

Mahindra Tractors is one of India's most innovative companies

Farm

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Mumbai: Mahindra & Mahindra's Farm Equipment Sector (FES) has featured in the top 10 list of most innovative Indian companies compiled by the Wall Street Journal as part of its survey to determine Asia's 200 most-admired and innovative companies.*

The Asia 200 survey is the ultimate performance review of Asia's leading companies. The survey takes into account key criteria including long-term vision, innovation in responding to customer needs, quality of products and services, corporate and financial reputation.

Innovation is the cornerstone of business at Mahindra Tractors which has pioneered several innovative products and services in the recent past. The Mahindra Shaan is one such product resulting from this culture of innovation. India's first multi-utility tractor, the Shaan helps in farming activities and facilitates transportation as well. It has been designed keeping in mind the needs of the young and progressive farmer – increased income and pride of ownership resulting from style, comfort and modernity.

The Shaan has led innovation in the tractor market and has initiated the transition from a 'product feature - price' led business approach to a 'value-led innovation' business approach. The product has positively impacted the

lives of several customers across the country, facilitating unique uses, such as mobile flour mills, brick kiln operations, vegetable farming and transportation of farm produce, water tanker haulage, transportation of goods and people.

In early 2007, Mahindra Tractors launched India's first 5% bio-diesel tractor which is the outcome of the sector's relentless focus on R&D and its commitment to a cleaner environment. The utilization of renewable Biodiesel as a fuel for transportation vehicles is one of the significant technologies being developed for automotive application. The Bio-Diesel programme is one of Mahindra's investments in India's sustainable economic development.

FES has been the market leader in the Indian tractor Industry for the last 25 years and is historically known for the superior quality of its products and focus on customer centricity. It is also the only tractor company in the world to win both the Deming Application Prize and the Japan Quality Medal, two of the highest quality accolades which can be won by any company.

* Mahindra & Mahindra has also been ranked as the tenth most admired Indian company, in terms of average score.

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.

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