

Massey Ferguson Organizes Mega Lucky Draw for Tractor Customers

Lucknow, Uttar Pradesh | March 03, 2020: TAFE – Massey Ferguson Tractors organized a Mega Customer Meet, where more than hundred lucky customers were awarded various prizes such as gold coins, motorcycles, TVs and smart phones. About 1700 people participated in the event that took place in Vrindavan Colony Grounds, Lucknow. The highlight of the day was a very delighted Mr. Bhanu Pratap from Orai, Jalaun District – the winner, taking home the newly launched Massey Ferguson 5118, TAFE’s latest offering in the sub-20 hp segment.

The Massey Ferguson’s **Lucky Draw** witnessed two lucky customers win a motorcycle each, 3 customers winning LED TVs and 5 customers winning latest smart phones!

Under the **Season Gold Scheme** (owners of tractors sold in September – November 2019), Mr. Ram Swaroop Katiyar from Kanpur received a 100 gram gold coin, 11 customers received 10 gram gold coins, 31 customers received 2 gram gold coins and 51 customers received 1 gram gold coins.

Mr. Ravindra Gupta, Vice President - Network Strategy & Allied Business Development, TAFE, presented the rewards to the winning customers. One of the participants, Amarnath Rai from Sultanpur, said, “It was great to see TAFE host such a grand event for the farmers of UP and witness the unbeatable range of Massey Ferguson tractors in action, which are working successfully for the farmers in my area. No other tractor provides such quality, dependability, fuel economy and resale value as Massey tractors.”

The customers also witnessed the might and mettle of the Massey Ferguson range of tractors through a power-packed multi-Implement demo, that exhibited the technological advancement, superior build-quality and versatility of Massey Tractors with a wide range of applications and equipment.



About TAFE: tafe.com

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 both the air-cooled and water-cooled platforms and markets them under its four iconic brands - Massey Ferguson, TAFE, Eicher, and the recently acquired Serbian tractor and agricultural equipment brand - Industrija Mašina i Traktora (IMT). Acclaimed for their quality and dependability, TAFE's products and services are present in over 100 countries across the world, including developed countries in Europe and the Americas.

Besides tractors and farm machinery, TAFE manufactures diesel engines, silent gensets, agro-engines, 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). In the recent past various manufacturing plants of TAFE have garnered numerous 'TPM Excellence Awards' from the Japan Institute of Plant Maintenance (JIPM), as well as a number of other regional awards for TPM excellence. TAFE became the first Indian tractor manufacturer to win the Frost & Sullivan Global Manufacturing Leadership Award in 2018, being recognized with the 'Enterprise Integration and Technology Leadership Award' and two 'Supply Chain Leadership Awards'. In recognition of its outstanding contribution to engineering exports, TAFE has been named the 'Star Performer – Large Enterprise (Agricultural Tractors)' at the 40th Engineering Exports Promotion Council of India – Southern Region Awards (2015-16), for the 21st time in a row. TAFE has also been conferred the 'Regional Contributor Award' for quality supplies from Toyota Motor Company, Japan, and the 'Manufacturing Supply Chain Operational Excellence - Automobiles Award' at the second Asia Manufacturing Supply Chain Summit for its supply chain transformation in 2013. TAFE's tractor plants are certified under ISO 9001 for efficient quality management systems and under ISO 14001 for environment friendly operations.

