

Swaraj Tractors leads the way for mechanising horticulture farming

Farm

Author : mahindraadmin Category : Farm Published : 11/11/2021

- *Launches CODE, an innovative & affordable farm mechanisation solution for the horticulture farmer*
- *A versatile multi-purpose ride-on machine, narrowest and lightest in design and weight, with industry-first features like Dual ground clearance & Bi-directional driving*

Mohali, November 11, 2021: Swaraj Tractors, part of the Mahindra Group, today launched CODE, a revolutionary new multi-purpose farm mechanisation solution to transform horticulture farming in India.

An indigenously designed farm mechanisation solution, CODE is conceived with the idea of eliminating drudgery of labour involved in horticulture farming. The narrowest and the lightest ride-on machine, CODE will revolutionize horticulture farming in India, thereby allowing farmers to carry out inter-culture operations in narrow rows for various vegetable & fruit crops. Additionally, the shorter turning radius of this machine provides better manoeuvrability in smaller farms cultivating horticulture crops.

Talking about the launch of CODE in the horticulture segment, Hemant Sikka, President Farm Equipment Sector, Mahindra & Mahindra Ltd said, “With horticulture’s growing share in India’s Agri GDP over the years, there is an urgent need to focus on this segment for increase in productivity.

CODE by Swaraj is an innovative farm mechanisation solution that perfectly aligns with Mahindra Farm Equipment Sector's purpose of 'Transform Farming & Enriching Lives'. With the launch of CODE, we aim to provide easy access to affordable and innovative technology to the farming community."

Talking about the new launch, Harish Chavan, CEO, Swaraj Tractors said, "The horticulture segment has a huge scope for mechanization in our country. CODE by Swaraj is a specially crafted machine developed with deep consumer insights and capturing farmers' needs in the horticulture space. Currently there is intense involvement of manual and animal labour in this segment, and this innovative solution is a pioneering step towards bringing mechanisation to this segment."

Offered with unique capabilities, CODE helps solve issues related to horticulture farming and is being termed as '*Kheti Ki Duniya Ka Sabse Pehla YES machine*', while offering some industry-first features for the horticulture farmer. Some key features include:

Dual ground clearance – The ground clearance of the machine can be increased as the crop grows in height, thus reducing the dependency on manual operations.

Bi-directional driving – The bi-directional feature enables operations with attachments mounted in front of the machine making it extremely suitable for reaper operation in paddy.

CODE will initially be launched in Swaraj dealerships in Gujarat, Karnataka, Andhra Pradesh & Telangana and will soon roll-out across other states in a phased manner. The product also comes with assured service support for a hassle-free ownership experience.

About Swaraj

Swaraj Tractors a division of Mahindra Group is India's second largest and fastest growing tractor brand. Established in 1974, based in Punjab, the grain bowl of India, Swaraj is a brand that is made by the farmer, for the farmer as many of its employees are also farmers. They bring real world performance and create an authentic, powerful product with assured performance and enduring quality, designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors manufactures tractors in the range of 15HP to 65HP and also provides complete farming solutions.

Learn more about Swaraj Tractor on www.swarajtractors.com/

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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Swaraj tractor