

FES launches its tractors range in Indonesia



The Mahindra stall

FES has formally launched its tractors in Indonesia in the “International Conference & Exhibition on Palm Oil (ICE-PO) 2009” through M/s PT Intraco Penta Tbk., its distributor in Indonesia. PT Intraco Penta is amongst the top business houses in Indonesia representing world class brands like Volvo, Bobcat and Ingersoll Rand. ICE-PO was held on 27th - 29th May 2009 at Jakarta, Indonesia. It is one of the largest palm oil exhibitions in the world. ICE-PO 2009 saw a huge turnout of visitors from various South East Asian countries. Mostly, they are related to palm oil industry.

The Mahindra pavilion showcased its 80 HP product. This 80 Hp segment is one of the highest selling segments in this market. Mahindra tractors were well received by the customers and the dignitaries and were well appreciated for its superior quality and rugged built. Besides Mahindra, other tractor manufacturers like John Deere, YTO etc. also participated in the fair displaying their range of tractors.

Indonesia Tractor-market & Mahindra FES

Indonesia is a strategic market in South East Asia. All international brands like Massey Ferguson, New Holland and John Deere operate in the market with New Holland being the market leader. Indonesia is now the largest CPO (Crude Palm Oil) producer in the world. It produced 19 million ton of CPO in 2008 from 7.52 million Ha of plantation and it is planning to increase the CPO production to 50 million ton by 2020. To achieve this huge production target by 2020, there will be significant increase in the quantum of plantations. This represents very good opportunity for growth of both - tractor industry in Indonesia and Mahindra Tractors. Also there is a thrust from Indonesian government to increase its agricultural output which is expected to further boost the tractor market.

For FES, it's the beginning in Indonesia!