



LANDINI 7860

> In This 7th Edition

+ Super Landini 7860

+ Mega Offer Campaign

+ Mombasa Solis Presentation

+ CO-OP Partnership

Message from the Chairman

I am delighted to share with you the seventh edition of our New Dawn Agricultural Newsletter, that continues to demonstrate how FEIL is progressing by leaps and bounds. We are deeply conscious of our responsibility to provide the right equipment that will equip the farmers to meet their needs. In this issue, we highlight the new equipment that are coming soon, plus we inform you of our annual mega sale that will make you save up to 40% off to own quality equipment and even get up to 80% financing from our partners, Co-operative bank. We hope you enjoy the issue and welcome your feedback.



A WORD FROM THE EDITOR

Agriculture is the common thread holding together the 17 Sustainable Development Goals. Beyond food security and nutrition, good farming equipment can help alleviate poverty, safeguard our soil and water resources, empower women and address climate change. This means that farming practices are at the heart of sustainable development.

Modern agriculture has achieved much over the past century. While the Kenyan population has grown from six million people in 1950 to more than forty seven million people today, the levels of hunger have not followed this trend, remaining largely constant over the same period.

Tackling hunger therefore requires boosting food production, and this is reliant on the use of the right equipment that will in turn increase food production and thereafter increase farmers' incomes which will lead to strengthened markets so that people can access food even if a crisis prevents them from growing enough themselves.

This is why in this issue; we focus on the massive offers that will allow farmers have easy access to quality equipment without breaking the bank. We also highlight our asset finance partnership with Co-operative bank which will help farmers benefit from affordable loans that will see them acquire latest farm equipment and technology to boost their yields. Our main feature for this edition is the Landini 7860 tractor. A high-performance tractor which is known for its strength, reliability and versatility.

Reaching the SDG targets will only be possible if we have a strong and sustainable agricultural sector, that is brought about by agricultural mechanization. We therefore believe that with these practical solutions in our current edition, we will help farmers achieve long term prosperity and increase food production that will alleviate poverty and better our livelihood.



FEIL HOSTS A CLAAS SILAGE WORKSHOP



On July 30th, Farm Engineering organized a Silage workshop training in the Nairobi branch, where Mr. Karl-Heinz Meyer, the Area Manager for Africa of Claas Global Sales GmbH- Germany, trained the participants on the trends and the range of silage equipment, that would benefit them in their Silage projects.

The event, which took place from 10:00am to 2:00pm, had 25 participants, most of whom came from Kenya Agricultural and Livestock Research Organization (KALRO) and Agricultural Development Corporation (ADC).

Mr. Karl Heinz, started off with a Claas Jaguar presentation of Silage choppers & equipment, where he spoke about the latest technology on the NEW Jaguar forage harvester. He also listed some of the key innovative features in it, that make it suitable for every farmers' needs.

- *High performance with economical engines*
- *Straightforward, highly efficient drive system*
- *V classic chopping cylinder for first-class chopping quality*
- *Powerful and efficient Mercedes Benz engines*
- *Claas power systems encompassing the full range of drive technology and an optimally tuned drive system*

He trained the participants on the shred-dlage, the new type of silage specially for cattle fattening and dairy performance increase. They were thereafter trained on the silage transport, logistics and storage, where Mr. Karl discussed about the ideal pit design and the expected take away of silage ratio day to the end of the process.

He concluded the training by showcasing some footages from Sudan, new crop, Mara alfa and silage export to the Middle East, which explained more about the silage trends. FEIL's management team and Mr. Karl Heinz then awarded the participants with certificates to mark the success completion of the training.



Jaguar Forage Harvester 800 Series



Participants receiving certificates after presentation & training

SOLIS TRACTORS REVOLUTIONIZE THE AGRICULTURAL INDUSTRY IN MOMBASA



Solis International, in partnership with Farm Engineering Industries Limited (FEIL Group of Companies), conducted a workshop in Mombasa, where they explained about their multifunctional range of tractors considered the most affordable in the Kenyan market with horse powers ranging from 20-120hp and how they intend to enhance large scale production, drive small holder productivity and reduce cost of food, in line with the BIG 4 agenda on agriculture. Speaking during the workshop, Mr. Amit Adya, Solis International Business Manager, while acknowledging Solis Intl, as 3rd largest tractor maker in India, said he intends to continue working closely with FEIL Group of Companies and the Mombasa County by providing world class tractors & agricultural machinery that will adopt and utilize the latest agricultural techniques to maximize the output, with a view of reducing cost of food production. "In Mombasa, we have recorded

20% growth on Solis tractors orders, attributed to the tractors' versatility, affordability, simplicity to operate, easy maintenance and its ability to go the distance while offering maximum uptime and reduced maintenance cost in haulage, ploughing and rotaring functions. The Solis tractors are multifunctional tractors which are the perfect workhorse in the farm and beyond," Mr. Amit said "We hope to double the number considering FEIL Group of Companies' partnership with Co-operative Bank to offer tailored asset finance of up to 80% financing to our customers." Gladjos Enterprises' directors, Mr and Mrs John, who have bought eighteen 75hp 2WD Solis tractors from FEIL Group of Companies noted that they are impressed with the tractors performance and the services they get. "The Solis tractors have been able to offer us excellent maneuverability, ergonomic comfort and fuel efficiency" Mr John said.

