



AGRI KING
TRACTORS & EQUIPMENTS PVT. LTD.

AGRI KING CAPABILITIES

PROJECT OVERVIEW

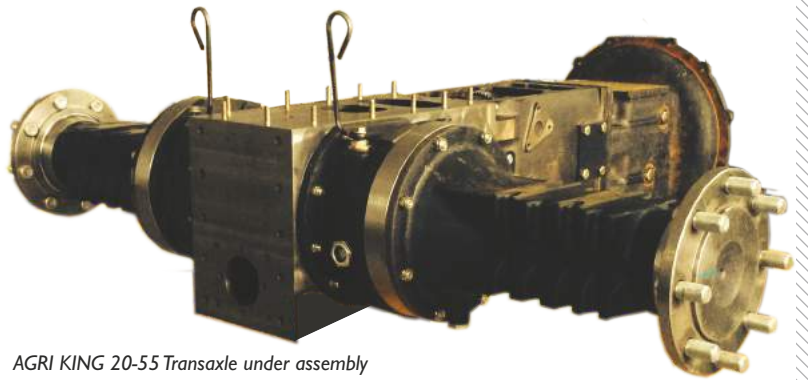
The facilities of AGRI KING Tractors & Equipments Pvt. Ltd. ("the Company") are part of a green-field project located at Village Majholi, Himachal Pradesh in Northern India. The Company's produces fully assembled Tractors, Tractor aggregates including Transaxles, spare parts and accessories. The company has a production capacity of 4,000 units per annum.



AGRI KING factory at Majholi, H.P.

PRODUCTION FACILITIES

The Company's priority is to ensure the best quality in its products. To this end it has made a very large investment in state of the art CNC machinery for in-house production of the gear-box, rear axle and hydraulic assemblies. This ensures ready availability of genuine top-quality spare parts for Agri King's tractors.



AGRI KING 20-55 Transaxle under assembly

PRODUCTS

The company's original products is the AGRI KING 20-55, a 50-HP tractor. The 20-55 has undergone comprehensive testing at the Central Farm Machinery Training and Testing Institute (CFMT&TI), Budni, Madhya Pradesh. The 20-55 has retailed very successfully across India. In October, 2015 two new products were launched; AK-T54 and AK-T44. Both are equipped with the proprietary AGRI KING 20-Speed (16F+4R, patent pending), transmission. Development for additional models in the 60-HP and above range is underway.



AGRI KING Production Line

BOARD OF DIRECTORS



Mr. Pavan Kumar Verma, Chairman of the Board

Mr. Verma, a double MBA (Finance & Marketing and HR) from XLRI, Jamshedpur, carries over 47 years of experience. He worked at Punjab Tractors Limited (PTL) in Human Resources, Materials and General Administration, rising to the post of Executive Director. Later, as Executive Director (Operations) at Swaraj Mazda, he was instrumental in reviving the sick Unit. Under his stewardship PTL & Swaraj Mazda achieved their highest turnover and profitability. Mr Verma has served on the Boards of Swaraj Engines and Swaraj Automotives among several others.

Mr. Krishan Lal Malik, Executive Director

A Mechanical Engineer from Roorkee, an MBA from XLRI, and a fellow of Institute of Engineers, Mr. Malik has an illustrious career spanning 45 years in the Automotive Industry. He started at Tata Motors, then served with PTL, Swaraj Mazda and Swaraj Automotives in Manufacturing, Quality Assurance, Material Procurement, Vendor Development, R&D and Finance roles. Mr. Malik is our Chief Executive and has been instrumental in the success of the project.



Mr. James Christopher Johnson, Independent, Non-Executive Director

Mr. Johnson, schooled at Bishop Cotton School, Shimla, is a leading Agriculturist, successfully running large orchards in the Kullu Valley in Himachal Pradesh for over 50 years. With his heart and soul in the agricultural field he carries with him invaluable experience with regard to the need of farmers and his vision on farm mechanization. Mr. Johnson serves on the Board of a number of other well established Companies and Associations.

Mr. Manjit Singh Khaira, Independent, Non-Executive Director

Mr. Khaira completed his B.A. and LLB from Panjab University, Chandigarh. He is a Senior Lawyer of Punjab & Haryana High Court and has been practicing law for the last 48 years. Mr. Khaira brings with him a wealth of experience in jurisprudence.



MANAGEMENT

Mr. Dalip Singh Kang, Vice-President

Mr. Kang is an alumnus of the Doon School and the Wharton School at the University of Pennsylvania. He is a double Bachelor in Finance and Mechanical Engineering. His past experience includes stints at Deutsche Bank and Credit Suisse. He focuses on Corporate Finance. With professional experience from the United States, Europe as well as India, Mr. Kang brings a fresh perspective to the organization.

