

## TAFE set to develop agri sector in Macedonia

### TAFE set to develop agri sector in Macedonia

Tractors and Farm Equipment (TAFE) is expected to tie up with the Macedonian government to develop the agriculture sector in that country. Given its more than two decades presence in Macedonia (through exports), TAFE has an edge as well insight into the needs of the customer there. The company, which hosted a meeting in the honour of the recent visit of Macedonian prime minister Nikola Gruevski and his delegation to India, was delighted to hear from the Macedonian delegation on the possibility of forging an enduring partnership.

The Financial Express | January 17, 2014

### மாசிடோனியாவில் முதலீடு குறித்து டாஃபே ஆலோசனை



மாசிடோனியா பிரதமர் நிக்கோலா குருயெவ்ஸ்கியுடன் டாஃபே நிறுவனத்தின் தலைவர் மல்லிகா ஸ்ரீநிவாசன். சென்னை, ஜன. 16: மாசிடோனியாவில் வேளாண் துறை மேம்பாட்டை முன்னிட்டு முதலீடு செய்வது தொடர்பாக அந்நாட்டுப் பிரதமருடன் டாஃபே நிறுவனம் ஆலோசனை நடத்தியது. அண்மையில் சென்னை வந்த மாசிடோனியா பிரதமர் நிக்கோலா குருயெவ்ஸ்கி அண்மையில் சென்னை வந்தார். அந்நாட்டு முக்கியத் தொழிலதிபர்களும் அவருடன் வந்தனர். அந்த நாட்டில், டாஃபே நிறுவனத்தின் முதலீடுகள் குறித்து, டாஃபே நிறுவனத்தின் தலைவரும் தலைமைச் செயல் அதிகாரியுமான மல்லிகா ஸ்ரீநிவாசனுடன் அவர்கள் பேச்சு நடத்தினர். கடந்த 20 ஆண்டுகளாக மாசிடோனியாவில் செயல்பட்டு வரும் நிலையில், அங்கு வேளாண் துறையில் மேம்பாட்டுக்காக கூடுதல் முதலீடுகள் செய்வது குறித்து, பிரதமர் நிக்கோலா குருயெவ்ஸ்கியுடன் டாஃபே தலைவரும் தலைமைச் செயல் அதிகாரியுமான மல்லிகா ஸ்ரீநிவாசன் ஆலோசனை நடத்தினார்.

Dinamani | January 17, 2015

## ஆய்மிரிக்க மாசிடோனியாவில் தொழில் துவங்க டாபே சேர்மன் மல்லிகா சீனிவாசன் திட்டம்

சென்னை, ஜன 17-  
ஆய்மிரிக்க மாசிடோனியா  
நாட்டுக்கு 20 ஆண்டுகளாக  
டிராக்டர், விவசாய கருவிகள்  
தயார் செய்யும் டாபே நிறுவனம்,  
அந்நாட்டு பிரதமர் நிக்கோலா  
கேட்டுக் கொண்டதற்கிணங்க டாபே  
நிறுவனம் அந்நாட்டில் விவசாய  
வளர்ச்சிக்கு உதவும் தொழில் துவங்க  
முதலீடு செய்ய திட்டமிடும் என்று  
டாபே சேர்மன் மல்லிகா சீனிவாசன்  
தெரிவித்தார்.

டாபே நிறுவன சேர்மன் மற்றும்  
தலைமை எக்ஸிடியூட்டிவ் மல்லிகா  
சீனிவாசன் பேசுகையில் டாபே  
டிராக்டர் விவசாய கருவிகள்  
தயாரிப்பில் உள்ளது. இது ஜெ.  
பண்ணை நிறுவி, பல்வேறு விவசாய  
ஆராய்ச்சியை மேற்கொண்டுள்ளது.

சிறு நிலங்கள், பெரிய  
பண்ணைகளுக்கு தேவையான  
கருவிகள் கண்டுபிடித்து இந்த  
பண்ணையில் பயன்படுத்தி வெற்றி  
பெற்றுள்ளது.

