

Al-Ghazi Tractor limited

Pakistan



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EXECUTIVE SUMMARY

Al-Ghazi Tractors Limited was incorporated on June 26, 1983 at Lahore. The area of factory, at D.G.Khan, is 100 acres approximately. It uses the product design of "FIAT" of Italy. The main purpose of the company is assembling and distributing of Fiat Tractors. They assemble two models of tractors i.e. 480-S and 640. The depletion rate of 480 is 85% and 640 are 76%.

Forecasting entirely depends upon the marketing department. Previously 98% of sales were made by contract with ADBP but now it is carried out on net cash payment basis. Because delivery through ADBP has been stopped. Highway method is used for transportation purpose.

To reduce inventory level they adopt safety stock method. They have different lead-time for different suppliers. Al-Ghazi Tractors Limited also use ABC analysis for managing inventory. Al-Ghazi Tractors Limited has a separate quality control department. The laboratory is well equipped to undertake chemical and mechanical testing of metals. Al-Ghazi Tractors Limited has received the ISO 9002 Certificate.

INTRODUCTION OF THE ORGANIZATION

Al-Ghazi Tractors Limited was incorporated on June 26, 1983 at Lahore. They started operations in September 1, 1983. They started their production at D.G.Khan Auxiliary Plant in February 20, 1985.

A Joint Venture of PACO and Habib Group, NDFC and Fiat of Italy controlled management from September 1983 to August 1990. It was incorporated as a public limited company with an authorized capital of 100 million divided into 20 million shares of Rs. 05 each.

The joint project was first of its kind in Pakistan in the line with govt policy of private sector participation in nation's building program of high priority. Both public and private sectors worked together up to 1990 and finally Al Ghazi Tractors limited was nationalized in the same years.

Al-Ghazi Tractors Ltd. is rated among the Top Companies of Pakistan & has been the market leader of tractors in Pakistan Al-Ghazi consecutively for the years 1994, 1995 and 1996 by the Karachi Stock Exchange. Al-Ghazi Tractors was conferred the Management Excellence Award by the Management Association of Pakistan for demonstrating the best Corporate Performance in the Engineering Sector of Pakistan for the years 1995 and 1996. Al-Ghazi Tractors is the first Company in the Automobile sector of Pakistan to have achieved the highest quality award "The ISO 9002" registration that gives Al-Ghazi Tractors Ltd. the international recognition as Producers of Fiat and New Holland Tractors.

With a strong dealer-network dotting the country from Karachi to Gilgit with over 300 service workshops to attend to the 100,000 Fiat Tractor Models 480-S and 640 and newly introduced model New Holland operating in the country. Al-Ghazi Tractors today is the market leader with bookings exceeding 50% of the total tractors market in the country. The company is capable of producing 15,000 tractors on a single assembly line.

PRIVATIZATION

Al- Ghazi Tractors Limited was privatized on December 9, 1991 according to the new policy given by Nawaz Sharif government and it was taken over by a foreign investor Al-Futtaim of Dubai. Now, the Al- Futtaim group owns 54% of Al-Ghazi tractors limited are shares where as FIAT held 42% of shares and 5% of shares are held by the employees in the local market.

TECHNICAL COLLABORATION WITH ITALY

FIAT has joint hands with Al-Ghazi Tractors Limited to fully furnish know-how and modern technology in the manufacturing tractors as well as their components so that the company does not rely on imports thus saving foreign exchange of country.

Al-Ghazi Tractors Limited is backed by FIAT technological expertise and has full support of Italian government who are providing grants for assistance in the shape of personal training in Pakistan.

(1) About AGTBL**(a) Mission**

* With AGTL's name being synonymous with stability, profitability, brand strength and customer loyalty, AGTL's mission is to retain market leadership as the lowest cost producer of the highest quality products - the most enduring competitive edge being the quality of our tractors.

*With corporate virtue, AGTL's mission is to be a text book case example of good Corporate Governance and through Corporate Social Responsibility create mutually beneficial relationships between the Company, Stakeholders and the Community.

To achieve evolution through continuous change - the deliverables being: to pursue "LEAN MANAGEMENT"; to eliminate all activities which don't add value; to eliminate waste; to reduce costs; to focus on all target markets; customer focus and to continuously add customer care centers to give fillip to mechanization of farming in the country.

(b) Profile

Date of Incorporation -----	June 26, 1983
Date of Commencement of Operations -----	September 1, 1983
Date of Take Over by Al-Futtaim -----	December 8, 1991
Start of Production at Dera Ghazi Khan Plant	
Auxiliary Plant -----	February 20, 1984
Main Plant -----	April 1, 1985
Sheet Metal Plant -----	July, 2006
Production Capacity -----	30,000+ Tractors per annum in a
single shift (2006)	
Total Land Area -----	90 Acres
Employees -----	388
Head Office -----	Karachi
Plant -----	Dera Ghazi Khan 12 km from D.G
Marketing Centre's -----	Lahore
	Multan
	Islamabad
	Sukkur

(c) Company information

Registered and Head Office

11th Floor, NICL Building,
Abbasi Shaheed Road
Karachi 74400.

Tel : 92 21 35660881-5,

Fax : 92 21 35689387

E-mail:agtl@alghazitractors.com

Web:www.alghazitractors.com

Plant

Sakhi Sarwar Road, P.O.Box 38,
Dera Ghazi Khan

Tel : 92 64 2463750, 92 64 2463812

92 64 2020750 – 51

Fax 92 64 2462117

Share Registrar

FAMCO Associates (Private) Limited,
Ground Floor, State Life Building 1-A,
I.I Chundrigar Road, Karachi

Tel : 92 21 32422344 , 92 21 32467406

Fax : 92 21 32428310

Auditors

A.F. Ferguson & Co.

Chartered Accountants

Karachi.

tax and legal advisors

Saiduddin & Co

Karachi

bankers

Askari Commercial Bank Limited

Habib Bank Limited

Meezan Bank Limited

Faysal Bank Limited

Citibank, N.A

Bank Al-Habib Limited

Bank Al-Falah Limited

MCB Bank Limited

Company Registration Number

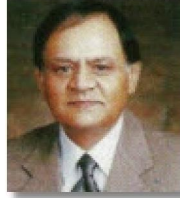
0010508

National Tax Number

0709507-4

(d) MANAGEMENT**Mr. Parvez Ali**

CEO & Managing Director



An engineer by profession, Mr. Parvez Ali, did his Masters in Engineering Administration from George Washington University in Washington DC. He has been associated with Al-Ghazi from the date of its inception in 1983 - first as General Manager (Technical) and Deputy Managing Director. He is also a Certified Director from PICG

Kashif Lawai

CFO & Executive Director



Mr. Lawai, Chartered Accountant by profession, started his professional career in 1996 with A. F. Ferguson & Co. representing PricewaterhouseCoopers in Pakistan. Prior to holding of CFO's position in Al-Ghazi Tractors in 2011, he has also served the Company at other positions including as Chief Internal Auditor during his first stay in 2004-07. He remained associated with Pakistan Refinery Limited as Company Secretary & Financial Controller during 2007-11. Mr. Lawai graduated from Karachi University in 1996 and holds Master degree in Economics. He is also a certified director from Pakistan Institute of Corporate Governance.

