

Mahindra first Indian brand to roll out 3 million tractors

Farm

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- *Reinforces its leadership in the global tractor market*
- *Produces over 2,00,000 tractors in 2018-19, the highest by an Indian tractor manufacturer*
- *Rolls out new campaign “Aapka Aabhar 30 Lakh Baar” in the domestic market around the new milestone*

Mumbai, April 3, 2019 : Mahindra & Mahindra Ltd., part of the USD 20.7 billion Mahindra Group, today announced that it had become the first Indian tractor brand to rollout 3 million tractors. Mahindra is currently the world’s largest farm tractor manufacturer by volume and India’s leading tractor manufacturer for over three decades. The company achieved this manufacturing milestone during March 2019. This has further cemented Mahindra’s leadership in the Indian market. It is also the first Indian tractor manufacturer to have produced over 2,00,000 tractors in 2018-19, the highest-ever by an Indian tractor brand in a single financial year.

Having rolled-out its first tractor back in 1963 through a joint venture with International Harvester Inc, Mahindra & Mahindra crossed it's 1-million units production mark in 2004. The company then went on to become the world’s highest selling farm tractor brand by volume in 2009. The Mahindra Farm Division then completed its 2-million units production mark 9-years later in

2013, achieving the next million units in just 6 years in 2018-19, inclusive of exports, reinforcing the trust that millions of farmers repose in the brand.

To celebrate the 3-million production milestone, Mahindra & Mahindra will roll out a 360-degree campaign titled "Aapka Aabhar 30 Lakh Baar" for customers in India. Through the campaign, Mahindra will extend special consumer offers, service benefits and finance offers to new and existing customers of Mahindra branded products.

Speaking on the milestone, **Rajesh Jejurikar, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "The tractor industry in India has been synonymous with the Mahindra brand over the last seven decades and the 3 million tractor milestone is a testimony to the same. We are extremely grateful to our customers for reposing their faith over all these years. Going forward, we will continue to drive Farm Tech prosperity through pioneering, accessible and revolutionary farming technologies, innovation and digitization to transform the lives of farmers and help them address the growing demand for agri products".

For over 70 years Mahindra & Mahindra has developed tractors that allow for multi-functional use in the domestic market, as well as in over 40 countries in 6 continents, with the U.S being its largest market outside India. Today Mahindra has over 14 tractor manufacturing and assembly units worldwide.

Customer centricity and the focus on making high quality, affordable products are at the core of Mahindra's success, starting from the design phase, engaging customers for extensive testing of new products, right up to after sales support. Today Mahindra has one of the most **comprehensive tractor portfolios** in the industry, including Mahindra's next-generation tractor platforms – ***the Mahindra JIVO, Mahindra YUVO and the Mahindra NOVO***. The entire range of products helps serve the

diverse needs of farmers – from land preparation to harvesting as well as post-harvesting requirements.

About Mahindra

The Mahindra Group is a USD 20.7 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 agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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

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