

Vice President of Tanzania visits Mahindra's Tractor Plant

Farm

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Mumbai: His Excellency Dr. Ali Mohamed Shein – Vice President of Tanzania led a high powered delegation from the United Republic of Tanzania to Mahindra & Mahindra's Farm Equipment Sector at Kandivli, Mumbai. The delegation comprised of the Minister for Industries, Trade and Marketing, United Republic of Tanzania – Dr. Mary Nagu, Minister for Health and Social Welfare, United Republic of Tanzania – Prof. David Mwakyusa, Tanzanian High Commissioner to India – Mr. John W. H. Kijazi and other senior government delegates. Present on the occasion from Farm Equipment Sector, Mahindra & Mahindra were Mr. Anjanikumar Choudhari, President, Mr. Deepak Chhibba, Executive VP, International Operations and Mr. Jaspinder Kang, VP, International Operations.

Visiting dignitaries were apprised of the world class facilities at the Kandivali plant, and the company's domestic and international operations. Dr. Ali Mohamed Shein spoke of the predominant role played by agriculture in the Tanzanian economy and the Government's plans to encourage modernization of agricultural practices. He was impressed with the state-of-the-art facilities at the Kandivali plant and invited Mahindra to participate in the Tanzanian government's plan to modernize agricultural practices in Tanzania.

Said Mr. Deepak Chhibba, 'Africa is a strategic market for Mahindra Tractors and we are building rapidly on our business in many African countries. Dr. Shein's visit has added momentum to the process and I am sure Mahindra can play a significant role in helping Tanzania further modernize its agricultural sector. Mahindra's tough, reliable and robust tractors are the appropriate workhorses best suited to succeed in Africa.'

Mahindra is the third largest tractor manufacturer in the world and the only manufacturing company worldwide to be awarded the prestigious Deming Prize and the Japan Quality Medal. The company has a satisfied customer base of over 1.3 million customers worldwide.

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.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer- centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

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