

FACELIFTING OF EICHER 485 TRACTOR



SUBMITTED BY- LAVENDRA SHUKLA 156390009

DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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SUMMER INTERNSHIP

ABHIKALP DESIGN STUDIO

ABHIKALP DESIGN STUDIO IS AN INDUSTRIAL DESIGNING FIRM PROVIDING DESIGN SERVICES TO OEMs ACGL-TATA,EICHER MOTORS Ltd. , EICHER TRACTORS, FORCE MOTORS Ltd., TATA MOTORS,VOLVO etc. IN THE FIELD OFAUTOMOTIVE STYLING,DESIGN AND DEVELOPMENT.

COMPANY PROFILE-

Abhikalp Design Studio was established in the year 1994. We are Service Provider of Industrial Product Design Services. We have been able to provide reliable designing solutions to our clients. Moreover, with the support of advanced technology, we are able to provide a wide variety of services in the most efficient manner. Our organization is backed by highly proficient workforce, which tirelessly work towards the fulfillment of organizational targets. These professionals make proper utilization of available resources, and ensure to provide cost-effective services. We also make sure to promptly execute the services as per the specific demands of our valued clients.

CONTACT PERSON-

Vidyadhar Pande
Principal Designer,
Abhikalp Design Studio.

FARM TRACTOR

WHY WE NEED TO REVAMP TRACTOR INDUSTRY ?

- IN NEXT 10 YEARS WE NEED MORE POTENTIAL FARMERS
- ENCROACHMENT TOWARDS METROPOLITAN CITIES.
- AGRICULTURE INDUSTRY ACCOUNTS THE SHARE OF 18% OF WHOLE INDIAN GDP.
- 42% AREA IS USED AFFECTIVELY FOR AGRICULTURE IN INDIA.
- BETTER MECHANIZED WAY TO DO AGRICULTURAL TASKS.
- SUFFICIENT FOOD GRAINS PRODUCTION (GREEN REVOLUTION).
- 62% POPULATION DIRECTLY /INDIRECTLY DEPEND UPON THE AGRICULTURE.
- NEED OF IMPROVEMENT FOR THE CULTIVATION STRATEGY.
- AGRICULTURE INDUSTRY ACCOUNTS FOR 10% OF INDIA'S EXPORTS.
- SCARCITY OF FARM LABOUR

TRACTOR INDUSTRY- AT A GLANCE

- ALSO USE FOR THE TRANSPORTATION OF CONSTRUCTION MATERIAL.(COMPATIBLE SIZE)
- TRACTORS ARE REPLACING THE TRADITIONAL METHODS OF DOING CULTIVATION.
- LOW PENETRATION OF TRACTORS IN RURAL SECTOR.
- TRACTOR NEEDS INTENSIVE CAPITAL AND TECHNOLOGY.
- HIGH COST OF SOPHISTICATED FARM TRACTORS

SEGMENTATION OF TRACTORS-

LESS THAN 20 HP

MID SEGMENT 40-50 HP

MORE THAN 50 HP 4WD

TRACTOR INDUSTRY- TREND

THE INDIAN TRACTOR INDUSTRY IS CHARECTERISED AS MEDIUM HP TRACTOR INDUSTRY BECAUSE OF THE FRAGMENTED LANDHOLDINGS.

MAJOR PLAYERS



40%

TAFE



23%



ESCORTS

10%



9%

OTHERS

18%

ACE



JOHN DEERE

DISCONTINUED PLAYERS

- SAME GREAVES (Now SAME Deutz-Fahr (India) Private Ltd.)



-Standard Tractors



-Mars Group

-Angad Tractors (SAS Motors Limited)