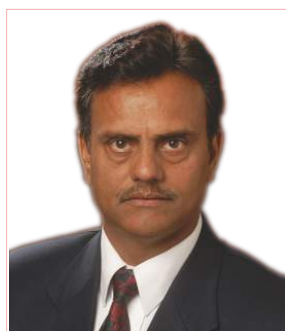


Mr. Anand Swarup, Vice-President - Research & Development

Mr. Swarup has a career that has spanned over 43 years across Research & Development as well as Quality Engineering. He worked with Punjab Tractors Limited from 1970 to 2008 where he rose to the position of Deputy General Manager (Research & Development). During his tenure with the Swaraj Group he also headed the Quality Assurance Department at Swaraj Engines.

Mr. Sucha Singh, Associate Vice-President - Finance & Accounts

Mr. Sucha Singh has over 30 years of experience in Finance and Accounts. He served as General Manager (Finance & Accounts) at Jamshedpur Engineering & Machine Manufacturing Company (JEMCO) for 7 years and has also worked as Chief Accountant at Indian Steel & Wire Products (ISWP), Jamshedpur for 17 years.



Mr. Rajiv Kumar Sharma, Associate Vice-President - Marketing

Mr Sharma completed his B.Sc Engineering from Punjab Engineering College, Chandigarh in 1979. He has over 33 years of experience. For a majority of those years he has worked in Marketing, Product Servicing and Sales at Punjab Tractors Limited where he was credited with achieving significant market share for the Swaraj brand.

AGRI KING (20-55)

TECHNICAL SPECIFICATIONS

ENGINE

MODEL	KIRLOSKAR 3RI 040
TYPE	4-Stroke, 3-Cylinder, Di Diesel Engine
POWER	36.5kW/49HP
RATED SPEED	2,200 RPM
ASPIRATION	Naturally Aspirated
BORE x STROKE	105 x 120 mm
DISPLACEMENT	3,120 cc
MAX. TORQUE	188Nm
AIR CLEANER	Three Stage Oil Bath Type OR Dry Type
COOLING	Water Cooled
HOMOLOGATION	Bharat (Trem) Stage III

CLUTCH

TYPE	Double Clutch
DIAMETER	280 mm
LINING	Cerametalic

TRANSMISSION

TYPE	Mechanical
SHIFTING	Synchronized
SPEEDS	16 Forward + 8 Reverse
CONFIG.	2 x 4 x 3
FORWARD	1.9 – 33.7 Km/h
REVERSE	1.8 - 26.9 Km/h
FINAL DRIVE	Epicyclic Hub Reduction

STEERING

TYPE	Hydrostatic Power Steering
OIL SUPPLY	Through independent pump

POWER TAKE OFF

TYPE	6-Spline
SPEED	Dual Speed: 540 / 1000 RPM
GROUND PTO	304-1624 RPM (optional)

HYDRAULICS

PUMP	Gear type
DISCHARGE	28 ltrs. per minute
LIFT	Automatic Depth & Draft Control
LINKAGE	3-Point, Category I
CAPACITY	1,800kg at hitch point



MISCELLANEOUS

BRAKES	Oil Immersed Disc Brakes
PARKING BRAKES	Ratchet Type fully independent
FRONT TYRES	7.50 x 16 (8 PR)
REAR TYRES	14.9 x 28 (12 PR)
TURNING RADIUS	2.95 mtrs. (with brakes)

DIMENSIONS

BALLASTED WT.	2,200 kg
TOTAL WIDTH	1,830 mm
WHEEL BASE	1,980 mm
TOTAL LENGTH	3,600 mm (Front Hook to Lower Link)

