

Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models

Coverage Report

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Print Coverage

No.	Publication	Headline	Edition	Date
1.	The Economic Times	Swaraj to Enter 70+ HP Segment with Heavy-duty Push	Chandigarh	15-06-2026
2.	The Financial Express	Swaraj Tractors to Focus on Niche Segment	Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi, Pune	15-06-2026
3.	Deccan Chronicle	Mahindra to bring heavy duty tractors	Chennai	15-06-2026
4.	Bizz Buzz	Swaraj Tractors to drive into heavy-duty segment	Hyderabad	15-06-2026
5.	Dinamalar	Swaraj Tractors	Chennai	16-06-2026
6.	Business Remedies	Swaraj Tractors gears up to enter the tractor segment with more than 70 HP capacity	New Delhi	15-06-2026
7.	Peoples Samachar	Swaraj prepares to enter high-capacity tractor segment	Indore	15-06-2026

RIISING DEMAND FOR HIGH-HORSEPOWER TRACTORS

Swaraj to Enter 70+ HP Segment with Heavy-duty Push

Co aims to launch at least one new product every year over 5-7 years

PTI

Mumbai: Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility. In an interview with PTI, Swaraj Tractors' chief executive officer, Gaganjit Singh, also said that the company targets rolling out at least one new product a year over the next 5-7 years, in addition to geographical and portfolio expansion of its next-gen premium tractor Protek, among others. Swaraj Tractors currently has three

manufacturing facilities and a high-tech foundry all in Punjab, and offers tractors from a compact lightweight range to up to 70 horsepower (HP). These tractors cater to a wide range of farming needs, from traditional crop cultivation to modern, lightweight, and precision-based tasks. The company's current lineup includes models like Swaraj 855, 735, 744, 860, 742, 860, the compact Swaraj Target, and the recently introduced Naya Swaraj series and the Protek.

"Over the last few years, we are seeing two kinds of evolutions - the higher HP starting to grow faster than the industry average, and then on the lower side, lower HP is also growing faster in the market. The one in the middle, 30-40 HP, is starting to decline as a mix, while 40 upwards is starting to increase. And below 30 is also on an increasing trend," Singh said.

He attributed these trends to a mix of factors, including increasing horticulture activities, whereas less than 30 HP tractors

are highly useful, and harvesting and the post-harvesting requiring heavy-duty or higher HP tractors for more power.

"I think with the (increased) horticulture and higher HP, and the need for having more productive assets, we will continue to evolve ourselves to higher HP ranges. So, in the mid-to-long-term, we will see our presence in the higher HP segment becoming stronger than what it is today."

"So, we will foray into above 70 HP (segment) in the coming times. And I think that follows the trend of where the application needs are emerging," Singh added. The tractor industry logged an 18.94 per cent sales growth at 1,65,077 units in FY26, compared to 88,395 units realised in FY25, driven by the GST cut (in September) and other factors, with the Mahindra Group (including Swaraj Tractors) securing a combined market share of 43.6 per cent during the previous fiscal.

"In the last one year, the company has had some positive tailwinds. The GST cut was clearly a huge push from the government side and one which really translated positively for us," he said, adding that despite low sales during the period of Operation Sindoor and Punjab floods, the company continued on the growth trajectory. In May this year, the group reported a 21 per cent increase in total tractor sales, including Swaraj Tractors, with domestic sales rising 25 per cent year-on-year. "We have an outlook for April to July, and then we have an outlook for August to March, April to July, we will see continued trends of high growth in the industry. So, whatever you witnessed post GST, upwards of 20 per cent, I think we are going to be pretty much more or less at the same pace in the first three to four months of the next financial year," Singh said.

The next eight months, he said, the company is likely to see two impacts - one of a high base effect, which is going to come

into play. "And the second effect is (expected to be) of EI Nino, and this we believe is not going to be uniform all across India but would vary from state to state." Singh, however, said that the reservoir levels across different states are quite healthy, and the country saw a very good crop, in terms of harvest and rate, in the last season.

"So I think the farmers do have healthy cash flows with them," he stated.

At the same time, he said, the high base effect and the dispersed EI Nino effect are going to have an impact on the industry.

"Our overall anticipation of the industry for the year is going to be around single digit growth; mid-single digit growth is what we anticipate on a full-year basis," Singh said.

According to him, as far as the overall industry is concerned, the segment with 40 HP or higher models is going to continue to grow fastest, supported by the government, while the segment with less

than 30 HP is to be supported by horticulture.

Singh said that the company plans to expand its high-tech, next-gen tractor variant, Protek, nationally and expand its portfolio. The variant is currently present in select markets.

"Besides this, we will be expanding Protek feature expansion as well, and will enrich it primarily with some comfort features as we project ourselves in the long term," he said. "As the customer needs to evolve towards some of the stuff that we've been talking about, we will evolve to technology accordingly," he said and added that Protek premium variant volumes are expected to grow into mid-teens over a period of time.

Singh said that the company is a bit "under capacity" in its paint shop, he said. "As we do it (expand capacity), we do it with a state-of-the-art paint shop. Our ambition there is that we are able to land a finish of a tractor, which is long-lasting."

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SWARAJ TRACTORS TO FOCUS ON NICHE SEGMENT



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SUBSIDIARY
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Mahindra to bring heavy duty tractors

Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility. Swaraj Tractors' CEO, Gaganjot Singh, also said that the company targets rolling out at least one new product a year over the next 5-7 years, in addition to its tractor Protek.

Swaraj Tractors to drive into heavy-duty segment

MUMBAI: Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility. In an interaction, Swaraj Tractors' Chief Executive Officer, Gaganjot Singh, also said that the company targets rolling out at least one new product a year over the next 5-7 years, in addition to geographical and portfolio expansion of its next-gen premium tractor Protek, among others. Swaraj Tractors currently has three manufacturing facilities and a high-tech foundry, all in Punjab. These tractors cater to a wide range of farming needs, from traditional crop cultivation to modern, lightweight, and precision-based tasks.



