SPOTLIGHT | Tractor Manufacturers Need to Proactively Support Cash-strapped Farmers in India

34% of farmers in India rent out their tractors to earn additional income

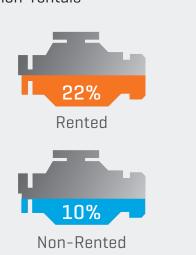
Tractor Rental Incidence by State

58%	Chattisgarh
71%	West Bengal
81%	Bihar



Breakdown Incidence

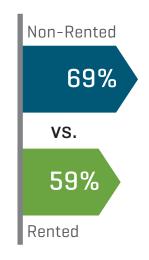
Breakdown rates for rented tractors are more than DOUBLE for non-rentals



Overall Cost of Ownership

Tractor owners tend to have limited control over the proper use of their machines when renting resulting in additional costs for repairs

A higher percentage of owners who do not rent their tractors are pleased/ delighted at the total cost of ownership



Brand Loyalty and Advocacy Intentions



40% of all owners who rent their machines say they 'definitely would' purchase another tractor of the same brand in future, versus 50% of owners who do not rent out their tractors

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