



Ref: VTTL/SEC/SE/2022

January 31, 2022

The General Manager – Listing,  
National Stock Exchange of India Ltd.  
Plot No. C/1, G Block,  
Bandra – Kurla Complex,  
Bandra (E), Mumbai – 400 051  
Tel No- 022-26598235

The Manager Listing,  
BSE Ltd.  
Floor 25, P.J. Towers,  
Dalal Street,  
Mumbai – 400 001  
PH: 022-22721234

Dear Sir/Madam,

**Sub: Press release/media release**

Please find attached herewith copy of the Press Release/Media release which is being released today to intimate that VST Tillers Tractors Ltd introduces '₹ 1' offer for Brush Cutter.

This is for your information.

Yours truly,  
for V.S.T. Tillers Tractors Ltd,

Chinmaya Khatua  
Company Secretary

Encl: a/a



V.S.T. TILLERS TRACTORS LIMITED CIN-L34101KA1967PLC001706

Plot No.1 Dyavasandra Indl. Layout, Whitefield Road, Mahadevapura Post, Bengaluru-560048, India

Phone: 91-80-67141111 Toll Free: 1-800-4190136 Email: vstgen@vsttractors.com

[www.vsttractors.com](http://www.vsttractors.com)

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## Press release/media release

### **VST Introduces '₹ 1' offer for Brush Cutters Pay ₹ 1 and take home the brand new VST Brush Cutter**

**Bengaluru, 31<sup>st</sup> January 2022:**

**VST Tillers Tractors Ltd (VST)**, one of India's leading farm equipment manufacturers, today announced a unique one-of-a-kind offer of up to 100% finance for its wide range of brush cutters. Under this scheme, customers need to pay just **₹ 1/- down payment** to own a brand-new brush cutter that is equipped with the latest technology customized for Indian farms. The balance payment can be paid via easy monthly installments within 2 to 12 months. VST Brush Cutters come with Walbro Carburetor, NGK Spark Plug and are known for its performance, durability, and hassle-free, smooth operations.

Any customer can avail this offer by paying ₹ 1 to the dealer via their credit or debit card and take home the VST range of Brush Cutters. VST has roped in India's leading financial services company as a partner for this offer. The offer can be availed at more than 500 VST dealerships across the country.

VST Brush cutters are best suited for paddy harvesting, floriculture, horticulture, orchard, lawn, and resort segments. The product is very versatile and compatible with special attachments like - 2-point blade, 3-point blade, paddy guard, hoe cutter, nylon cutter, metal blade cutter and are extensively used for weeding, crop cutting, grass cutting, trimming operations.

**Mr. Antony Cherukara, CEO, VST Tillers Tractors Ltd.** said "at VST, we are committed to offer ease of farming to the Indian agrarian community. The farmers in India face issues like high labour cost, low awareness on farm mechanization, lack of availability, affordability, and accessibility to modern farm solutions. The ₹ 1/- offer is specifically launched to meet the needs of small and marginal farmers who account for more than 80% of the farming community in India. Demand for farm mechanization equipment is increasing due to labour shortage and the need for productivity enhancement. I am sure that this offer will help to drive mechanization and improve farm productivity".

All VST products are backed by extensive service and parts availability through its well-established network.



## About VST Tillers Tractors Limited

VST Tillers Tractors Limited. was established in the year 1967 by the VST Group of companies. With a legacy of more than 53 years, VST continues to drive farm mechanization and empowerment of Indian farmers. The organization is the largest Indian manufacturer of Tillers, 4WD Compact Tractor, and amongst the leading producers of the other category Tractors, Engines, Transmission, Power Reaper and Precision Components. VST also exports products to European, Asian, and African markets. To further strengthen its product portfolio and offer world-class technology customized to match the needs of Indian customers, VST has entered into strategic alliances with Pubert from France for Power Weeders and Zetor from the Czech Republic for Tractors.

VST believes in leveraging electric, driver optional, and connected vehicle technologies to offer sustainable, productive, and profitable farming solutions and has made a strategic investment in Monarch Tractor (Zimeno Inc) - Maker of the World's First Fully Electric, Driver-Optional Smart Tractor.

Disclaimer: This Release/Communication contains historical information and forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability and input costs. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.



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