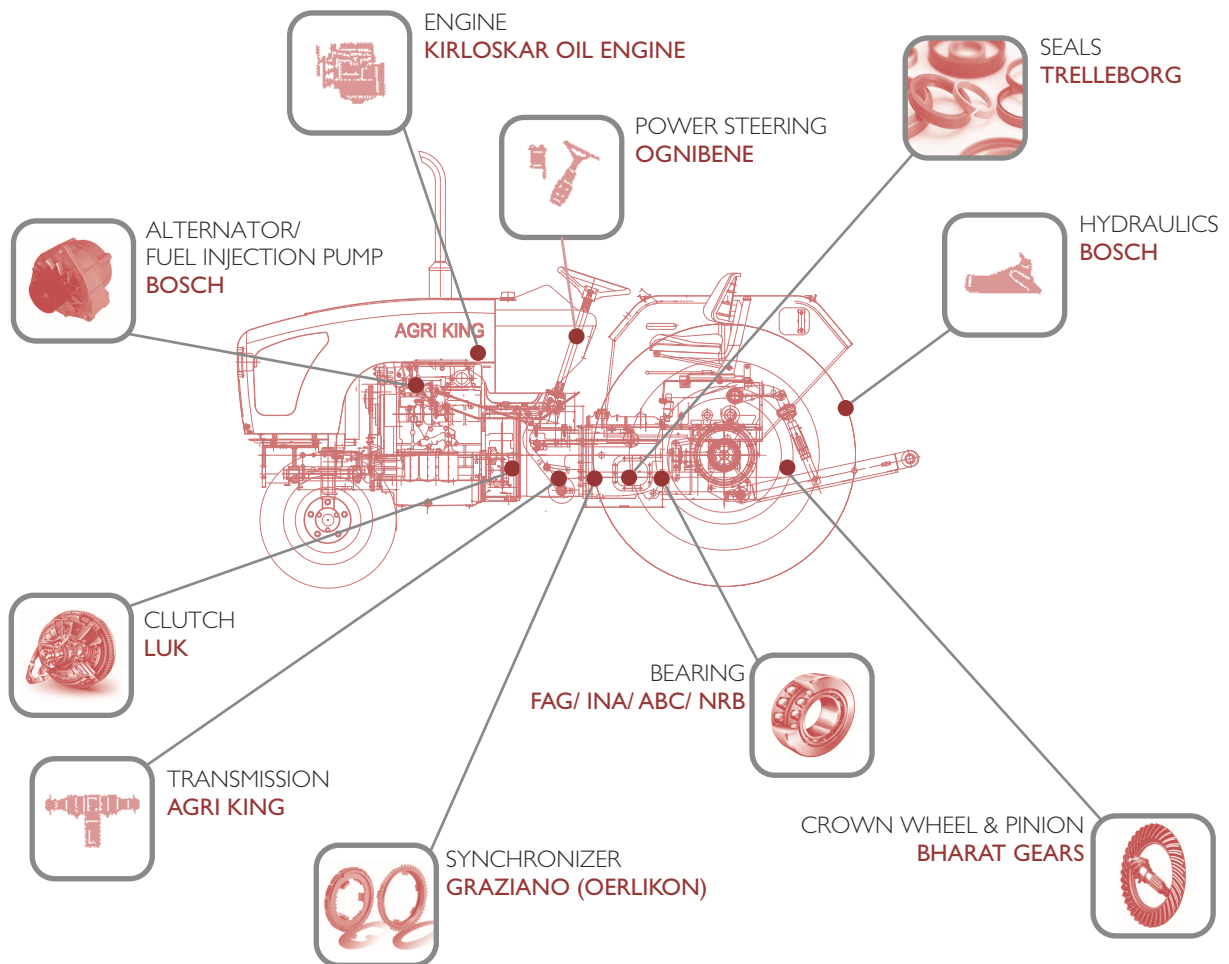
OPTIONAL FEATURES

- Reverse PTO & Ground PTO
- Side Shifting Gear Levers
- Differential Lock
- Fully Synchronized Transmission (Synchro in Reverse)
- Front Bumper
- Custom Colour Paint
- Heavy Duty Rear Axle
- Adjustable Front Axle
- Ballast Weights

Please Note: AGRI KING reserves the right to make changes to the above mentioned design & specifications without prior notice.

CONSTITUENTS (20-55)

Our goal is to provide our customers with a reliable tractor which has a long and productive life. We are able to deliver unmatched quality by making absolutely no compromise on sourcing our components from the best vendors both in India and from abroad. We rely on established players with proven products. Our list of vendors speaks for itself:



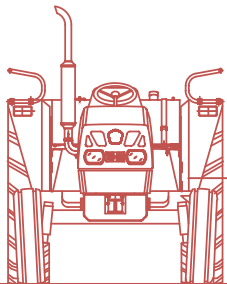
 Enriching Lives		 Invented for life		 ENGINEERED SYSTEMS	
		 Harita Seating Systems Ltd.			
 Geared for Life	 Point your imagination		 LASTS LONG. REALLY LONG.		

Please Note: AGRI KING reserves the right to make changes to the above mentioned vendors without prior notice.

THE TECHNOLOGY(20-55)

To this date, the Indian Tractor Market is replete with obsolete technology that is decades old and the Indian Customer has to bear the brunt. The Company intends to carve a niche for itself by delivering cost-effective, State-of-the-Art Technology in the fast growing 40 H.P. and above tractor segment. The AGRI KING 20-55 is our first step in this direction.

AGRI KING 20-55



CORE ATTRIBUTE



STATE OF THE ART
TECHNOLOGY

CUSTOMER ADVANTAGE!

