

Same Deutz-Fahr expands its production facility in India and introduces the Deutz-Fahr brand to the Indian Market

Tractor production in the Ranipet plant up by 28% in 2008. In 2009 the introduction of the 65 - 75 HP platform with Tier III engines for the export market

Chennai, Tamil Nadu, March 4, 2009 /[India PRwire](#)/ -- SAME DEUTZ-FAHR Group (SDF) one of the world's leading manufacturers of agricultural machinery will be expanding its production plant in Ranipet, India, in order to allow increased production volumes. SDF will also be introducing its premium brand **DEUTZ-FAHR in the Indian market.**

The current production capacity at the Ranipet plant where the Group already produces tractors of 40 – 70 HP, 3 and 4 cylinder engines, is 6300 units per annum. The capacity expansion at Ranipet, will increase the total covered surface up to 12,000 m² and the total area to 132,000 m² with a maximum production capacity of 11,000 tractors and 15,000 engines a year. In 2008 the total tractor production in Ranipet increased by 28% to close at 4,000 units. This year the group plans to introduce a new 65-75HP platform with a Tier III specification engines for the export markets.

The localization process in India of the 50 – 70 HP tractor platform, was completed in 2008. Initially the tractors were produced exclusively for the export market (Europe, USA, Middle East and Africa). Now SDF will produce these tractors for the Indian market under the DEUTZ-FAHR brand.

India has the world's largest tractor market with a total sales volume of 310,000 units in 2008. Due to structural changes in the Indian agriculture sector, there is consistent growth in the over 40 HP tractor segment which is likely to grow and represent 38% (110,000 units) of the Industry by 2015.

The continued development of India's agriculture, combined with the growing demand for modern technology, allows the perfect opportunity for SDF to introduce its premium German brand, DEUTZ-FAHR tractors to Indian farmers and contractors.

The DEUTZ-FAHR brand which is targeted at progressive farmers in India will strengthen the position of SDF in India where the group will continue to sell its current products in 40-60 HP range under the SAME brand.

*" The production of the new 50 – 70 hp tractor range in Ranipet for both the export and domestic market strengthens our presence in India, a strategic market in which the Group has been present since 1996, underlines **Andrea Bedosti, Corporate Executive Vice President Sales, After Sales and Marketing.** "Thanks to the new product range, which offers important technological features, we expect to significantly increase our market share in India.*

*" DEUTZ-FAHR has a long tradition that spans more than 80 years. The German DEUTZ-FAHR brand is known all over the world for its **reliability** as well as for its **culture of service**" states **Francesco Carozza, Chairman of of SAME DEUTZ-FAHR India.** "DEUTZ-FAHR tractors, combines and forage harvesting equipment are the essence of technological research incorporated into pioneering products – machines that anticipate trends in modern farming and adapt to all kinds of operating conditions, in the name of total quality".*

Notes to Editor

About SAME DEUTZ-FAHR:

The SAME DEUTZ-FAHR group, based in Treviglio, Bergamo (Italy), is one of the world's leading manufacturers of tractors, combine harvesters, engines, and agricultural machinery. Globally, products are made and sold under the SAME, DEUTZ-FAHR, Lamborghini, and Hürlimann brand names. Tractors range from 30 to 270 HP, while combines range from 125 to 450 HP, including conventional and rotary combines.

In 2008 the company, which employs around 2,700 people, achieved a turnover of 1.209 billion Euros. SAME DEUTZ-FAHR owns 45.1% of DEUTZ AG, one of the leading independent international manufacturers of diesel and gas engines.

For more information, please contact:

Samantha Unnikrishnan

Associate Consultant

(L) +91-44-44344326, (F) +91-44-44344710

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