

Swaraj Tractors launches 'Josh Ka Swaran Utsav', a nationwide campaign honouring Indian farmers

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Author : mahindraadmin Category : Auto Published : 3/15/2024

This campaign will pay tribute to Swaraj Tractors existing customers, while showcasing its new range of tractors- 'Naya Swaraj' across the country

Mohali, March 15, 2024: Swaraj Tractors, a part of the Mahindra Group, proudly commenced a nationwide van campaign 'Josh Ka Swaran Utsav' coinciding with brands Golden Jubilee. Through the campaign Swaraj Tractors aims to pay tribute to Indian farmers instrumental in the brands success, while introducing Swaraj's new range of tractors - 'Naya Swaraj' to forge stronger connections with farmers across the country.

To symbolise 50 years of excellence, Swaraj has launched 'Josh ka Swaran Utsav' campaign, embarking on an extensive journey across the country, starting from North India. This initiative will serve as a dynamic platform for direct engagement with farmers and spread awareness about Naya Swaraj.

The campaign promises a series of exciting events, including tractor rallies and customer meets, bringing together the Swaraj sales team, local farmers, channel partners and influencers. The initiative is expected to attract enthusiastic participation, enabling Swaraj to connect with over 50000 customers directly.

Flagging off the 'Josh ka Swaran Utsav' campaign from one of Swaraj's Tractors oldest manufacturing plants in Mohali, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.**, emphasised the significance of the celebration, stating that, "As we embark on this momentous journey, we honour the invaluable role of farmers in Swaraj's success story. This Golden Jubilee celebration is a testament to our commitment to serving and empowering farmers across India."

Harish Chavan, CEO – Swaraj Division, Mahindra & Mahindra Ltd., highlighted the trust between Swaraj and its customers, stating, "At Swaraj we have the privilege to experience the unwavering trust and loyalty of our customers and the 'Josh ka Swaran Utsav' campaign is a gesture to acknowledge and thank farmers and the farming communities for their contribution in our success. By introducing Naya Swaraj, we aspire to continue our endeavour of empowering farmers and deepen our bond with them."

During the campaign, Swaraj will showcase its latest range of tractors and farm equipment, while also seizing the opportunity to raise awareness about sustainable agriculture practices.

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>

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