



Escorts Ltd inks MoU with Manipal University, Jaipur, to offer digital farming solutions

- *Aspires to provide quality inputs through Digitrac mobile app*
- *To enhance farming experience through digital solutions*

New Delhi, 4th May, 2019: Escorts Ltd, India's leading engineering conglomerate, today, signed a Memorandum of Understanding (MoU) with Manipal University Jaipur, a reputed institution that has redefined academic excellence in Rajasthan. Both Escorts and Manipal University Jaipur will work towards enhancing farming experience through digital solutions offered by an initiative of Escorts called the Digitrac mobile app.

Under this agreement, both the entities will focus on smart farming and agriculture monitoring using deep learning. While Escorts would provide data inputs, real testing environment and financial support, Manipal University will assist with laboratory space, design and development of the system, manpower and system testing. From monitoring the crop diseases to increasing their agricultural yields and productivity, the alliance is expected to help farmers in various ways.

Digitrac is India's first online tractor and agri-service platform. It provides front-end farmer interface for agri-inputs and customized agri-information. From facilitating transparent purchase of farm equipment to receiving real time farming inputs and updates, this app empowers farmers in making informed decisions.

Speaking at the occasion, **Mr. Neeraj Mehra, Chief Sales Officer, Escorts**, said "Providing sustainable agriculture solutions to farmers is crucial. Escorts and Manipal University have joined hands to provide the farmers with the best of digital farming inputs and personalized agri recommendations. Digital farming has the potential to strengthen agri productivity leading to overall economic development of the country."

Dr. G.K. Prabhu, President, Manipal University Jaipur said "We are extremely pleased to announce our collaboration with Escorts group. Escorts has been a strong advocate for farmers benefit through mechanised agriculture. We are confident that together we will be successful in enabling farmers to make informed decisions through agriculture monitoring and smart farming inputs offered by us.

Mr. Neeraj Mehra, Chief Sales Officer and Mr. Alok Yadav – Head Gigital Cell from Escorts team and Dr. H. Ravishankar Kamath, Registrar, Manipal University Jaipur, Dr. G.L. Sharma, Director (SAMME), Dr. Ashish Malik, and Dr. Manoj Kumar Sharma from MUJ were present at the event. Initiation of the collaboration outlined by the MoU is expected to commence 05 May 2019.



Note for the Editor

The Escorts Group is among India's leading engineering conglomerates, operating in the high-growth sectors of Agri Machinery, Material Handling, Construction Equipment and Railway Equipment. The Group has earned the trust of over 5 million customers by way of product and process innovations over seven decades of its existence. Escorts endeavours to transform lives in rural and urban India by leading the revolution in agricultural mechanization, modernization of railway technology and transformation of Indian construction.

For further information, please contact:

ESCORTS LIMITED	TORQUE COMMUNICATIONS PVT LTD.
Sharad Gupta, Group Head, Corporate Brand Communications sharad.gupta@escorts.co.in	Priya Sewa/ Supriya Sundriyal 9643866860 / 9654941581 priya@torquemail.com / sundriyal@torquemail.com