PRODUCTIVITY: MORE WORK

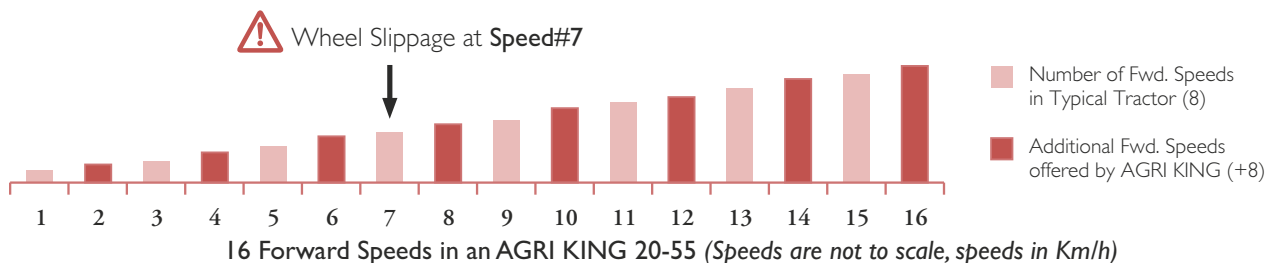
RELIABILITY: LESS DOWNTIME

ECONOMY: LOW OPERATING COST

Designed to help its owner
DO MORE, FOR LESS!

The AGRI KING 20-55 incorporates proven State-of-the-Art technology currently being used very successfully in Europe. It's sophisticated transmission with 24 Speeds and Synchromesh Technology is designed to cut operating costs, increase the tractor's life and deliver consistent returns on investment to its owner.

24 SPEEDS (16 FORWARD, 8 REVERSE): Depending on the operation, a tractor may be driven at one of several available speeds to optimize work output. Competing Indian tractors have 10 Speeds (8 Forward, 2 Reverse). The AGRI KING 20-55 is the only tractor that offers 14 additional Speeds, i.e. a total of 24 Speed Options (16 Forward, 8 Reverse) as standard-fit.



Consider a scenario, where during field operation, the driver notices that at Speed #7, the tractor's wheels loose traction and begin to slip in the soil. **What options does he have?**

OPTIONS AVAILABLE WITH TYPICAL TRACTOR

OPTION 1 CONTINUE AT SPEED #7

- ❖ Wheel Slippage continues
- ❖ Limited Work output
- ❖ Unproductive Engine output
- ❖ Greater Fuel consumption
- ❖ Greater Transmission wear
- ❖ Greater Tyre wear

OPTION 2 SWITCH TO SPEED #5

- ❖ Wheels slippage avoided **BUT...**
- ❖ Tractor is much slower now
- ❖ Takes longer to finish tasks
- ❖ More fuel consumed/task
- ❖ Greater wear

AGRI KING ADVANTAGE!

OPTION 3 SWITCH TO SPEED #6

- ❖ Wheel slippage avoided
- ❖ Operation at ideal speed
- ❖ Finish your task quicker

