

Mahindra launches the “made in Japan” GX 3600 tractor, from the portfolio of Mitsubishi Mahindra Agricultural Machinery Co. Ltd, in Sri Lanka

Farm

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- To be available across the trusted network of DIMO
- Mahindra GX3600, is the lightest 4WD Puddling specialist tractor in its category.

April 4, 2018, Colombo: Mahindra & Mahindra Ltd., a part of the USD 19 billion Mahindra Group based in India, today launched the Mahindra GX 3600, the lightest 4WD Puddling specialist tractor from the portfolio of Mitsubishi Mahindra Agricultural Machinery Co. Ltd, based in Japan. This product is introduced in Sri Lanka under the trusted partnership with Diesel & Motor Engineering PLC (DIMO). DIMO has been the authorized representative for Mahindra tractors in Sri Lanka for more than 25 years.

Established in 2015, Mitsubishi Mahindra Agricultural Machinery Co. Ltd., is a strategic partnership between Mitsubishi Heavy Industries and Mahindra and Mahindra in agricultural machinery space. The Mahindra GX3600 is the brand’s flagship product, with proven technology and performance across various markets around the world. It is known for its high-end - “Japanese technology”, and superior performance that will enable it to strengthen its competitiveness in Sri Lanka.

The Mahindra GX3600, is the lightest tractor in its category with a weight of 1100 Kg that prevents it from sinking in the paddy application. With a 3-cylinder powerful engine it delivers maximum power at lower rated RPM. The 8 Forward and 8 Reverse travel speeds with synchro shuttle, enable smooth and quick shifting between forward and reverse gears, thereby ensuring maximum productivity during those intense puddling operations. Equipped with a host of other features like 1200 Kg lifting capacity, easy manoeuvrability and comfortable driving, the Mahindra GX3600 also promises easy maintenance to its customers.

Speaking on the occasion, **Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd.,** said, "It is a proud moment for us to introduce one of the Mitsubishi Mahindra Agricultural Machinery Co. Ltd.'s products to Sri Lanka. Mahindra is World's No. 1 tractor brand by volumes, with a vision of becoming the pioneer in providing technology, our collaboration with the Japanese brand of Mitsubishi Heavy Industries is a step in this direction. Puddling is the key application for Sri Lankan farmers, and we are confident, that with the new "Made in Japan" Mahindra GX3600, they will be able to optimize their operations with maximum output."

Mr. Ranjith Pandithage, Chairman and Managing Director, DIMO, said, "DIMO is known represent the best engineered brands in the world, in Sri Lanka. Our partnership with Mahindra tractors exceed 25 years and across Sri Lanka, Mahindra Tractors have been perceived as a brand that's close to the Sri Lankan farmer. After sales service and customer care plays a crucial role in the daily operation of a tractor, and DIMO has proven to be the best choice among farmers with their door step service support, island wide network and coverage."

About Mitsubishi Agricultural Machinery:

Mitsubishi Agricultural Machinery Co., Ltd. (MAM), headquartered in Matsue, Shimane, is a fully owned subsidiary of Mitsubishi Heavy Industries, Ltd. with consolidated sales of 35.3 billion yen in fiscal 2012, the year ended March 31, 2013. MAM has a manufacturing and sales diverse lineup of agricultural machinery such as “tractors”, “power tillers”, “planters”, “combine harvesters”, and “plant and facility” for agriculture markets in Japan and worldwide.

For more information, please visit the MAM website:

<http://www.mam.co.jp/english/index.html>

About Mahindra

The Mahindra Group is a USD 19 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, defence, 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:
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About DIMO Agri

DIMO Agri is the agriculture arm of DIMO group, which focuses on Sri Lanka's highly developing and technologically fast paced Agri industry. Farm mechanization plays a crucial role in the country's efforts to increase agriculture efficiency. By introducing advance and modern tractors and related machinery, DIMO is assisting Sri Lanka to move ahead and achieve greater efficiency

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