ஸ்வராஜ் டிராக்டர்ஸ்

மஹிந்திரா குழுமத்தின் அங்கமான ஸ்வராஜ் டிராக்டர்ஸ் நிறுவனம், 70 ஹெச்.பி.க்கு அதிகமான பிரீமியம் ரக ஹெவி டியூட்டி டிராக்டர் சந்தையில் தடம் பதிக்க திட்டமிட்டுள்ளது. இதற்காக, தனது பஞ்சாப் ஆலையின் உள்கட்டமைப்பை 100 கோடி ரூபாய்க்கும் அதிகமான முதலீட்டில் விரிவாக்கம் செய்ய உள்ளதாக இந்நிறுவனம் தெரிவித்துள்ளது.

स्वराज ट्रैक्टर की 70 एचपी से अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी

कंपनी के मौजूदा उत्पाद पोर्टफोलियो में स्वराज 855, 735, 744, 960, 742, 963, कॉम्पैक्ट स्वराज टारगेट, हाल में पेश की गई 'नया स्वराज' श्रृंखला और 'प्रोटेक' शामिल हैं

मुंबई | बिजनेस रेमेडीज

महिंद्रा समूह की अनुषंगी कंपनी स्वराज ट्रैक्टर विशेष जरूरत वाले ग्राहकों के लिए 70 हॉर्सपावर (एचपी) से अधिक क्षमता वाले ट्रैक्टर खंड में प्रवेश करने की योजना बना रही है। साथ ही कंपनी पंजाब स्थित अपनी विनिर्माण इकाई में पेंट शॉप की क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश करेगी। स्वराज ट्रैक्टर के मुख्य कार्यपालक अधिकारी (सीईओ) गगनजोत सिंह ने कहा कि कंपनी अगले पांच से सात वर्षों के दौरान हर साल कम से कम एक नया उत्पाद बाजार में उतारने का लक्ष्य रखती है। इसके अलावा वह अपनी अगली पीढ़ी के प्रीमियम ट्रैक्टर 'प्रोटेक' का भौगोलिक विस्तार करेगी और उत्पाद पोर्टफोलियो भी बढ़ाएगी।



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ट्रैक्टरों की मांग बढ़ रही है।' उन्होंने कहा कि इन रुझानों के पीछे बागवानी गतिविधियों में वृद्धि और कटाई तथा कटाई के बाद के कार्यों के लिए अधिक शक्ति वाले ट्रैक्टर की बढ़ती जरूरत जैसे कारण हैं। स्वराज ट्रैक्टर के पास वर्तमान में पंजाब में तीन विनिर्माण संयंत्र हैं। कंपनी कॉम्पैक्ट हल्के ट्रैक्टर से लेकर 70 एचपी तक के मॉडल उपलब्ध कराती है। ये ट्रैक्टर पारंपरिक खेती से लेकर आधुनिक, हल्के और सटीक कृषि कार्यों तक विभिन्न जरूरतों को पूरा करते हैं।

स्वराज की अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी

मुंबई। महिंद्रा समूह की अनुषंगी कंपनी स्वराज ट्रैक्टर्स विशेष जरूरत वाले ग्राहकों के लिए 70 हॉर्सपावर (एचपी) से अधिक क्षमता वाले ट्रैक्टर खंड में प्रवेश करने की योजना बना रही है। साथ ही कंपनी पंजाब स्थित अपनी विनिर्माण इकाई में पेंट शॉप की क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश करेगी। कंपनी अगले पांच से सात वर्षों के दौरान हर साल कम से कम एक नया उत्पाद बाजार में उतारने का लक्ष्य रखती है। इसके अलावा वह अपनी अगली पीढ़ी के प्रीमियम ट्रैक्टर 'प्रोटेक' का भौगोलिक विस्तार करेगी और उत्पाद पोर्टफोलियो भी बढ़ाएगी। कंपनी के मौजूदा उत्पाद पोर्टफोलियो में स्वराज 855, 735, 744, 960, 742, 963, कॉम्पैक्ट स्वराज टारगेट, हाल में पेश की गई 'नया स्वराज' श्रृंखला और 'प्रोटेक' शामिल हैं।

Online Coverage

No.	Portal	Headline	Date
1.	ptinews.com	Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models	14-06-2026
2.	auto.economictimes.indiatimes.com	Swaraj Tractors eyes heavy-duty tractor segment, plans ₹100 crore Punjab expansion	14-06-2026
3.	outlookbusiness.com	Mahindra's Swaraj Tractors Bets Big On Niche Segment With Heavy-Duty Models	14-06-2026
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5.	tractorjunction.com	Swaraj Prepares for 70+ HP Tractor Launch with ₹100 Cr Expansion	15-06-2026
6.	agrospectrumindia.com	Swaraj to enter high-horsepower arena, commits Rs 100 Crore to plant expansion	15-06-2026
7.	aginsights.blog	Swaraj Tractors Launches Punjab Expansion and Targets Heavy-Duty Tractor Segment Growth	15-06-2026
8.	tractorsdekho.com	Swaraj Tractors Eyes Heavy-Duty Growth, Plans ₹100 Crore Punjab Expansion.	15-06-2026
9.	tractorgyan.com	Swaraj Tractors targets 70+ HP segment, announces ₹100 crore Punjab expansion	15-06-2026
10.	money.rediff.com	Swaraj Tractors: Heavy-Duty Foray " Rs 100 Cr Expansion	14-06-2026
11.	newsdrum.in	Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models	14-06-2026
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13.	dailyexcelsior.com	Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models	14-06-2026

14.	msn.com	Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models	14-06-2026
15.	bizzbuzz.news	Swaraj Tractors to drive into heavy-duty segment	14-06-2026
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17.	prabhasakshi.com	Swaraj Tractors का Power-Packed मूव, अब 70 HP से ज्यादा क्षमता वाले ट्रैक्टर Segment में एंट्री की तैयारी	14-06-2026
18.	hindi.theprint.in	स्वराज ट्रैक्टरों की 70 एचपी से अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी	14-06-2026
19.	ibc24.in	स्वराज ट्रैक्टरों की 70 एचपी से अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी	14-06-2026
20.	businessremedies.com	Swaraj Tractors preparing to enter tractor segment with capacity more than 70 HP	15-06-2026
21.	gaonjunction.com	स्वराज का बड़ा एलान : बाजार में नए दमदार ट्रैक्टर उतारे जाएंगे, 30-40 HP वाले ट्रैक्टरों की मांग सिकुड़ रही...	15-06-2026
22.	tractorjunction.com	स्वराज ट्रैक्टरों का हेवी-ड्यूटी ट्रैक्टरों पर फोकस, 70 HP से अधिक क्षमता वाले ट्रैक्टर होंगे लॉन्च	15-06-2026

Headline: Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models

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Journalist: PTI News

<https://www.ptinews.com/detail/business/Mahindra-s-Swaraj-Tractors-bets-big-on-niche-segment-with-heavy-duty-models/3765344>

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Headline: Swaraj Tractors eyes heavy-duty tractor segment, plans ₹ ...