The workshop, was graced by Mr. Victor, Head of Agriculture and Livestock in Kilifi county and key players from various industries with representatives from companies like, Mombasa Cement, Kenya Power & Lighting Company (KPLC), Unga EXE Babito Contractors, Vipingo Ridge, Hahika, Gladjos Enterprises, Postal terminal, etc. According to Food and Agriculture Organization of the United Nations (FAO), agriculture in Kenya is large and complex, yet, the dynamics of poverty within Kenya are changing and directly influencing the country's agricultural sector. Currently 46 per cent of the population live on less than 1 USD a day, 36.5 per cent are food insecure and 35 per cent of children under five are chronically malnourished in Kenya due to the high cost of food production.

Solis International Tractors Ltd stands as the 3rd largest tractor maker in India and is recognized in both domestic as well as international markets as a formidable player. The company is present in more than 80 Countries globally, hence, one of the fastest growing tractor players in the industry. Solis ITL is the only Indian company that exports tractors to more than 24 European countries, making it the top Indian brand in Europe.



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World

Solis Tractors Revolutionise Agricultural Sector in Mombasa

By Modupe Gbadayinka on August 26, 2019

Solis International, in partnership with Farm Engineering Industries Limited (FEIL Group of Companies), has today conducted a workshop in Mombasa, where they explained about their multifunctional range of tractors considered the most affordable in the Kenyan market with horse powers ranging from 20-120hp and how they intend to enhance large scale production, drive small holder productivity and reduce cost of food, in line with the BIG 4 agenda on agriculture.

Speaking during the workshop, Mr Amit Adya, Solis International Business Manager, while acknowledging Solis Intl, as 3rd largest tractor maker in India, said he intends to continue working closely with FEIL Group of Companies and the Mombasa County to achieve the BIG 4 agenda by providing world class tractors & agricultural Machinery that will adopt and utilize the latest agricultural techniques to maximize the output, with a view of reducing cost of food production.

"In Mombasa, we have recorded close to 20% growth on Solis tractors orders, attributed to the tractors' versatility, affordability, simplicity to operate, easy maintenance and its ability to go the distance while offering maximum uptime and reduced maintenance cost in haulage, ploughing and rotating functions.

ALSO READ [Hoodlums Sell African Migrants in Libyan 'Slave Markets'](#)

"The Solis tractors are multifunctional tractors which are the perfect workhorse in the farm and beyond," Mr Amit said, adding that, "We hope to double the number considering FEIL Group of Companies' partnership with Co-operative Bank to offer tailored asset finance of up to 80 percent financing to our customers."

Gladjos Enterprises' directors, Mr and Mrs John, who have bought eighteen 75hp 2WD Solis tractors from FEIL Group of Companies noted that they are impressed with the tractors performance and the services they get.

"The Solis tractors have been able to offer us excellent maneuverability, ergonomic comfort and fuel efficiency, making us use them in a wide range of agricultural and non-agricultural tasks, including hauling work," Mr John said. "FEIL has also offered us a lot of support when it comes to after sales where they have a dedicated rapid response field service teams and spares availability at all their branches."

ALSO READ [WFP Air-Lifts Items to Drought-Stricken Somalia Region](#)

The workshop, was graced by Mr Victor, Head of Agriculture and Livestock in Kilifi county and key players from various industries with representatives from companies like, Mombasa Cement, Kenya Power & Lighting Company (KPLC), Unga EXE Babito Contractors, Vipingo Ridge, Hahika, Gladjos Enterprises, Postal terminal, etc.

According to Food and Agriculture Organization of the United Nations (FAO), agriculture in Kenya is large and complex, yet, the dynamics of poverty within Kenya are changing and directly influencing the country's agricultural sector. Currently 46 percent of the population live on less than \$1 a day, 36.5 percent are food insecure and 35 per cent of children under five are stunted (chronically malnourished) in Kenya due to the high cost of food production, that makes them unable to fend for themselves.

This therefore influenced Farm Engineering to partner with Solis ITL, in order to sell the affordable and multifunctional Solis range of tractors as part of their commitment to reduce the cost of production, especially for the small-scale farmers who intend to also transport their produce.

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Solis Tractors, FEIL Group In A Pact To Improve Farm Engineering In Coastal Kenya

By Editorial Desk On Aug 23, 2019

Ad

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Solis International, in partnership with Farm Engineering Industries Limited (FEIL Group of Companies), Friday announced plans to increase large scale production, improve small holder productivity and reduce cost of food, in line with the BIG 4 agenda on agriculture.

Amit Adya, Solis International Business Manager said the company will continue to work closely with FEIL Group of Companies and the Mombasa County to achieve the BIG 4 agenda by providing world class tractors & agricultural Machinery that will adopt and utilize the latest agricultural techniques to maximize the output, with a view of reducing cost of food production.

"In Mombasa, we have recorded close to 20 per cent growth on Solis tractors orders, attributed to the tractors' versatility, affordability, simplicity to operate, easy maintenance and its ability to go the distance," he said, adding that through the partnership it will aim to double the number to improve asset finance of up to 80 per cent to its customers with the help of Co-operative bank.

According to Food and Agriculture Organization of the United Nations (FAO), agriculture in Kenya is large and complex, yet, the dynamics of poverty within Kenya are changing and directly influencing the country's agricultural sector.

Currently 46 per cent of the population live on less than 1 USD a day, 36.5 per cent are food insecure and 35 per cent of children under five are stunted (chronically malnourished) in Kenya due to the high cost of food production, that makes them unable to fend for themselves.

This therefore influenced Farm Engineering to partner with Solis ITL, in order to sell the affordable and multifunctional Solis range of tractors as part of their commitment to reduce the cost of production, especially for the small scale farmers who intend to also transport their produce.