-Auto Tractors Ltd., Pratapgarh

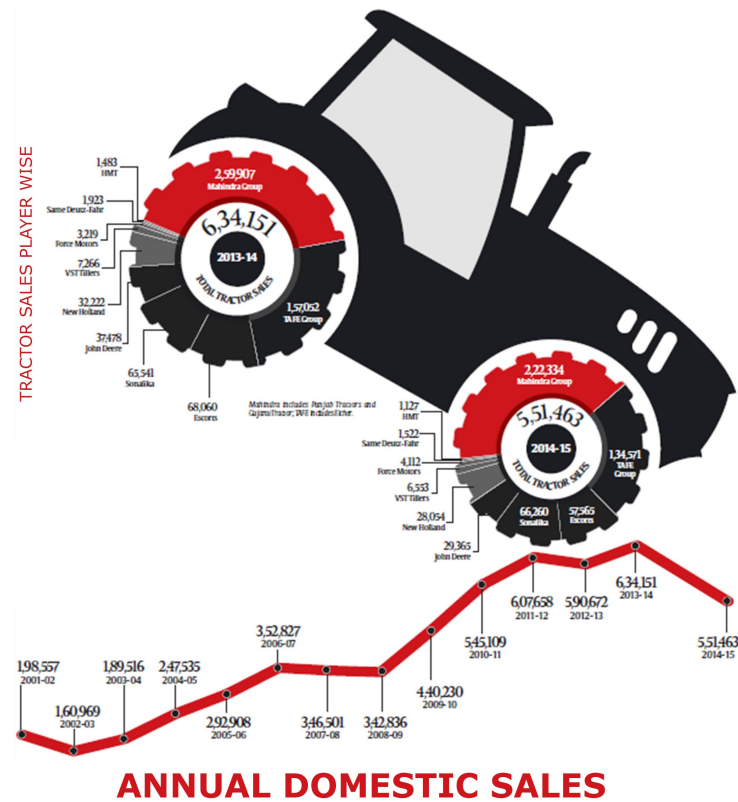


-Veer pratap

-Pittie Tractors

-Haryana Tractors Ltd.(Now Vishwas Tractors)

ANNUAL SALES REPORT



TRENDS IN TRACTOR INDUSTRY

LESS THAN 25-30 HP



MORE THAN 40-50 HP



20 HP TRACTORS



TAFE Motors and Tractors Limited
(TMTL)



SAS ANGAD



TRISHUL Motors

POPULAR MODELS



POPULAR MODELS



CASE STUDY



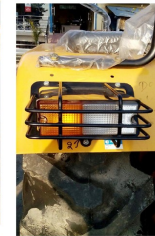
ESCORT POWERTRAC ALT SPECIAL FEATURES



HYDRAULIC ARM SPRING LINK (FREE FROM INCONVENIENCE DUE TO SHACKLE)



TOPLINK HOLDER FRONT BUMPER



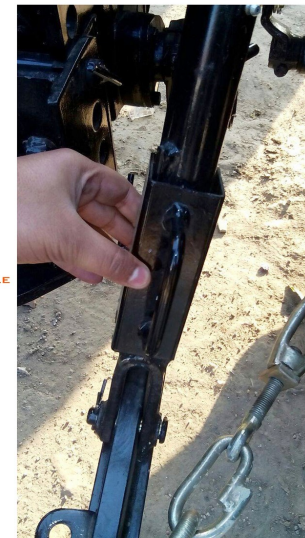
CUSHIONS ON SEAT BUT IT'S COVER SHOULD BE OF DURABLE MATERIAL



MOBILE CHARGER



LOCKABLE FRONT AXLE



TOUGH HYDRAULIC ARMS ADJUSTER



BUILT IN OUTLET FOR PRESSURE TROLLEY , EASY MAINTENANCE, RAPID CONNECTION WITH TROLLEY HOSE



CONCEPT MODEL



pininfarina

DESIGN BRIEF

GIVEN TASK- FACELIFT OF EICHER 485



TRACTOR STUDY



MOOD BOARD 1



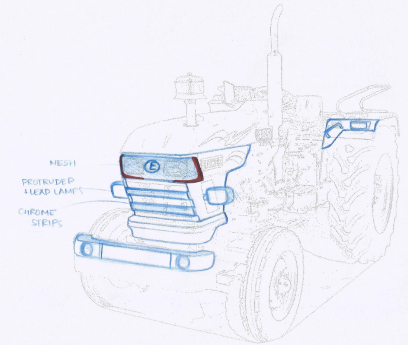
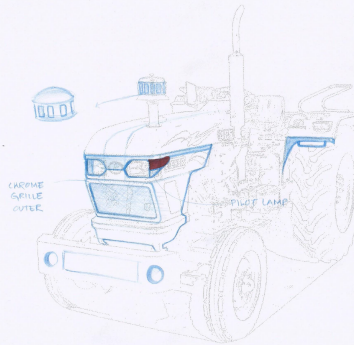
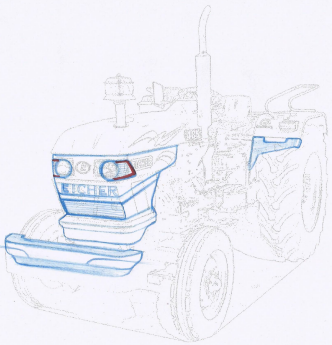
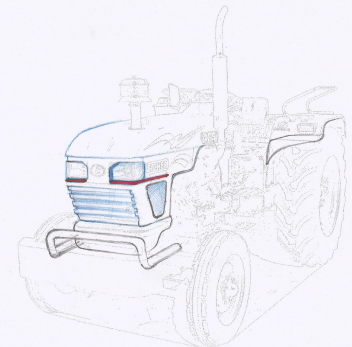
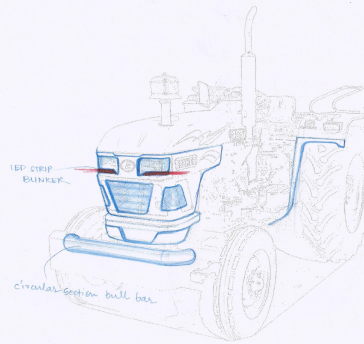
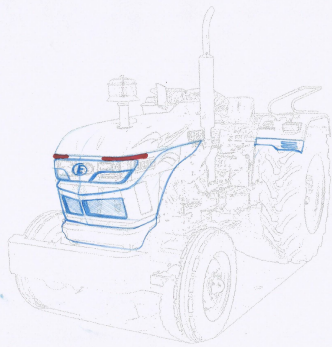
MOOD BOARD 2