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Journalist: ET Auto

<https://auto.economictimes.indiatimes.com/amp/news/automotive/swaraj-tractors-eyes-heavy-duty-tractor-segment-plans-100-crore-punjab-expansion/131720180>

Swaraj Tractors, a Mahindra Group subsidiary, plans to enter the heavy-duty tractor segment with models above 70 horsepower (HP), aiming to tap growing demand for higher-powered farm equipment driven by evolving mechanisation needs, a senior company executive told PTI.

The company, which currently offers tractors across segments up to 70 HP, also plans to invest more than ₹100 crore to expand paint shop capacity at its manufacturing facility in Punjab.

Swaraj Tractors Chief Executive Officer Gaganjot Singh said the Indian tractor market is witnessing a shift in demand, with both higher-horsepower tractors and compact models gaining share, while the 30-40 HP category is gradually declining.

Singh said growth in horticulture and mechanised harvesting is driving demand for both compact and higher-horsepower tractors.

“We will evolve ourselves to higher HP ranges. In the mid-to-long term, we will see our presence in the higher HP segment becoming stronger than what it is today,” Singh said, adding that the company intends to enter the above-70 HP category in the coming years.

The tractor industry recorded retail sales of over 10.5 lakh units in FY26, an increase of 18.9 per cent from 8.88 lakh units in FY25. The Mahindra Group, including Swaraj Tractors, accounted for a combined market share of 43.6 per cent during the fiscal.

The company also plans to expand its premium Protek tractor range and introduce new products over the coming years.

Headline: Mahindra's Swaraj Tractors Bets Big On Niche Segment With Heavy-Duty Models

Publication : outlookbusiness.com

Date : 14-06-2026

Journalist: PTI

<https://www.outlookbusiness.com/corporate/mahindras-swaraj-tractors-bets-big-on-niche-segment-with-heavy-duty-models>

Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility.

In an interaction with PTI, Swaraj Tractors' Chief Executive Officer, Gaganjot Singh, also said that the company targets rolling out at least one new product a year over the next 5-7 years, in addition to geographical and portfolio expansion of its next-gen premium tractor Protek, among others.

Swaraj Tractors currently has three manufacturing facilities and a high-tech foundry, all in Punjab, and offers tractors from a compact lightweight range to up to 70 horsepower (HP). These tractors cater to a wide range of farming needs, from traditional crop cultivation to modern, lightweight, and precision-based tasks.

The company's current lineup includes models like Swaraj 855, 735, 744, 960, 742, 963, the compact Swaraj Target, and the recently-introduced Naya Swaraj series and the Protek.

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He attributed these trends to a mix of factors, including increasing horticulture activities, where less than 30 HP tractors are highly useful, and harvesting and the post-harvesting requiring heavy-duty or higher HP tractors for more power.

"I think with the (increased) horticulture and higher HP, and the need for having more productive assets, we will continue to evolve ourselves to higher HP ranges. So, in the mid-to-long-term, we will see our presence in the higher HP segment becoming stronger than what it is today.

"So, we will foray into above 70 HP (segment) in the coming times. And I think that follows the trend of where the application needs are emerging," Singh added.

The tractor industry logged an 18.94 per cent sales growth at 1,050,077 units in FY26, compared to 888,285 units retailed in FY25, driven by the GST cut (in September) and other factors, with the Mahindra Group (including Swaraj Tractors) securing a combined market share of 43.6 per cent during the previous fiscal.

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In May this year, the group reported a 22 per cent increase in total tractor sales, including Swaraj Tractors, with domestic sales rising 23 per cent year-on-year.

"We have an outlook for April to July, and then we have an outlook for August to March. April to July, we will see continued trends of high growth in the industry. So, whatever you witnessed post-GST, upwards of 30 per cent, I think we are going to be pretty much more or less at the same pace in the first three to four months of the next financial year," Singh said.

The next eight months, he said, the company is likely to see two impacts - one of a high base effect, which is going to come into play. "And the second effect is (expected to be) of El Nino, and this we believe is not going to be uniform all across India but would vary from state to state." Singh, however, said that the reservoir levels across different states are quite healthy, and the country saw a very good crop, in terms of harvest and rate, in the last season.

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Headline: Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models

Publication : news18.com

Date : 14-06-2026

Journalist: PTI

<https://www.news18.com/agency-feeds/mahindras-swaraj-tractors-bets-big-on-niche-segment-with-heavy-duty-models-10149042.html>

Mumbai, Jun 14 (PTI) Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility.

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Headline: Swaraj Prepares for 70+ HP Tractor Launch with ₹100 Cr Expansion

Publication : tractorjunction.com

Date : 15-06-2026

Journalist:

<https://www.tractorjunction.com/tractor-news/swaraj-tractors-targets-heavy-duty-tractor-market-announces-rs-100-crore-expansion-plan-in-punjab/?amp=1>

Swaraj Tractors, a subsidiary of the Mahindra Group, is planning to enter the **heavy-duty tractor segment with models above 70 HP**. The move is aimed at meeting the growing demand for high-power farm equipment as mechanisation continues to expand across Indian agriculture.

The company currently offers tractors across various segments up to 70 HP. Alongside its product expansion plans, Swaraj will invest more than ₹100 crore to increase paint shop capacity at its manufacturing facility in Punjab.

Demand Shifts Towards High-Power and Compact Tractors

Swaraj Tractors CEO Gaganjot Singh said the Indian tractor market is undergoing a shift, with both higher-horsepower and compact tractors gaining market share. At the same time, the 30–40 HP tractor category is gradually losing its share in the market.

According to Singh, the growth of horticulture farming and mechanised harvesting is driving demand for both compact and powerful tractors. He said the company plans to strengthen its presence in the higher HP category and will enter the above-**70 HP segment** in the coming years.