SAVE TIME
SAVE FUEL

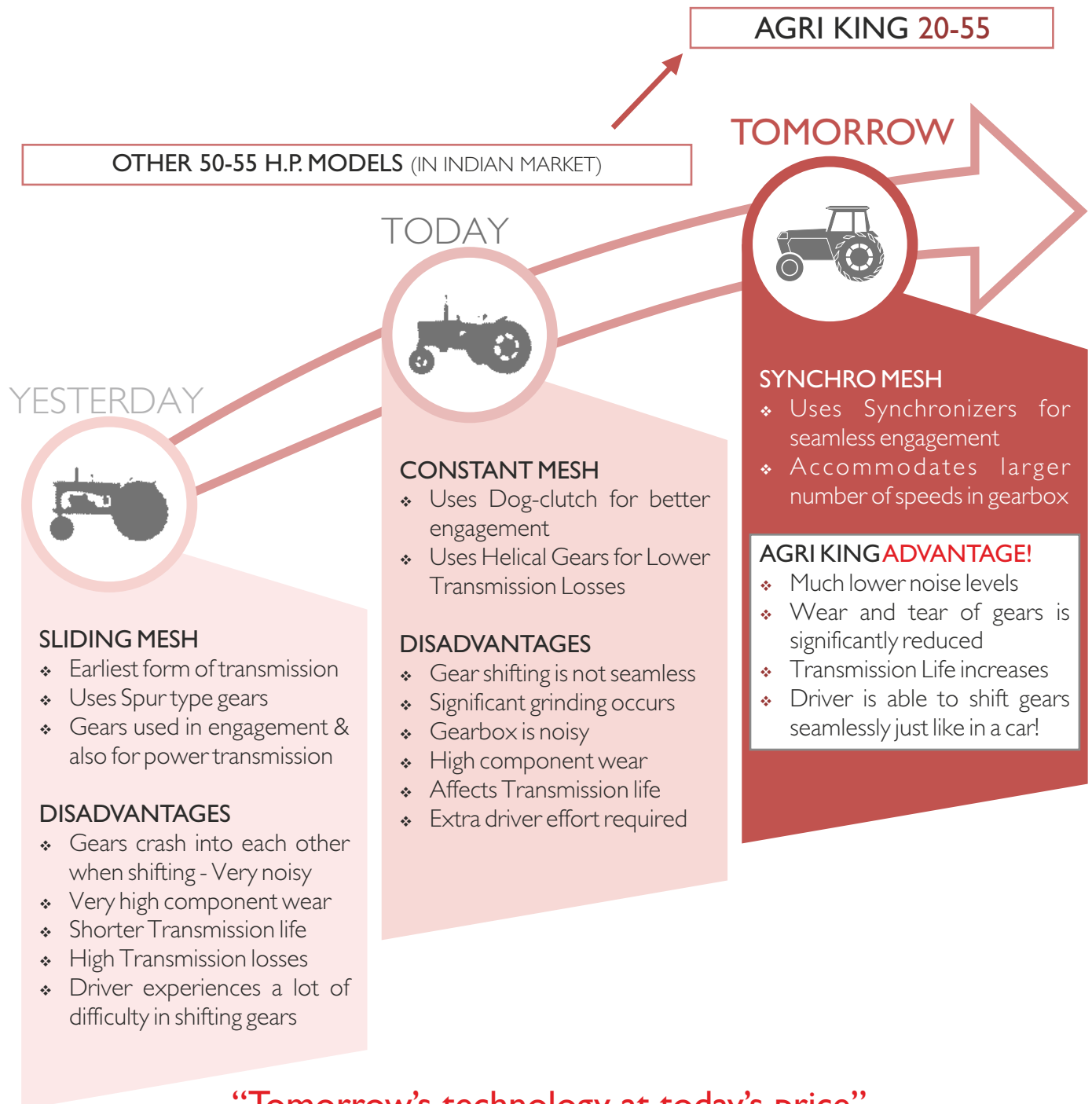
REDUCE WEAR
INCREASE LIFE

SYNCHROMESH GEAR BOX(20-55)

Gearbox Technology has come a long way since the invention of the gearbox in the late 19th Century. Today, Synchro Mesh Technology is common in cars with Manual Transmissions.

In India, we observe that the tractor market has lagged abysmally in adopting modern Gearbox Technology. Only a handful of foreign manufacturers are willing to provide Synchro Mesh technology as an add-on at exorbitant cost. Several Indian tractors till today still use Sliding Mesh Transmission - as a consequence the uninformed customer bears the brunt of a lack of affordable modern technology. We at AGRI KING are determined to challenge the status-quo!

EVOLUTION OF STANDARD-FIT GEARBOX TECHNOLOGY IN THE INDIAN TRACTOR MARKET



HEAD TO HEAD (20-55)

The Company takes great pride in offering a product that sits at the pinnacle of its category in terms of performance. At the same time we have not wavered in pursuance of our commitment to affordability.

FEATURES							
MODEL	AGRI KING 20-55	JOHN DEERE 5050	NEW HOLLAND 3630	FARMTRAC 60	ARJUN 555	SWARAJ 855	SONALIKA DI60Rx Sup.
HORSEPOWER	50 HP	50 HP	50 HP	50 HP	50 HP	50 HP	50 HP
TRANSMISSION	Synchro Mesh	Constant Mesh	Constant Mesh	Constant Mesh	Constant Mesh	Sliding Mesh	Constant Mesh
SPEED SELECTION	16 Forward 8 Reverse	8 Forward 4 Reverse	8 Forward 2 Reverse	8 Forward 2 Reverse	8 Forward 2 Reverse	8 Forward 2 Reverse	8 Forward 2 Reverse
FORWARD SPEEDS (Km/h)	1.9 - 33.7	3.1 - 32.2	3.1-30.9	2.9-31.0	3.1 - 30.8	3.4 - 31.6	2.7-31.9
REVERSE SPEEDS (Km/h)	1.8 - 26.9	4.1 - 14.3	4.3-15.6	4.2-14.9	4.6 - 13.2	4.7 - 15.5	3.5-13.9
PTO SPEEDS (Rpm)	540/1000	540	540	540	540	540	540
LIFTING CAPACITY	1,800 Kg	1,400 Kg	1,500Kg	1,050 Kg	1,600 Kg	1,700 Kg	1,600 Kg
TYRES FRONT	7.50-16	7.50-16	6.00-16	6.00-16	6.00-16	6.00-16	6.00-16
TYRES REAR	14.9-28	14.9-28	14.9-28	14.9-28	14.9-28	14.9-28	14.9-28

NOTE: Information has been obtained from Company Websites, Dealership listings, Brochures and Surveys. AGRI KING Tractors does not take responsibility for the accuracy of the information represented by third parties.