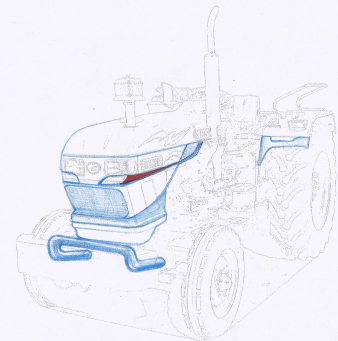
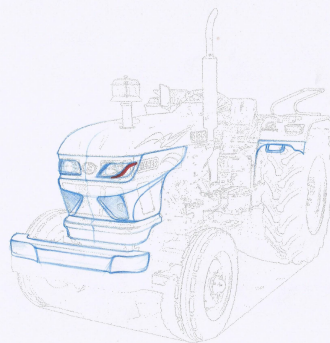
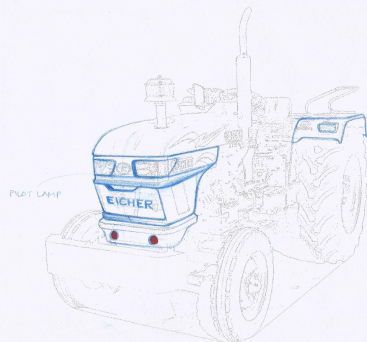
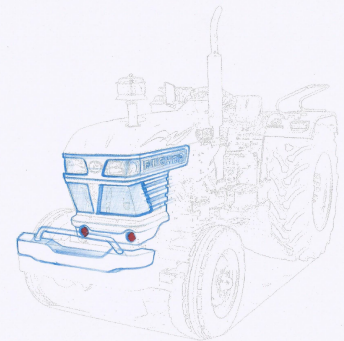
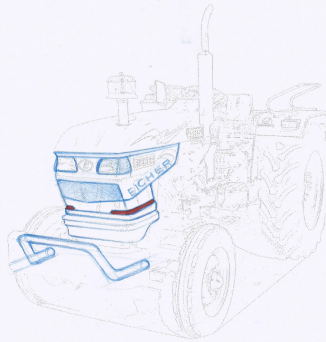
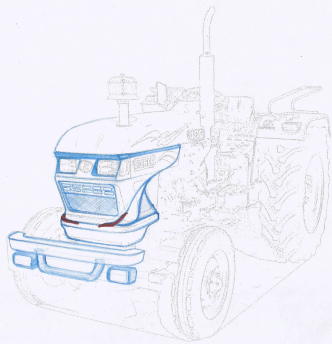
MOOD BOARD 3