“We will evolve ourselves to higher HP ranges. In the mid-to-long term, we will see our presence in the higher HP segment becoming stronger than what it is today,” Singh said.

Punjab Expansion to Support Future Growth

To support its future plans, [Swaraj Tractors](#) will invest over ₹100 crore to expand paint shop capacity at its Punjab manufacturing plant. The company also plans to strengthen its premium Protek tractor range and introduce new products in the coming years.

The Indian tractor industry recorded retail sales of more than **10.5 lakh units in FY26, registering an 18.9% increase from 8.88 lakh units in FY25**. Mahindra Group, including Swaraj Tractors, accounted for a combined market share of 43.6% during the fiscal year.

With rising demand for farm mechanisation, compact tractors, and high-horsepower models, Swaraj is looking to expand its product portfolio and strengthen its position in the evolving tractor market.

Headline: Swaraj to enter high-horsepower arena, commits Rs 100 Crore to plant expansion

Publication : agrospectrumindia.com

Date : 15-06-2026

Journalist:

<https://agrospectrumindia.com/2026/06/15/swaraj-to-enter-high-horsepower-arena-commits-rs-100-crore-to-plant-expansion.html>

The tractor maker seeks to capitalise on changing farm mechanisation patterns and rising demand for advanced equipment

Swaraj Tractors, the farm equipment arm of the Mahindra Group, is laying the groundwork for its next growth chapter with plans to enter the premium 70+ horsepower (HP) tractor segment, while simultaneously committing more than Rs 100 crore to expand manufacturing capacity at its Punjab facility.

The strategic move reflects a broader transformation underway in Indian agriculture, where rising mechanisation, labour shortages, precision farming requirements and the expansion of horticulture are steadily reshaping tractor demand patterns. As farmers increasingly seek specialised machinery capable of handling larger landholdings, mechanised harvesting operations and intensive farm applications, higher-horsepower tractors are emerging as one of the fastest-growing segments of the market.

Swaraj, traditionally recognised for its strong presence in the mid-range tractor category, now intends to deepen its footprint at the upper end of the market.

“The Indian tractor industry is witnessing a gradual but significant migration toward both compact and higher-horsepower platforms,” said Gaganjot Singh, CEO, Swaraj Tractors. “As mechanisation becomes more sophisticated and diversified, we see substantial opportunities in the premium tractor category. In the medium to long term, our presence in higher HP segments will become considerably stronger than it is today.”

The company currently offers tractors across a broad portfolio extending up to 70 HP. Its planned foray beyond that threshold signals an ambition to capture a larger share of value creation within India’s evolving farm equipment landscape.

Industry observers note that the traditional 30–40 HP category, once the backbone of India’s tractor market, is gradually ceding ground to both compact tractors suited for horticulture and high-powered machines designed for commercial-scale farming operations. The trend mirrors structural changes in agriculture, including crop diversification, increasing adoption of mechanised harvesting technologies and growing demand for productivity-enhancing equipment.

To support its future product roadmap, Swaraj will invest over Rs 100 crore in expanding paint shop capacity at its Punjab manufacturing facility. The investment is expected to enhance production efficiency,

improve throughput and create the manufacturing flexibility needed to accommodate a broader range of premium products.

The company is also expected to strengthen its premium Protek portfolio while introducing new-generation products tailored to changing farmer requirements.

The expansion comes at a time when India's tractor industry is enjoying robust momentum. Retail sales crossed 1.05 million units in FY26, marking an 18.9 per cent increase over the previous fiscal year's 888,000 units. The surge underscores the resilience of the rural economy and the accelerating adoption of mechanisation across farming systems.

Mahindra Group, including Swaraj Tractors, retained its market leadership position with a combined market share of 43.6 per cent during FY26.

As Indian agriculture transitions toward greater efficiency, precision and scale, Swaraj's dual strategy of manufacturing expansion and premium product diversification signals a calculated effort to remain at the forefront of the country's mechanisation journey. The company's planned entry into the 70+ HP category represents not merely a portfolio extension, but a strategic bet on the future architecture of Indian farming.

Headline: Swaraj Tractors Launches Punjab Expansion and Targets Heavy-Duty Tractor Segment Growth	Publication : aginsights.blog
Date : 15-06-2026	Journalist:

<https://www.aginsights.blog/swaraj-tractors-launches-punjab-expansion-and-targets-heavy-duty-tractor-segment-growth/>

Swaraj Tractors, part of the Mahindra Group, has announced a **₹100 crore (about 12 million US dollars) investment** to expand its manufacturing footprint in Punjab while simultaneously accelerating its push into the **heavy-duty tractor segment**. The move reflects the company's ambition to strengthen its position beyond its traditional stronghold in mid-power tractors and capture a larger share of India's evolving mechanization market.

The investment will be directed toward expanding production capabilities, modernizing manufacturing processes and supporting the development of higher-horsepower products aimed at increasingly professional farming operations. Swaraj has historically maintained a strong presence in the 20–50 hp segment, but the company now sees growing demand for more powerful tractors capable of handling larger implements, higher productivity requirements and diversified farm operations.

The expansion comes as India's tractor industry continues to evolve from volume-driven growth toward value-driven growth. Rising farm mechanization, increasing labor costs and the adoption of larger implements are creating opportunities in segments that traditionally represented a smaller portion of overall tractor demand. By investing in manufacturing capacity and product development simultaneously, Swaraj is positioning itself to participate more aggressively in this transition.

Bottom Line

This announcement is not merely a factory expansion. It signals Swaraj's intention to move further up the tractor value chain. As Indian agriculture gradually shifts toward higher-capacity machinery and more intensive mechanization, the ability to compete in the heavy-duty segment could become an increasingly important growth driver for domestic manufacturers. For Swaraj, the ₹100 crore investment is as much about future market positioning as it is about production capacity.

Headline: Swaraj Tractors Eyes Heavy-Duty Growth, Plans ₹100 Crore Punjab Expansion.

Publication : tractorsdekho.com

Date : 15-06-2026

Journalist: Shristi Nagar

<https://www.tractorsdekho.com/tractor-news/swaraj-tractors-eyes-heavy-duty-growth-plans-100-crore-punjab-expansion-1343.html>

According to CEO Gaganjot Singh, expansion in horticulture and mechanised harvesting is boosting demand for small and high-horsepower tractors.

