

Press Release**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.

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