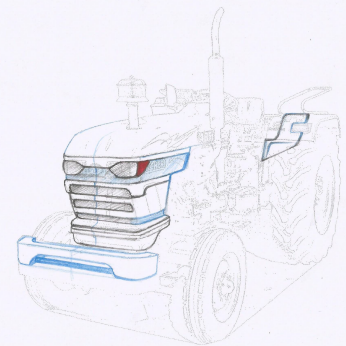
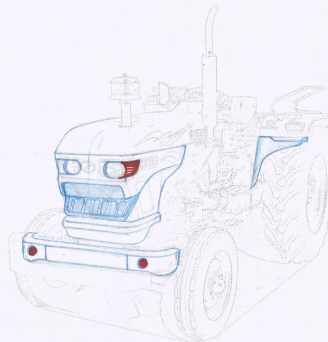
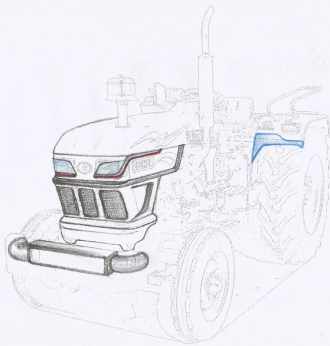
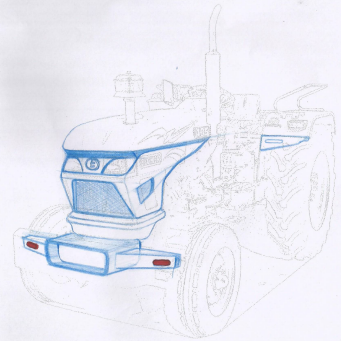
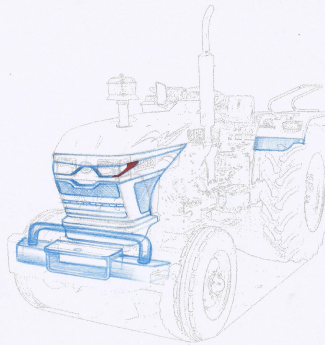
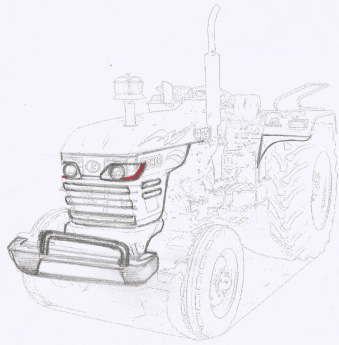
SKETCHES