இந்த பண்ணையில் மாநில  
பண்ணைகள் நிறுவ உரம் நிரவாகும்,  
நவீன கருவிகள் உபயோகம், மண்  
வள பரிசோதனை, நீர் நிரவாகும்



மாசிடோனியா பிரதமர் நிக்கோலா குருயெவ்ஸ்கி, டாபே நிறுவனத் தலைவர் மல்லிகா சீனிவாசனை சந்தித்துப் பேசினார்.

போன்ற தொழில்நுட்பங்களை டாபே  
அனுபவம் கொண்டுள்ளது. இந்த  
அனுபவம் மாசிடோனியா நாட்டிற்கு  
டாபே தொழில்நுட்பம் வழங்க  
உதவியாக இருக்கும்.  
மாசிடோனியா நாட்டில் விவசாயம்  
வருவாயில் 12 சதவீதம் இடம்  
பிடித்துள்ளது. இந்த தட்பவெப்ப  
நிலைக்கு சமமாகவும், சிறு சிறு  
விவசாய நிலங்களாக உள்ளதால்  
டாபே தொழில்நுட்பம் உதவும்.  
காய்கறி, பழங்கள், நிராட்சை

தோட்டங்கள் அதிக அளவில்  
உள்ளன. குறைந்த குதிரை சக்தி  
கொண்ட டிராக்டர் தேவைப்படுகிறது.  
டாபே டிராக்டர்கள் இதற்கு உதவியாக  
இருக்கும் என்றார் மல்லிகா  
சீனிவாசன்.

மாசிடோனியாவில் வேளாண் துறை  
மேம்பாட்டை முன்னிட்டு முதலீடு  
செய்வது தொடர்பாக அந்நாட்டுப்  
பிரதமருடன் டாபே நிறுவனம்  
ஆலோசனை நடத்தியது.

அண்மையில் சென்னை வந்த  
மாசிடோனியா பிரதமர் நிக்கோலா  
குருயெவ்ஸ்கியும், அந்நாட்டு  
முக்கியத்தொழில் அறிபர்களும் உடன்  
வந்தனர்.

அந்நாட்டில் டாபே நிறுவனத்தின்  
முதலீடுகள் குறித்து டாபே  
நிறுவனத்தின் தலைவரும் தலைமைச்  
செயல் அதிகாரியுமான மல்லிகா  
சீனிவாசனுடன் அவர்கள் பேச்சு  
நடத்தினர்.

கடந்த 20 ஆண்டுகளாக  
மாசிடோனியாவில் செயல்பட்டு  
வரும் வேளாண் துறையில்  
மேம்பாட்டுக்கு கூடுதல் முதலீடு  
செய்யவது குறித்தும் ஆலோசனை  
நடத்தினர்.

Makkal Kural | January 17, 2015

As Reported by  
Various Publications | January 15, 2015





# TAFE set to develop agri sector in Macdonia

**Business Standard**

Wednesday, January 28, 2015 | 09:40 AM IST

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## Macedonia explores partnership with TAFE

Press Trust of India | New Delhi January 16, 2015 Last Updated at 18:20 IST

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South East European country Macedonia plans to strengthen partnership with tractor manufacturer TAFE to boost its agriculture sector, the company said in a statement .

Macedonia Prime Minister Nikola Gruevski recently explored the possibility of forging a partnership with TAFE Ltd in order to develop the agriculture sector during his interaction with TAFE Ltd Chairperson Mallika Srinivasan, the statement said.

TAFE Ltd (Tractors and Farm Equipments Ltd) has a presence in Macedonia for over two decades. The Chennai-based company which specialises in the sub-100 HP range of tractors, offers farm mechanisation solutions to Macedonia.

\*\*\*\*\*

Business Standard | January 16, 2015

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### TAFE – Cultivating The World! Ushering Modern Agriculture in Macedonia

ROOT Category: Latest



New Delhi, Jan 17, 2015: Tractors and Farm Equipment Limited (TAFE) Chairman and CEO, Ms. Mallika Srinivasan hosted a meeting in honour of the visit of Macedonian Prime Minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE's strong presence in the Macedonian market for the past two decades gives it a deep insight into the needs of the customer.

