

## ***PRESS RELEASE***

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# **L&T-John Deere And MAIDCL Sign MoU For Joint Promotion And Marketing**

**Mumbai, July 18, 2005:** L&T-John Deere Private Limited (LTJDPL) -- manufacturer of world class tractors -- has signed an MoU with the Maharashtra Agro Industries Development Corporation Limited (MAIDCL) -- manufacturer of rotary tillers under the brand Krushivators -- for joint promotion and marketing of the products.

Dr. Pradeep Vyas, I.A.S., Managing Director of MAIDCL, and Mr. J. P. Banarji, Vice President - Business Development of LTJDPL, signed the agreement on July 14, 2005 in Pune, Maharashtra.

Mr. Banarji said that the alliance offers offerings to farmers and provide them with easier access to superior tools for cultivation. Dr. Vyas said that the Krushivator tiller would supplement the efficiency of the tractor in several operations like ploughing, clod crushing, harrowing and levelling, thereby reducing cost and time of land preparation and save fuel.

LTJDPL manufactures tractors in the range of 35 hp to 70 hp at its factory at