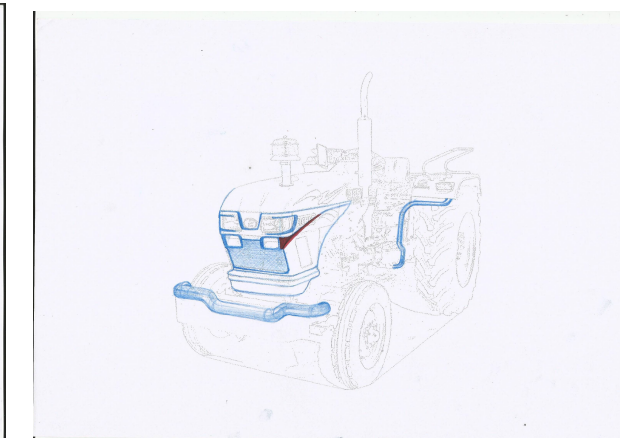
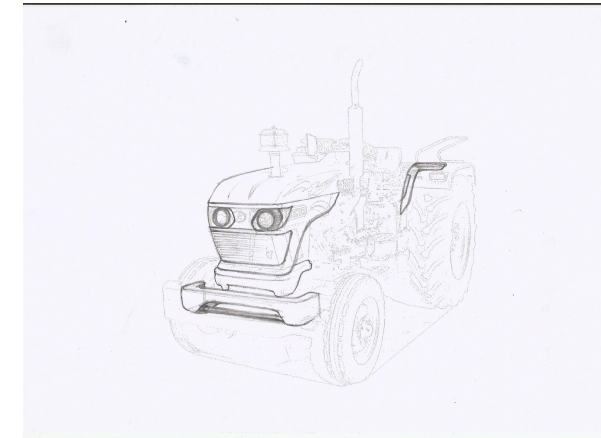
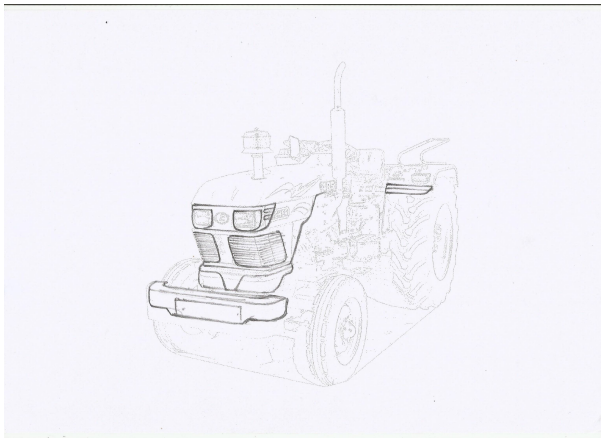
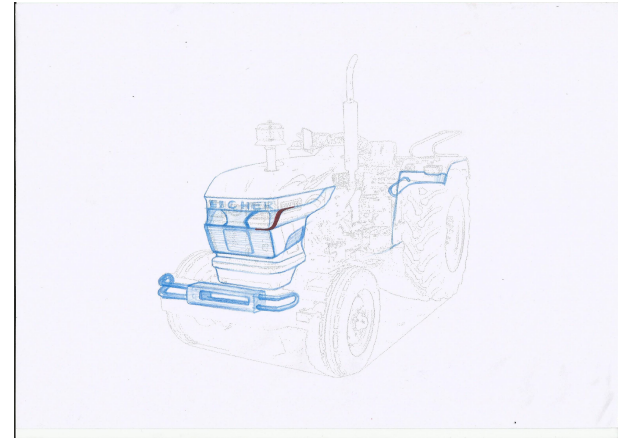
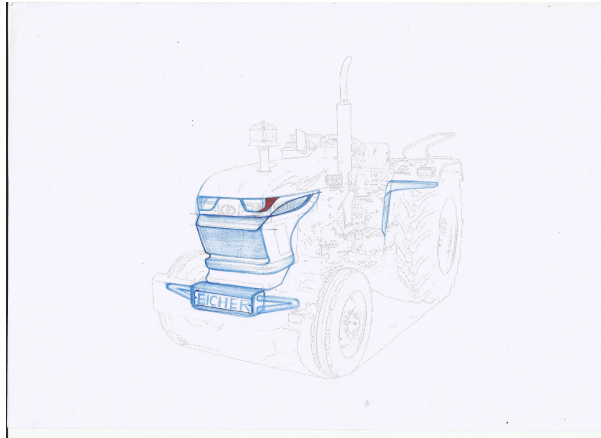
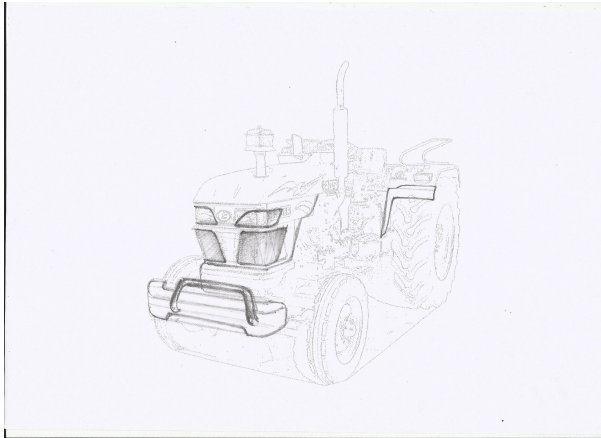
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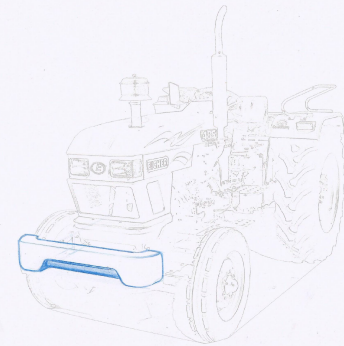
