

Singer Introduces John Deere Tractors To Sri Lanka



(L-R): Hiranya Hewanayake, Senior Brand Manager – Agro, Singer Sri Lanka; Rohan Jagadale, Product Manager, John Deere Asia; Vinayak Vasagade, Divisional Sales Manager, John Deere Asia; Kumar Samarasinghe, Marketing Director, Singer Sri Lanka; Mahesh Wijewardene, CEO, Singer Sri Lanka; Mohan Pandithage (fifth from right) Chairman, Singer Sri Lanka Group; Juergen Sieber, Director – Marketing and Sales Asia, John Deere; Menika Chuamuangham, Territory Manager, John Deere Asia, Nandana Wijesunadara, Sales Manager, Agro Channel, Singer Sri Lanka; and Rahula Bandara, Head, Strategy Business Unit, Singer Sri Lanka.



The John Deere 4WD Tractors that were introduced to Sri Lanka.

John Deere is an organization with over 182 years' history in manufacturing a wide range of products including tractors and harvesting equipment, construction and forestry machinery, lawn care equipment and diesel engines. Singer Sri Lanka has been distributing two-wheel tractors to the agriculture industry in the country for the past few decades. They have taken the initiative to distribute John Deere products in the Sri Lankan market to improve the agricultural sector in the country by introducing global brands. Three John Deere models were presented at the launch: 3036E, 5045D and 5047D with the horsepower capacity of 36, 47 and 45 respectively. Key features include power steering, powerful hydraulics system,

and a high lifting capacity safety bar. Both 3036E and 5045D are available only on four-wheel-drive whereas 5047D comes as a two-wheel-drive model but can be switched into 4WD. With the purchase of one of these models, a 42 blade rotovator is provided free of charge. Other accessories such as disk plows, tine tillers, and front loaders can be purchased separately and easily incorporated into these tractors. The newly introduced 4WD tractors offer user-friendly, economical, and innovative technology to the consumer, built with superior standards. Singer Sri Lanka, with their well-established dealer network, assures the availability of the products island-wide

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Mahesh Wijewardene, Chief Executive Officer, Singer Sri Lanka commented, “Singer Sri Lanka is a trusted name. As such, we wanted to take a step forward to provide our support for enhancing the agriculture sector in Sri Lanka. The latest tie-up with John Deere Agri-equipment will be a win for both companies. We look forward to unveiling more products in this category in the long run in developing the agriculture sector.” Kumar Samarasinghe, Marketing Director, Singer Sri Lanka emphasizing on the initiative stated, “We are indeed delighted to have one of the world’s best global brands - John Deere, on board with Singer Sri Lanka. We can guarantee that our consumers will receive the best equipment that incorporates user-friendly tech specifications enabling them to achieve the maximum outcome.”