

Mahindra Tractors crosses milestone by selling 40 Lakh tractor units

Farm

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- Leaders in India's domestic tractor market for decades, earning the trust of 40 lakh tractor customers over 60 years and strategically poised for the next wave of global expansion
- Introduces special campaign to express gratitude to its customers in celebration of this significant milestone

Mumbai, April 18, 2024: Mahindra Tractors, part of the Mahindra Group and the world's largest tractor manufacturer by volume, has achieved a milestone by selling the brands 40th Lakh tractor, inclusive of exports in March 2024. The Mahindra Yuvo Tech Plus, based on Mahindra's next-generation Yuvo tractor platform, marks this milestone, having rolled-out from Mahindra's Zaheerabad facility, Mahindra's youngest tractor facility and a global production hub for Mahindra Tractors.

Having rolled out its first tractor in 1963 through a partnership with International Harvester Inc. of the U.S., Mahindra Tractors surpassed the 1-Million-unit production mark in 2004 and then went on to claim the title of the world's highest-selling farm tractor manufacturer by volume in 2009. 9-years later in 2013, Mahindra reached the 2-Million-unit production milestone, followed by the 3- Million mark in 2019. Just 5-years later in FY'24, Mahindra Tractors proudly sold its 40th lakh tractor. Throughout the financial year, the Mahindra Tractor brand also achieved robust sales of

over 2 Lakh units.

Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd. “Driven by our purpose of transform farming and enriching lives, we take great pride in selling our 40th Lakh Mahindra Tractor, as we celebrate decades of leadership and 60 years of the Mahindra Tractor all in the same year. With these milestones I would like to extend my heartfelt gratitude to our customers, the farmer, who inspire us every day, as well as our partners and our teams, as we embark on journey of transformation together.”

Vikram Wagh, Chief Executive Officer of Mahindra Tractors, expressed that, “This is a momentous occasion for us at Mahindra Farm Division. 40 Lakh tractor deliveries are a strong testament to the trust that customers have in our brand purpose and our deep understanding of Indian farming. While the past 5-years has been fantastic, during which we clocked our fastest million, we will continue to respond to diverse needs of our customers with the widest portfolio of tractors, while delivering global-first technologies and unmatched reliability as we enable the farmer to Rise.”

Spanning 60 years, Mahindra has broadened its offerings to encompass a diverse range of more than 390 tractor models. During this period, Mahindra Tractors has also established a robust network of over 1200 dealer partners across India, with a customer first orientation that has enabled the brand to provide unparalleled levels of sales, service and spares support to an expanding base of 40 lakh Mahindra Tractors customers.

In appreciation of Mahindra Tractors 40 lakh customers, the company launched a new Digital Video Commercial (DVC) titled ‘40 lakh happy customers and 60 years of brand trust,’ while also rolling-out new offers on its products and services across the country. The campaign revolves around the colour ‘red’, symbolising prosperity and synonymous with Mahindra

Tractors.

Click here to view the new Mahindra Tractor DVC:

https://www.youtube.com/watch?v=y_76wOT94n0

With a global footprint extending over 50 countries across six continents, the U.S. is the largest market for Mahindra Tractors outside India. Having recently unveiled its Global Light Weight tractor platform, the OJA, developed in collaboration with Mitsubishi Mahindra Agriculture Machinery, Japan, Mahindra recently commenced sale of the OJA in the U.S. With the OJA, Mahindra Tractors will mark its debut in ASEAN, starting with Thailand in 2024, followed by Europe in 2025, enabling Mahindra Tractors to solidify its position as a leading tractor brand in the global tractor market.

About Mahindra Tractors:

Built 'Tough', Mahindra Tractors are reliable and are designed and engineered to meet the most demanding and diverse farm and non-farm conditions, earning the trust and loyalty of millions of farmers worldwide. Made in India, Mahindra Tractors offers the widest range of tractors, known for their exceptional build quality and performance on rugged and unforgiving terrain, equipped with world-class engine, powertrain, and aggregate technologies for best-in-class performance and operator comfort.

Based on Mahindra's world-class research and development, product development and robust testing standards at Mahindra Research Valley (MRV), Chennai, Mahindra rolls-out its tractors from 5 state-of-the-art manufacturing facilities located in Mumbai, Nagpur, Zaheerabad (Telangana), Jaipur and Rudrapur (Uttarakhand). With each plant having jointly contributing to delivering Mahindra's 40 Lakh tractors, these plants have set new benchmarks by conforming to quality manufacturing, operational excellence through TPM compliance and sustainable

manufacturing practices. Besides India, the company also has a manufacturing and assembly presence in North America, Brazil, Mexico, Finland, Turkey, and Japan through subsidiaries.

Beyond Tractors, Mahindra has a range of farm machinery, including tractor propelled and self-propelled products, through acquisitions and alliances with global farm equipment brands and startups in the agri-technology space.

About Mahindra:

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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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