

PRESS RELEASE

Millat Tractors Limited goes global with the historic signing of export agreement with AGCO recently at Agritechnica, Hannover, Germany.

Millat Tractors Ltd. has entered into an agreement with M/s AGCO for the export of “Made in Pakistan” Massey Ferguson brand tractors to world markets. The tractors shall be imported by AGCO initially for its African & Middle East markets and subsequently for other countries. This historic milestone was being pursued by Millat since a very long time and promises to usher Millat Tractors in a new era of product development and diversification leading to further growth and expansion of the company.

With an annual production capacity of 35,000 tractors of various models, Millat is fully equipped to meet the demands of export markets while catering to the needs of the domestic market. Its unmatched capability in engineering and product development has yielded highest level of indigenization in tractor manufacturing that exceeds 90%. This gives the company a leading edge in offering the most cost effective product range in the world. With this competitive advantage the new venture will position MTL ahead of all its competitors. Millat products will now be backed by the worldwide sales and after-sales network of Massey Ferguson comprising of over 3100 independent dealers and distributors in more than 140 countries.

“Simple, yet powerful, the MF 300 Series tractors are tried and tested, with a strong reputation for straightforward operation and robust dependability – they are ideally-equipped to meet the tough challenges of African and Middle East agriculture,” says Thierry Lhotte, Massey Ferguson Vice-President Marketing, Europe, Africa and the Middle East, in their launch program.

This accord will go a long way in benefitting the auto and vending industries in Pakistan while serving the agriculture sector and the country’s economy at large.