PREMIUM FEATURES AS STANDARD FITMENTS

In addition to the features listed in the table above, the Company offers a host of premium features as standard fittings in all variations of the 20-55:

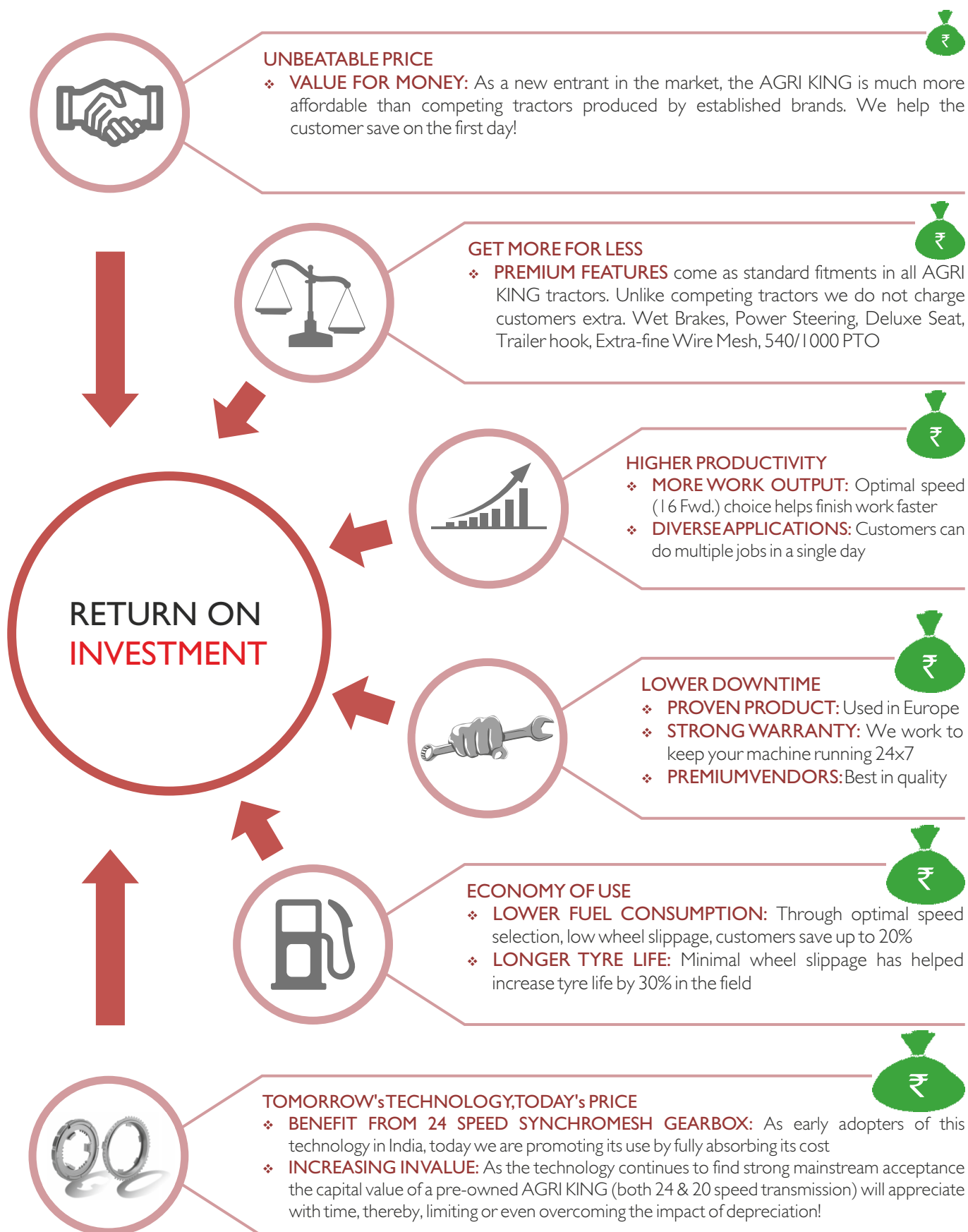
- ❖ Epicyclic Hub Reduction
- ❖ Oil Immersed Disc Brakes
- ❖ Power Steering
- ❖ Deluxe (Adjustable) Seat
- ❖ And many more...