"Our association with FEIL Group of Companies is founded on the delivery of proven performance tractors as well as reliable field and workshop service and parts that afford us a round the clock guarantee to meet growing market demand for these affordable tractors, especially in Mombasa since we believe that the Coastal region has a promising future for these versatile tractors," Amit said.

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Editorial Desk

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INDUSTRY NEWS

In Brief

Firm unveils high-powered easy to operate tractor

Solis International and Farm Engineering Industries Ltd (FEIL Group of Companies) have unveiled new tractor models to revolutionise agricultural potential in Mombasa County. In a workshop in Mombasa, they explained their multifunctional range of tractors considered the most affordable in Kenya. Some of the recommended are those with horse powers ranging from 20-120hp that they can enhance large scale production, drive small holder productivity and reduce the cost of food, in line with the BIG 4 agenda on agriculture. Speaking during the workshop, Mr Amit Adya, Solis International Business Manager said he intends to continue working closely with FEIL Group of Companies and the Mombasa County to achieve the BIG 4 agenda by providing world-class tractors and agricultural machinery that will adopt and utilise the latest agricultural techniques to maximise the output, with a view of reducing cost of food production. "In Mombasa, we have recorded close to 20 per cent growth on Solis tractors orders, attributed to the tractors' versatility, affordability, simplicity to operate, easy maintenance and its ability to go the distance while offering maximum uptime and reduced maintenance cost in haulage, ploughing and rotating functions. The tractors are multi-functional tractors which are the perfect workhorse in the farm and beyond," Mr Amit said. "We hope to double the number considering FEIL Group of Companies' partnership with Co-operative Bank to offer tailored asset finance of up to 80 per cent financing to our customers," he added. [James Wanzala]

Indian tractor maker enters Kenyan market

Indian tractor maker Solis has entered Kenya via a joint venture with Mombasa-based Farm Engineering Industries Limited. The deal makes FEIL the sole distributor in Kenya and across East Africa of the four Solis tractor models. Solis International Business Manager Amit Adya said in an interview that the firm will invest in training local farmers in using the tractors and fund training of local technicians to offer after-sale services.

— James

SOLIS IN THE NEWS

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Bull Backhoe Campaign



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**WAS USD 83,714
NOW ONLY USD 73,250**

**WAS USD 43,800
NOW ONLY USD 36,400**

**WAS USD 17,422
NOW ONLY USD 15,245**

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USD 6,571 (27-30 Ton)

SOOSAN BREAKER

USD 22,571 (20Ton)

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Soosan Breaker Campaign

AGRICULTURE RANGE

FEIL
GROUP OF COMPANIES



CLAAS



Landini



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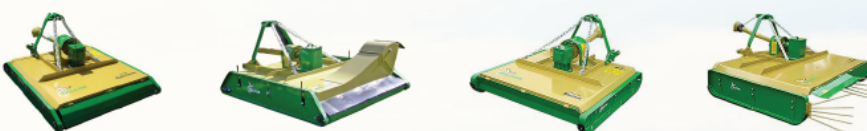
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MT KENYA TIMAU HORSE SHOW



A Horse show and Jumping, dressage, Fancy Terrier Dog racing and also Cross Country Marathon - In Aid for Local Charities .

SHAKTIMAN BOOM SPRAYER DEMO



Demo of Shaktiman boom sprayer at AAA growers showing the machine in good condition & working well.

SOLIS PRESENTATION



Solis presentation in Mombasa being conducted by Solis International Business Manager, Mr. Amit Adya.

HAND OVERS



Solis tractor and Claas Baler handovers to clients

CLAAS WORKSHOP



Claas presentation at FEIL Nairobi headquarters being conducted by Mr Charlie, Area Manager Africa, Claas Global Sales.

ASK MOMBASA



ASK Mombasa show where FEIL in conjunction with Solis International showcased the latest and best Solis tractors.

FEIL AND CLAAS SPONSOR THE MOUNT KENYA ANNUAL HORSE SHOW 2019



The Mount Kenya Annual Horse Show, took place on the 1st to the 4th of August, 2019. The event, which was fully sponsored by CLAAS and FEIL, for the second time in a row, attracted many of the most talented horses and riders from across Kenya.

Mt Kenya Horse Show is an annual show that is held every year with an aim of raising money to support local charities. FEIL Group of Companies in conjunction with CLAAS has been the main sponsors since last year.

The four day-show featured a hundred jumping, showing and dressage classes in two arenas. A panel of internationally renowned judges and show jumping course builders were in attendance. Riders as young as four years and up to sixty plus competed this year. The programme included fun events such as, terrier racing and the shaggy dog show. On the last day of the show, CLAAS and FEIL were recognized as the sponsors of the day with the whole arena, judges panel, restaurant and walking paths, branded with CLAAS and FEIL flags,

banners and tear drops. The judges, arena men, attendees and the Timau Horse Show committee were also nicely dressed in our t-shirts and caps, increasing our visibility and creating awareness of our notable brands. The day started off with Pairs Cross country at 9:00am. Thereafter, we had a pony challenge at 10:30am, then a Mount Kenya Championship at 11:30am and we closed off the show with terrier racing where many dogs participated in.



