

Mahindra is India's Most Attractive Tractor brand

Farm

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Based on TRA's INDIA'S MOST ATTRACTIVE BRANDS – India Study 2018'

Mumbai, May 08, 2019: In a study covering 5,000 brands across 16 Indian cities, 'Mahindra' tractors, part of the USD 20.7 billion Mahindra Group, have been recognized as **India's Most Attractive Tractor brand** by Trust Research Advisory (TRA) in the fifth edition of its report, titled 'India's Most Attractive Brands' – India Study 2018. The study is based on TRA's proprietary '**Brand Attractiveness Matrix**' which comprises 36 attributes of Brand Attractiveness.

On being conferred the TRA award, **Rajesh Jejurikar, President, Farm Equipment Sector, M&M Ltd. said.** "The TRA award is a recognition of our work in building a global customer focused brand, with the widest range of tractors for every kind of farming application. At Mahindra, we constantly strive to work with the customer and connect with their needs to drive success. While thanking TRA for this award, we will continue to work toward the development of newer products both in tractors, as well as the farm machinery space driven by our focus on innovation and technology".

Sachin Bhosle, Research Director, TRA Research, said, "Mahindra Tractors communication plays a dual role in building Brand Appeal. Firstly, it enhances the inherent attractiveness of the brand, & secondly, it also helps to communicate this attractiveness to customers across the Indian farming sector. Mahindra is synonymous with tractors, and as a brand it resonates highly on recall among all Indian tractor brands. We congratulate Mahindra on this achievement."

TRA's 'Buying Propensity' index is a scientific methodology that gets to the root of the consumer's buying process to understand and measure their buying keenness. It attempts to understand this through the overt, covert and contextual buying drivers of consumer influences. Creating Buying Propensity is to create a natural pull for the consumer toward the brand that is manifested on the basis of the consumer's Trust (the transactional drivers to buy) and Attractiveness (the psycho-socio-

cultural drives to buy).

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

Media contact information:

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

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