Customers also have the option to additionally purchase features that include side shifting gear levers, additional synchronizer, differential lock, reverse PTO, adjustable front axle etc.

“Agri King 20-55 offers Much More”

AGRI KING AS AN INVESTMENT

At AGRI KING we insist that customers look upon the ownership of our tractor as a very lucrative investment. We help that investment grow by adding value at each step of the product's lifecycle.



AK-T54 (New!)

TECHNICAL SPECIFICATIONS

ENGINE

MODEL	KIRLOSKAR 3RI 040
TYPE	4-Stroke, 3-Cylinder, Di Diesel Engine
POWER	36.5kW/49HP
RATED SPEED	2,200 RPM
ASPIRATION	Naturally Aspirated
BORE x STROKE	105 x 120 mm
DISPLACEMENT	3,120 cc
MAX. TORQUE	188Nm
AIR CLEANER	Three Stage Oil Bath Type
COOLING	Water Cooled
HOMOLOGATION	Bharat (Trem) Stage III

CLUTCH

TYPE	Dual Clutch
DIAMETER	280 mm
LINING	Cerametallic

TRANSMISSION

TYPE	Mechanical
SPEEDS	16 Forward + 4 Reverse
CONFIG.	4 x 2x2
FORWARD	1.8 – 30.7 Km/h
REVERSE	2.5 - 13.5 Km/h
FINAL DRIVE	Epicyclic Hub Reduction

STEERING

TYPE	Hydrostatic Power Steering
OIL SUPPLY	Through independent pump

POWER TAKE OFF

TYPE	6-Spline
SPEED	540 RPM
GROUND PTO	163-2,765 RPM
REVERSE PTO	Available

HYDRAULICS

PUMP	Gear type
DISCHARGE	24 ltrs. per minute
LIFT	Automatic Depth , Draft & Mixed Control
LINKAGE	3-Point, Category I
CAPACITY	1,500kg at hitch point



MISCELLANEOUS

BRAKES	Oil Immersed Disc Brakes
PARKING BRAKES	Ratchet Type fully independent
FRONT TYRES	7.50 x 16 (8 PR)
REAR TYRES	13.6 x 28 (12 PR)
TURNING RADIUS	3.9 mtrs.

DIMENSIONS

BALLASTED WT.	2,070kg
TOTAL WIDTH	1,720 mm
WHEEL BASE	2,130 mm
TOTAL LENGTH	3,670 mm (Front Hook to Lower Link)

OPTIONAL FEATURES

- Side Shifting Gear Levers
- Differential Lock
- Front Bumper
- Custom Colour Paint
- Heavy Duty Rear Axle
- Adjustable Front Axle
- Ballast Weights

Please Note: AGRI KING reserves the right to make changes to the above mentioned design & specifications without prior notice.

AK-T44 (New!)

TECHNICAL SPECIFICATIONS

ENGINE

MODEL	KIRLOSKAR 3R 810 NA2
TYPE	4-Stroke, 3-Cylinder, Di Diesel Engine
POWER	29.1kW/39HP
RATED SPEED	2,200 RPM
ASPIRATION	Naturally Aspirated
BORE x STROKE	96 x 112 mm
DISPLACEMENT	2,430 cc
MAX. TORQUE	144Nm
AIR CLEANER	Dry Type
COOLING	Water Cooled
HOMOLOGATION	Bharat (Trem) Stage III

CLUTCH

TYPE	Dual Clutch (Optional)
DIAMETER	280 mm

TRANSMISSION

TYPE	Mechanical
SPEEDS	16 Forward + 4 Reverse
CONFIG.	4 x 2x2
FORWARD	1.8 – 30.7 Km/h
REVERSE	2.5 - 13.5 Km/h
FINAL DRIVE	Epicyclic Hub Reduction

STEERING

TYPE	Hydrostatic Power Steering (Optional)
OIL SUPPLY	Through independent pump

POWER TAKE OFF

TYPE	6-Spline
SPEED	540 RPM
GROUND PTO	163-2,765 RPM
REVERSE PTO	Available

HYDRAULICS

PUMP	Gear type
DISCHARGE	24 ltrs. per minute
LIFT	Automatic Depth, Draft & Mixed Control
LINKAGE	3-Point, Category I
CAPACITY	1,500kg at hitch point



MISCELLANEOUS

BRAKES	Oil Immersed Disc Brakes
PARKING BRAKES	Ratchet Type fully independent
FRONT TYRES	6.00 x 16 (8 PR)
REAR TYRES	13.6 x 28 (12 PR)
TURNING RADIUS	3.7 mtrs.