In the afternoon, CLAAS and FEIL conducted a prize giving together with the Timau Horse Show Committee, where they awarded the following; Class 9 Adult which was won by Copenhagen and Pope; Hardluck-Camels Only Trophy, which was won by Muthoni Kimani; Ndume mug-for the best round on the cross country which was won by Pope; Jacqui Grossart Trophy-for the person that does the most with the least which was won by Delulu; Francis Drake Trophy-best round cross country, which was won by Karen Dunn; Mecca trophy for the pony, which was won by Amy Grammatica; Anchorman Trophy-for the best newcomer, which was won by Hopi D-Murray; Jimmy Caldwell Memory, which was won by Lily Llewelyn;

Best presented pony at Vet Check, which was won by Blue Gem- George Fernandez; Best turned out horse which was won by Kevin, Philip and Shadrack; Victor Ludorum for dressage which was won by Twitter by Robin; Runner up Juvenile which was won by Amy Grammatica and Plum Minns; Juvenile Victor Ludorum, which was won by Akira Thorpe; Runner up Victor Ludorum adult, which was won by Suzy Nann and finally, Victor Ludorum, which was won by Robin and Anita.

Farm Engineering hopes to continue supporting the Mt Kenya Annual Horse show, whose aim is to support local charities, in an effort to also create awareness and increase our visibility in the central region, with the combine harvesters and balers which are common in the area.



FEIL PARTICIPATES IN THE ASK SHOW, MOMBASA, 2019

Farm Engineering in partnership with Co-operative Bank, jointly participated in the Mombasa International Show, which was organized by the Agricultural Society of Kenya, from 4th to 8th September, 2019 at A.S.K Jomo Kenyatta Show-ground – Mkomani, Mombasa. This was the first time we were participating in this, after several years of distancing ourselves from the event, considering most of the attendees are children between the ages of 8-16 years, who do not fall in our target market.

The event was quite different with over 190 exhibitors from Kenya, Uganda, Tanzania, Zanzibar, Ukraine and China, some of whom, were agricultural machinery distributors. We also had thousands of attendees, who included agriculture investors, entrepreneurs, farmers, agriculture suppliers, and students from various parts of the world.

The event, which was themed, 'Promoting Innovation and Technology in Agriculture and Trade'. was officially opened by H.E. Hon. Uhuru Kenyatta, who was accompanied by the Mombasa County Governor, Hon. Ali Hassan Joho, the Cabinet Secretary for Tourism, Hon. Najib Balala and the Chief Administrative Secretary in the county. During the show, we showcased the Solis 60hp 2wd tractor, which attracted many to our stand.

Many of the residents had seen different ranges of the Solis tractors working in the county, but did not know where to buy them. Others had seen media coverage of the Solis workshop training that had happened a week prior to the show, and were eager to learn more about these tractors that were revolutionizing the agricultural sector.

We were honoured to have Hon Davis Mwangoma, CEC Agriculture Taita Taveta County, visiting our stand, who was curious to know more about the four cylinder tractor, and even suggested we visit his county and market our equipment, since it would interest the Taita Taveta residents. We also had the ASK Committee chair of marketing and publicity in Machakos county, who was delighted to have us there for the first time in a while, and wanted to personally help us market our products in other ASK marketing events and publications.

We got hundreds of queries, since we were next to the main entrance with many promising to buy our range of tractors by end of this season. The event, was a success, due to the immense visibility we had from it. We hope that this will be the onset of more participation in future ASK events with a possibility of getting more sales.



"Hon Davis Mwangoma, Minister of Agriculture, Livestock, Fisheries and Irrigation, Taita Taveta County, speaking to our branch manager in Mombasa during the ASK Mombasa Show as she explained more about the Solis tractors and how they are revolutionizing not only the farming sector but also the haulage industry."

Super-TO/T2

7860



Landini

Landini 7860 was introduced as part of the Super DT series which came in as a restyled version of the highly successful 60 Series. It features a fresh new look along with enhanced ergonomics. The 75 horse power four-wheel drive tractor, is currently having an attractive offer price, with a chance of getting a FREE three disc plough once one purchases it.

Entirely manufactured in Italy by Argo Tractors, the Landini 7860 delivers excellent performance combined with high reliability and functionality. The tractor is powered by Perkins 1104 series four-cylinder engines that deliver high torque backup and quiet, eco-friendly performance while ensuring excellent fuel economy.

Ever since Farm Engineering became the sole dealers of Landini in East Africa, we have sold over 200 tractors, most of which are used in the Western region due to the area's tough terrain. They are widely known in the East African region for their strength, reliability, ease of use and their constantly updated technology. Farm Engineering has always given support to the Landini customers through the constant follow ups to ensure the customer is happy with the tractors, availability of spare parts in all our branches and after sales support services and training to the customers' technician(s).

“ They are widely known in the East African region for their strength, reliability, ease of use and their constantly updated technology. ”

The Landini 7860 is your best bet if you are looking for a powerful tractor that is both versatile and simple, yet efficient and comfortable. The technological improvements and innovation in this tractor, that go hand in hand with an attention to the human factor and environmental sustainability, were done to meet the demands of the East African market.

We therefore believe it's about time mid-scale and large scale farmers start investing in this powerful tractor that will operate everything on their farm implements list and give them maximum productivity.

Why you should buy the Landini 7860 tractor;

- ***Powerful tractor that has a great record of efficiency and productivity in the East African region***
- ***A chance of getting a FREE three disc plough***
- ***Guaranteed 100% Italian products***
- ***World class tractor design***
- ***High performance in several farming operations.***
- ***Strength, reliability & versatility proved worldwide***



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- ✓ **MOMBASA**



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Farm Engineering has entered into a partnership with Co-operative Bank that will pave the way for asset financing for consumers intending to purchase our range of agricultural and construction equipment.

