

Mahindra's Farm Equipment Sector partners with SARGA MotoCorp (TZ) Limited in Tanzania

Farm

Author : mahindraadmin Category : Farm Published : 8/21/2023

- **Mahindra partners with SARGA MotoCorp (Tanzania) Limited, to retail Mahindra's extensive range of tractors and farm machinery in Tanzania**
- **Provide best-in-class sales and service support for Mahindra's range of products in Tanzania**

Dar es Salaam, Aug 21, 2023, Mahindra & Mahindra Ltd. (M&M Ltd.), the world's largest tractor manufacturer by volume, today announced a partnership with SARGA MotoCorp to bolster its farm equipment business in Tanzania.

With a presence in the country since 2008, Mahindra is an established brand with a comprehensive range of tractors and farm machinery, across the complete agri machinery value chain. A reputed company with global business operations, SARGA MotoCorp will bring its Automotive Industry expertise and market knowledge to provide the best sales and after-sales experience to farmers in Tanzania.

As part of the partnership, Sarga MotoCorp has established a prominent flagship showroom spanning approximately 300 square meters on Nyerere Road in Dar es Salaam, while also setting up an 800 square meter warehouse and workshop at the same location. As part of an ambitious

expansion plan, Sarga MotoCorp also plans to significantly expand its presence across the country by further setting-up more showrooms in the coming months.

To ensure exceptional customer experience, Sarga MotoCorp will also onboard over twenty-five Mahindra Certified Service Points (MCSP) and three spare part dealers throughout Tanzania to ensure availability of high-quality and reliable parts and services.

Speaking about the launch, **Kedar Apte, Chief of International Operations - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “Committed to transform farming and enrich lives of farmers world over, we at Mahindra are proud to further our purpose through our partnership with Sarga MotoCorp in Tanzania. With a focus on agricultural excellence, through this partnership we will not just sell tractors and farm equipment but will bring a host of advantages to the Tanzanian farmer with best-in-class performance, productivity, earnings and convenient aftersales service. ”

Speaking about the launch, **Sandeep Singh, Founder and CEO, SARGA MotoCorp** said, “We are proud to introduce our farm business in Tanzania. It is also a moment of pride for SARGA MotoCorp to partner with Mahindra which is the World’s largest tractor manufacturing company by volumes.”

Sandeep Singh further added, “The channel will also provide customers with a high-quality service experience, with its over 25 certified service outlets, with a well-trained and experienced staff. In addition to outstanding service, we will also offer two-year warranty, plus 1 year/1000 hours maintenance kit, which ensures complete peace of mind for the farmers of Tanzania. We are committed to contribute significantly towards initiatives such as “Build Better Tomorrow”, in Tanzania, that aims to enhance the engagement of the youth in the agricultural sector for sustainable and improved livelihood”.

Mahindra has been present in Africa through its tractor and automotive business for more than two decades, exporting its tractors to over 30 markets in the continent, with a strong presence in Tanzania, Algeria, Benin, Nigeria, Kenya, Sudan and South Africa. In automotive, Mahindra has a presence with products catering to both the personal and commercial vehicle space, like SUVs and pick-ups, medium and heavy commercial vehicles, construction equipment and generators. Mahindra is currently working on providing affordable tractors and crop specific mechanisation solutions like rice transplanters, harvesters for paddy, cereal harvesters, and potato planters, developed specifically for the African market.

About Mahindra Farm Equipment Sector

Mahindra is India's No.1 tractor brand for more than three decades. Since rolling out the first tractor in 1963, through a joint venture with International Harvester, Inc., USA, Mahindra in March 2019, became the first Indian tractor brand to sell three million tractors including global sales.

Known for their exceptional build quality and performance on rugged and unforgiving terrain, Mahindra's tractors have earned the company both the Deming Award and the Japanese Quality Medals. Mahindra is the only tractor manufacturer to have achieved this feat, and today, has one of the most diverse range of tractors developed for multi-functional use for both domestic and global markets.

Today, Mahindra has a presence in over 50 countries across six continents, with the US being the largest market outside India. The company also 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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