

Press Release

The new brand of Swaraj Tractors launched in Sri Lanka with two new tractor models in 45 & 55 HP category.

Introduces *Swaraj* 855 FE and 744 FE tractors along with DIMO Agri, one of the most trusted group of Sri Lanka.

March 13 2018, Colombo: Swaraj Tractors, a part of the USD 19 billion Mahindra Group, today launched another significant brand with hero products of SW 855 FE in 55 HP and SW 744 FE in 45 HP segment in Sri Lanka. Swaraj tractors has a rich history of over 40 years and over 1 million tractors sold in India and neighboring countries, till date. It is the tractor known for its best in class power, sturdy built and easy operation & maintenance.

Swaraj tractors are known to be tough and rugged tractors, that can take on any application from heavy duty haulage to agriculture. SW 855 FE is a 50-55hp category tractor with 3-cylinder water-cooled engine. An iconic tractor designed to deliver pure power of 3308 CC, and deliver maximum output in tough field operations & hard soil operations. It comes equipped with host of features like direction control valve, multi speed forward & reverse PTO, 1500 Kg lift capacity, power steering, dual clutch etc.

Swaraj 744 FE is a 45-50hp category tractor which provides real value for money to its owners. It is fitted with a powerful & fuel efficient 3-cylinder water-cooled engine, with power of 3136 CC. It comes with multi speed forward and reverse PTO which makes it highly fuel efficient on PTO driven applications.

Speaking on the occasion, **Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd, said,** "Farmers in Sri Lanka, have to face several uncertainties that affect their productivity & income. Tractor is the provider for their family, hence they look for a partner who is like them. Most engineers working at Swaraj come from a farming background, hence their engineering also has a personal touch. With the launch of the brand in Sri Lanka, we aim at offering to the farmers a complete - Peace of Mind, with the most value based offering of product, price and performance."

Mr. ABC, MD, DIMO Agri, said, "DIMO Agri is one of the most trusted brand in Sri Lanka. With the launch of another range of tractor brand, we aim at widening our range of offerings in association with Mahindra group, thus addressing the need of all segment of the tractor customers. The new products of SW 744 FE and 855 FE, has been seeded in the market a few months in advance and it has been well received by the customers for its unmatched power and sturdiness, specially in haulage application. The product will be initially available across key 15 markets with our new dealerships and backed by a strong after sales network of DIMO. initially and will be further expanded."

Swaraj tractors promises to improve productivity with highest engine CC and lowest rated RPM in its category. Its easy technology, ensures least maintenance cost and enables farmers to fix most repairs by themselves. It's tough and rugged built makes it the best fit for any work on any land and terrain. All available at the most competitive price.

About Swaraj

Swaraj Tractors a division of the USD 19 billion Mahindra Group and is India's second largest and fastest growing tractor brand. Established in 1974, Swaraj has sold over 1.3 million tractors since inception. 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, consistently ranked as number one in Customer Satisfaction in India, manufactures tractors in the range of 15HP to 65HP and also provides complete farming solutions.

Learn more about Swaraj Tractor on www.swarajtractors.com

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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