

## **Mahindra Tractors launches six new tractors models from the Yuvo Tech+ series**

*Farm*

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- *Launches 6 new models under its newly introduced Yuvo Tech+ brand in the 37 – 50 HP (27.6 – 36.7 kW) category*
- *Powered by Mahindra Tractors' advanced 3-cylinder m-ZIP engine & 4-Cylinder ELS engine for best-in-class power, torque and mileage*
- *Packed with several class-leading features like a 12 F + 3 R transmission, true-side shift, high-precision hydraulics, 4-wheel drive, Dual clutch, SLIPTO, 2-speed PTO*
- *Backed by Mahindra Tractor's 6-year warranty programme for peace of mind operations*

**Mumbai, July 01, 2022:** Mahindra Tractors, part of Mahindra's Farm

Equipment Sector, the world's largest tractor manufacturer by volume, today unveiled six new tractor models under the recently launched Yuvo Tech+ brand, further bolstering the tractor platform that the company introduced last year.

Mahindra Yuvo Tech+ is designed and developed at Mahindra's Research Valley (MRV) in Chennai with world-class standards. The new tractors are powered by Mahindra Tractors' new m-ZIP 3-cylinder and ELS 4-cylinder engines, delivering best-in-class power, torque and mileage.

Expanding the Yuvo Tech+ range, the six new models are launched in the 37 – 50 HP (27.6 – 36.7 kW) power band and come with key features such as 4-wheel drive, Dual Clutch, SLIPTO, Auxiliary Valve and 2-speed PTO which making it suitable for more than 30 agri applications.

The Yuvo Tech + range comes with 12F (forward) + 3R (reverse) transmission technology, with Dual Clutch and 4WD, with a 3-speed option (H-M-L) for optimal performance based on different soil types and agri applications. With high precision control valves, and best-in-class lift capacity of up to 1700 kg. This new range can handle heavy implements with ease and precision. The SLIPTO feature enables easy of operations for implements like balers.

Mahindra Tractors launched the 275 Yuvo Tech+, 405 Yuvo Tech+ and 415 Yuvo Tech+ with the 3-cylinder m-ZIP engine, and the 475 Yuvo Tech+, 575 Yuvo Tech+ and 585 Yuvo Tech+ with the 4 Cylinder ELS engine.

**Speaking about the launch, Hemant Sikka, President – Farm**

**Equipment Sector, Mahindra & Mahindra Ltd.** said, “The Yuvo Tech+ delivers on its brand promise of *‘Technology Mein No.1, Har Kam Mein No. 1’* resonating well with Mahindra Farm Equipment Sector’s purpose of transforming farming and enriching lives. With farmers embracing newer technologies to drive with speed and efficiency, the Yuvo Tech+ is the most advanced and versatile tractor in its segment and is developed to deliver a winning formula of productivity, comfort, and savings for better earnings for the Indian farmer. With this launch, we are confident that these products from the Yuvo Tech+ series will further cement our leadership position in the tractor market.”

**Key features and benefits of the new Mahindra Yuvo Tech + tractor range:**

- Engine – Technology aisi jo Power aur Mileage me ho No.1 – advanced & powerful 3-cylinder m-ZIP engine & 4 Cylinder ELS engine
- High backup torque – Works well even with a sudden change of load without changing gear
- High max torque – Pulls a variety of applications with minimum rpm drop 197 Nm
- Best-in-class PTO power – Longer operating hours and quicker turnaround with large implements 33.9 kW (45.5 HP)
- Best-in-class mileage – Saves fuel cost
- Parallel engine cooling – Ensures stall-free long working hours

**Transmission: *Technology aisi jo speed options mein ho No.1***

- 12 Forward + 3 Reverse – multiple speed options for ease of working
- H-M-L speed range – better speed options over any other tractor
- Reliable and Durable Planetary reduction – longer life
- Helical gear for high load carrying capacity
- Full constant mesh transmission – smooth gear shift and true side shift

**Hydraulics: *Technology aisi jo sateek hydraulics me ho No.1.***

- Hi-precision control valve for uniform depth
- Enhanced lift capacity works with tougher implements up to 1700 kg
- Quick lowering and lifting of implements

**Comfort: *Technology aisi jo driving comfort me ho No.1***

- Side shift gear – car like comfort
- Best-in-class Ergonomics
- Dual acting balanced power steering – comfortable driving

**Other technology features**

- 6 years warranty

- Better service interval (400 Hours) – Fewer visits to the service center
- Factory fitted tipping trailer pipe
- 4WD - More power to all four tyres. More tractor and less wear of tyres. Mechanical seal to avoid water entry in transmission, especially during puddling
- Dual Clutch: Separate main clutch and PTO clutch. CRPTO and RCRPTO prevents choking & helpful in multiple farm operations
- SLIPTO: Single Lever Independent PTO provides ease of operations
- 540 Economy PTO helps run at lower RPM & helps in fuel saving

Mahindra has been India's No.1 tractor brand for more than three decades. Having rolled-out its first tractor in 1963, through a joint venture with International Harvester Inc., USA, Mahindra & Mahindra, in March 2019, became the first Indian tractor brand to sell three million tractors, inclusive of sales to global customers.

Mahindra Tractors are known for their exceptional build quality and performance on rugged and unforgiving terrain. They have earned the company both the Deming Award and the Japanese Quality Medal. The company is the only tractor manufacturer to have achieved this feat and today has one of the most diverse ranges of tractors developed for multi-functional use for both domestic and global markets.

Mahindra has a presence in over 50 countries across six continents. The US is the largest market for the company outside India. Today, Mahindra has a global manufacturing and assembly presence worldwide with an on-ground presence in North America, Brazil, Mexico, Finland, Turkey, and Japan through subsidiaries.

### **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.

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