

JOHN DEERE  

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175  

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SINCE 1837

**PROJECT REPORT**

**175 YEAR CELEBRATION ON 12,13 & 14 October, 2012  
Pune**

Event Organized By : Relio Quick

COMMITTED TO THOSE LINKED TO THE LAND



**JOHN DEERE**

## Synopsis

- John Deere is celebrating 175th anniversary this year.
- A 3 days event was organized at Laxmi Lawns, Pune from 12th to 14th Oct 2012.
- The event was Committed To Those Who Linked To The Land.
- Invites include John Deere Employees & their families, Key Customers, Suppliers, Dealers, Govt. Officials, Academicians, Local Administration etc.
- Complete product range was displayed which includes Tractors, Sugarcane Harvester, Grain Harvester, Baler, Rake, Forage Harvester, Implements, Loaders, etc.
- John Deere Water also displayed the irrigation technologies.
- Future Stall displayed technologies of the future being developed for farm mechanization.
- Merchandising Stall.
- Entertainment for kids and families.
- Food Stall.

## Synopsis

- **Key Highlight:**

A skit was prepared & performed by John Deere employees in which they showed evolution of farm mechanization from a simple PLOUGH 175 years ago to FUTURE TECHNOLOGIES of 2040.

**CELEBRATING 175 YEARS**



**Venue Ambeince**



## Lovely Ladies Welcome John Deere Delegates To 175 Years Celebrations



## Main Entrance To Laxmi Lawns – Event Venue





# CELEBRATING 175 YEARS



## Way To Main Hall



# CELEBRATING 175 YEARS



## Venue Ambience And Registration Counter



**CELEBRATING 175 YEARS**



## **Theme Based Mural**



**CELEBRATING 175 YEARS**



**Photo Opportunity At Theme Stall – Committed To Those Linked To The Land**



# CELEBRATING 175 YEARS



## John Deere Colleagues Being Photographed





# CELEBRATING 175 YEARS



## John Deere Guests Being Photographed



# CELEBRATING 175 YEARS



## John Deere Guests Being Photographed





# CELEBRATING 175 YEARS



## John Deere Guests Being Photographed



## John Deere Colleagues Being Photographed With Their Families





# CELEBRATING 175 YEARS



## Little Children Are Proud To Ride A John Deere Tractor



**CELEBRATING 175 YEARS**



**Photo Opportunity Area In The Main Hall**



# CELEBRATING 175 YEARS



## Event Backdrop At The Entrance





# CELEBRATING 175 YEARS



## Young Toddlers Or Little Deers





# CELEBRATING 175 YEARS



## Photo Opportunity Area In Main Hall





# CELEBRATING 175 YEARS



## Photo Opportunity Area In Main Hall



**CELEBRATING 175 YEARS**



**Mr. Satish Nadiger, MD & CEO Is Being Photographed With His Family**



**CELEBRATING 175 YEARS**



**JOHN DEERE**

## **Minister's Welcome**



**Hon'ble Shri Babanraoji Pachpute**, Minister, Tribal Development, Maharashtra State Being Given Warm Welcome On The Inaugural Day





## Hon'ble Shri Jayant Rajaram Patil, Rural Development, Maharashtra State Being Given Warm Welcome On The Concluding Day