TAFE expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Agriculture contributes 12% to the GDP of Macedonia with potential for much more. The farming topography here is akin to Indian conditions where small farms and fragmented land holdings are in majority. The agriculture here primarily consists of vegetables, fruits and vineyards which require lower horsepower (Hp) tractors. TAFE as a leading player in the sub 100 Hp range of tractors, the leading exporter of tractors from India and the second largest tractor manufacturer in India with more than 50 years of experience is suitably equipped to usher in modern agriculture in Macedonia. CCI Newswire

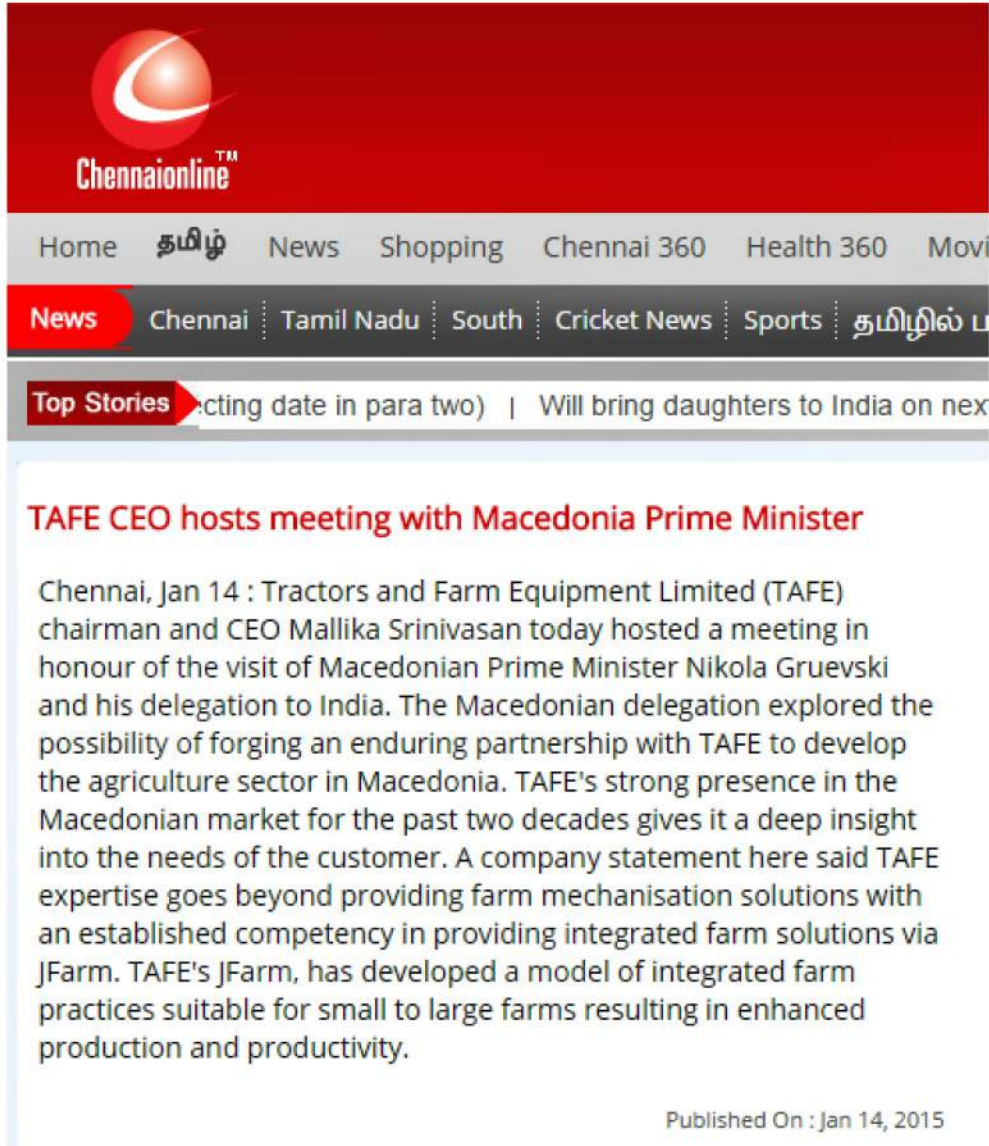
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The SME Times | January 18, 2015