Nadeem Ahmad

GM Marketing



An Engineer by profession, Mr. Nadeem Ahmed did his master's in Public Administration and PGD in Farm Machinery Manufacturing Technology from Germany. He has also attended various Technical and Marketing courses in UK. With 30 years wide ranging experience in the field of Farm Mechanization, he is serving AGTL since 1993 and currently holds the position of GENERAL MANAGER (MKTG.)."

Rao M Younas

GM Plant / GM MM



Rao Muhammad Younas Completed Bsc Mechanical Engineering from NED, Karachi and Masters in Mechanical Engineering from National University Science and Technology Islamabad. Served in Pakistan Army for 25 years and Retired as Lt. Col, after meritorious service and was honored with Tamgha_e_Imtiaz Military TI(M). Has a vast experience for Manufacturing, maintenance, Repair and Recovery of all types of Vehicles and Equipment. Currently serving in AGTL as General Manager Plant since last four years.

Abdul Rasheed

GM Accounts



Mr. Abdul rasheed, a graduate from Karachi University, possesses extensive experience in the field of Finance. He holds international as well as local experience in Manufacturing and Construction sectors. He has served at various senior positions in the Company during his association since 1986.

Ms. Sobika Muzammil

Company Secretary



Ms. Sobika Muzammil is an associate member of the Institute of Chartered Accountants of Pakistan and Certified Internal Auditor from the Institute of Internal Auditors - USA. She is also a Certified Director from PICG.

(e) Mgt committees**Risk management committee**

Having established a sound system of internal control to safeguard Company's assets and to maximize shareholders investment, the committee reviews and ensures continuity of smooth operations with respect to Internal Controls, Risk Analysis, Business Impact, Insurance, Preventive Maintenance, Supply Chain Management, Technology, Intelligence, Credit Risk, Foreign Exchange Risk, etc.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Mr. Nadeem Ahmed GM (Marketing)

Col. (R) Rao Muhammad Younas GM (Plant)

Mr. Faisal Bin Maaz Chief Internal Auditor

Business strategy committee

The committee reviews the policies, strategies and performance of the various business units of the Company. It identifies emerging issues, and endeavors to ensure that resources are managed effectively.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Mr. Nadeem Ahmed GM (Marketing)

Mr. Abdul Rashid GM (Accounts)

Col.(R) Rao Muhammad Younas GM (Plant)

Succession planning- steering committee

To build the necessary organizational capability and to ensure leadership growth, the committee ensures to have an effective proactive succession planning process in the Company, and plans to identify what the Company will need most in the future job assignments.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Mr. Abdul Rashid GM (Accounts)

Col. (R) Rao Muhammad Younas GM (Plant)

Remuneration committee

The committee reviews the terms and conditions of employment of the staff and reports appropriations for approval of the Board.

Members:

For Executives:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Mr. Nadeem Ahmed GM (Marketing)

Mr. Abdul Rashid GM (Accounts)

Col. (R) Rao Muhammad Younas GM (Plant)

For Workers:

Mr. Parvez Ali Chairman

Mr. Abdul Rashid GM (Accounts)

Col. (R) Rao Muhammad Younas GM (Plant)

Chairman CBA

The employee and process safety committee

The committee reviews policy development on a wide range of safety and health issues effecting employees and the Company including site security, safety and employees health and safety components.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Col. (R) Rao Muhammad Younas GM (Plant)

Information technology committee

Because of the criticality of IT to the success of the Company which operates on ERP, the committee's responsibility is to provide timely advise and direction on current and strategic IT issues, the future direction and leadership of IT, and to deal with the role of change required to achieve Company's Vision and Objectives.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Mr. Ilyas Dadi Senior Manager (MIS)

Environmental committee

The committee focuses on a wide range of issues including hazardous waste, regulatory reforms, pollution prevention etc.

Members:

Mr. Parvez Ali Chairman

Mr. Kashif Lawai CFO

Col. (R) Rao Muhammad Younas GM (Plant)

(2) Product

All models share the exclusive combination of performance, flexibility and safety that has become our hallmark. In our opinion, these characteristics must be experienced as a whole and not seen in isolation.

AGTL was the first automobile company in Pakistan to earn the ISO-9002 certificate. Austerity and primacy of efficiency being settled wisdom at AL-Ghazi, AGTL's core strategy has been to be the lowest cost producer of the highest quality products.

(a) Tractor

480 special (speciation)



Model 480S is a 55hp, 3 Cylinder quality tractors, designed to meet your expectations in a cost effective manner.

NH-480 SPECIAL "SPECIFICATIONS"		
ENGINE POWER		
At flywheel	55 HP	
OPERATING WEIGHT		
	1,710 KG	
SPEEDS (kph)		
With Tyres	12.4/11-28	
Engine Speed (rpm)	2,160	2,500
Pto Speed (rpm)	540	625
Forward		
First	1.87	2.17
Second	2.82	3.26
Third	4.13	4.78
Fourth	5.33	6.17
Fifth	6.75	7.81
Sixth	10.15	11.75
Seventh	14.86	17.20
Eight	19.20	22.22
Reverse		
First	2.69	3.11
Second	9.70	11.22
ENGINE		
New Holland 8035.06		
4-Stroke, direct injection diesel engine		
Number of cylinder:	3	
Bore and stroke:	100 x 115 mm	
Piston Displacement:	2,710 cc	
Compression ratio:	17:1	
Max. Torque at 1,500 rpm:	22.7 kgm	
Dry-type cylinder liners		
Water cooled, Four-row brass tube & copper fin radiator		
Forced-feed lubrication system		
Distributor-type fuel injection pump with mechanical speed governor		
Vertical exhaust muffler		
FILTERS		
Air:	Oil-bath with pre-cleaner and semiautomatic dust unloader.	
Fuel:	2 replaceable cartridges.	
CLUTCH		
Dual plate, dry-type, with separate controls (pedal for transmission and hand lever for PTO), diameter of plates: 11 inch		
Plate facing of asbestos compound		
TRANSMISSION		
Gear box with constant-mesh gears; 8 forward and 2 reverse speeds;		
Synchromesh on 3rd, 4th, 7th and 8th speeds		
Differential with pedal actuated lock and automatic disconnection		
Single-reduction spur gear final drives		
Gear Box mounted starter safety switch		
FRONT AXLE		
Telescopic type, inverted U, variable tread		
TREADS		
Front (8 position):		
1,320 - 1,420 - 1,520 - 1,620 - 1,720 - 1,820 - 1,920 - 2,020 mm		
Rear (8 position):		
1,200 - 1,300 - 1,400 - 1,500 - 1,600 - 1,700 - 1,800 - 1,900 mm		
STEERING		
Manual, recirculating ball type, centre relay lever, joints lubricated for life		
POWER TAKE OFF		
6 spline shaft - 35 mm dia / 1- $\frac{3}{8}$ "		
Fully independent: 540 rpm at 2,160 engine rpm		
High-speed DTO (*) 35 mm dia / 1- $\frac{3}{8}$ " same speed as engine rpm		
(*) For application of high speed implements.		
HYDRAULIC LIFT		
With draft and position control, Draft control through top link, Gear type hydraulic pump driven from engine crankshaft, Pump capacity: 22.7 l/min		
Relief valve opening pressure: 150-170 kg/sq. Cm		
3-point linkage Cat III		
Manual response control		
Lower links with sway restrictors		
Control Lever with safety stop.		
DRIVER'S SEAT		
Fully upholstered with parallelogram suspension, adjustable to driver's weight.		
BRAKES		
Service dry band-type with mechanical control		
Parking: with hand lever		
CAPACITY		
Fuel tank:	54 ltr	
Engine oil:	08 ltr	
Hydraulic Transmission:	18 ltr	
Rear Axle:	2+2 ltr at both sides	
Air Cleaner:	01 ltr	
TYRES		
Front:	6.00-16	
Rear:	12.4/11-28	
BODY		
Hood has side-hinged cover for engine inspection.		
Front grill is easily removable for quick access to air cleaner and battery		
LIGHTING SYSTEM		
With 3-position headlights, plough lamp, blue high beam warning light on dashboard, low oil pressure warning light		
LIGHTING SYSTEM		
12 Volt starting system, 4hp starter motor, 400 watts alternator, 100 ah battery.		
OPTIONAL		
Canopy, Towing hook, Swinging Draw bar, Cold Starting aid, Front weight, High Clearance Kit, Low Clearance Kit, DTO pump applications and Creeper gear etc.		

