

Mahindra Launches All New Sarpanch Plus Tractor series in Maharashtra

Farm

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- *Introduces range of new tractor models from the Sarpanch Plus series in the 30 HP (22.37kW) to 50 HP (37.28kW) category*
- *Powered by advanced, fuel efficient ELS (Extra Long Stroke) Di engine, which delivers 2 HP (1.49kW) more power and higher back-up torque*
- *Industry best warranty of 6 years*
- *Available through online booking facility in Maharashtra*

Mumbai, June 22, 2020: Mahindra's Farm Equipment Sector, a part of the USD 20.7 billion Mahindra Group, recently introduced its new **Sarpanch Plus** range of tractors in Maharashtra, with the launch of the **575 Sarpanch Plus**, an upgrade of its popular 575 Sarpanch. The new series offers models spanning multiple HP-points in the *30 HP (22.37kW) to 50 HP (37.28kW) category*.

The all-new Sarpanch Plus offers 2HP (1.49kW) more power, higher max torque and back-up torque, to cover more land quickly. Mahindra's new engine technology not only delivers higher power, but best-in-class fuel efficiency, to enhance the earning potential of farmers. The model's new styling and ergonomic design ensure pride of ownership and operator comfort. The new Sarpanch Plus series will be manufactured at Mahindra's

state-of-the-art manufacturing facilities across India.

The new Sarpanch Plus series comes with Mahindra's industry-first, 6-year warranty and can easily be booked online on M2ALL.com for an initial payment of Rs 5000* and is available with special finance and customer schemes.

Speaking on the launch of the new Sarpanch Plus series, **Hemant Sikka – President, Farm Equipment Sector, M&M Ltd. said**, “As leaders in the Indian tractor market, we at Mahindra have always been at the forefront of introducing the latest technologies and the new Sarpanch Plus series is a step in that direction. The new series is developed to meet the evolving demands of modern farmers by providing extra power, higher back-up torque, modern styling and best-in-class ergonomics. The latest ELS engine technology with higher power and fuel efficiency will enable farmers to improve their productivity and drive their earnings, thus enabling them to Rise”.

New Sarpanch Plus Tractor series, now at a Mahindra Tractor dealership near you

The new Sarpanch Plus series is also available at Mahindra Tractor dealerships that have commenced operations across Maharashtra. We are ensuring the utmost safety of our customers and dealer staff, with all the necessary safety & hygiene guidelines being followed at Mahindra dealerships that encompass all facets of customer interactions.

** Offer valid till 30th June*

*** 2 years of standard warranty on the entire tractor and 4 years of warranty on engine and transmission wear and tear item. This warranty is not applicable on OEM items and wear & tear items*

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.

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