DIMENSIONS

BALLASTED WT.	1,980kg
TOTAL WIDTH	1,720 mm
WHEEL BASE	2,040 mm
TOTAL LENGTH	3,628 mm (Front Hook to Lower Link)

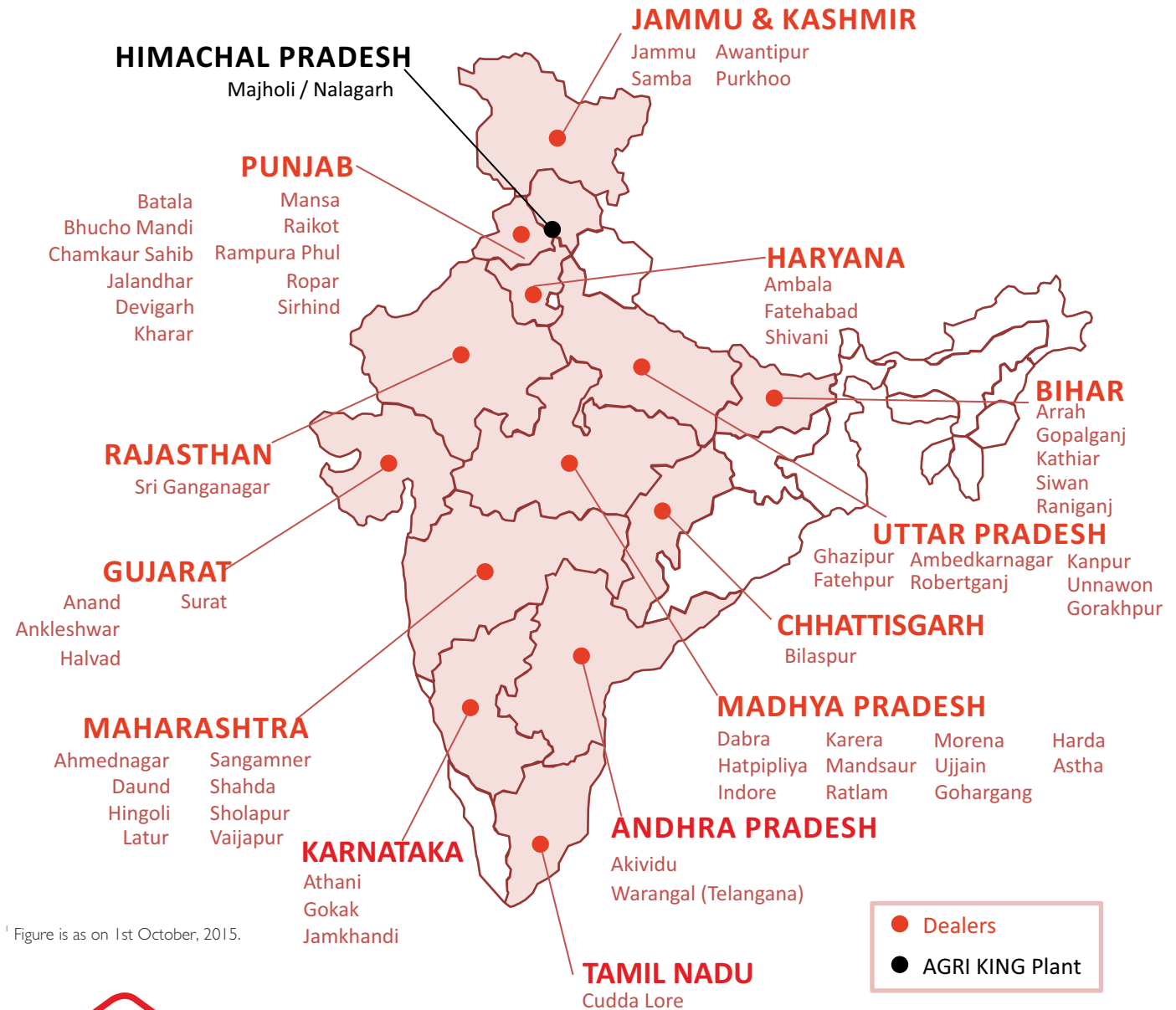
OPTIONAL FEATURES

- Side Shifting Gear Levers
- Differential Lock
- Front Bumper
- Custom Colour Paint
- Heavy Duty Rear Axle
- Adjustable Front Axle
- Ballast Weights

Please Note: AGRI KING reserves the right to make changes to the above mentioned design & specifications without prior notice.

SALES NETWORK

The Company currently has over 50 points¹ of sale across India, and it intends to increase this number to 75 during the current financial year. The Company is also engaged in the export of its tractors and tractor aggregates.



AGRI KING Tractors and Equipments Pvt. Ltd.

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