640



Model 640 is a 75hp, 4 cylinder tractors, designed to meet your expectations in a cost effective manner.

This model is also available with disk brakes.

NH-640 "SPECIFICATIONS"

ENGINE POWER

At flywheel **75 HP**

OPERATING WEIGHT

2,070 KG

ENGINE

New Holland 8045.06
4-Stroke, direct injection diesel engine
Number of cylinder: 4
Bore and stroke: 100 x 115 mm
Piston Displacement: 3,613 cc
Flyweight type dynamic balancer.
Compression ratio: 17:1
Max. Torque at 1,400 rpm: 24.9 kgm
Dry-type cylinder liners.
Cooling system: water
Five-row, brass tube and copper fin radiator
Forced-feed lubrication system.
Two power outlets for hydraulic pump on timing cover.
Distributor type injection pump with mechanical speed governor.
Exhaust muffler: vertical
Five bearing crankshaft.

FILTERS

Air: Oil-bath with pre-cleaner and automatic dust unloader;
Fuel: 2 replaceable cartridges;
Oil: Easy-to-change, continuous-flow cartridge

CLUTCH

Dual plate, dry-type with separate controls (pedal for transmission and hand lever for PTO).
Diameter of plates: 11 inch
Plates facing of asbestos compound.

FRONT AXLE

Inverted U section, telescopic type.

TYRES

Front: 7.50-16
Rear: 16.9/14-30

TRANSMISSION

Gearbox with constant-mesh gears:
8 forward and 2 reverse speeds.
Synchromesh on 3rd, 4th, 7th and 8th speeds
Double control lever.
Bevel gear 12/47
Differential lock with pedal actuated and automatic disconnection.
Spur gear final drives.
Gear Box mounted starter safety switch.

FENDER

Square type with flat top.

TREADS

Front (8 positions):
1,320 - 1,420 - 1,520 - 1,620
1,720 - 1,820 - 1,920 - 2,020 mm.
Rear (8 positions):
1,320 - 1,420 - 1,520 - 1,620
1,720 - 1,820 - 1,920 - 2,020 mm.

STEERING

Hydrostatic with independent circuit.
Minimum turning radius:
-with brakes: 3,400 mm
-without brakes: 3,700 mm

POWER TAKE OFF

6 spline shaft - 35 mm dia / 1- $\frac{3}{8}$ "
Standard: fully independent,
Engine speed (rpm) 1,967 2,500
PTO speed (rpm) 540 659
High speed DTO 35 mm dia / 1- $\frac{3}{8}$ "

HYDRAULIC LIFT

With draft and position control,
Draft control through top link.
Gear type hydraulic pump driven from engine crankshaft.
Pump capacity (at 2,400 engine rpm): 24.8 l/min
Relief valve opening pressure: 190 kg/sq.cm
Response control, 3-point linkage Cat I - II
Sway chains.
Lift lever lock bracket.
Max. Lifting capacity: 1,650 kg

DRIVER'S SEAT

Fully upholstered, with parallelogram suspension, adjustable to driver's weight.

BODY

Hood with side-hinged cover for engine inspection.
Front grill is easily removable for quick access to air cleaner and battery.

LIGHTING SYSTEM

3-position headlights (parking, low & high beam).
Rear parking lights.
Blue high beam warning light on instrument panel and low oil pressure & battery charging light.
Direction Indicators, Parking & Head lights.

ELECTRICAL SYSTEM

12 volt starting system, 400 watt alternator, 108 ah battery.

CAPACITY

Fuel tank: 54 ltr
Engine oil: 11.5 ltr
Hydraulic Transmission: 18 ltr
Rear Axle: 4+4 ltr at both sides
Air Cleaner: 01 ltr
Power Steering: 1.5 ltr

BRAKES

Service dry band-type; mechanically operated.
Parking: manual lever.

OPTIONAL

Canopy, Towing hook, Swinging Draw bar, Cold Starting aid, Front weight, High Clearance Kit, Low Clearance Kit, DTO pump applications and Creeper gear etc.

Al-Ghazi Tractors Ltd reserve the rights to change specifications without prior notice.

640 s



Model 640S is an 85hp, 4 Cylinder quality tractors, designed to meet your expectations in a cost effective manner.

This Model is also available with Disk brakes.

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NH-640 SPECIAL "SPECIFICATIONS"

ENGINE POWER

At flywheel **85 HP**

OPERATING WEIGHT

2,100 KG

ENGINE

New Holland 8045.05
4-Stroke, direct injection diesel engine
Number of cylinder: 4
Bore and stroke: 104 x 115 mm
Piston Displacement: 3,908 cc
Flyweight type dynamic balancer.
Compression ratio: 17:1
Max. Power at 2,600 rpm: 85 HP
Max. Torque at 1,600 rpm: 29.7 kgm
Dry-type cylinder liners.
Cooling system: water
Five-row, brass tube and copper fin radiator
Forced-feed lubrication system.
Two power outlets for hydraulic pump on timing cover.
Distributor type fuel injection pump with mechanical speed governor.
Exhaust muffler: vertical
Five bearing crankshaft.

FILTERS

Air: Oil-bath with pre-cleaner and semiautomatic dust unloader;

Fuel: 2 replaceable cartridges;

Oil: Easy-to-change, continuous-flow cartridge

CLUTCH

Dual plate, dry-type with separate controls (pedal for transmission and hand lever for PTO),
Diameter of plates: 11 inch
Plates facing of asbestos compound.

TYRES

Front: 7.50-16
Rear: 18.4/15-30

TRANSMISSION

Gearbox with constant-mesh gears:
8 forward and 2 reverse speeds.
Synchromesh on 3rd, 4th, 7th and 8th speeds
Double control lever
Differential lock with pedal actuated and automatic disconnection.
Spur gear final drives.
Gear Box mounted starter safety switch.

FRONT AXLE

Inverted U section, telescopic type, front weight 120 kg.

TREADS

Front (8 positions):
1,320 - 1,420 - 1,520 - 1,620
1,720 - 1,820 - 1,920 - 2,020 mm.
Rear (8 positions):
1,320 - 1,420 - 1,520 - 1,620
1,720 - 1,820 - 1,920 - 2,020 mm.

