

Swaraj unveils new range of tractors to address the core and emerging needs of Indian agriculture

Farm

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- Launched in the 40 to 50 HP category the new range boasts unmatched power, reliability, and new styling
- Backed by Swaraj Tractors' best-in-segment six-year warranty
- Unveils new advertising campaign featuring Swaraj's customer and brand ambassador M.S. Dhoni

New Delhi, September 04, 2023: Swaraj Tractors, a rapidly growing brand in the country and a part of Mahindra Group, today introduced the new range of tractors in 40 to 50 HP category.

Celebrated for its pivotal role in the Green Revolution and for pioneering India's first indigenous tractor, the new range of tractors from Swaraj epitomises its steadfast dedication to advancing India's agricultural mechanisation and addressing the evolving needs of Indian farmers. Poised to bolster the competitiveness of Swaraj's product portfolio, the new range has been launched within India's rapidly expanding and dominant 40-50 HP tractor segment.

With an unwavering commitment to empower farmers and boost agricultural productivity, this range sets new performance standards in this fast-growing segment. The new tractors seamlessly blend power, reliability, and style to conquer even the most challenging conditions with the latest features and technology.

Designed to handle heavy and modern implements with ease, the new range redefines agricultural operations, effortlessly meeting the demands of modern-day agriculture, delivering exceptional power and increased productivity in both existing and emerging applications.

Hemant Sikka, President – Farm Equipment Sector, M&M Ltd., commented, "Swaraj brand's resonance in the hearts of Indian farmers is a source of immense pride. Through this new Tractor range, we're offering latest features and technology to elevate mechanisation in Indian agriculture

and empower farmers to achieve higher yields and reduce effort, fostering growth and prosperity."

Harish Chavan, CEO – Swaraj Division, M&M Ltd., expressed excitement about the introduction of new tractors, stating, "With this new tractor range, we're steering the brand into the future, by enhancing its core of Power, Reliability and making it ready for future agriculture mechanisation needs. Beyond performance, this new range emphasises comfort, versatility for emerging applications and broader customer appeal with its contemporary but authentic styling."

Through this new range, Swaraj has infused modern aesthetics, integrated contemporary design elements, and preserved its brand's authentic timeless design, ushering in a sense of modernity and in a new era for the brand. Furthermore, to enhance the brands appeal to a wider customer base, Swaraj has also roped in its own satisfied customer and legendary cricketer M.S. Dhoni to endorse the brand, featuring in its new marketing campaign. The new campaign highlights the superior features of the latest range and underscores the enduring loyalty of Swaraj's customer base.

Click here to watch the TVC: <https://youtu.be/veQ5hjhsul>

The new Swaraj range is now available at all Swaraj Dealerships across India, offering excellent value for money. Prices start at INR 6.9 Lacs for 42 HP (31.3 kW) for the base variant and go up to INR 9.95 Lacs for 50 HP (37.2 kW) for the top-end model. To support farmers, Swaraj Tractors will also provide attractive financing options, ensuring easy access to the latest Swaraj tractor range.

Furthermore, these tractors come with a six-year warranty, highlighting Swaraj Tractors' unwavering commitment to quality and customer satisfaction, assuring reliability and peace of mind for the farming community.

USPs of new tractor range:

- Higher CC (Cubic Capacity) and higher torque engines
- Enhanced hydraulic lift capacity
- Best-in-segment 6-speed PTO to seamlessly handle heavy and modern farm implements.
- More reliable engine with a 400-hour service interval, a more reliable front axle, and transmission
- Enhanced productivity with the option of multispeed 12+3 transmission IPTO and 4WD available across the product range
- Enhanced comfort with side shift, IPTO, and easy hitch features
- Stylish single-piece bonnet with the latest digital cluster, LED tail lamps, and daylight running options
- Best-in-segment standard warranty of 6 years or 6000 hours

About Swaraj

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

Learn more about Swaraj Tractor on its Brand Website: <https://www.swarajtractors.com/>

Twitter: <https://twitter.com/TractorsSwaraj>

YouTube: <https://www.youtube.com/c/SwarajTractors/>

Facebook: <https://www.facebook.com/SwarajTractors>

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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