

Swaraj Tractors crosses 20 Lakh production milestone

Farm

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Reinforces customers' trust & commitment of stakeholders in the Swaraj brand.

Mohali 6th September, 2022: Swaraj Tractors, part of Mahindra Group, one of the leading brands in the Indian Tractor industry, rolled out its 20th Lakh tractor from the company's Plant in Mohali, Punjab on Tuesday. This milestone is a testament to the customers' trust and confidence in the brand Swaraj.

Mr. Harish Chavan, CEO, Swaraj Division, M&M Ltd rolled out the 20th lakh tractor in a special ceremony attended by employees. Speaking on the occasion he said, "This achievement has further cemented brand Swaraj's reputation of being reliable and one of the fastest growing brands in the domestic tractor market over the past few years. We are thankful to all our customers and stakeholders for their wholehearted support towards the growth of this brand."

Since its inception in 1974, the first milestone of 10 lakh tractor production was achieved in 2013. Now within a span of just nine years, we have accomplished 20 Lakh tractor production in 2022, which is a testimony of the faster growth of the brand Swaraj. What makes this achievement more

remarkable is the fact that this has come when the industry was going through unforeseen challenges due to the pandemic in the last couple of years.

Mr. Hemant Sikka, President, Farm Equipment Sector, M&M Ltd said, “This journey to reach the 20 Lakh production mark today has been challenging and exciting for us. We are happy that over the years Swaraj has been able to make a significant contribution to the lives of Indian farmers. Going ahead we look forward to providing more agri-based solutions and enabling mechanisation. This achievement is another stepping stone towards living our purpose of Transform farming and enriching lives”.

Swaraj manufactures tractors in the range of 15HP to 65HP and provides complete mechanisation solutions. The tractor major has also become a pioneer in horticulture mechanisation by recently introducing CODE by Swaraj, a multi-purpose farm machine. Currently, Swaraj has two fully functional tractor manufacturing plants, its own Foundry & R&D all located in Punjab, while another new manufacturing plant of Swaraj is also coming up in the state.

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.

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