STEERING

Hydrostatic with independent circuit.
Minimum turning radius:
-with brakes: 3,400 mm
-without brakes: 3,700 mm

POWER TAKE OFF

6 spline shaft - 35 mm dia / 1- $\frac{3}{8}$ "
Standard: fully independent.
540 rpm at 1,967 engine rpm
High speed PTO, engine speed 2,100 rpm for 540 rpm PTO
High speed DTO speed same as engine.

HYDRAULIC LIFT

With draft and position control,
Draft control through top link.
Gear type pump driven from engine crankshaft.
Pump capacity (at 2,400 engine rpm): 26.7 l/min
Relief valve opening pressure: 190 kg/sq.cm
3-point linkage Cat I - II
Sway chains.
Lift lever lock bracket.
Max. Lifting capacity: 2,150 kg

DRIVER'S SEAT

Fully upholstered, with parallelogram suspension, adjustable, foot step for easy.

BODY

Hood with side-hinged cover for engine inspection. Front grill is easily removable for quick access to air cleaner and battery

LIGHTING SYSTEM

3-position headlights; (parking, low & high beam).
Blue high beam warning light on instrument panel.
Adjustable head light mounted in the front grill, indicated, Parking & Hazard lights.

ELECTRICAL SYSTEM

12 volt starting system, 400 watt alternator, 108 ah battery.

INSTRUMENT PANEL

Separate temperature, fuel gauge & hour meter.

CAPACITY

Fuel tank:	54 ltr
Engine oil:	11.5 ltr
Hydraulic Transmission:	18 ltr
Rear Axle:	4+4 ltr at both sides
Air Cleaner:	01 ltr
Power Steering:	1.5 ltr

BRAKES

Service dry band-type; mechanically operated.
Parking: manual lever on right side of operator

OPTIONAL

Canopy, Towing hook, Swinging Draw bar, Cold Starting aid, Front weight, High Clearance Kit, Low Clearance Kit, DTO pump applications and Creeper gear etc.

Al-Ghazi Tractors Ltd reserve the rights to change specifications without prior notice.

Ghazi



Model Ghazi is a 65hp, 3 Cylinder quality tractors, designed to meet your expectations in a cost effective manner.

NH-GHAZI "SPECIFICATIONS"

ENGINE POWER

At flywheel **65 HP**

OPERATING WEIGHT

1,770 KG

ENGINE

New Holland 8035.05
 4-Stroke, direct injection diesel engine
 Number of cylinder: 3
 Bore and stroke: 104 x 115 mm
 Piston Displacement: 2,931 cc
 Compression ratio: 17:1
 Max. Torque at 1,500 rpm: 23.9 Kgm
 Dry-type cylinder liners.
 Water cooling system.
 Five-row brass tube and copper fin radiator
 Forced-feed lubrication system.
 Vertical exhaust muffler
 Distributor type fuel injection pump with mechanical speed governor.

FILTERS

Air: Oil-bath with pre-cleaner and semiautomatic dust unloader.

Fuel: 2 replaceable cartridges;

Oil Filter: Easy-to-change, continuous flow cartridge.

CLUTCH

Dual plate, dry-type with separate controls (pedal for transmission and hand lever for PTO),
 Diameter of plates: 11 inch
 Plates facing of asbestos compound.

TRANSMISSION

Gearbox with constant-mesh gears:
 8 forward and 2 reverse speeds
 Synchronesh on 3rd, 4th, 7th and 8th speeds
 Differential with pedal actuated lock and automatic disconnection.
 Single-reduction spur gear final drives.
 Gear Box mounted starter safety switch.

TYRES

Front: 6.00-16
 Rear: 14.9/13-28

FRONT AXLE

Telescopic type, inverted U, variable tread

FENDER

Flat top

TREADS

Front (8 positions):
 1,320 - 1,420 - 1,520 - 1,620
 1,720 - 1,820 - 1,920 - 2,020 mm.
Rear (8 positions):
 1,200 - 1,300 - 1,400 - 1,500
 1,600 - 1,700 - 1,800 - 1,900 mm.

STEERING

Hydro assisted power steering with independent circuit.
 Turning radius:
 -with brakes: 3.4 meter
 -without brakes: 3.9 meter

DRIVER'S SEAT

Fully upholstered, with parallelogram suspension, adjustable to driver's weight

POWER TAKE OFF

6 spline shaft - 35 mm dia / 1- $\frac{3}{8}$ "
 Fully independent; 540 rpm at 1,970 engine rpm
 High-speed DTO(*) 35 mm dia / 1- $\frac{3}{8}$ "
 same speed as engine.
 (*) for application of high speed implements

HYDRAULIC LIFT

With draft and position control, Draft control through top link, Gear type hydraulic pump driven from engine crank shaft.
 Pump capacity: 22.7 l/min
 Relief valve opening pressure: 150-170 kg/sq.cm
 3-point linkage Cat I - II
 Manual response control.
 Lower links with sway restrictors
 Control Lever with safety stop.
 Max. Lifting capacity: 1,650 kg

BODY

Hood has side-hinged cover for engine inspection. Front grill is easily removable for quick access to air cleaner and battery

LIGHTING SYSTEM

With 3-position headlights;
 Blue high beam warning light on dashboard.
 Low oil pressure warning light.
 Direction Indicators, Parking & Hazard lights.

ELECTRICAL SYSTEM

12 volt starting system, 4 HP motor, 400 watt alternator, 100 ah battery.

CAPACITY

Fuel tank: 54 ltr
 Engine oil: 08 ltr
 Hydraulic Transmission: 18 ltr
 Rear Axle: 2+2 ltr at both sides
 Air Cleaner: 01 ltr
 Power Steering: 1.5 ltr

BRAKES

Service dry band-type with mechanical control
Parking: with hand lever.

OPTIONAL

Canopy, Towing hook, Swinging Draw bar, Cold Starting aid, Front weight, High Clearance Kit, Low Clearance Kit, DTO pump applications and Creeper gear etc.

Al-Ghazi Tractors Ltd reserve the rights to change specifications without prior notice.

NH 55-56



Model NH 55-56 is a 55hp, 3 Cylinder quality tractors, designed to meet your expectations in a cost effective manner.

NH - 5556 "SPECIFICATIONS"

ENGINE POWER

At flywheel : 55 Hp

OPERATING WEIGHT

With 6.00-16 front tyre, 14.9/13-28 rear tyre, hydraulic lift with three point linkage system cat 1-2 at square type fender with flat top. 2070 kg

ENGINE

FIAT 8035.05
4-stroke diesel engine direct injection
Number of cylinders : 3
Bore and stroke : 100 x 115 mm
Piston displacement : 2,710 cc
Max torque at 1500 engine Rpm. (200 NM (20 kgm))
Distributor type Fuel injection pump
Dry-type cylinder liners
Cooling system : water
Three-row brass tube and copper fin radiator.
Force-feed lubrication system.
Distributor type injection pump with mechanical speed governor.
Oil-bath air Cleaner with semi automatic type dust unloader pre cleaner
Vertical exhaust muffler, Hand and foot accelerator

CLUTCH

Dual plate, dry-type with separate controls pedal for transmission and hand lever for PTO)
Diameter of plates : 11"

SPEED (km/h)

With 6.00-16 front tyre and 14.9/13-28 rear tyre

Forward

1st creoper*	0.9
2nd creoper*	1.4
3rd creoper*	2.1
4th creoper*	2.8
1st low	3.0
2nd low	4.5
3rd low	6.6
4th low	8.6
1st high	10.9
2nd high	16.3
3rd high	25.0
4th high	35.0

Reverse

Creoper*	1.4
Low	4.3
High	15.6

* Optional

BRAKES

Service: disc type, oil bath, mechanical control, simultaneous or independent operation
Parking: dependent, operating on service brakes, with hand control lever and flashing warning light.

