

Mahindra announces Krish-e Champion Awards – Rabi 2021 Edition

Farm

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- ***Krish-e Champion Awards by Mahindra recognises and honours individuals and institutions for their exemplary contribution towards farming and related services***
- ***11 national awards presented at the second edition of the awards***

Mumbai, September 06, 2021: Mahindra & Mahindra's Farm Equipment Sector, India's leading tractor manufacturer and part of the Mahindra Group, has announced the winners of the second edition of the Krish-e Champion Awards. The Rabi 2021 edition of the award celebrated farmers and institutions who adopted Krish-e practices in the last Rabi season, showcasing visible impact in their farmlands and their lives, thereby improving their income per acre.

A biannual event, aligned with the Kharif and Rabi seasons, the Krish-e Champion Awards recognises and felicitates individual farmers as well as institutions who have risen above the ordinary by accepting no limits, thinking alternatively and driving positive change on their RISE journey in the agriculture sector. Eleven national awards were presented to the winners under five categories with farmers from 45 Krish-e centres across India participating in the Rabi 2021 edition of the award.

Winners among participating farmers in the regional round have been nominated for the national awards in the categories of:

- ***TAKNEEK CHAMPION***
- ***MAHILA KISAN CHAMPION***
- ***YUVA KISAN CHAMPION***
- ***RENTAL PARTNER CHAMPION***

Speaking on occasion, **Ramesh Ramachandran, Senior Vice President, FES Strategy and FaaS, M&M Ltd.**, said, *"We are proud to announce the winners of the 2021 Rabi edition of the Krish-e Champion Awards. Through these awards, we aim to recognise farmers and agripreneurs who have showcased an increase in 'income per acre', by adopting modern farming practices, including new*

agronomy techniques and mechanised solutions. These Krish-e champions will be proud ambassadors of progressive farming, inspiring fellow farmers in their vicinity to follow in their footsteps. This is the catalytic effect we seek to create.”

Carrying the tagline – **‘Expert Takneek. Naye Upay. Parinaam Dikhaye’** – Krish-e is Mahindra’s Farming as a Service (FaaS) business vertical for technology-driven services that are progressive, affordable and accessible to farmers. It aims to increase a farmer’s income through digitally-enabled services, across the complete crop cycle, with agronomy advisory, access to advanced farm equipment rentals and new-age precision farming solutions, all focused on bringing down overall farming cost and improving crop output, thereby a farmer’s income.

With Krish-e centres now part of several Mahindra dealerships across the country, these centres will offer farmers easy access to services such as –

- **ADVISORY** on scientific practices, including through Smart Phone Apps
- **SOIL TESTING** facilities
- **TAKNEEK** or **DEMO PLOTS** – To demonstrate best farming techniques and validate the impact
- **FARM EQUIPMENT RENTAL** solutions, including sales and service of tractors, harvesters and other farm equipment
- **PRECISION FARMING SOLUTIONS** using AI and IoT
- Sale of **CROP INPUT** like seeds and chemicals
- **DRIP IRRIGATION** equipment

Details of the National Winners of the Krish-e Champion Awards:

About Mahindra

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world’s largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 256,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/

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