Key Highlights

- Swaraj Tractors plans to enter the above-70 HP heavy-duty tractor segment.
- The company will invest over ₹100 crore to expand paint shop capacity at its Punjab manufacturing plant.
- Demand for high-horsepower and compact tractors is growing, while the 30-40 HP segment is losing share.
- Expansion in horticulture and mechanised harvesting is driving demand for both small and powerful tractors.
- Swaraj aims to strengthen its presence in the premium tractor market through its Protek range.
- India's tractor industry recorded over 10.5 lakh retail sales in FY26, registering 18.9% growth over FY25.
- Mahindra Group, including Swaraj Tractors, held a 43.6% market share in FY26.

Swaraj Tractors Targets Heavy-Duty Tractor Segment

Swaraj Tractors, a Mahindra Group subsidiary, is to join the heavy-duty tractor segment with models that exceed 70 horsepower (HP), intending to capitalize on rising demand for higher-powered farm equipment driven by expanding mechanization needs, according to a senior company executive.

₹100 Crore Investment Planned for Punjab Facility Expansion

The company, which now provides tractors up to 70 HP, aims to invest over ₹100 crore in expanding paint shop capacity at its manufacturing facility in Punjab.

According to Swaraj Tractors CEO Gaganjot Singh, the Indian tractor market is shifting in demand, with higher-horsepower tractors and compact models gaining share while the 30-40 HP category is steadily falling.

Horticulture and Mechanisation Fuel Market Growth

According to Singh, expansion in horticulture and mechanised harvesting is driving demand for both compact and high-horsepower tractors.

"We will grow into greater HP ranges. In the medium to long run, we expect our position in the higher HP market to grow stronger than it is now," Singh said, adding that the company plans to enter the above-70 HP category in the future years.

The tractor industry saw retail sales of more than 10.5 lakh units in FY26, up 18.9 percent from 8.88 lakh in FY25. The Mahindra Group, which includes Swaraj Tractors, had a total market share of 43.6% for the fiscal year.

The company also intends to develop its premium Protek tractor line and release new items in the next few years.

Conclusion

Swaraj Tractors is positioning itself for the next phase of growth by expanding into the heavy-duty tractor segment and strengthening its manufacturing capabilities in Punjab. Backed by rising mechanisation in agriculture, growing demand for high-horsepower machines, and strong industry growth, the company aims to broaden its product portfolio and enhance its presence in premium tractor categories over the coming years.

Headline: Swaraj Tractors targets 70+ HP segment, announces ₹100 crore Punjab expansion

Publication : tractorgyan.com

Date : 15-06-2026

Journalist: Khushbu Rajput

<https://tractorgyan.com/tractor-industry-news-blogs/2582/swaraj-tractors-targets-above-70-hp-segment-and-announces-100-crore-punjab-expansion>

Swaraj Tractors, everyone's favourite brand from Punjab, has dropped some big news: targeting entry in the 70+ HP segment with a ₹100 crore investment for Punjab manufacturing plant expansion. And if you're a farmer, a tractor enthusiast, or just someone who likes watching Indian brands level up, you'll want to read this.

What's the Trending News?

Swaraj Tractors, a part of the Mahindra Group, will enter the heavy-duty tractor market with models between 70 HP and more, with an aim to serve niche applications. In addition, the company has been spending more than ₹100 crore to increase the capacity of its painting unit at its plant in Punjab. That's a big move from a brand that's always been the go-to for mid-range, reliable tractors.

From Swaraj Mid-Range to Heavy Duty Tractors

Swaraj has traditionally been strong in the 20–50 HP segment, but the company now sees rising demand for more powerful tractors capable of handling larger implements, higher productivity, and diversified farming operations. Basically, Indian farming is evolving, bigger fields, bigger ambitions, and Swaraj wants to match that energy.

Swaraj Tractors CEO Mr. Gaganjot Singh has also said the company plans to roll out at least one new product every year over the next 5 to 7 years, along with geographic and portfolio expansion of their next-gen premium tractor range, the Protek.

The Timing Couldn't Be Better

The tractor industry had a massive FY26, with over 10.5 lakh units sold, a 18.9% jump over FY25, partly thanks to the GST cut in September. The Mahindra Group, including Swaraj, held a combined market share of 43.6% during that period. With such a big number, Swaraj's expansion plans make a lot of sense.

Tractor Gyan's Take

Swaraj going heavy-duty is a smart, well-timed stake. The brand has always had trust, especially in Punjab and Haryana, and stepping into the 70+ HP space gives it a shot at farmers who've been looking at other brands for bigger jobs. With ₹100 crore going into infrastructure and a product-a-year commitment, this isn't just talk. Swaraj might just surprise the industry.

Headline: Swaraj Tractors: Heavy-Duty Foray " Rs 100 Cr Expansion

Publication : money.rediff.com

Date : 14-06-2026

Journalist: Rediff Money Desk

<https://money.rediff.com/news/market/swaraj-tractors-heavy-duty-foray-rs-100-cr-expansion/48817820260614>

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Publication : newsdrum.in

Date : 14-06-2026

Journalist: PTI

<https://www.newsdrum.in/business/mahindras-swaraj-tractors-bets-big-on-niche-segment-with-heavy-duty-models-12037277>

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Headline: Swaraj Tractors plans Rs 100 cr expansion

Publication : dtnext.in

Date : 15-06-2026

Journalist: Agencies

<https://www.dtnext.in/news/business/swaraj-tractors-plans-rs-100-cr-expansion>

Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility.

Swaraj Tractors' chief executive officer, Gaganjot Singh, also said the company targets rolling out at least one new product a year over the next 5-7 years, in addition to geographical and portfolio expansion of its next-gen premium tractor Protek, among others.

Swaraj Tractors currently has three manufacturing facilities and a high-tech foundry, all in Punjab, and offers tractors from a compact lightweight range to up to 70 horsepower (HP). These tractors cater to a wide range of farming needs, from traditional crop cultivation to modern, lightweight, and precision-based tasks.

The current lineup includes models like Swaraj 855, 735, 744, 960, 742, 963, the compact Swaraj Target, and the recently-introduced Naya Swaraj series and the Protek.