FRONT AXLE

Telescopic type, inverted U section
Variable tread with heavy duty box section type front axle support

STEERING

Hydrostatic power steering with independent circuit
Turning radius:
-with brakes : 3,000 mm
-without brakes : 3,800 mm

POWER TAKE OFF

Fully independent:
1-3/8" -6 spline Shaft, 540 rpm at 1970 Engine rpm

TYRES (Parkina Of Tyres)

Front: 6.00-16
Rear: 14.9/13-28

TREADS

Front (5 positions):
1,410-1,510-1,610-1,710-1,810 mm
Rear (6 positions):
1,400-1,500-1600-1700-1800-1900 mm

HYDRAULIC LIFT

Lift-o-matic, automatic, With draft, position and mixed control, Draft control through the top link, Pump capacity 34.5 L/min. (Max.) Relief valve opening pressure, 190 kg/cm² automatic lifting and lowering device, Lowering speed adjustment and transport lock, lifting capacity, 2200 kg.
Auxiliary control valves (single and double acting) with 1/2" quick couplings.
* Optional

ELECTRICAL SYSTEM

Voltage : 12V
Starting Motor : 4 HP
Alternator : 400 W
Battery : 95/105 Ah
Starter safety switch
Cold starting-aid device thermostat*
High-low beam headlights.
Parking, direction, stop lights,
Multiple gauge instruments panel
Rear floodlight
2-Pole power connectors*
* Optional

BODY

With "square" hood, fully forward tilting for max accessibility.

DRIVER'S SEAT

De luxe, with parallelogram suspension and hydraulic shock absorber, adjustable to driver's weight, reach and height

CAPACITIES

Fuel tank : 61.01
Engine oil sump and filter : 7.311
Rear transmission and hydraulic lift : 30.11

General Features

- Efficient and automatic hydraulic system with latest technology of liftomatic
- Excellent fuel consumption
- Heavy duty oil cooled disc brakes
- Adjustable and comfortable driver seat
- Hydrostatic power steering
- Tip up engine hood for maximum access to engine service points
- Heavy duty front axle support
- Advance and more visible instrumental panel

DIMENSIONS

(with 6.00-16 and 14.9/13-28 tyres)

NH 60-56



Model NH 60-56 is a 65hp, 3 Cylinder quality tractor, designed to meet your expectations in a cost effective manner.

NH - 6056 "SPECIFICATIONS"

ENGINE POWER

At flywheel 65 Hp

OPERATING WEIGHT

With 6.00-16 front tyre, 14.9/13-28 rear tyre, hydraulic lift with three point linkage system cat 1-2 at square type fender with flat top. 2070 kg

ENGINE

FIAT 8035.05
4-stroke diesel engine direct injection
Number of cylinders : 3
Bore and stroke : 104 x 115 mm
Piston displacement : 2,931 cc
Max torque at 1500 engine Rpm. (216 NM (22 kgm))
Distributor type Fuel injection pump
Dry-type cylinder liners
Cooling system : water
Three-row brass tube and copper fin radiator.
Force-feed lubrication system.
Distributor type injection pump with mechanical speed governor.
Oil-bath air Cleaner with semi automatic type dust unloader pre cleaner
Vertical exhaust muffler, Hand and foot accelerator

CLUTCH

Dual plate, dry-type with separate controls (pedal for transmission and hand lever for PTO)
Diameter of plates : 11"

SPEED (km/h)

With 6.00-16 front tyre and 14.9/13-28 rear tyre

Forward

1.st creeper*	0.9
2.nd creeper*	1.4
3rd creeper*	2.1
4th creeper*	2.8
1st low	3.0
2nd low	4.5
3rd low	6.6
4th low	8.6
1st high	10.9
2nd high	16.3
3rd high	25.0
4th high	35.0

Reverse

Creeper*	1.4
Low	4.3
High	15.6

* Optional

BRAKES

Service: disc type, oil bath, mechanical control, simultaneous or independent operation
Parking: dependent, operating on service brakes, with hand control lever and flashing warning light.

FRONT AXLE

Telescopic type, inverted U section
Variable tread with heavy duty box section type front axle support

STEERING

Hydrostatic power steering with independent circuit
Turning radius:
-with brakes : 3,000 mm
-without brakes : 3,800 mm

POWER TAKE OFF

Fully independent:
1-3/8" 6 spline Shaft, 540 rpm at 1970 Engine rpm

TYRES (Parkina Of Tyres)

Front: 6.00-16
Rear: 14.9/13-28

TREADS

Front (5 positions):
1,410-1,510-1,610-1,710-1,810 mm
Rear (6 positions):
1,400-1,500-1600-1700-1800-1900 mm

HYDRAULIC LIFT

Lift-o-matic, automatic, With draft, position and mixed control, Draft control through the top link. Pump capacity 34.5 L/min. (Max.) Relief valve opening pressure, 190 kg/cm² automatic lifting and lowering device.
Lowering speed adjustment and transport lock, lifting capacity, 2200 kg.
Auxiliary control valves (single and double acting) with 1/2" quick couplings.
* Optional

TRANSMISSION

Gearbox: 8F + 2R speeds
Gearbox with constant - mesh gears
Synchromesh on 3rd, 4th, 7th and 8th speeds, Double control lever
Differential with mechanically operated lock, Spur gear final drives.

ELECTRICAL SYSTEM

Voltage : 12V
Starting Motor : 4 HP
Alternator : 400 W
Battery : 110/120 Ah

Starter safety switch
Cold starting-aid device thermostat*
High-low beam headlights.
Parking, direction, stop lights.
Multiple gauge instruments panel
Rear floodlight
2-Pole power connectors*
* Optional

BODY

With "square" hood, fully forward tilting for max accessibility.

DRIVER'S SEAT

De luxe, with parallelogram suspension and hydraulic shock absorber, adjustable to driver's weight, reach and height

CAPACITIES

Fuel tank : 61.01
Engine oil sump and filter : 7.311
Rear transmission and hydraulic lift : 30.11

General Features

- Efficient and automatic hydraulic system with latest technology of liftomatic
- Excellent fuel consumption
- Heavy duty oil cooled disc brakes
- Adjustable and comfortable driver seat
- Hydrostatic power steering
- Tip up engine hood for maximum access to engine service points
- Heavy duty front axle support
- Advance and more visible instrumental panel

DIMENSIONS

(with 6.00-16 and 14.9/13-28 tyres)

(3) Implement



Cultivator



Rotavator



Cultivator



Disc Harrow

(b) Generator

WARRIOR
DIESEL GENERATOR
 With Water and Sound Proof Canopy
 Power 47 KVA

AMF Panel Digital Controller with Engine Cutoff Safeties.

