

Press Release

Swaraj Division launches new Mobile App to enhance Customer Connect for farmers

August 8, 2018, Mohali: Swaraj Division, a part of the US 20.7 billion Mahindra Group today launched its new 'Mera Swaraj App' to enhance its already strong connection with its customers, the farmers. This new tech driven initiative adds a new dimension to the company's Customer Relationship Management (CRM) capabilities and is part of the company's customer centricity initiatives.

With this mobile application, Swaraj Tractors will significantly enhance its services to the customers, allowing them to receive services such as Door Step Service, Stand By Tractors and Fixed Day Fixed Location Service Events. The 'Mera Swaraj' app is currently available in 10 languages allowing it to meet the requirements of a diversified consumer base across the country.

Talking about the new "Mera Swaraj" App, **Viren Popli, COO, Swaraj Division said**, "Today our customers have a personal connect to the Swaraj brand referring to it as "Mera Swaraj". This is because of the reliability and service provided by our dealers who have been our partners all along. With this mobile App, we will further strengthen our unique bond with our customers by allowing them to access our products and services and give us relevant feedback. We will soon integrate more services features, making this app a one stop shop for Indian farmers and tractor owners".

The mobile app provides a unique platform that allows the integration of customers with both, their local dealer and Swaraj Tractors.

The Mera Swaraj App has various sections that provide specific services to users which include:

- **Mera Swaraj section** captures all details about tractor, the accessories bought and implements purchased.
- **Swaraj Services section** helps the customer to schedule a service and rate the dealer online.
- **Naya Swaraj** provides information on new products including tractors and implements. This section will also have brochures and videos of all products. This section also helps the customer book a slot for tractor demo.
- **Event Near Me** would notify the customer about sales & service camps and agri-events happening near the location of customer using GPS technology.
- **DIY section** will provide access to Do it yourself videos for self-maintenance of the tractor

About Swaraj

Swaraj Tractors a division of the USD 20.7 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 20.7 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

Mohan Nair
Vice President (Communications)
Mahindra & Mahindra Ltd.
Office Direct Line – + 91 22 28468510
Office Email Address – nair.mohan@mahindra.com