

Mahindra launches its new range of Agri Specialist Tractors - YUVO in Sri Lanka.

Introduces the new age tractor along with DIMO, one of the most trusted group of Sri Lanka

Colombo, May 18th 2017: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 17.8 billion Mahindra Group and DIMO group today, announced the launch of the new range of **tractors - Mahindra YUVO**. With this it has raised its bar in farm technology with the new age tractors with superior technology in the range of 30-45 HP segment, that promises to give **more coverage, faster operations & better quality of work**.

Built on a completely new platform with a unique and **Industry first 12F+3R** Full constant-mesh gearbox in the category, Mahindra **YUVO** is extremely versatile and can be used across more than **30 different farming applications**. It boasts of more coverage, faster operations and better quality of work. Moreover, YUVO's advanced technology helps serve the diverse needs of farmers - from land preparation to harvesting as well as post-harvesting requirements, and helps them **do more, faster and better**.

Speaking on the occasion, **Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd, said** "Mahindra is **World's No. 1** brand in tractor by volumes, with a vision of becoming the pioneer in providing technology driven agri specialist solutions to farmers across the countries and enabling them to **Rise to a Prosperous tomorrow**. The launch of **Mahindra YUVO in Sri Lanka**, is a step in this direction that will cater to the evolving needs of the farmers in the island nation. Mahindra YUVO has been designed based on consumer insights from varied farming applications across different countries. Hence, it is one of the most versatile Agri Specialist tractors currently available in the market."

Mr. Jadhav further added, "We are proud to also offer another specialist solution – Mahindra Genuine Oil for Engine & Transmission – **m-star** with Genuine Quality that ensures low cost of operation with longer drain period enhancing the life and performance of the tractors. These offering demonstrates the commitment of Mahindra to enable farmers in Sri Lanka, to improve their yield and productivity and Rise in life."

Mr. Channa, MD, DIMO said, "Sri Lanka's rich social, cultural and economic history is deeply rooted in agriculture and its paddy cultivation tradition. Over the last two decades together with Mahindra Tractors we have been offering agri solutions to further build farming traditions. With this new offering, we aim to take a leap in providing modernized farming solutions, with better output and more income. Mahindra YUVO has many new technology features designed to deliver superior performance in farming operations, in any soil conditions and versatile enough to carry out over 30 applications. This makes the Mahindra YUVO an ideal tractor for using in any part of Sri Lanka

Mahindra YUVO is designed to set a new benchmark in style, operator comfort and convenience. Its advanced transmission offers unique **12F x 3R gear box**, offering multiple speed choice to farmers while using any implement. A full constant mesh gear box along with an ergonomically designed, car like side

shift gear system makes driving effortless. Planetary reduction in Yuvo makes it a very robust tractor. The operator platform & deluxe seat, levers & pedals designed for easy reach & minimum efforts, will allow long hours of fatigue free working for the farmers.”

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.2 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Synopsis:

- Mahindra Yuvo's advanced technology gives more coverage, faster operations & better quality of work.
- With the new Yuvo range, farmers will be able to DO MORE (Jyada), DO FASTER (Jaldi) & DO BETTER (Behtar) farming operations.
- Yuvo range offers many best in class & category first features like 12F+3R gears, 1500 kgs lift capacity, Precision Hydraulics & High engine power (best in class max torque)
- Designed for over 30 different farming applications, from land preparation to harvesting as well as post-harvesting operations
- M&M has invested over Rs 300 crores towards the development of this new platform
- Available in 5 HP points – 32HP, 35HP, 40HP, 42HP and 45HP

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