

Mahindra China participates in Asia's biggest Agricultural machinery fair in Zheng Zhou, China



Direct brand contact: Visitors having a first-hand feel of the Mahindra China product range

Mahindra China (a JV between Jiangling Motors Company, China and M&M) participated at the annual China Agricultural Machinery Fair (CAMF) in Zheng Zhou (Capital of Henan Province), China from October 24th -26th 2008.

This fair is the biggest in Asia with more than 1700 manufacturers displaying their products in approx. 100,000 square metre areas. CAMDA (China Agricultural Machinery Distribution Association), Ministry of Agriculture, CAME (China Agri Machinery Extension (Promotion) and CAMTC (China Agricultural Machinery Testing Centre).

The fair acts as a platform to showcase the developments in agricultural machinery scenario. Considering the emergence of China as the most important agri-equipment supplier to the world, this fair is gaining global attention drawing a large number of domestic and international visitors.



All praises: MCTCL pavilion - one of the best displays at the fair

After the recent JV with Jiangsu Yeuda Yancheng Tractor Manufacturing Co. Ltd. (Yancheng Tractor), the third largest tractor company in China, Mahindra FES is now poised to challenge the competitors in the Chinese market with increasing vigor!

Mahindra China (MCTCL) pavilion was located in the prime area amongst other multinationals like JD & New Holland. The offering that was showcased included product range between 20-55 HP tractors.

The newly developed 40-55 range was unveiled in this fair. It was placed on a specially designed elevated rotating platform. The display and the stall received great praises from government officials and the visitors.

A conference was organized on the sidelines of this fair. This conference sets a tone for China's agri-policies for 2009. The government support and promotion through subsidy is scheduled to be the key focal point of policies for the next year.