutions, and corporates, that provides a forum where creative minds often come together, upholding the challenges and values of professionalism in PR and encourages high ethical standards of work. The 10th Global Communications Conclave reflected this, as panel discussions on pertinent topics like "Inadequacy of media education, training and research to generate employability and develop communication responsibility" and "Changing behaviour for better education, better health, better policing and better communication" were conducted in the course of two days of the event followed by insightful discussions among participants.



About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes, TAFE is one of India's largest exporters of tractors with a turnover in excess of Rs. 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. Beyond India, its products have found excellent acceptance in over 85 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement 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, to name a few.

Media Contact:

Sunitha Subramaniyan

Tractors and Farm Equipment Limited

Email: sunitha@tafe.com

Christopher Charles

Concept PR

Phone: +91 984 247 5706

Email: charles@conceptpr.com

