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September 06, 2021

The General Manager – Listing,
National Stock Exchange of India Ltd
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), MUMBAI – 400 051
Tel No- 022-26598235

The Manager Listing,
BSE Ltd.,
Floor 25, P.J. Towers,
Dalal Street,
MUMBAI – 400 001
PH: 022-22721234

Dear Sir/Madam,

Sub: Press Release

Please find attached herewith copy of the Press Release which is being released today.

Thank you,
Yours truly,
for V.S.T. Tillers Tractors Ltd,

Chinmaya Khatua
Company Secretary

Encl: a/a





6th September 2021

VST Tillers Tractors Limited enters Southern Africa

Inks distributorship agreement with ETGL Africa

VST Tillers Tractors Limited (VST), one of India's leading farm equipment manufacturers, launched the VST range of Tractors and Power Tillers in Southern Africa. The company has entered into an agreement with **ETG (Export Trading Group)**, for distribution of its Tractors, Power Tillers, Power Reapers and Diesel Engines in the Southern African markets including **South Africa, Namibia, Botswana, Zimbabwe, Swaziland, and Zambia.**

ETGL, a global conglomerate with expertise across various industries, operates an established Automotive and Farm Equipment Distribution business in Southern African region.

The objective behind the distribution model of VST Tillers Tractors in ETGL's portfolio is to expand its offering in the industry. The launch introduces the complete range of VST's Tractors and Power Tillers into the Southern African market. The range extends from 18 HP (13.3 KW) 4WD to 50 HP (37.28 KW) Tractors and Small Farm Mechanization implements like, Power Weeders, Power Reapers and Power Tillers ranging from 5 HP (3.7 KW) to 16 HP (11.8 KW).

Mr Antony Cherukara, CEO of VST Tillers Tractors Ltd said "VST is one of the fastest growing brands in the agriculture segment and commands a leadership position in Power Tillers and 4WD Compact Tractors. We are focussed on international business with exports of Tractors, Power Tillers, Power Reapers and Diesel Engines to more than 40 countries in Europe, Asia and Africa. Farm holding in most of the Southern African countries is dominated by small and marginal farmers, thereby making these small farm mechanization technologies a very relevant option.

We are happy to be associated with a distribution partner like ETGL for bringing our products into Southern Africa. Their expertise and knowledge of the African market will be further accelerating our growth plans in the continent".

Rajeev Saxena, CEO, ETGL, commented, "the launch of VST TILLERS & TRACTORS will create more opportunities for the Group to delve deeper into the Southern African Farm Equipment Market serving a wide range of customers, this also aligns with our commitment to the farming community. We are excited to announce this launch and about making quality farming solutions easily accessible and available to both emerging and the commercial farmers. Our vision is to launch a range of products that can effectively reach and serve a diverse customer base, while offering value-driven farming solutions. These VST TRACTORS are versatile and can be used for varied purpose right from land preparation to use inside the tunnels. The Power Tillers or the walk behind tractors are more appt to farmers with small land holdings."





According to **Pavankumar Nair, Business Head, ETGL**, “We have kept the consumer and the equipment’s application in mind. Consideration of these factors has ensured that we have selected the most relevant products best suited for the market. The Tractors come with 2-year 1500 Hrs warranty which itself speaks about the quality of the range. They will be available and supported through the dealer channel across South Africa, including the neighbouring markets.”

The South African dealer network consists of 15 dealers nationwide, with a target to reach up to 25 dealers by March 2022.

The Tractor range starts at R145,000 excluding VAT while the Power Tillers start from R 75000 excluding VAT. They are available at dealerships throughout the region and demos can be booked via the dealer network.

About VST Tillers Tractors

VST Tillers Tractors Limited. was established in the year 1967 by the VST Group of companies. With a legacy of more than 53 years, VST continues to drive farm mechanization and empowerment of Indian farmers. The organization is the largest Indian manufacturer of Tillers, 4WD Compact Tractor and amongst the leading producers of the other category Tractors, Engines, Transmission, Power Reaper and Precision Components. VST also exports products to European, Asian and African markets. To further strengthen its product portfolio and offer world-class technology customized to match the needs of Indian customers, VST has entered into strategic alliances with Pubert from France for Power Weeders and Zetor from the Czech Republic for Tractors.

VST believes in leveraging electric, driver optional, and connected vehicle technologies to offer sustainable, productive, and profitable farming solutions and the tractor industry and has made a strategic Investment in Monarch Tractor (Zimeno Inc) – Maker of the World’s First Fully Electric, Driver-Optional Smart Tractor

Website: <https://www.vsttractors.com/>

About ETG

ETG has developed into a global player with a diverse portfolio of expertise across various industries, encompassing agricultural inputs, logistics, merchandising, food processing and supply chain optimisation.

For more information, please visit www.etgworld.com

