

Dewulf partners with Mahindra

14 November 2017 by Dewulf

Dewulf, full-liner in potato and root crop machinery, announced a licencing agreement with Mahindra & Mahindra Ltd, part of the USD 19 billion Mahindra Group, headquartered in Mumbai (India), today for the manufacturing and marketing of potato planting equipment in India. Under this agreement, Dewulf will work with Mahindra to bring its renowned potato planting technology to the Indian market.

Potato is the world's 4th largest food crop, with India being the 2nd largest producer. Each year over 2 million hectares of potato is planted in India, yielding a production of about 40 million tonnes. Dewulf noticed the everincreasing focus towards potato processing in India and is convinced the demand for quality potato in this market will go up. This will require the local Indian farmers to use better machinery for potato planting. To answer this need a co-branded Mahindra Dewulf potato planter was developed and is currently being field tested. This machine will enable the Indian potato farmer to perform precise and even planting, thereby leading to higher yields, a reduction in cost and an improved quality of output. All these will lead to higher farm incomes.

René Boeijsenga, CEO at Dewulf, said "We look forward to introducing our innovations and technology to world's second largest potato market. We are excited to partner with Mahindra, India's leading Farm Equipment manufacturer, in order to do so. With Mahindra as our partner, we believe that we will be able to transform potato farming techniques in India."

Commenting on the development, Rajesh Jejurikar, President, Farm Equipment Sector, Mahindra & Mahindra Ltd said "We are delighted to announce a partnership with Dewulf, a world class manufacturer of agricultural machinery. Our licensing agreement with Dewulf will allow us to bring the latest planting technology to potato farmers in India."

Source: Dewulf Group