



Project Report 👡

7 September 2013, Morinda, Chandigarh





100 Years of Harvesting Excellence :

• Started in 1913 by August Claas, CLAAS has completed 100 years in 2013. It all began with the 'knotter' which made the straw binder into a real quality product, and resulted in a rapid surge in demand for sturdy and robust straw binders from Westphalia.

• Over the years CLAAS has become a combine harvester specialist. With the acquisition of Renault Agriculture in 2003, CLAAS expanded its product portfolio to include tractors, and now offered a complete harvesting chain to meet the needs of modern farming.

• On completing 100 years, A Family Day Celebration was organized at their Indian Factory in Morinda, near Chandigarh. A grand show was put up in factory premises where more than 1500 CLAAS family members were present. This celebration was coincided with celebration in Germany. A video link was established with Germany where the speakers in both the countries exchanged speeches on the occasion and audience watched it LIVE on both sides.

• A contemporary Indian Dance Troupe "Sadhya" performed scintillating dance sequences on Celebrating 100 years like Sufi, Jazz, Acro-Yoga & Balance Act on Vande Mataram and finally on Shubha Mudgals' Dholna....a vibrant folk number.

• Finally employees were awarded Service Awards on completing 5 years, 10 years and 15 years of Service. Meritorious children of the employees were also given awards.

• Sumptuous lunch was served to the guests and everyone was given gifts by the company.





IIII Way to CLAAS Factory : All Along Branded Boards were put up







Welcome Gate at the Entrance



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III Inside View of the Factory with Direction Signage's at Important Points

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IIII Enthusiastic Employees with their Family Members Visiting the Event



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IIII Enthusiastic Employees with their Family Members Visiting the Event







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IIII Enthusiastic Employees with their Family Members Visiting the Event







Ceremonial Lamp Lighting by Mr. Srinivas P Kamisetty - President & M.D







Ceremonial Lamp Lighting by Mr. Amit Sood - V.P (Sales, Marketing, Service & Parts) & Mr. Gourav Chaturvedi - CFO 7 September 2013, Morinda, Chandigarh



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Mr. Srinivas P Kamisetty - President & M.D is Addressing the Audience





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LED Wall







Dazzling Laser Show







Dazzling Laser Show







Wideo Link Between India and Germany







Wideo Link Between India and Germany







III Video Link Between India and Germany







Emcee Interacting with Kids





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Emcee Interacting with Kids







Emcee Interacting with Families







Emcee Interacting with Families





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Emcee Interacting with Families







III Families Enjoying the Celebration







III Families Enjoying the Celebration







III Families Enjoying the Celebration




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IIII Families Enjoying the Celebration







III Families Enjoying the Celebration





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Families Visiting the Factory











Families Visiting the Factory



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IIII Family Photograph in Front of History Wall







III Family Photograph with Mr. Srinivas P Kamisetty







Meritorious Children Being Awarded by Mr. Srinivas P Kamisetty



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Meritorious Children Being Awarded by Mr. Srinivas P Kamisetty







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III Meritorious Children Being Awarded by Mr. Srinivas P Kamisetty









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Meritorious Children Being Awarded by Mr. Srinivas P Kamisetty









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III Meritorious Children Being Awarded by Mr. Srinivas P Kamisetty









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Group Photograph of Service Award Winners



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Group Photograph of Service Award Winners







Group Photograph of Service Award Winners



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Mr. Amit Sood Speaking on the Occasion







A View of the Hanger







A View of the Hanger





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A View of the Hanger Inside







A View of the Event Setup







A View of the Food Lounge







A View of the Food Lounge







A View of the Food Lounge





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III Families Enjoying Sumptuous Breakfast





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IIII Families Enjoying Sumptuous Breakfast





7 September 2013, Morinda, Chandigarh

III Families Enjoying Sumptuous Lunch





7 September 2013, Morinda, Chandigarh

III Families Enjoying Sumptuous Lunch













Event Branding







Event Branding







Event Branding







Client Testimonial

| | CLAAS India Family day - Message (HTML) | - 8 🔀 |
|---|--|-----------------------------|
| Message | | Ø |
| Reply Reply Forward to All Respond | Image: Safe Usts + Image: Safe U | |
| You replied on 19-Sep-13 10:34 AM. | | |
| From: Ashsh.Shardwaj@claad.com To: sulhbir@relioquick.com; Sanjeev Sharma Cc: Devender; sandeep@relioquick.com; mahima.rana@re Subject: CLAAS India Family day | iloquick.com; Vikas Pasricha; Vishrut; sumit.sud@claas.com; Rajesh.Chhikara@claas.com; Digvijay.Rajput@claas.com | Sent: Wed 18-Sep-13 7:14 PM |
| Dear Mr. Sukhbir and Mr. Sanjeev, The family day celebration of CLAAS India on 7th Septer To conduct an event of this scale is always a challenge We appreciate your commitment, efforts and profession I thank you and the entire Relio Quick team on behalf of Best Regards Ashish Bhardwaj Head Marketing CLAAS India Pvt. Ltd. CL Marketing 15/3 Mathura Road Faridabad 121 003 India Phone +91 129 4297286 Fax +91 129 4042764 mailto ashish bhardwag@claas.com | considering the time and budget constraints. nalism. | |

THANK YOU

Event Organized By

