

Ref. NS: SEC  
2<sup>nd</sup> June, 2023**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> Floor,  
Plot No. C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400051.**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street, Fort,**  
**Mumbai 400001.****Bourse de Luxembourg**  
**Societe de la Bourse de Luxembourg**  
**Societe Anonyme/R.C.B. 6222,**  
**B.P. 165, L-2011 Luxembourg.****London Stock Exchange Plc**  
**10 Paternoster Square**  
**London EC4M 7LS.**

Dear Sirs,

**Sub:Swaraj Tractors launches a new Compact Light Weight Tractor Range 'Swaraj Target' and  
Announcement of MS Dhoni endorsing the Swaraj Tractor Brand**

Please find enclosed the Press Releases being issued by the Company on the captioned subject.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September 2015 are given below:**Product Launch**

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the product;	Swaraj Target 630
b)	Date of launch;	2 <sup>nd</sup> June, 2023
c)	Category of the product;	Compact Light Weight Tractor
d)	Whether caters to domestic/ international market;	Both Domestic and International Markets
e)	Name of the countries in which the product is launched (in case of international)	Launch event is for Domestic Market

This is for your information.

Kindly acknowledge receipt.

**Yours faithfully,**  
**For MAHINDRA & MAHINDRA LIMITED****NARAYAN SHANKAR**  
**COMPANY SECRETARY****Encl.: as above**

## Swaraj Tractors launches a new Compact Light Weight Tractor Range 'Swaraj Target'

- *Tractors from this new range will set new benchmarks in this category and open new customer segment for growth.*
- *Packed with Power & advanced technology the new tractors will boast many first-in-segment features.*

**Mumbai, June 2, 2023:** Swaraj Tractors, a rapidly growing tractor brand in the country and a part of the Mahindra Group, today launched a Compact Light Weight tractor range called the 'Swaraj Target'. The new range from Swaraj is expected to set a new benchmark in the Compact Light Weight tractor category, for unmatched performance, first-in-class features, and state-of-the-art technology.

The name "Swaraj Target" reflects the purposeful design of the new tractor range, aimed at fulfilling the unique needs of Indian farmers and assisting them in achieving their farm productivity targets by adopting specialized mechanization solutions.

Developed specifically for progressive and aspirational farmers who are eager to embrace latest agricultural practices and technology, the new range seamlessly combines power and advanced technology features, providing exceptional efficiency in spraying, interculture operations, and various other applications.

By adopting advanced technology, the new range provides enhanced operator comfort through unique technology features like a synchromesh gear box for smooth gear shifts, reminiscent of a car-like experience, while enabling the operator to control multiple implements through just the touch of a button. Its narrowest track width and low turning radius allow farmers to navigate tight spaces effortlessly, significantly increasing productivity and minimizing crop damage.

Swaraj Tractors will initially debut two models in the 20-30 HP (14.91 – 22.37kW) category under the Swaraj Target range. The Swaraj Target 630 model will first be available through Swaraj's extensive dealer network in Maharashtra and Karnataka, with attractive price starting from Rs 5.35 lakhs ex-showroom. The Swaraj Target 625 will be introduced in due course.

**Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd, expressed his excitement about the launch, stating, "Introduction of Swaraj Target opens a new segment for growth of Swaraj Tractors and facilitates horticulture mechanization, a fast-growing segment in Indian agriculture. This new addition to Swaraj's portfolio is completely in-line with**

*our Farm Equipment sector's purpose of Transform Farming and Enrich Lives making us future ready."*

**Harish Chavan, CEO – Swaraj Division, M&M Ltd**, emphasizes that the Swaraj Target represents a significant milestone in their mission to provide farmers with the most advanced technology tractors. He further stated, *"Swaraj Tractors are renowned for their higher power and reliability, and with this new platform, we are offering advanced technology that will assist farmers in achieving their targets in farm productivity by adopting modern agricultural practices and high value crops."*

#### **CUTTING-EDGE FEATURES THAT PROVIDE INDOMITABLE POWER TO THIS RANGE:**

**Powerful DI Engine** with an 87 Nm torque to effortlessly pull trailed sprayers of up to 800 Liter even in the muddiest terrain.