Headline: Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models

Publication : dailyexcelsior.com

Date : 14-06-2026

Journalist: Daily Excelsior

<https://www.dailyexcelsior.com/mahindras-swaraj-tractors-bets-big-on-niche-segment-with-heavy-duty-models/>

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"Over the last few years, we are seeing two kinds of evolutions -- the higher HP starting to grow faster than the industry average, and then on the lower side, lower HP is also growing faster in the market. The one in the middle, 30-40 HP, is starting to decline as a mix, while 40 upwards is starting to increase. And below 30 is also on an increasing trend," Singh said.

He attributed these trends to a mix of factors, including increasing horticulture activities, where less than 30 HP tractors are highly useful, and harvesting and the post-harvesting requiring heavy-duty or higher HP tractors for more power.

"I think with the (increased) horticulture and higher HP, and the need for having more productive assets, we will continue to evolve ourselves to higher HP ranges. So, in the mid-to-long-term, we will see our presence in the higher HP segment becoming stronger than what it is today.

"So, we will foray into above 70 HP (segment) in the coming times. And I think that follows the trend of where the application needs are emerging," Singh added.

The tractor industry logged an 18.94 per cent sales growth at 1,050,077 units in FY26, compared to 888,285 units retailed in FY25, driven by the GST cut (in September) and other factors, with the Mahindra Group (including Swaraj Tractors) securing a combined market share of 43.6 per cent during the previous fiscal.

"In the last one year, the company has had some positive tailwinds. The GST cut was clearly a huge push from the government side and one which really translated positively for us," he said, adding that despite low sales during the period of Operation Sindoor and Punjab floods, the company continued on the growth trajectory.

In May this year, the group reported a 22 per cent increase in total tractor sales, including Swaraj Tractors, with domestic sales rising 23 per cent year-on-year.

"We have an outlook for April to July, and then we have an outlook for August to March. April to July, we will see continued trends of high growth in the industry. So, whatever you witnessed post-GST, upwards of 30 per cent, I think we are going to be pretty much more or less at the same pace in the first three to four months of the next financial year," Singh said.

The next eight months, he said, the company is likely to see two impacts - one of a high base effect, which is going to come into play. "And the second effect is (expected to be) of El Nino, and this we believe is not going to be uniform all across India but would vary from state to state."

Singh, however, said that the reservoir levels across different states are quite healthy, and the country saw a very good crop, in terms of harvest and rate, in the last season.

"So I think the farmers do have healthy cash flows with them," he stated.

At the same time, he said, the high base effect and the dispersed El Nino effect are going to have an impact on the industry.

"Our overall anticipation of the industry for the year is going to be around single-digit growth; mid-single digit growth is what we anticipate on a full-year basis," Singh said.

According to him, as far as the overall industry is concerned, the segment with 40 HP or higher models is going to continue to grow fastest, supported by the government, while the segment with less than 30 HP is to be supported by horticulture.

Singh said that the company plans to expand its high-tech, next-gen tractor variant, Protek, nationally and expand its portfolio. The variant is currently present in select markets.

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Headline: Mahindra's Swaraj Tractors bets big on niche segment with heavy-duty models

Publication : msn.com

Date : 14-06-2026

Journalist: NA

<https://www.msn.com/en-in/autos/news/mahindra-s-swaraj-tractors-bets-big-on-niche-segment-with-heavy-duty-models/ar-AA25C7v6>

Mumbai, Jun 14 (PTI) Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility.

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Headline: Swaraj Tractors to drive into heavy-duty segment

Publication : bizzbuzz.news

Date : 14-06-2026

Journalist: Bizz Buzz

<https://www.bizzbuzz.news/industry/auto/swaraj-tractors-to-drive-into-heavy-duty-segment-1394292>

Mahindra Group's subsidiary Swaraj Tractors plans to foray into the heavy-duty segment with models in the 70-plus horsepower range for niche buyers, while investing over Rs 100 crore in expanding paint shop capacity at its Punjab facility. In an interaction, Swaraj Tractors' Chief Executive Officer, Gaganjot Singh, also said that the company targets rolling out at least one new product a year over the next 5-7 years, in addition to geographical and portfolio expansion of its next-gen premium tractor Protek, among others.

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Headline: Business Investment: ਸਵਰਾਜ
ਟਰੈਕਟਰਜ਼ ਨੇ ਵੱਡੇ ਮਾਡਲਾਂ 'ਤੇ ਦਾਅ ਲਾਇਆ

Publication : punjabitribuneonline.com

Date : 14-06-2026

Journalist: PTI

<https://www.punjabitribuneonline.com/news/nation/business-investment-swaraj-tractors-bets-on-big-models/>

ਮਹਿੰਦਰਾ ਗਰੁੱਪ ਦੀ ਭਾਈਵਾਲ ਕੰਪਨੀ ਸਵਰਾਜ ਟਰੈਕਟਰਜ਼ ਖਾਸ ਲੋੜਾਂ ਵਾਲੇ ਗਾਹਕਾਂ ਲਈ 70 ਹਾਰਸ ਪਾਵਰ ਤੋਂ ਵਧ ਸਮਰੱਥਾ ਵਾਲੇ ਟਰੈਕਟਰ ਉਤਾਰਨ ਦੀ ਯੋਜਨਾ ਬਣਾ ਰਹੀ ਹੈ। ਇਸ ਦੇ ਨਾਲ ਕੰਪਨੀ ਪੰਜਾਬ ਸਥਿਤ ਆਪਣੀ ਫੈਕਟਰੀ 'ਚ ਪੇਂਟ ਸ਼ਾਪ ਦੀ ਸਮਰੱਥਾ ਵਧਾਉਣ ਲਈ 100 ਕਰੋੜ ਰੁਪਏ ਤੋਂ ਵਧ ਦਾ ਨਿਵੇਸ਼ ਕਰੇਗੀ। ਸਵਰਾਜ ਟਰੈਕਟਰਜ਼ ਦੇ ਮੁੱਖ ਕਾਰਜਕਾਰੀ ਅਧਿਕਾਰੀ ਗਗਨਜੋਤ ਸਿੰਘ ਨੇ ਖ਼ਬਰ ਏਜੰਸੀ ਨਾਲ ਗੱਲਬਾਤ ਕਰਦਿਆਂ ਕਿਹਾ ਕਿ ਕੰਪਨੀ ਨੇ ਅਗਲੇ ਪੰਜ ਤੋਂ ਸੱਤ ਸਾਲਾਂ ਦੌਰਾਨ ਹਰ ਸਾਲ ਘੱਟੋ-ਘੱਟ ਇਕ ਨਵਾਂ ਉਤਪਾਦ ਬਾਜ਼ਾਰ 'ਚ ਉਤਾਰਨ ਦਾ ਟੀਚਾ ਰੱਖਿਆ ਹੈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਉਹ ਅਗਲੀ ਪੀੜ੍ਹੀ ਦੇ ਪ੍ਰੀਮੀਅਮ ਟਰੈਕਟਰ 'ਪ੍ਰੋਟੋਕ' ਦਾ ਵਿਸਤਾਰ ਕਰੇਗੀ।