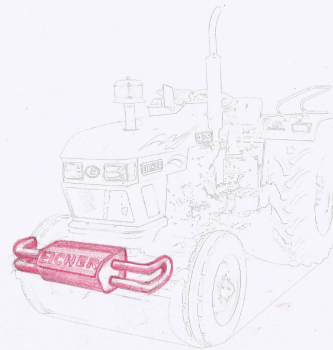
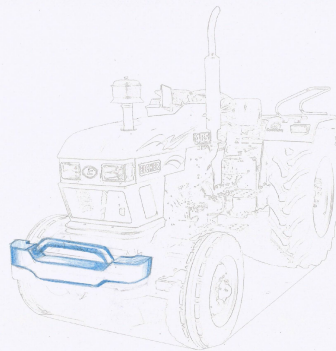
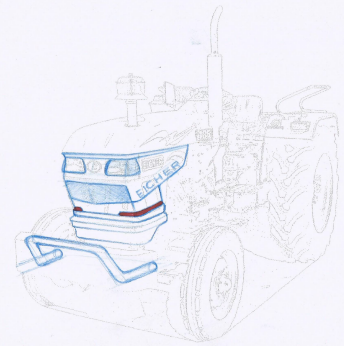
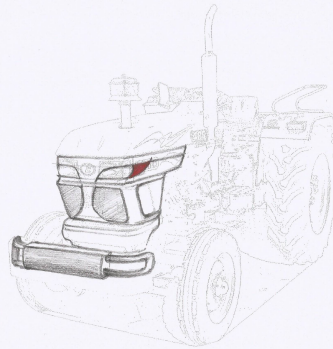
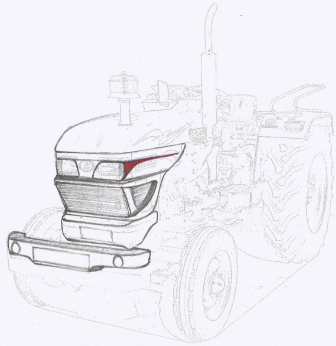
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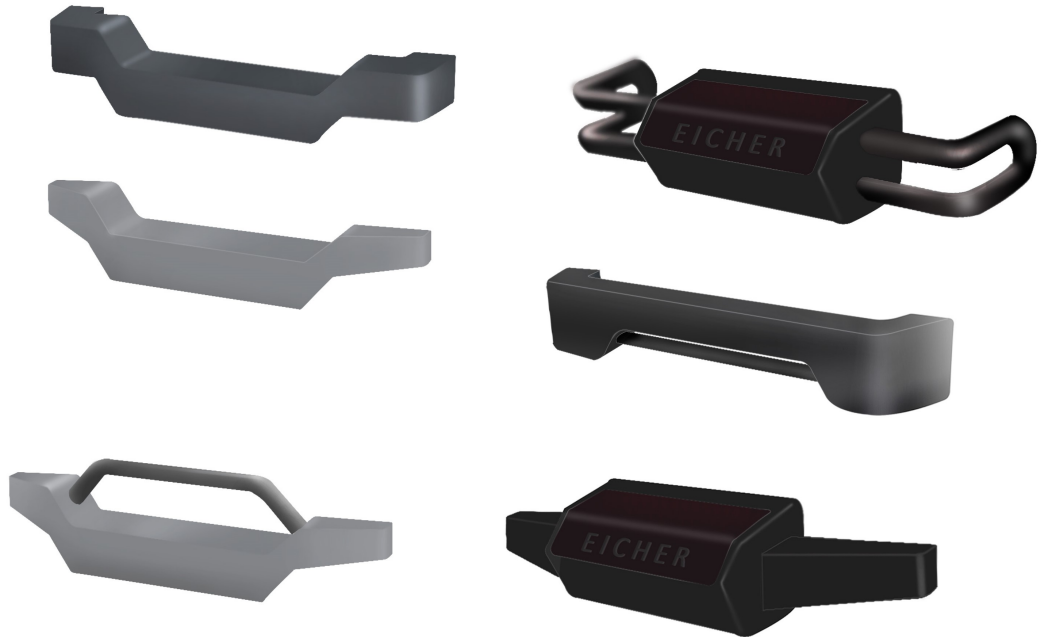