The landmark partnership is expected to see a number of SME's and individual customers benefit from up to 80% financing from Co-operative Bank and a flexible repayment period of up to 5 years even as we aim to grow our market share as well as sales volumes.

We believe that this partnership is designed to offer the best value for our customers and allow them to effectively take up our products. It spells out favorable terms and conditions for customers to access finance while at the same time fulfilling our desire to satisfy customers by meeting their needs for their own convenience.

Over the last years, most of our customers have been buying our equipment through Co-operative bank. We also had some of our loyal customers, who indicated that their buying decisions were affected due to banks not willing to lend due to rate cap legislation among other issues. We, therefore, thought it best to partner with Coop Bank, who have financed most of our customers, who are also happy with our machineries, and address the challenges above as the economy recovers from the 18 months recession that affected SMEs.

FEIL management expressed optimism that the two entities will continue partnering in ways that will ensure consumers have easier options to purchase our top quality, durable and reliable equipment.



Need Finance?

WE NOW HAVE THE SOLUTION



FINANCE

Terms and Conditions Apply

FEIL has now introduced the FEIL Finance Solution for our current and potential customers, to ease purchasing of FEIL equipment. A representative will be present to handle the finance applications for all our customers.



INVESTOR IN AFRICA MAGAZINE INTERVIEW WITH MR. JIT BHURJI



Mr Jit Bhurji
(Chairman)

“**The agriculture industry is the heart of any country. Food is not a luxury but a necessity. How to produce food and make it affordable to everyone in the country it is the machinery that is going to achieve that. Food has to be produced commercially with the growing population. To innovate and built agricultural machines that do this work is the most economical way of producing food commercially while protecting the soil.**”

1. When did you start selling farm machinery?

36 years ago.

2. What motivated you to get in the Agriculture industry?

The agriculture industry is the heart of any country. Food is not a luxury but a necessity. How to produce food and make it affordable to everyone in the country it is the machinery that is going to achieve that. Food has to be produced commercially with the growing population. To innovate and built agricultural machines that do this work is the most economical way of producing food commercially while protecting the soil.

These machines are very important because they are used in every step of the agricultural processes from first tillage, secondary tillage, planting, harvesting, transporting and logistics to the factory for processing to the end consumer.

3. What types of farm machinery equipment do you have?

Tractors, cultivators, planters, spreaders, harvesters, trailers, cleaning for grains, storage facilities – the whole circle up to the last section where one cleans and stores their grain ready for the millers.

4. Among all the farm machinery, which types are the fast-moving and why?

Our farms are becoming smaller and smaller.

We deal with the large scale farmers but they don't buy machines more often every year. At the moment, farmers are the ones who purchase our machines regularly when they have financing. They buy our tractors, relevant implements behind it. For the small farmers, they don't have farms big enough for them to buy proper equipment and there is no formal rental equipment company in Kenya where they can rent these equipment and machinery.

5. What is the biggest challenge you have encountered in the distribution of farm machinery?

The distribution of farm machinery faces a lot of challenges more-so from products coming from China and India that are far much cheaper and have really infiltrated the market. This has made it difficult to experience industrial growth in this sector due to unending competition and price wars.

6. What would you say have been the biggest changes in the Agricultural sector and how has it affected the farm machinery purchase decisions of your target market?

The major effect on the agriculture industry is that the land is being cut into too many small pieces through traditional systems of land subdivisions that come into play. Land subdivision has become quite a huge challenge because this has made it even more expensive to use machines to plow small land parcels. This, in turn, reduces yields and raises the cost of agricultural production which does not favor the growth of this sector.

Climate change is also hitting us drastically and has also become a major challenge due to the unexpected changes in weather and climate patterns. This poses a high risk of loss to farmers since agriculture in Kenya widely relies on suitable weather patterns for its success. Other temporary issues such as bank lending and interest caps for the agriculture sector as well as agricultural insurance are also there but they can be fixed.

In conclusion, we are very anxious to see how policies change and how the farmers are empowered and the farming sector becomes a real player that is regarded as an imperative sector in the country. This is because it is the food that produces a population that will make this country survive.



FEIL have a rock solid philosophy:

‘If you sell it, support it.’

The second philosophy is:

‘Sell only top brands.’

ANNUAL MAINTAINANCE CONTRACT (AMC)

Stress Free Ownership

We provide 12 month AMC's.
Trouble free ownership
Maximum Up-Time
Cost Control



TRAINING

Get a better understanding of the key fundamental systems on your machines and engines. Learn tips and techniques on how to better maintain your equipment and how to safely, effectively, and efficiently operate your equipment.

AFTER SALES SUPPORT

Your machines will be visited on a regular basis by our trained Product Support Representative who will report on its condition and make recommendations aimed at keeping your operating costs to a minimum and minimising downtime.

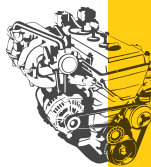


TROUBLESHOOTING

As a result of superior training and software our staff are able to identify and pinpoint any problem with minimal time wastage and downtime

DIAGNOSTICS

Computer based diagnostic is available in every branch with trained personnel.



ENGINE AND TRANSMISSION OVERHAUL

FEIL has state of the art and two rebuild centres in Kenya. With the latest technology overhauling with the latest machines

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Total or partial rebuilds of all equipment sold by us is offered at affordable prices.