**Category's Narrowest Flexi Track Width** with options to adjust to 28-, 32- or 36-inches basis the crop.

**Max Lift Capacity** of 980 kgf makes it possible to lift even the heaviest of implements with ease.

**ADDC Hydraulics** ensures uniform depth control in draft implements such as Duck foot cultivator, MB plough, and others.

**Highest PTO** power in its class –17.9 kW (24 HP) to ensure uniform mist-like spray even with imported double-fan sprayers.

**22 LPM Hydraulic Flow** for quicker lift/drop of the implement.

#### **BEST-IN-CLASS TECHNOLOGY FEATURES THAT MAKES THIS RANGE FUTURE-READY:**

**Spray Saver Switch** technology which can control over PTO on & off. Helps save expensive sprays on turns.

**MaxCool Radiator**, which is 20% larger for improved heat dissipation. No overheating even during extended running hours.

**Sync-Shift Transmission** for comfort of car-type gear shifting.

**Wet IPTO Clutch** technology which enables continuous operation of PTO implements even when the main clutch is pressed.

**Engine Key Stop** to turn on/off the engine with a key.

**Balanced Power Steering** reduces fatigue during frequent turns in row crop fields.

**Clear and Powerful Headlamps** gives day-like brightness in dark.

**Stylish Digital Cluster** makes it easier to read information, even in low light.

**Fully Sealed 4WD Portal Axle** for better ground clearance, also ensuring that mud does not enter axle.

**Dual PTO – 540 & 540 E** Economy PTO allows for fuel saving while using lighter equipment like alternators and water pumps.

### **About Swaraj**

Swaraj Tractors a division of Mahindra Group is India's second largest and rapidly 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, provides complete farming solutions and are pioneers in 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.

Learn more about Mahindra on [www.mahindra.com/](http://www.mahindra.com/) Twitter and Facebook: @MahindraRise/  
For updates subscribe to <https://www.mahindra.com/newsroom>

### **Media contact information**

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## Press Release

### MS Dhoni: a proud customer, now endorses Swaraj Tractors

**Mumbai, June 2, 2023:** Mahendra Singh Dhoni (MS Dhoni), legendary wicket-keeper-batsman, a farmer and an existing customer of Swaraj Tractors, will now officially endorse the brand. His association with Swaraj Tractors will reinforce the brand's commitment to provide innovative and reliable mechanisation solutions to farmers in India.

MS Dhoni's strong connect with the farming community and understanding of the agricultural sector makes this partnership perfect for the brand Swaraj. The announcement was made today, during the grand launch of Swaraj's highly anticipated range of Compact lightweight tractor, the "Swaraj Target."

**MS Dhoni**, *"Coming from a small town, farming is not far from our day-to-day life. I always found it fascinating. When I started spending more time at my farm during the pandemic, I realised we need farm mechanisation to save time and we need a powerful tractor to do the job. This led me to choose Swaraj and I am extremely happy with the product and now to be formally associated with it."*

**Rajesh Jejurikar, Executive Director & CEO Auto and Farm Sector at M&M Ltd.**, *"We are delighted that someone like Dhoni who is into farming and is already using a Swaraj tractor in his farm, has decided to endorse the brand. We strongly believe that his endorsement will motivate young and progressive farmers towards adopting farm mechanisation."*

Watch Dhoni talking about his love for farming in this video: <https://youtu.be/0uQpvlyQXSI>

MS Dhoni will feature in a new advertising campaign for Swaraj tractors, which highlights Swaraj tractors' best-in-class features and unrivalled benefits, which will help farmers increase productivity and efficiency.

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