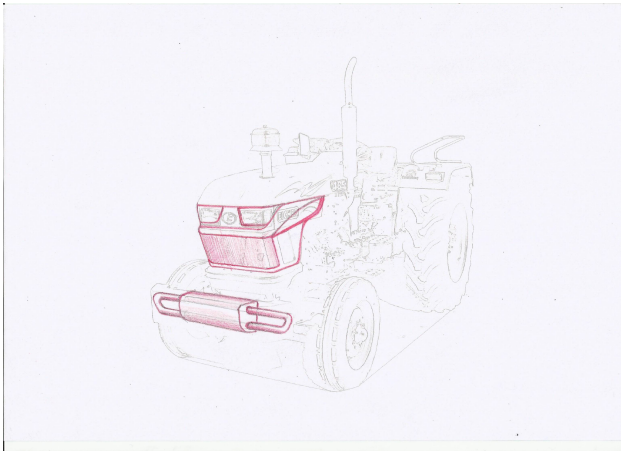
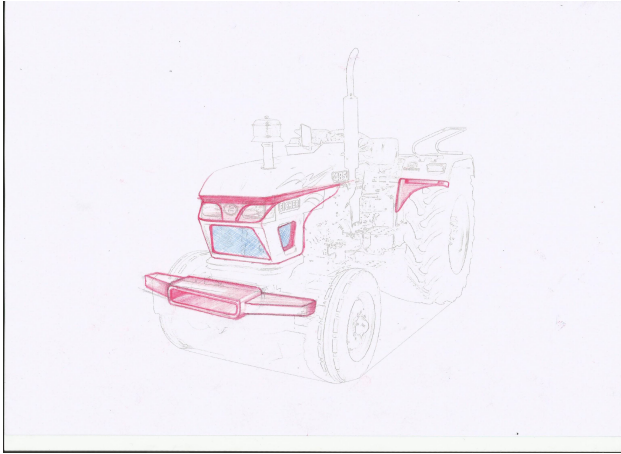
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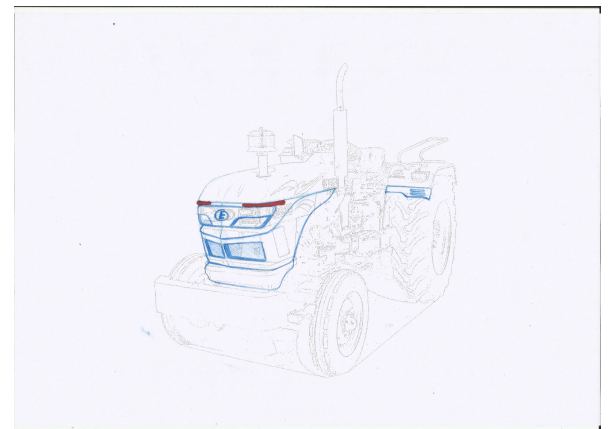
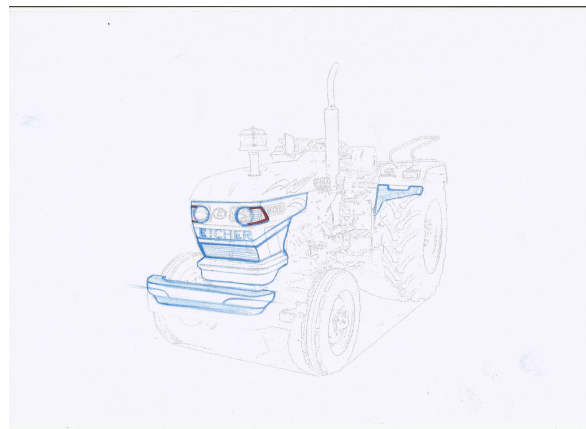
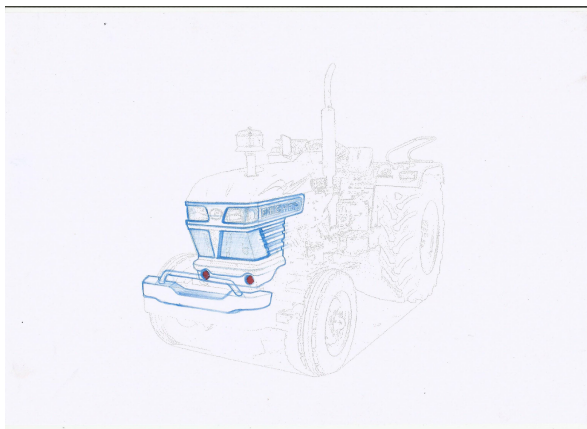
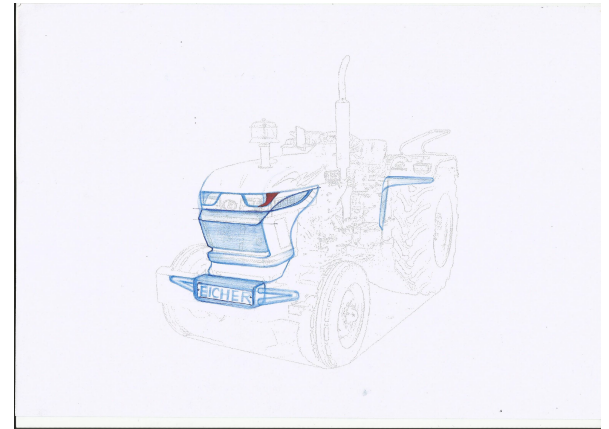
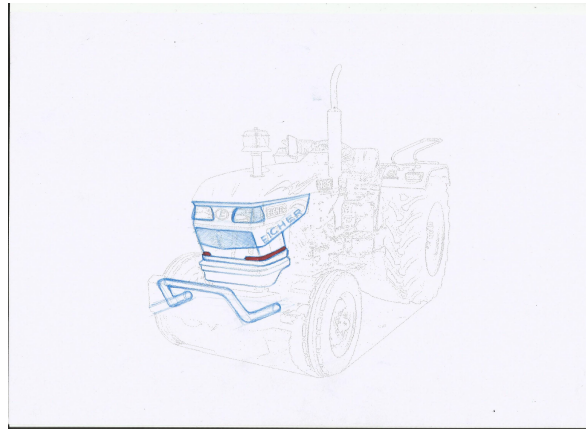