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- Increase productivity
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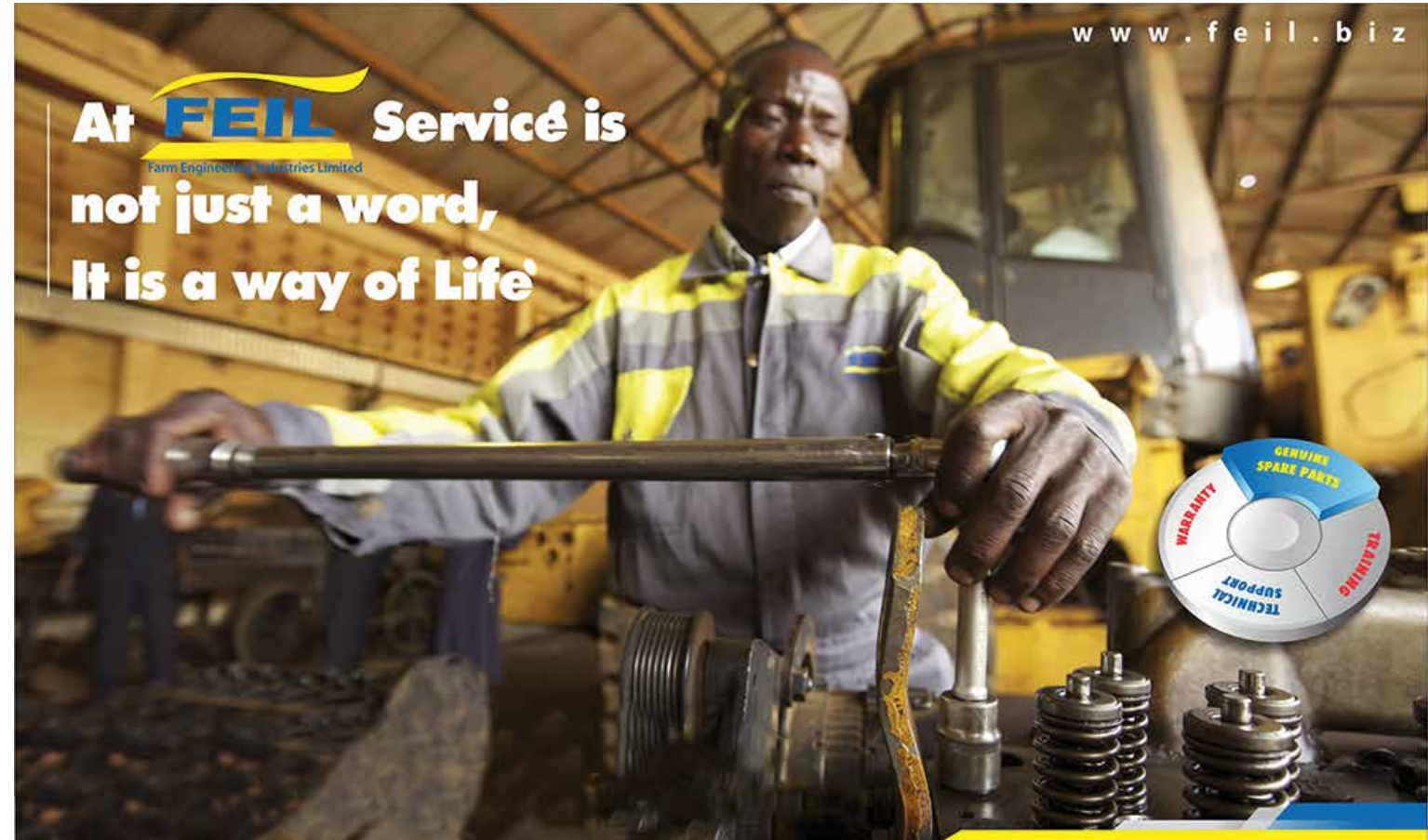
MOMBASA

NAKURU

KISUMU

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At **FEIL** Service is
not just a word,
It is a way of Life