- ☛ Engine 85 HP
- ☛ Auto Start.
- ☛ Auto Shutoff.
- ☛ Water Temp. Safety Engine Auto Stop.
- ☛ Low Oil Pressure Safety Auto Stop.
- ☛ Over load Safety Engine Auto Stop.
- ☛ Digital Display.
- ☛ Frequency 52-HZ.
- ☛ Engine 1500-RPM.
- ☛ Engine Hours Meter.
- ☛ Oil Pressure Bar.
- ☛ Water Temp. Centigrade.
- ☛ DC 12-Volt.
- ☛ AC 220~230 - Volt
- ☛ Load 69 Ampere.
- ☛ Fuel Gauge.
- ☛ Diesel Tank Cap 105 Ltrs.
- ☛ Fuel Injection Pump with solenoid Switch.
- ☛ Emergency Shutoff Control.
- ☛ 03-Phase Circuit Braker.
- ☛ Noise Level: 75 db at 1meter.



(c) Mechanization forming

Farm Mechanization & Water Conservation Projects:

The Company offers “Smart Irrigation Solutions” for water conservation including Rain Guns, Sprinkler Systems, Drip Irrigation Systems and Center Pivot Systems.

The Company has entered into Technical Collaboration Agreements international reputed Turkish company M/s ZIRVE Plastic as potential suppliers of technical know-how, machines and equipment. M/s ZIRVE Plastic is engaged in the manufacturing and installation of pressurized irrigation system for the last 30 years.

The Company has also signed a Collaboration Agreement with the University of Agriculture, Faisalabad to gainfully draw from the vast expertise of their specialists such as agronomists, research, training, labs and allied services available at the University. With its large dealer network and mechanical workshops all over the country, the Company, we feel is eminently suited to offer the technology as well as the required after-sale-support.

(4) Net Working**Baluchistan****M524**

ZOLAND TRACTOR COMPANY
MR MUHAMMED SHABBIR KHETRAN
NEAR SHELL PETROL PUMP, MUSLIM
TOWN, D.G. KHAN.
ROUTE - AGTL MULTAN
BALUCHISTAN

M515

BOLAN TRACTOR JAFFARABAD
LIAQUAT ALI MAIN NATIONAL
HIGHWAY, GHATKI.
ROUTE - AGTL SUKKUR
BALUCHISTAN

M516

ALI CORPORATION KHUZDAR
MEHBOOB ALI SHEIKH QUETTA
ROAD KHUZDAR
ROUTE - AGTL SUKKUR
BALUCHISTAN

M517

AL ZAHID & CO LORALAI
AKHTER SHAH JINNAH MARKET
JINNAH ROAD LORALAI
ROUTE - AGTL SUKKUR
BALUCHISTAN

M518

KHALID BROTHERS QUETTA
HAJI MUHAMMED HANIEF ALI BHAI
ROAD QUETTA
ROUTE - AGTL SUKKUR
BALUCHISTAN

M519

KHURASAN TRACTOR QUETTA
MUHAMMED RAHIM INGLE ROAD
P.O.BOX 250 QUETTA
ROUTE - AGTL SUKKUR
BALUCHISTAN

M526

TUFAIL TRACTORS
Mr.Muhammed Khosa QUETTA ROAD
DERA ALLAH YAR
ROUTE - AGTL SUKKUR
BALUCHISTAN

www.jar

NWFP



M100
MR MAQBOOL AHMED
ROUTE - AGTL ISLAMABAD
NWFP

M101
BANNU AUTOS.
SARAI GAMBELLA BANNU
ROUTE - AGTL ISLAMABAD
NWFP

M102
FRONTIER TRACTOR HOUSE
MARDAN ROAD CHARSADEA
ROUTE - AGTL ISLAMABAD
NWFP

M103
HAZARA TRACTOR
G.T. ROAD, HARIPUR HAZARA.
ROUTE - AGTL ISLAMABAD
NWFP

M104
SAADAT BROTHERS.
NEAR CHARSADEA BUS STAND,
CHARSADEA ROAD, PESHAWER.
ROUTE - AGTL ISLAMABAD
NWFP

M112
KOHAT TRACTOR HOUSE.
BANNU ROAD TAPI KOHAT TAPI,
KOHAT.
ROUTE - AGTL ISLAMABAD
NWFP

M113
RAFIQ SONS TRACTORS
G.T. ROAD, AMAN DARA, BATKHELA,
MALAKAND AGENCY
ROUTE - AGTL ISLAMABAD
NWFP

M115
SARHAD TRACTORS
NEAR STATE LIFE BUILDING, EAST
CIRCULAR ROAD, DERA ISMAIL KHAN
ROUTE - AGTL MULTAN
NWFP

M117
M/S ZAMINDAR TRACTOR HOUSE
MR. MUHAMMAD QAISAR KHAN
DERA ISMAIL KHAN ROAD NEAR DHO
HOSPITAL BANNU
ROUTE - AGTL MULTAN
NWFP

M201
BANNU TRACTOR,
SHEIKH YOUSUF CHOWK, BANNU
ROAD, DERA ISMAIL KHAN
ROUTE - AGTL MULTAN
NWFP

www.jan

Punjab**M106**

AL-HUSSAIN ENTERPRISES.
TALAGANG ROAD CHAKWAL
ROUTE - AGTL ISLAMABAD
PUNJAB

M107

ATTOCK TRACTOR.
TALAGANG ROAD, ATTOCK
ROUTE - AGTL ISLAMABAD
PUNJAB

M108

DARA AUTOS.
NEAR SHELL PETROL PUMP, G.T
ROAD, RAWAT, RAWALPINDI
ROUTE - AGTL ISLAMABAD
PUNJAB

M109

JHELUM TRACTOR.
G.T ROAD DINA, AZAD KASHMIR
ROUTE - AGTL ISLAMABAD
PUNJAB

M110

JHELUM TRACTOR
G.T ROAD DINA (JHELUM)
ROUTE - AGTL ISLAMABAD
PUNJAB

M116

NEW JHELUM TRACTOR
G.T ROAD DINA (JHELUM)
ROUTE - AGTL ISLAMABAD
PUNJAB

M203

AL ZEESHAN TRACTOR NAROWAL
NOOR KOT ROAD SHAKARGARH
NAROWAL
ROUTE - AGTL LAHORE
PUNJAB

M208

LAYALLPUR TRACTOR CO.(F.A)
13,15,&17, CIVIC CENTRE, GUTWALA,
SHEIKHUPURA ROAD, FAISALABAD.
ROUTE - AGTL LAHORE
PUNJAB

M210

UNITED CORPORATION.
NEAR SHAH DAULA PETROL PUMP,
SARGODHA ROAD, KUNJHA, GUJRAT.
ROUTE - AGTL LAHORE
PUNJAB

M211

**PUNJAB FARM MACHINERY
CORP.(Okara)**
610-X BLOCK, DEFENCE HOUSING
SOCIETY, LAHORE.
ROUTE - AGTL LAHORE
PUNJAB

M212

**PUNJAB FARM MACHINERY
CORP(F.A)**
SANAULLAH CHOUDHERY AL-
KHIRAN PLAZA NEAR OCTROI POST
JARANWALA ROAD FAISALABAD
ROUTE - AGTL LAHORE
PUNJAB

