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Press Release

For Immediate Dissemination

## **Swaraj launches '960 FE' tractor**

**High on power, easy maintenance**

**Launch marks Swaraj's debut in highly competitive 60 HP tractor category**

### **Synopsis:**

- **Swaraj launches New 960 FE that delivers on the Swaraj values of power, trust & reliability in 60 HP tractor segment**
- **Boasts of highest CC in its category (3478cc) and good backup torque**
- **Delivers higher load lifting capacity, i.e. up to 2000 kgf**
- **Reminiscent of Swaraj design legacy and comes equipped with next generation dash board**

**August 26, 2015, Hubli:** Swaraj brand, a part of the USD 16.9 billion Mahindra Group, marked its entry into the highly competitive 60 horsepower (HP) tractor category, with the launch of the new **Swaraj 960 FE**. With 25% higher max. torque as compared to other tractor offerings in the same segment, the 960 FE offers additional power to farmers, especially for haulage and other heavy applications. The Swaraj 960 FE has also been fitted with a constant mesh gear box, allowing its owner to work for longer hours without fatigue.

The **Swaraj 960 FE** features a 3478 cc, three-cylinder engine which is the largest in the category. Apart from more torque and the highest cc, it also offers better fuel economy. Farmers can now haul heavier loads and complete more field work at a faster rate and in lesser time, thereby boosting farm productivity.

Speaking at the launch, **Rajiv Rellan, Senior Vice President – Sales and Customer Care, Swaraj Division, said,** “The launch of the Swaraj 960 FE is a landmark moment

for us. With this product, Swaraj is now entering the higher HP tractor category. Further, Swaraj tractors are known for its high power and torque. In keeping with the Swaraj brand values, the new 960 FE will give even higher power to use bigger implements and facilitate faster work and productivity.”

Living up to its brand promise of reliability and simplicity, the **Swaraj 960 FE** is easy on maintenance and features a bigger platform for a more comfortable driving position. It now comes equipped with a hydraulic toggle-switch that helps in raising and dropping the implement to pre-set draft position. It also has oil-immersed brakes for effective braking and better control. Further telescopic stabilizer bars help in improving the stability of the implements. The **Swaraj 960 FE** is fitted with a 12” dual clutch, adding to the reliability of the product. Keeping customer comfort and convenience as a priority, the Swaraj 960FE has been fitted with an easy hitch feature which helps customers hitch implements unassisted.

The latest offering from the Swaraj stable can be used for a wide range of activities like haulage, compressor and dozer and with a range of farm equipment like Rotavator, MB plough, Harvester and reaper machines. With so many features and low maintenance costs, the 960 FE is a great buy for customers who have regular heavy duty field work. As an early bird incentive, the company is also offering the owners of the first 100 tractors, free service for a year.

Swaraj for decades has been well known for its reliability, easy maintenance and power amongst the farming community. The 960 FE carries forward this brand legacy, giving farmers an assurance of dependability as it is a more powerful and trustworthy option in the category. Its launch also means that farmers who want to upgrade to a more powerful tractor now have a trusted name to turn to.

## 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 16.9 billion multinational group based in Mumbai, India, Mahindra employs more than 200,000 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.

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