

Press Release**Swaraj Unveils new campaign for Target 630 featuring MS Dhoni**

Mohali, May 8: Swaraj Tractors, a rapidly growing brand in the domestic tractor industry and a part of the Mahindra Group, proudly presents an exhilarating new campaign starring Swaraj's esteemed customer and brand ambassador, MS Dhoni.

The advertisement beautifully captures the ease and efficiency of using the Swaraj Target 630 in horticulture, inter-row cultivation, puddling & other farming activities, enabled due to its advanced features & powerful engine.

The commercial unfolds with Dhoni's visit to a friend's farm, where he encounters the Swaraj Target 630. Captivated by its features and performance, Dhoni takes the tractor for a spin, traversing through sugarcane fields, vineyards, horticulture patches, and paddy fields. This showcases the multi-utility capability of the Swaraj Target and provides a visual testament to the tractor's advanced features and performance.

Throughout the commercial, Dhoni's joy and satisfaction with the Swaraj Target 630 are palpable as he effortlessly navigates the farm terrain. Complemented by a catchy jingle, the commercial embodies the sheer delight and ease of operating the Swaraj Target 630.

This marks Swaraj's second commercial featuring M S Dhoni. The first commercial featuring the legendary cricketer received overwhelming praise from farmers across the country, who appreciated Swaraj's commitment to delivering high-quality and technologically advanced machinery. This new advertisement builds upon the success of its predecessor, further solidifying Swaraj's position as a trusted brand among farmers.

The new TVC has been created by FCB Interface for Swaraj and will be available in various regional languages, including Hindi, Gujarati, Marathi, Bhojpuri, Tamil, Telugu, Kannada, Bengali, and Punjabi from May 10, 2024

Click on this link to watch the TVC now: <https://youtu.be/b4mAOgVIIAg>

About Swaraj Target

Packed with power and advanced technology the Swaraj Target range was launched last year that boasts many first-in-segment features. The new range provides enhanced operator comfort through unique technology features like a synchromesh gearbox for smooth gearshifts, 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.

About Swaraj

Swaraj Tractors, a division of the Mahindra Group, is India's second largest and rapidly growing tractor brand. Established in 1974 and based in Punjab, the grain bowl of India, Swaraj is a brand created 'by the farmer, for farmer', as many of its employees are also farmers themselves. They bring real-world experience to create an authentic, powerful product with assured performance and enduring quality, all designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors manufactures a range

of tractors from 11.2 kW (15 HP) to 49.2 kW (65 HP), providing comprehensive farming solutions and pioneering horticulture mechanization.

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>

Instagram: [@swarajtractorsofficial](https://www.instagram.com/swarajtractorsofficial)

Media contact information:

Shruti Chhabra

Corporate Communications

Mahindra & Mahindra Ltd.

Email: chhabra.shruti@mahindra.com

Mobile: +918289012005