As Reported by  
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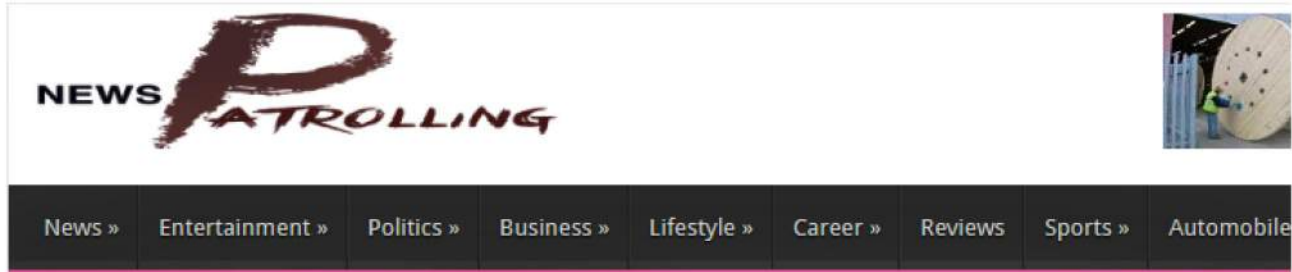
The screenshot shows the Chennaionline website interface. At the top, there is a red header with the Chennaionline logo. Below the header is a navigation menu with options: Home, தமிழ், News, Shopping, Chennai 360, Health 360, and Movies. A secondary menu includes News, Chennai, Tamil Nadu, South, Cricket News, Sports, and தமிழில். A 'Top Stories' section is visible, with a snippet of text: '...cting date in para two) | Will bring daughters to India on nex'. The main content area features a red headline: 'TAFE CEO hosts meeting with Macedonia Prime Minister'. The text below the headline reads: 'Chennai, Jan 14 : Tractors and Farm Equipment Limited (TAFE) chairman and CEO Mallika Srinivasan today hosted a meeting in honour of the visit of Macedonian Prime Minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE's strong presence in the Macedonian market for the past two decades gives it a deep insight into the needs of the customer. A company statement here said TAFE expertise goes beyond providing farm mechanisation solutions with an established competency in providing integrated farm solutions via JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity.' At the bottom right of the article, it says 'Published On : Jan 14, 2015'.

Chennai Online | January 14, 2015

As Reported by  
Various Publications | January 15, 2015







## TAFE – CULTIVATING THE WORLD!

Posted by: Team | NewsPatrolling | January 14, 2015 | in India

### Ushering Modern Agriculture in Macedonia

**Chennai, India, January 13, 2015:** Tractors and Farm Equipment Limited (TAFE) Chairman and CEO, Ms. Mallika Srinivasan hosted a meeting in honour of the visit of Macedonian Prime Minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE's strong presence in the Macedonian market for the past two decades gives it a deep insight into the needs of the customer.

TAFE expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via, JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Agriculture contributes 12% to the GDP of Macedonia with potential for much more. The farming topography here is akin to Indian conditions where small farms and fragmented land holdings are in majority. The agriculture here primarily consists of vegetables, fruits and vineyards which require lower horsepower (Hp) tractors. TAFE as a leading player in the sub 100 Hp range of tractors, the leading exporter of tractors from India and the second largest tractor manufacturer in India with more than 50 years of experience is suitably equipped to usher in modern agriculture in Macedonia.

News Patrolling | January 14, 2015

As Reported by  
Various Publications | January 15, 2015



## Macedonia looks to TAFE in developing its agriculture sector

by Nabanita Singha Roy January 14, 2015



Tractors and Farm Equipment Limited (TAFE) Chairman and CEO, Mallika Srinivasan hosted a meeting in honour of Macedonian Prime Minister, Nikola Gruevski and his delegation's visit to India.

The Macedonian delegation looks at a possibility of forging a long lasting partnership with TAFE to develop the agriculture sector in Macedonia. TAFE has had a strong presence in the Macedonian market these past two decades to ensure a deep insight into customer needs. TAFE's expertise extends beyond farm mechanization solutions.



TAFE Chairman & CEO Ms. Mallika Srinivasan with Macedonian Prime Minister Nikola Gruevski.

*TAFE Chairman & CEO, Mallika Srinivasan hosted a meeting in honour of Macedonian Prime Minister Nikola Gruevski and his delegation*

TAFE provides integrated farm solutions via, JFarm suitable for small to large farms to enhance production and productivity with focus on nutrient management and low cost in-farm input creation. Efficiency is enhanced by mechanization, tested soil and water management practices, optimised crop and seed selection, advanced crop production and protection tech for farm profitability resulting in improved livelihood.