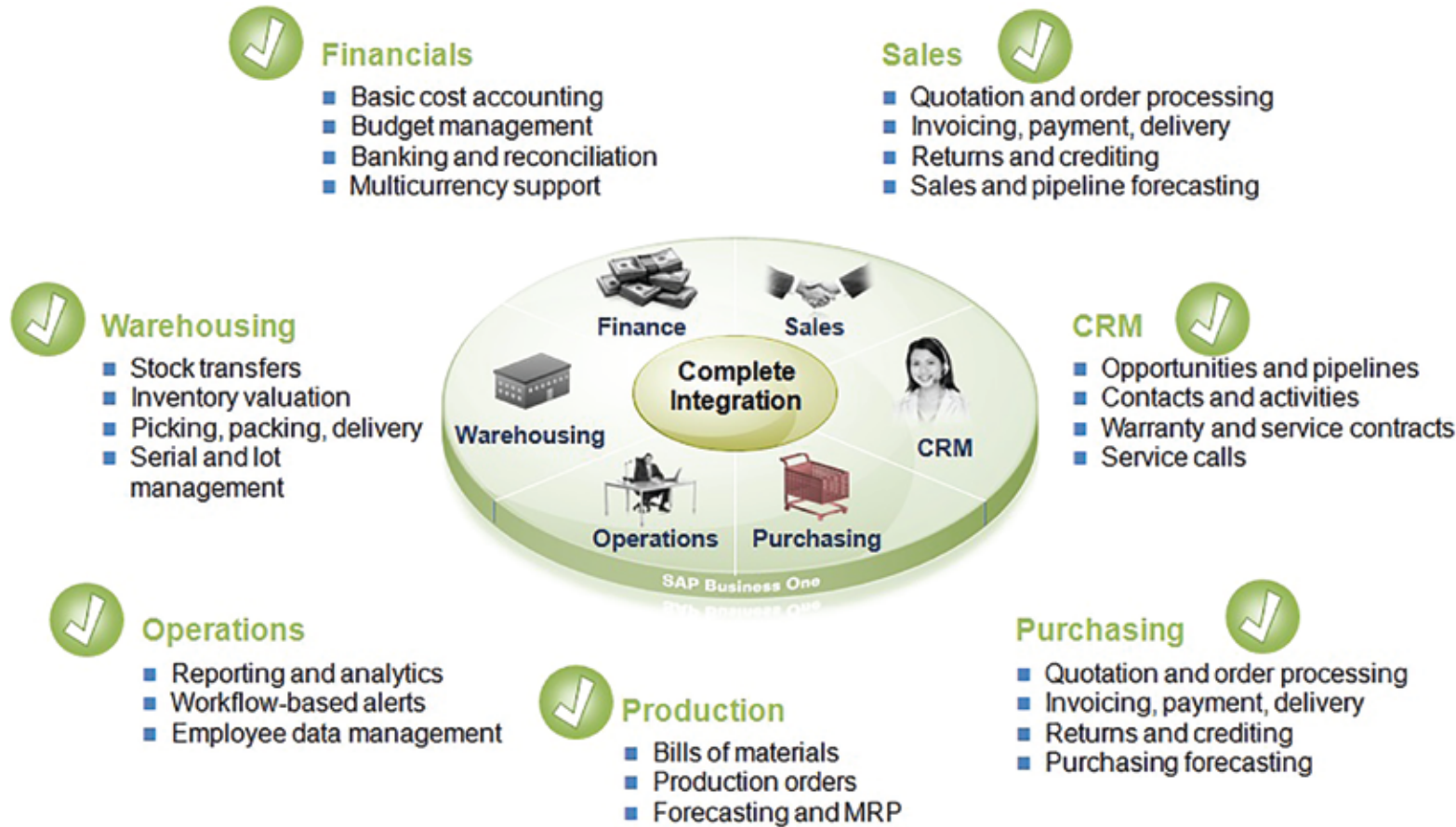
Many farm tasks require the use of equipment. No matter what the equipment is, a few minutes to look things over before getting started could save thousands of shillings and countless hours spent on equipment repair.

Safety = Good Working Equipment + Able and Aware Operator

Read and comply with the operator's safety manual for each piece of farm equipment.

- Inspect equipment periodically, particularly before and after jobs requiring extended and heavy use.
- Check the fluids (engine oil, transmission fluid, coolant level, etc.)
- Check for leaks around hydraulic lines, fuel lines, radiator hoses, oil lines, and cylinders.
- Check for loose and broken bolts and pins.
- Check bearings for any play or grinding.
- Check the air filter and change as needed.
- Listen for any unusual sounds and Pay attention to any unusual odors.
- Change oil and oil filter as needed. Oil and oil filter will need to be changed more frequently with heavy use of equipment.
- Change hydraulic oil once every couple of years. Hydraulic oil will need to be changed more frequently with heavy use of hydraulically driven implements.
- Change fuel filter at least once a year.
- Grease equipment frequently. Lubricate cables and chains frequently.

Recognising that first class support service is vital to our customers, this has always been at the core of FEIL's business, and we strive to provide you with only the very best in all aspects of customer support.



SAP SOFTWARE EXPECTED TO CHANGE FEIL BUSINESS LANDSCAPE

Farm Engineering has now begun using SAP application, an ERP software that will bring together disparate activities under a single integrated application, thereby streamlining processes and increasing agility. This will see all our staff utilizing a unified database that will greatly speedup the response times to clients, increase operational efficiency and ensure customer success.