M214

SHADAB FARM INDUSTRIES LAHORE
MUHAMMED QASIM BHATTI
8,KILOMETRE SHEIKHUPURA ROAD
LAHORE
ROUTE - AGTL LAHORE
PUNJAB

M215

SHAHKAR TRACTOR JAUHARABAD
NAJEEB ALI KHAN BLOCK # 4, NEAR
PURANA LARI ADDA, JAUHARABAD
ROUTE - AGTL LAHORE
PUNJAB

M216

SIDDIQUE TRACTOR SARGODHA
ABID HUSSAIN 5-SESSION ROAD
SARGODHA-0483728886
ROUTE - AGTL LAHORE
PUNJAB

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Sindh

M503
SARWAR TRACTOR HOUSE
SANGHAR
 GHULAM UDDIN SHAHDAD PUR
 ROAD SANGHAR
 ROUTE - AGTL SUKKUR
 SIND

M504
SIBTAIN ENTERPRISES NAWAB
SHAH
 NAZAR SIBTAIN ZAIDI MOHNI BAZAR
 NEAR MURTAZVI MASJID NAWAB
 SHAH
 ROUTE - AGTL SUKKUR
 SIND

M535
AGRI AUTOS
 MR TARACHAND NEAR BAB-AL-
 NOOH OLD NATIONAL HIGHWAY
 HALA MATIARI
 ROUTE - AGTL SUKKUR
 SIND

M536
SIND TRACTOR HOUSE
 MR MUHAMMED ASHRAF KAMBOH
 THARI ROAD TALLUKA MEHRABPUR
 NAUSHERA FEROZE
 ROUTE - AGTL SUKKUR
 SIND

M505
MURAD TRACTOR HOUSE NOSHERO
FEROZE
 GHULAM MUSTAFA TUNIO NATIONAL
 HIGH WAY NOSHERO FEROZE
 ROUTE - AGTL SUKKUR
 SIND

M508
MUGHAL TRACTOR HOUSE
LARKANA
 RASHEED AHMAD MUGHAL SINDH
 SMALL INDUSTRIAL ESTATE
 LARKANA
 ROUTE - AGTL SUKKUR
 SIND

M509
BASHIR TRACTOR HOUSE
JACOBABAD
 HAMEED AHMED MUGHAL GATEWAY
 HOTEL, SHIKARPUR ROAD,
 JACOBABAD
 ROUTE - AGTL SUKKUR
 SIND

M513
DAHARKI TRACTORS HOUSE
DAHARKI
 AFZAL UL HAQE MEHAR G.T.ROAD,
 DHARKI, GHOTKI
 ROUTE - AGTL SUKKUR
 SIND

M514
MADINA TRACTOR KHAIRPUR MIRS
 MUHAMMED ASIF NATIONAL HIGH
 WAY KHAIRPUR MIRS
 ROUTE - AGTL SUKKUR
 SIND

M520
INDUS TRACTORS, LARKANA
 WAPADA OFFICE ROAD
 SHAHDADKOT LARKANA-SIND
 ROUTE - AGTL SUKKUR
 SIND

M521
GREENLAND TRACTORS
 10-SAGHEER HUSSAIN SHAHEED RD.
 KARACHI
 ROUTE - AGTL SUKKUR
 SIND

M529
GHAZI TRACTORS CORPORATION
 Mr.TAHIR SULTAN DASTI MAIN INDUS
 HIGHWAY RAILWAY ROAD
 KASHMORE
 ROUTE - AGTL SUKKUR
 SIND



(5) Plant

(a) Plant

Since January, 1984, the AGTL plant at Dera Ghazi Khan with its fully integrated assembly line laid out on a conveyor system feeder lines for engine, hydraulic lift control, sheet metal parts and transmission assembly has been manufacturing quality tractors based on ISO 9001:2008 standards.

Validated up to December 2012 AGTL's certification of registration from Moody International rates AGTL's Quality Management systems to "Production of Fiat and New Holland Tractors from customer supplied components".

As many as 350,000 tractors manufactured by the AGTL plant now serve the country as the bulwark of agriculture. With a capacity to produce 115 tractors in an 8 hour shift, the plant can be geared to operate double shifts and rise to the requirements of increasing the throughput to much more than the declared installed capacity of producing 30,000 tractors per annum in a single shift.

With a view to obviating any constraints on operation, the technology in the plant is continually upgraded and refurbished.

The year 2010 saw the addition of the following to accelerate production as well as improvement in the quality of the products:

- Extension of Engine Testing facility with latest dynamometers. Coupled with digital electronic control panels, to further enhance the production of engines
- Fabrication of a new paint shop to further improve the quality of paint to sheet metal parts
- Production of sheet metal parts has been enhance many a times by addition of new-machines, coupled ...with high quality. In-house testing facilities
- Keeping in view the customers preferences the plant has. Upgraded its product by:
- Converting the higher hp models to Disc Brakes. Replacing the band type brakes
- Power Steering system has been introduced on the lower hp tractors.

(b) **Health and safety**

The Board has formed a management's Health and Safety Committee which works to ensure health, safety and security of all its employees as well as the society.

From production of products which can be used "safely" by the customers, Health and Safety Policy covers an action plan for occupational safety, occupational illness, conforming to labour laws for physical and psychological health of employees, friendly working hours, provision of comprehensive insurance to all, hospital facilities at the plant, ambulance service, provision of clean water through filtration plants,

recreation facilities at the staff town, firefighting, demarcation of emergency exists and twenty four hours security for the plant and residents of the staff town.

- * Firefighting, bomb disposal, first aid, Emergency Quick Response drills as routine.
- * There is also stress on spiritual health with a well maintained mosque and facilities of performing Hajj and Umra through the CBA Agreement.
- * A health and Safety Manual has been drawn up for counseling.

(c) Environment responsibility

AGTL integrates environmental responsibility into corporate decision making. It is also a part of our agreement with CBA. The Board has created an Environmental Committee of the management whose reports are placed before the board for perusal. The plant and the staff town of the company at Dera Ghazi Khan are an oasis in the desert. By way of environmental responsibility, our policy guideline is as follows:

Management and labour promote pollution control and prevention through collective bargaining agreement.

With good housekeeping we apply practical, low cost steps to improve storage and handling of materials, lighting and work station design thus reducing waster through damage or lost goods and less risk to health and safety of workers.

We protect our workers against are and noise pollution by providing personal protection equipment.

We have set up a water recycling plant to treat sewerage.

We boast of heavy investment in horticulture which has stopped the march of the dessert.

We eliminate work-force hazards such as poor working ventilation, indoor pollution, poor lighting, etc.

We have discarded the use of all lead based paints.

We provide clean water to workers and to their homes by installing UV filters on water outlets.

Our staff town conforms to safe, sound, and sanitary standards.

We sell waste products like wood and scrap metal that other industries recycle as raw materials.

(6) Customer care

(a) Marketing

At AGTL, marketing team is determined to identify and explore each and every opportunity available to sell the tractor. We are committed to customize our products according to customers' requirements.

So far our brand has spread to every corner of the country as a result of industrious efforts on the part of whole marketing team. Product development, market segmentation, market penetration, infrastructure improvement, after sale services were the hallmark of activities of AGTL's marketing.

