

## **Mahindra Tractors ahead of global competition:Tops USA dealer association satisfaction survey**

*Farm*

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**Mumbai:** Mahindra USA, the 100 per cent subsidiary of the \$ 6.7 billion M&M Group was rated highest in Overall Satisfaction amongst tractor manufacturers in a survey conducted by the North American Equipment Dealers Association (NAEDA) – the apex dealer association in the USA.

M&M's Farm Equipment Sector (FES) is already among the top tractor brands in the world and has been the undisputed leader in the Indian tractor industry for the past 25 years. Mahindra USA, which has been marketing tractors in the USA since 1994, topped the list in the survey conducted among 1,309 dealers on 36 different criteria.

Mahindra USA was ranked Number One, in the survey, ahead of many international tractor manufacturers such as John Deere, New Holland, AGCO and others.

NAEDA, the governing association for all dealers based in the US, is committed to building the best business environment for North American equipment dealers. The key attributes on which the rating was adjudged included product availability, product quality, technical support, parts availability, parts quality, warranty procedures, manufacturer response to dealer needs and advertising and marketing support.

Expressing his delight on the company's remarkable achievement, Mr Anjanikumar Choudhari, President – M&M Farm Equipment Sector and Chairman, Mahindra USA said, 'The US is a very important market for M&M's Farm Equipment Sector, and to top NAEDA's survey in 'Overall Satisfaction' is a great honour. Mahindra USA has consistently strived to provide the very highest level of service quality and be responsive to the needs of our customers. This high rating in the very competitive and highly demanding USA market is indeed a true reflection of this commitment.'

M&M Farm Equipment Sector is the only tractor manufacturer in the world to win the Japan Quality Medal and Deming Application Prize for its outstanding TQM practices. The Farm Equipment Sector has also won the AE50 Outstanding Innovation Award 2007 from ASABE (American Society of Agricultural and Biological Engineers) for Outstanding Innovations in Product or Systems Technology for developing the Mahindra 'Shaan', deemed one of the year's most innovative designs in engineering products or systems for the food and agriculture industries.

### **About The Mahindra Group**

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

Tags :

Tractors USA dealer