

Mahindra Launches High-Performance Tractor Range in Wad Madani

Farm

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Full range of high-performance tractors from 15hp to 92hp, set to offer enhanced productivity, higher fuel efficiency & superior driving comfort

April 8, 2019, Wad Madani: Mahindra & Mahindra Ltd., a part of the USD 20.7 billion Mahindra Group based in India, today launched its High-Performance Range of Tractors in Sudan with its channel partner Mahgoub Sons Group. The range from 15HP to 92HP, will cover the needs of all type of farmers with various farm sizes.

Speaking on this occasion **Bobby Salwan, Zonal Head - North Africa, Mahindra & Mahindra Ltd** said "At Mahindra our purpose is to pioneer accessible farm mechanization solutions that can transform the lives of farmers worldwide. We are pleased to introduce a range of High-performance tractors that offer enhanced productivity, fuel efficiency and comfort. These reliable workhorses are designed to perform multiple tasks with ease. I am confident that our customers would be delighted with the low cost of operation that these tractors offer."

Mr Idris, Mahindra's Channel Partner, Mahgoub Sons Group said, "We are a customer-centric company, with a vision to be the ultimate choice for our customers. We have a strong sales and service network spread across

the country which ensures timely delivery of product & after sales support to our customers. We strive to ensure 100% customer satisfaction by ensuring availability of spare parts and prompt service".

Mahindra is the No.1 tractor company in the world by volume. It has a strong presence in over 40 countries and a global customer base of over 3 million farmers. In India, which is the world's largest tractor market, the company enjoys a market share of over 40% and has been the market leader for the past 35 years. In the USA, the company has five assembly facilities and is among the top 3 players in its segment.

Mahindra Tractors is known globally for its quality and reliability and the company has the distinction of being the only tractor company in the world to have received the Deming Application Prize and the Japan Quality Medal, two of the highest quality accolades that can be won by any organization.

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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About Mahgoub Sons Group

Over the span of 6 proud decades, Mahgoub Sons Group has evolved from an Agricultural company to a diversified business conglomerate with a secure foothold in key sectors of the economy. Today, we have over 20 companies operating across agriculture, manufacturing, food packaging, transport and media industries.

To be completed by distributor

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