To keep our leading role in tractor industry in Pakistan, AGTL's marketing team continues to look forward to explore new opportunities and to integrate the existing ones. We look to the future with new options and plans to broaden our customer base.

Our team of many talents will continue to work with full zeal; enthusiasm and motivation to further improve performance standards. We are quite confident that the AGTL will rise to the expectations of our valued customers.

STRUCTURE

In AGTL, marketing setup is based on Marketing Head Office and Regional Offices. Marketing Head Office controls all marketing activities through its Regional offices and Distribution center.

- Number of Regional Offices = 4
- Distribution Centre= 1
- Number of Main Dealers= 86
- Number of Workshops= 2000
- Number of Parts Dealers.. = 48

MAJOR ACTIVITIES

- In spite of the fact that ZTBL ceased lending

and a handsome volume of business went out of our reach, marketing and dealer's team with synchronized and dedicated efforts managed sales through cash customers.

- After sales service was provided to all customers, old or new, whereas around 33000 tractors remained on the after sales warranty table during the year.

Entire customer satisfaction was achieved through rendering selfless services round the clock throughout the year. Technical teams and engineers of the department were available at each customer call received directly from the field or through customer care centre.

- Development of new standard 3-S Dealership Setups and up gradation of authorized workshops at all locations throughout the country.
- The department keeps a regular flow of updates with technical bulletins, dealers meetings, conventions and after-sale-service programs throughout the year.

STRENGTHS

- Robust and sturdy product: Price and convenience being customer's first priority, all efforts are made to rise the expectation of the customer by providing sturdy products at the most competitive price backed up by emulative after sales services at the door step of the customer.

- Brand Loyalty:

AGTL Marketing Team uses after-sale service as a tool to create the brand loyalty among the NH users.

- Dedicated and professional team:

The AGTL Marketing Team is fully charged and capable to face the challenges posed by

dynamic business environment up to the best of their abilities and competencies.

- Strong dealers net-work:

Customer focus is central to our business. For customized customer satisfaction, we have dotted the whole country with a large Dealer network, customer care centers and tractor workshops. More and more workshops are being added every year to each dealership so as to have service facility in every village where the NH tractors are being used

- During the havoc of floods in year 2010, marketing team established camps in affected areas to provide relief and to assist in rehabilitation of the flood victims.

- Effective communications inform and persuade potential customers. Attractive promotions stimulate action. Messages raising product image, diversified usage and competitive edges were formulated and transmitted effectively through mass media campaigns. Awareness was created among masses about product strengths.
- Development and supply of agricultural implements like back hoe, front end loader, front and rear blades and farm trolleys fitted with tractors was made to various departments and work is in progress to increase the level and pace of implement's development and supply during the year 2011.

(b) Help line

Lahore

Mr. adnan iqbal

Acting regional manager marketing

Lahore

Phone 04237924676 cell 03214437307

0321607001

Islamabad

Mr.safiu rehman

Regional manager

Islamabad

Cell 03055817772

Multan

Mr.Ammar Karin

Regional Manager Marketing

Multan

Cell 03009629375 – 03226169887

Sukkur

Mr.Shafaqat Hussain Qadri

Acting Regional Manager

Sukkur

Cell 03317747016

Dera Ghazi Khan

Mr.Akhtar Aziz

Sr.manager Distribution

Tell: 0642001488, 03467305984

(7) TEAM

Human Resource

In present age of rapid social, cultural and technological development, the importance of human resource holds the key to the development and progress of a company. We believe in a human resource system which is tailored to and is in sync with the demands of business strategy of the company.

Vision:

With the vision of implementing best HR practices, we are committed not only to hire the right talent but to focus on inducting employees at grass root level (hence providing fresh talent) and to provide an opportunity of growth to our existing team members. Senior positions are filled by first providing opportunity to existing talent through internal advertisements and promotion. We are an equal opportunity employer.

Performance Evaluation:

We believe and deploy a fair and impartial performance evaluation system for employees by using balanced score card system to protect bias. Employee's evaluation doesn't end here; it rather originates the grooming needs of employees which eventually are fulfilled through Training & development.

Training:

AGTL has an in-house Training Centre at our plant in D.G. Khan for in-house trainings. An initiative of ATC 2011 (Annual Training Calendar 2011) for in-house training program has been launched and spread over the year to meet employees training needs internally. It comprises of courses on the subjects of Leadership, Business Communications, Professional Grooming, Spoken English and Presentation Skills. The Training Centre focuses, more particularly, on-the-job training to employees gainfully utilizing the plant assembly line for first hand training. Engineers, technicians and mechanics of the AGTL Dealers spread throughout the country regularly visit the Training Centre for on-the-job training's many as 12 Apprentices are also employed by the company under the apprenticeship program approved by the T.E.V.T.A. In addition to in-house training, company executives are also sent to seminars, training programmers' at various institutions in the country. Counselors are also invited to deliver lectures, and training at the Training Centre.

IR Practices:

With the aim of implementing best IR practices as per labor laws, HR works in close liaison with the CBA and holds weekly meetings with them for addressing employee's issues and to resolve them on priority. These meetings are held at all levels upto the CEO and the Chairman. Chairman CBA is also a member of the Remunerations Committee which reports to the Board of Directors.

Health, Safety And Environment: The strength of the organization in managing health, safety and environment is clearly depicted from shaping policy to practice in the shape of application of best practices, technical expertise in OSH, risk control measures, safety trainings, dissemination of health & safety information and continual improvement.

The AGTL staff town adjacent to the plant at D.G.Khan with 60 units of family accommodation and 3 bachelor barracks having 50 rooms for bachelor residences and offers amenities which cause envy to the visitors.

Clubs, sports facilities, primary school, parks, hospital, Fair Price Shops, transportation, security, round-the-clock facility of standby generators, clean water, and horticulture have made the AGTL Staff Town an oasis in the desert.

Succession Planning:

Succession planning is part of the Corporate Governance Committee of the Board of Directors of the company as well as the Committee of the Management reporting to the Board.

We aim to provide a better positioning of the company's key employees through an effective succession planning. The denominator is meeting company's needs through proper screening and to always keep all key positions with willing and potential people and their successors.

Employee Relation:

As part of best Employees Relations, we have introduced an EAP (Employees Assistance Program) that provides counseling and referral services to employees whose personal problems / professional issues may be affecting their work.

HR encourages referring employees to the EAP when it is identified that an employee's personal matters have begun to negatively impact on his or her work performance. The services offered in this program are Counseling, Personal Grievances, Behavioral Health Assistance, Career Advisory Services, Advise on Personal Issues (Which are affecting employee's performance at work), Advise on Harassment Cases, Pre Retirement Planning, etc.

Corporate Social Responsibility: As part of Corporate Social Responsibility, we offer internship program for students from overseas through Aiesec. A recent internship has been awarded to a candidate from the Democratic Socialist Republic of Sri Lanka. The company also offers scholarships to students of University of Agriculture, Faisalabad both for its Faisalabad and D.G. Khan campus.

HR Cares:

As a role of taking CARE of AGTL employees; HR has launched a soft campaign named 'HR Cares'. Objective of this campaign is to keep the team members aware of information which is helpful for their professional and personal life. The information keeps them taking care of themselves in a better way. It also includes activities that refresh minds and cheer them up in a sophisticated and professional way and thus add more "LIFE" to employee's lives at AGTL.

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