ਸਵਰਾਜ ਟਰੈਕਟਰਜ਼ ਦੇ ਇਸ ਸਮੇਂ ਤਿੰਨ ਪਲਾਂਟ ਅਤੇ ਇਕ ਹਾਈ-ਟੈੱਕ ਫਾਊਂਡਰੀ ਹੈ, ਜੋ ਪੰਜਾਬ 'ਚ ਸਥਿਤ ਹਨ। ਕੰਪਨੀ ਛੋਟੇ ਹਲਕੇ ਭਾਰ ਵਾਲੇ ਟਰੈਕਟਰਾਂ ਤੋਂ ਲੈ ਕੇ 70 ਹਾਰਸ ਪਾਵਰ ਤੱਕ ਦੇ ਟਰੈਕਟਰ ਬਣਾਉਂਦੀ ਹੈ। ਇਹ ਟਰੈਕਟਰ ਰਵਾਇਤੀ ਫ਼ਸਲਾਂ ਦੀ ਖੇਤੀ ਤੋਂ ਲੈ ਕੇ ਹੋਰ ਕਈ ਆਧੁਨਿਕ ਜ਼ਰੂਰਤਾਂ ਪੂਰੀਆਂ ਕਰਦੇ ਹਨ। ਮਹਿੰਦਰਾ ਗਰੁੱਪ ਦੀ ਪਿਛਲੇ ਵਿੱਤੀ ਸਾਲ ਦੌਰਾਨ ਕੁੱਲ ਮਿਲਾ ਕੇ 43.6 ਫ਼ੀਸਦੀ ਮਾਰਕੀਟ ਹਿੱਸੇਦਾਰੀ ਸੀ। ਗਗਨਜੋਤ ਸਿੰਘ ਨੇ ਕਿਹਾ ਕਿ 'ਅਪਰੇਸ਼ਨ ਸਿੰਧੂਰ' ਅਤੇ ਪੰਜਾਬ ਦੇ ਹੜ੍ਹਾਂ ਦੌਰਾਨ ਟਰੈਕਟਰਾਂ ਦੀ ਵਿਕਰੀ ਘੱਟ ਹੋਣ ਦੇ ਬਾਵਜੂਦ ਕੰਪਨੀ ਨੇ ਆਪਣੀ ਵਿਕਾਸ ਦਰ ਨੂੰ ਬਰਕਰਾਰ ਰੱਖਿਆ ਹੈ। -ਪੀਟੀਆਈ

Headline: Swaraj Tractors का Power-Packed मूव, अब 70 HP से ज्यादा क्षमता वाले ट्रैक्टर Segment में एंट्री की तैयारी

Publication : prabhasakshi.com

Date : 14-06-2026

Journalist: प्रभासाक्षी न्यूज नेटवर्क

<https://www.prabhasakshi.com/business/swaraj-eyes-high-hp-market-amid-shifting-tractor-demand>

स्वराज ट्रैक्टर्स ने 100 करोड़ रुपये से अधिक के निवेश के साथ अपने उत्पाद पोर्टफोलियो के विस्तार की घोषणा की है, जिसके तहत वह 70 एचपी से अधिक के नए ट्रैक्टर पेश करेगी। कंपनी का लक्ष्य अपनी प्रीमियम 'प्रोटेक' श्रृंखला का भौगोलिक विस्तार करना और बढ़ती बागवानी व कटाई के बाद की गतिविधियों के लिए बाजार की जरूरतों को पूरा करना है।

महिंद्रा समूह की अनुषंगी कंपनी स्वराज ट्रैक्टर्स विशेष जरूरत वाले ग्राहकों के लिए 70 हॉर्सपावर (एचपी) से अधिक क्षमता वाले ट्रैक्टर खंड में प्रवेश करने की योजना बना रही है। साथ ही कंपनी पंजाब स्थित अपनी विनिर्माण इकाई में पेंट शॉप की क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश करेगी। स्वराज ट्रैक्टर्स के मुख्य कार्यपालक अधिकारी (सीईओ) गगनजोत सिंह ने पीटीआई- से बातचीत में कहा कि कंपनी अगले पांच से सात वर्षों के दौरान हर साल कम से कम एक नया उत्पाद बाजार में उतारने का लक्ष्य रखती है।

इसके अलावा वह अपनी अगली पीढ़ी के प्रीमियम ट्रैक्टर 'प्रोटेक' का भौगोलिक विस्तार करेगी और उत्पाद पोर्टफोलियो भी बढ़ाएगी। कंपनी के मौजूदा उत्पाद पोर्टफोलियो में स्वराज 855, 735, 744, 960, 742, 963, कॉम्पैक्ट स्वराज टारगेट, हाल में पेश की गई 'नया स्वराज' श्रृंखला और 'प्रोटेक' शामिल हैं। सिंह ने कहा, "पिछले कुछ वर्षों में दो तरह के बदलाव देखने को मिले हैं। अधिक एचपी वाले ट्रैक्टर की मांग उद्योग की औसत वृद्धि दर से तेज बढ़ रही है।

दूसरी ओर कम एचपी वाले ट्रैक्टर की मांग भी तेजी से बढ़ रही है। 30-40 एचपी खंड का हिस्सा घट रहा है, जबकि 40 एचपी से ऊपर और 30 एचपी से नीचे के ट्रैक्टरों की मांग बढ़ रही है।" उन्होंने कहा कि इन रुझानों के पीछे बागवानी गतिविधियों में वृद्धि और कटाई तथा कटाई के बाद के कार्यों के लिए अधिक शक्ति वाले ट्रैक्टर की बढ़ती जरूरत जैसे कारण हैं।