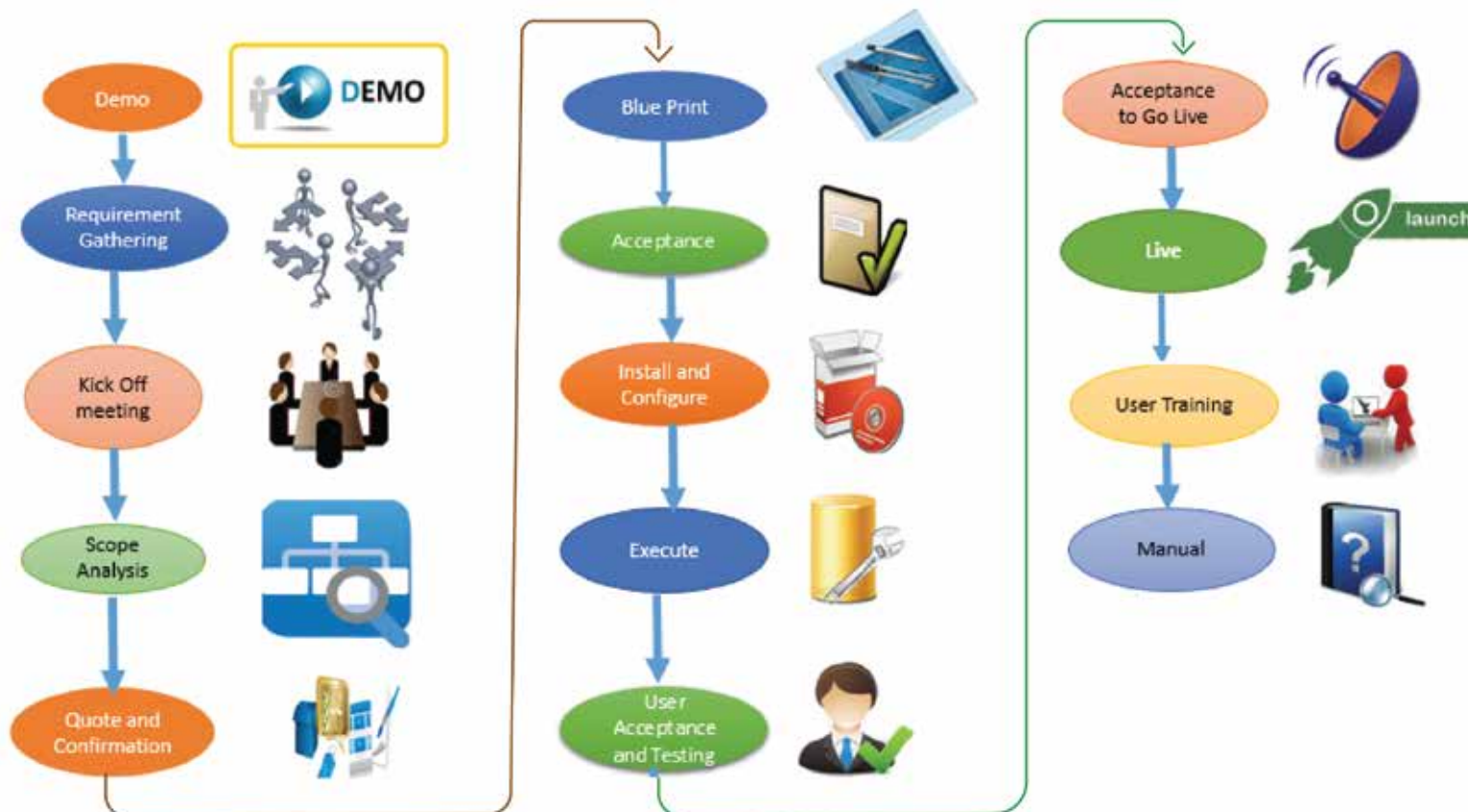
Since our inception in 1983, our business has grown and the workload of our staff has grown exponentially. Initially, as we started, we could make-do with spreadsheets and email. After 35 years of using these, the tediousness of manual logistics started taking its toll on us. We realized that these traditional methods had started derailing our business during a key growth phase.

We therefore set off to research on an ERP software that was specific to our needs and one that would handle massive workload. After two years of observation and thorough research, based on various ERPs and their successes in various companies in our industry, we settled for SAP, which was considered most efficient due to its operational, strategic and organizational benefits. Our management had to painfully dig deeper in their pockets to purchase the solution which was destined to change our business landscape.

They then explained to all the members of the staff on its importance, which was majorly, simplification of work to ensure quality products and service.

The implementation, which involved feeding the system with all the data, per department, involved a lot since data had to be retrieved for the 36 years that the company had been in operation. The IT department, which would act as the backbone of the solution in the company, went through a rigorous training from the SAP team that would help them train the HODs in all our four branches. This saw most of the staff working extra hours and even sacrificing their holidays and weekends in order to finish their data entry in time, to allow the software to be live and accessible to all.

We believe that SAP is an indispensable tool that will improve our business performance and position our company for growth. Our customers will greatly benefit from this software which will help us move products faster, process orders quicker, invoice customers more rapidly and reconcile shipments sooner, with the hope of serving our customers better and attract new customers as well.



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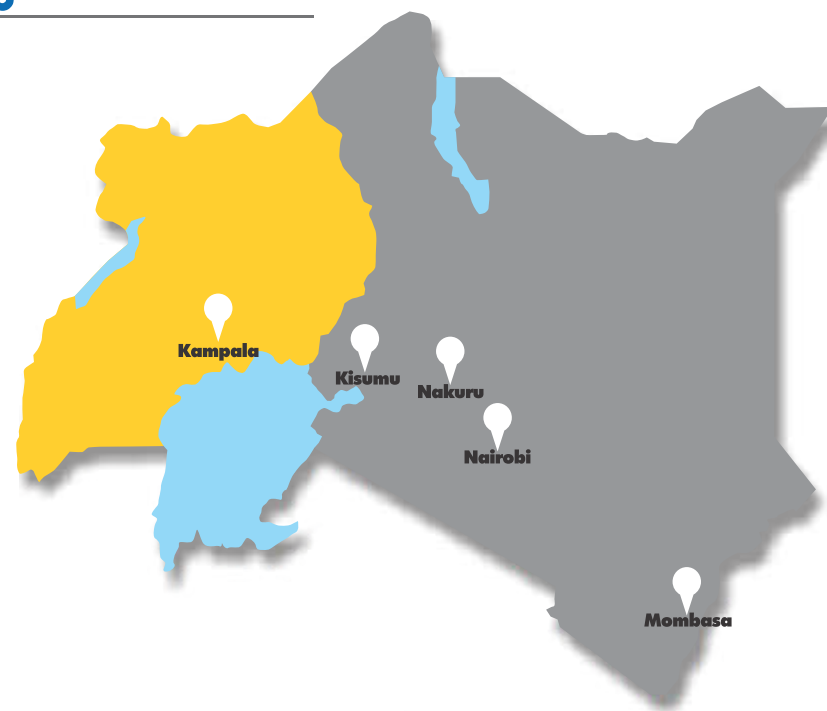
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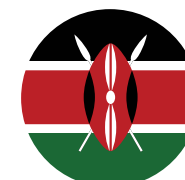
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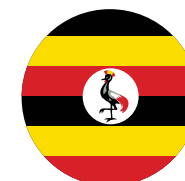
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