



Ref. MC/bs
Date: 14th September, 2015

The Secretary
National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
Mumbai 400 050

Scrip Code: GREAVECOT
Sub: Press Release regarding launch of new range of Farm Equipment Products

Dear Sir,

Attached herewith is the Press Release issued with regard to launch of its new range of Farm Equipment Products, under its 'Sampurna Swadheshi Programme'.

Yours faithfully,

For Greaves Cotton Limited

Monica Chopra
Executive Director – Legal &
Company Secretary

Encl.: a/a

Greaves Cotton Limited

www.greaves cotton.com

Registered Office: 3rd Floor, Motilal Oswal Tower, Junction of Gokhale & Sayani Road, Prabhadevi, Mumbai 400 025, India.
Tel: +91 22 33551700 Fax: +91 22 33812799 CIN: L99999MH1922PLC000987
Email: investorservices@greaves cotton.com



PRESS RELEASE

**Greaves Cotton launches new range of Farm Equipment Products
Under its 'Sampurna Swadheshi Programme'**

Mumbai / Chennai, September 14, 2015: Complementing the 'Make In India' vision of the Indian Prime Minister, Greaves Cotton Limited, one of India's leading engineering companies today launched its new range of Farm Equipment Products – Mini Power Tiller (7 HP) & Paddy Weeder under its 'SAMPURNA SWADHESHI' program at their manufacturing plant in Gummidipoondi near Chennai.

Under this program, Greaves Cotton's R&D centre has developed exclusive products to meet highest standards of quality and reliability, equipped with features meticulously designed after detailed understanding of Indian farming requirements. The new range of products is powerful, fuel efficient and easy to maintain. They are also designed to be light weight and are easy to operate and can be comfortably operated by women.

Mr. Sunil Pahilajani, MD & CEO, said, *"Greaves is pleased to announce its first set of products under our 'Sampurna Swadheshi Programme'. We have invested in R&D to make Customized & Reliable products which can challenge established Indian and international brands in the Farm equipment sector. This is just the beginning of our journey to become a leading player in the Farm Equipment sector, we have technologically superior & value added featured products in pipe line, which will be revealed appropriately."*

Mr. Vinay Khanolkar, CEO Product & Aftermarket Business, said *"The launch of Greaves Mini Power Tiller and Greaves Paddy Weeder is a testimony to our continuous efforts in innovation and product development. Customers can be assured of reliable, best-in-class products backed by a strong aftermarket support. These farmer friendly products are value for money and suitable for local soil condition."*

Greaves Cotton's Farm Equipment Business is focused on transforming the lives of small & marginal farmers by enabling them to mechanize various farming practices backed with strong service network & easily availability of Spare Parts in rural markets at affordable prices. These machines are certified by Government of India as per the latest standards and are backed by Greaves cotton's nationwide authorized dealer networks.

About Mini Power Tiller:

Mini Power Tiller is multi-purpose machine capable of doing tilling, weeding, ridging, earthening operations for various row crops like sugarcane, cotton, banana, Chilly, saffron, casuarina, mulberry etc. With these machines farmers will be able to save on manual labour.

About Paddy Weeder:

Paddy Weeder is used for wet weeding in Paddy field. It is light weight and women friendly by design & features. This equipment will relieve the farm workers, mainly women from the drudgeries of weeding.

For further information, please contact:

Mr. H. S. Bisht

Vice President – Product Development, Sales & Marketing

+ 91 9810248428