**CELEBRATING 175 YEARS**



**Minister Being Escorted To Main Hall By Mr. Satish Nadiger & Mr. Mukul Varshney**



# CELEBRATING 175 YEARS



## Hon'ble Minister with Senior John Deere Team



**CELEBRATING 175 YEARS**



# **John Deere History**



## Mr. Mukul Varshney Explains A Milestone In The History Of John Deere



## Shri Jayant Rajaram Patil Passing In Front Of Backdrop Of John Deere Founder







## Young John Deere Lady Explains A Milestone





# CELEBRATING 175 YEARS



## Guests Are Going Through Journey Of John Deere



# CELEBRATING 175 YEARS



## John Deere Colleagues Are Going Through The Indian History





# CELEBRATING 175 YEARS



## Vip Guests Are Going Through Journey Of John Deere



# CELEBRATING 175 YEARS



## Mr. Mukul Varshney Explains A Milestone In The History Of John Deere India





# CELEBRATING 175 YEARS



## Guests Are Going Through Journey Of John Deere



**CELEBRATING 175 YEARS**



## **Main Event**



**Mr. Satish Nadiger, MD & CEO Is Addressing The Audience**



## Hon'ble Shri Jayant Rajaram Patil & Shri Babanraoji Pachpute Gracing the Occasion by Lightening the Lamp





## A Film On 175 Years Celebration Is Being Played



## Shri Babanraoji Pachpute & Shri Jayant Rajaram Patil Addressing The Audience





# CELEBRATING 175 YEARS



## VIP Lounge





## Attentive Audience





## Attentive Audience





## Food Stall Inside The Main Hall





# CELEBRATING 175 YEARS



## Minister Is Being Photographed With Senior Team Of John Deere



## Group Photograph Of Key Customers





## **Skit Performance**

## Skit Is Being Performed By John Deere Staff





## Skit Is Being Performed By John Deere Staff



## Skit Is Being Performed By John Deere Staff





## Skit Is Being Performed By John Deere Staff



**CELEBRATING 175 YEARS**



## **Family & Kid Engagement Area**



## View Of Lawn Area



# CELEBRATING 175 YEARS



## View Of Lawn Area





## Guests Enjoying The Refreshment





## Guests Enjoying The Refreshment





## Guests Enjoying The Refreshment





## Juggler & Tattoo Artist In Action





**CELEBRATING 175 YEARS**



**Cartoon Character Is Making Kids To Enjoy With Fun**



**CELEBRATING 175 YEARS**



## **Product Display**



# CELEBRATING 175 YEARS



## Product Display





## Product Display





# CELEBRATING 175 YEARS



## Product Display





# CELEBRATING 175 YEARS



## Product Display





# CELEBRATING 175 YEARS



## Product Display





# CELEBRATING 175 YEARS



## Product Display





## Product Display





# CELEBRATING 175 YEARS



## John Deere Team In Front Of Sugarcane Harvester





# CELEBRATING 175 YEARS



## John Deere Water Display



CELEBRATING 175 YEARS



## John Deere Future Stall





**CELEBRATING 175 YEARS**



## **John Deere Merchandise Stall**



**CELEBRATING 175 YEARS**



**JOHN DEERE**

## **Security & Safety**



## Other Facilities - Cardiac Ambulance, Fire Brigade & Buses





## Team Get-Together At The End Of The Event





**CELEBRATING 175 YEARS**



**Setup**

# CELEBRATING 175 YEARS



## Main Hall Setup

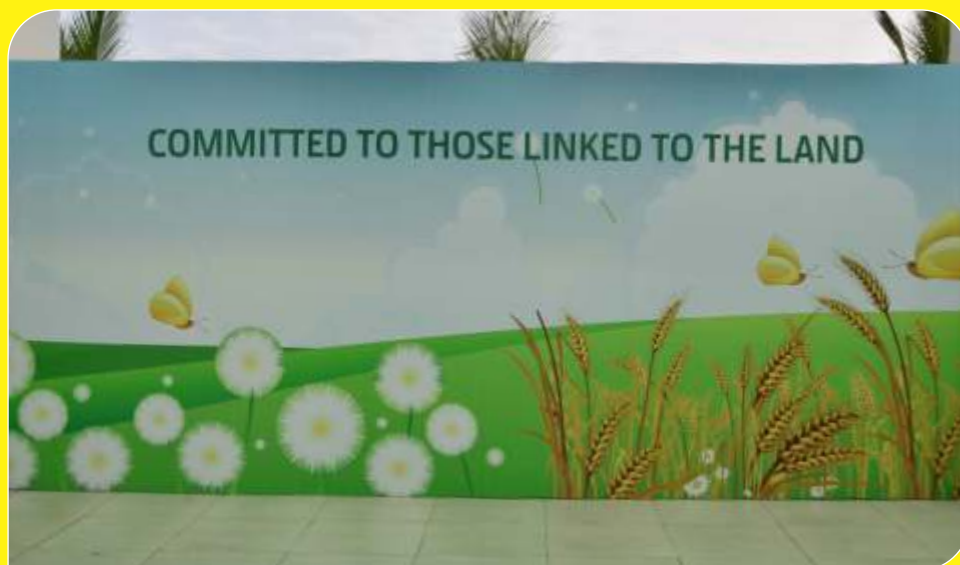




# CELEBRATING 175 YEARS



## Backdrop Design Inside The Main Hall



# CELEBRATING 175 YEARS



## John Deere History Setup





# CELEBRATING 175 YEARS



## VIP Room Setup



## Testimonials – Email Response

Dear Mr. Sukhbir,

I would like to extend our appreciation and thank you to all your colleagues involved in making this show a very special one for John Deere. Your role and thoroughly understanding the propose, made a big difference to us.

The event of this scale and magnitude required a very high level of alignment and involvement, and thanks for the flexibility in meeting our expectations.

Your team truly was very committed.

Thanks and we hope to continue our relationship in many events to come in the future.

Best Regards

Mukul Varshney  
VP – Public Affairs & Corporate Communication



## Testimonials – Test Message

Thank you very much, Sukhbir Jee... Congratulations to you and your team for whole hearted support and great execution. Please convey my thanks to each of your team members.

Warm Regards

Rakesh Swami  
In charge of 175 Years Celebrations

## Testimonials – Test Message

Thank Sukhbirji, it was a great support from you and your team.

Regards

Amar Variwara  
In charge of Skit Preparation & Performance



## Testimonials – Test Message

Great Team Work,

Thanks

Tilok Banerjee  
Security & Admin In charge - Plant

## Testimonials – Test Message

Sir, It was pleasure to work with you. Look forward to meet you again.

Thanks  
Pritpal Singh,

In charge – Product Display



## Testimonials – Test Message

Thanks for your support for making this event grand success!

Thanks  
Yogesh Shevade

In charge – Permissions and Security

**Thank You**