12% of GDP in Macedonia is contributed by agriculture, and this can grow further. Farming conditions here are similar to Indian conditions dependent on small farms and fragmented land holdings in large numbers. Macedonian agriculture comprises vegetables, fruits and vineyards requiring lower horsepower (Hp) tractors. TAFE has a stronghold in the 100 Hp tractor range.

Rush Lane | January 14, 2015

As Reported by  
Various Publications | January 15, 2015





## Macedonian delegation meets TAFE chairperson

Aparna Ramalingam | Jan 14, 2015, 08.00PM IST

Log in



CHENNAI: A delegation from Macedonia led by Prime Minister Nikola Gruevski held discussions with TAFE (Tractors and Farm Equipment) chairperson Mallika Srinivasan in Chennai on Wednesday.

The delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia.

TAFE's strong presence in the Macedonian market for the past two decades gives it a deep insight into the needs of the customer, according to a statement from the company.

Agriculture contributes 12% to the GDP (gross domestic product) of Macedonia with potential for much more. The farming topography in the country is akin to Indian conditions where small farms and fragmented land holdings are in majority.

The agriculture primarily consists of vegetables, fruits and vineyards which require lower horsepower tractors.

The Times of India | January 14, 2015

As Reported by  
Various Publications | January 15, 2015



## TAFE Chairman & CEO Ms. Mallika Srinivasan, Meets Macedonian Prime Minister Nikola Gruevski

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Tractors and Farm Equipment Limited (TAFE) Chairman and CEO, Ms. Mallika Srinivasan hosted a meeting in honour of the visit of Macedonian Prime Minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE's strong presence in the Macedonian market for the past two decades gives it a deep insight into the needs of the customer.

TAFE expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via, JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Agriculture contributes 12% to the GDP of Macedonia with potential for much more. The farming topography here is akin to Indian conditions where small farms and fragmented land holdings are in majority. The agriculture here primarily consists of vegetables, fruits and vineyards which require lower horsepower (Hp) tractors. TAFE as a leading player in the sub 100 Hp range of tractors, the leading exporter of tractors from India and the second largest tractor manufacturer in India with more than 50 years of experience is suitably equipped to usher in modern agriculture in Macedonia.

### About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 170,000 tractors, TAFE is India's largest exporter of tractors with a turnover in excess of INR 96 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 75 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 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.



Chennai Online | January 15, 2015

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**Macedonia keen to farm bigger ties with TAFE**

INDUSTRY

by Autocar Pro News Desk Jan 14, 2015

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tafe chairman Mallika Srinivasan with the prime minister of Macedonia, Nikola Gruevski.

Macedonia, the tiny south east European country which is wooing Indian auto component manufacturers with attractive business proposals, is keen to grow its ties with Tractors and Farm Equipment (TAFE), India's leading exporter of tractors. Macedonia, which was part of the former state of Yugoslavia, ranks No. 3 in the World Bank's report of ease of doing business globally. The country has among the lowest taxes in the world with a favourable business climate and, thanks to its strategic location, can cater better to markets such as Europe, Russia, Turkey and Africa.

Yesterday, Ms. Mallika Srinivasan, TAFE chairman, hosted a meeting in honour of the visit of Macedonian prime minister Nikola Gruevski and his delegation to India. The Macedonian delegation explored the possibility of forging an enduring partnership with TAFE to develop the agriculture sector in Macedonia. TAFE has had a strong presence in the Macedonian market for the past two decades.



TAFE's expertise goes beyond providing farm mechanisation solutions with an established competency in providing integrated farm solutions through JFarm. TAFE's JFarm has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanisation, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Agriculture contributes 12 percent to the GDP of Macedonia with potential for much more. The country's farming topography is akin to Indian conditions where small farms and fragmented land holdings are in majority. The agriculture there primarily consists of vegetables, fruits and vineyards which require lower horsepower tractors. TAFE says that as a leading player in the sub-100hp range of tractors and the second largest tractor manufacturer in India, it is suitably equipped to usher in modern agriculture in Macedonia.

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