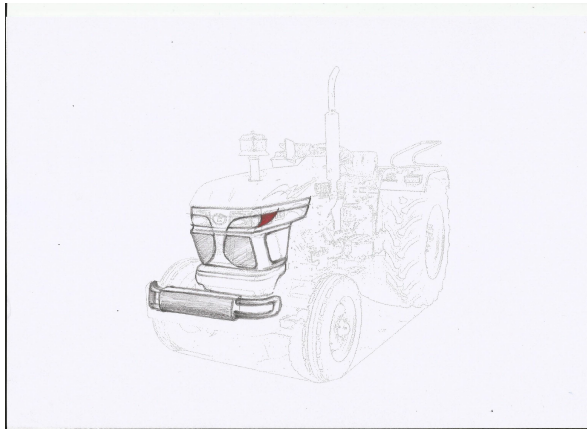
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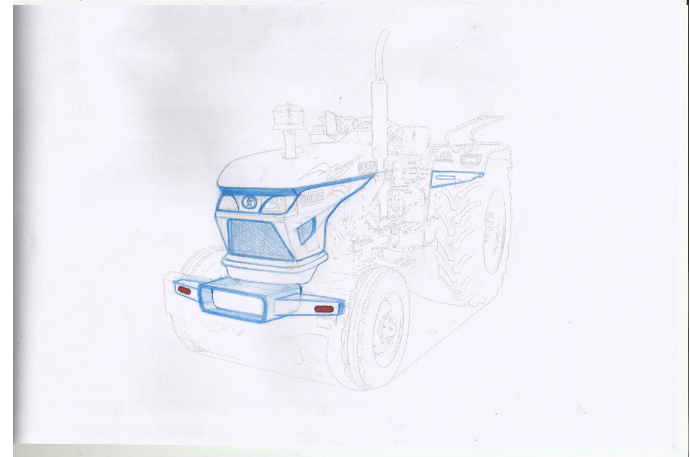
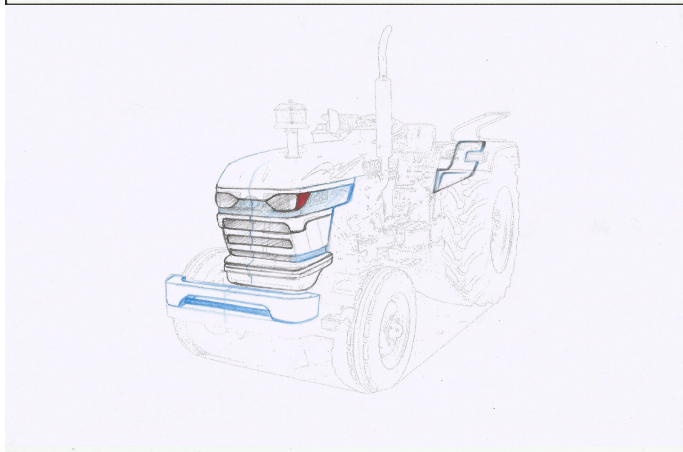
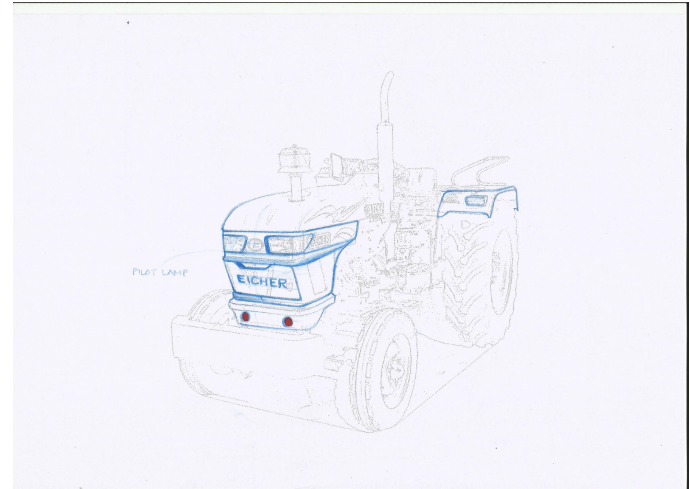
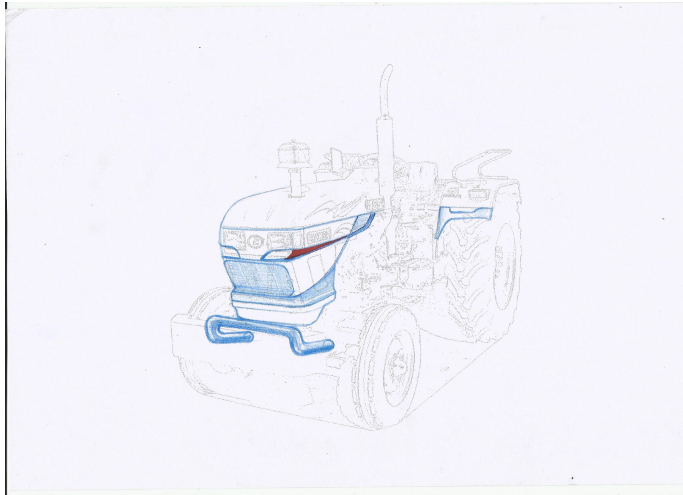
RENDERS FOR BUMPERS



SELECTED SKETECHES



SELECTED SKETECHES



KEY RENDERS

