

## **M&M ushers in new era with Shaan**

*Brand*

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- Product targeted at young farmer
- 25HP tractor with in-built trolley
- A product of extensive customer studies and field tests
- Shaan can perform multiple operations of transporting and farming
- Capable of earning the farmer income throughout the year
- Capable of off-farm haulage operations

**New Delhi:** Mahindra & Mahindra, leader in Indian tractor market, today launched its latest offering – Shaan- in New Delhi. The new product, powered by a 23.5 HP engine, is the first of its kind offering in India as the tractor has an in-built trolley and comes with a soft top canopy, windscreen and wipers.

Shaan is the M&M Farm Equipment Sector's latest technology-driven product for the farmer. It is a shining example of M&M's commitment to the Indian farming community that has made it the undisputed leader in the Indian tractor industry for the last 23 years. The product was conceived and designed keeping in mind the needs of the young and progressive farmer, who is looking for a stylish, new-age tractor that is versatile and helps him earn, both in farm and during haulage.

**Mr. Anand Mahindra, Vice-chairman & Managing Director, M&M said,** *'Innovation has been the hallmark of the Mahindras. Our passion to deliver best in class products is driven by our customer centricity, which is part of our very DNA. We endeavour to deliver the most innovative products for the evolving new age customer in every business we are in. Shaan is a product that connects with the changing rural landscape and promises a paradigm shift in the segment.'*

**Mr Anjanikumar Chaudhari, President – Farm Equipment Sector, M&M said,** *'This sector redefining product is the latest in the Mahindra tradition of product innovation and excellence. Our relentless pursuit to give the customer best in class products has resulted in Shaan. This innovative product will delight with its multi-functional capabilities on the farm and off it. It is crafted in a manner to satisfy the requirements along with the sensitivities and lifestyle demands of the new generation of customers across rural India.'*

**Mr. Gautam Nagwekar, Executive Vice President – Farm Equipment Sector, M&M, said,** *'Shaan was designed to cater to a requirement which was long-awaited by the new generation of young farmers in India. The performance of the product has been enhanced to fit into the dual role it has been designed for. Its unique feature will help us in tapping some of the yet largely untapped territories in India. These gel with the ambitious and progressive attitude of today's farmers.'*

Shaan's in-built trolley serves a dual purpose – it helps in farming activities and facilitates transportation as well. Shaan's unique feature of an in-built trolley displays its versatility by way of multiple haulage operations like transporting agri-produce to mandis, fertilizer seeds/manure to the farms, sand from river beds, etc. As a tractor it can run farming implements, like the cultivator, rotator and 6x6 harrow and this will benefit farmers with

smaller land holdings.

This groundbreaking concept will enable farmers to utilise the tractor throughout the year and help in increasing their earning capability. The added revenue can then be used by the farmers to improve their farming techniques and hence their produce.

Shaan is capable of making more road trips with a road speed of 39.5 km per hour. It is able to carry small loads like oil drums and milk cans and has a self load carrying capacity of 750 kg on platform. It is designed to provide fuel efficiency for haulage.

Shaan is the result of extensive consumer behaviour studies done with prospective customers in the 25HP segment and rigorous field tests to establish superior product performance.

The tractor has a stylish driver's cabin with an in-built trolley, ergonomically designed sporty bodyline, attractive decals, unique windscreen with wipers, robust front grill, aesthetically designed integrated, backlit instrument console, etc.

Besides these, Shaan also boasts of some unique features including powerful halogen headlamps, amber colour turn indicators, down swept exhaust, side fuel-inlet, easy reach of all instruments, and easy accessibility to clutch, brake pedal and accelerator.

The spring leaf suspension enables the tractor to carry loads with fewer bumps and ensures a comfortable drive. A partial constant mesh transmission ensures ease of gear shifting during haulage. A small turning radius of 3.2m for quick manoeuvres during field operations and a max speed of 39.5 Kmph allows more trips, resulting in more earnings per day. The unique in-built trolley can carry weight up to 750 kg.

## **Market Leadership**

Mahindra Tractors ended F-2006 with a market share of 29.7% - their 23<sup>rd</sup> year of continued leadership. In F-2007, during the first 6 months M&M has clocked volume of 50923 tractors, a growth of 29% over corresponding period last year.

## **About the Mahindra Group**

The US \$3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. It has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With around 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs around 30,000 people and has eight state-of-the-art manufacturing facilities in India spread over 500,000 square meters. The Mahindra Group has ambitious global aspirations and has a presence in 20 countries spread across four continents. Mahindra products are today available in every continent except Antarctica. M&M has made strategic acquisitions of plants in China and the United Kingdom, and has 2 assembly plants in the USA. Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault, France, and International trucks, USA.

Tags :

[Shaan](#)