स्वराज ट्रैक्टर्स के पास वर्तमान में पंजाब में तीन विनिर्माण संयंत्र हैं। कंपनी कॉम्पैक्ट हल्के ट्रैक्टर से लेकर 70 एचपी तक के मॉडल उपलब्ध कराती है। ये ट्रैक्टर पारंपरिक खेती से लेकर आधुनिक, हल्के और सटीक कृषि कार्यों तक विभिन्न जरूरतों को पूरा करते हैं।

Headline: स्वराज ट्रैक्टर की 70 एचपी से अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी

Publication : hindi.theprint.in

Date : 14-06-2026

Journalist: भाषा

<https://hindi.theprint.in/india/economy/swaraj-tractors-to-enter-tractor-segment-with-capacity-above-70-hp/986094/>

महिंद्रा समूह की अनुषंगी कंपनी स्वराज ट्रैक्टर्स विशेष जरूरत वाले ग्राहकों के लिए 70 हॉर्सपावर (एचपी) से अधिक क्षमता वाले ट्रैक्टर खंड में प्रवेश करने की योजना बना रही है।

साथ ही कंपनी पंजाब स्थित अपनी विनिर्माण इकाई में पेंट शॉप की क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश करेगी।

स्वराज ट्रैक्टर्स के मुख्य कार्यपालक अधिकारी (सीईओ) गगनजोत सिंह ने 'पीटीआई-भाषा' से बातचीत में कहा कि कंपनी अगले पांच से सात वर्षों के दौरान हर साल कम से कम एक नया उत्पाद बाजार में उतारने का लक्ष्य रखती है। इसके अलावा वह अपनी अगली पीढ़ी के प्रीमियम ट्रैक्टर 'प्रोटेक' का भौगोलिक विस्तार करेगी और उत्पाद पोर्टफोलियो भी बढ़ाएगी।

कंपनी के मौजूदा उत्पाद पोर्टफोलियो में स्वराज 855, 735, 744, 960, 742, 963, कॉम्पैक्ट स्वराज टारगेट, हाल में पेश की गई 'नया स्वराज' श्रृंखला और 'प्रोटेक' शामिल हैं।

सिंह ने कहा, "पिछले कुछ वर्षों में दो तरह के बदलाव देखने को मिले हैं। अधिक एचपी वाले ट्रैक्टर की मांग उद्योग की औसत वृद्धि दर से तेज बढ़ रही है। दूसरी ओर कम एचपी वाले ट्रैक्टर की मांग भी तेजी से बढ़ रही है। 30-40 एचपी खंड का हिस्सा घट रहा है, जबकि 40 एचपी से ऊपर और 30 एचपी से नीचे के ट्रैक्टरों की मांग बढ़ रही है।"

उन्होंने कहा कि इन रुझानों के पीछे बागवानी गतिविधियों में वृद्धि और कटाई तथा कटाई के बाद के कार्यों के लिए अधिक शक्ति वाले ट्रैक्टर की बढ़ती जरूरत जैसे कारण हैं।

स्वराज ट्रैक्टर्स के पास वर्तमान में पंजाब में तीन विनिर्माण संयंत्र हैं। कंपनी कॉम्पैक्ट हल्के ट्रैक्टर से लेकर 70 एचपी तक के मॉडल उपलब्ध कराती है। ये ट्रैक्टर पारंपरिक खेती से लेकर आधुनिक, हल्के और सटीक कृषि कार्यों तक विभिन्न जरूरतों को पूरा करते हैं।

Headline: स्वराज ट्रैक्टर की 70 एचपी से अधिक क्षमता वाले ट्रैक्टर खंड में उतरने की तैयारी

Publication : ibc24.in

Date : 14-06-2026

Journalist: भाषा

<https://www.ibc24.in/business/swaraj-tractors-gears-up-to-enter-the-tractor-segment-with-more-than-70-hp-capacity-3635665.html>

महिंद्रा समूह की अनुषंगी कंपनी स्वराज ट्रैक्टर्स विशेष जरूरत वाले ग्राहकों के लिए 70 हॉर्सपावर (एचपी) से अधिक क्षमता वाले ट्रैक्टर खंड में प्रवेश करने की योजना बना रही है।

साथ ही कंपनी पंजाब स्थित अपनी विनिर्माण इकाई में पेंट शॉप की क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश करेगी।

स्वराज ट्रैक्टर्स के मुख्य कार्यपालक अधिकारी (सीईओ) गगनजोत सिंह ने 'पीटीआई-भाषा' से बातचीत में कहा कि कंपनी अगले पांच से सात वर्षों के दौरान हर साल कम से कम एक नया उत्पाद बाजार में उतारने का लक्ष्य रखती है। इसके अलावा वह अपनी अगली पीढ़ी के प्रीमियम ट्रैक्टर 'प्रोटेक' का भौगोलिक विस्तार करेगी और उत्पाद पोर्टफोलियो भी बढ़ाएगी।

कंपनी के मौजूदा उत्पाद पोर्टफोलियो में स्वराज 855, 735, 744, 960, 742, 963, कॉम्पैक्ट स्वराज टारगेट, हाल में पेश की गई 'नया स्वराज' श्रृंखला और 'प्रोटेक' शामिल हैं।

सिंह ने कहा, "पिछले कुछ वर्षों में दो तरह के बदलाव देखने को मिले हैं। अधिक एचपी वाले ट्रैक्टर की मांग उद्योग की औसत वृद्धि दर से तेज बढ़ रही है। दूसरी ओर कम एचपी वाले ट्रैक्टर की मांग भी तेजी से बढ़ रही है। 30-40 एचपी खंड का हिस्सा घट रहा है, जबकि 40 एचपी से ऊपर और 30 एचपी से नीचे के ट्रैक्टरों की मांग बढ़ रही है।"

उन्होंने कहा कि इन रुझानों के पीछे बागवानी गतिविधियों में वृद्धि और कटाई तथा कटाई के बाद के कार्यों के लिए अधिक शक्ति वाले ट्रैक्टर की बढ़ती जरूरत जैसे कारण हैं।

स्वराज ट्रैक्टर्स के पास वर्तमान में पंजाब में तीन विनिर्माण संयंत्र हैं। कंपनी कॉम्पैक्ट हल्के ट्रैक्टर से लेकर 70 एचपी तक के मॉडल उपलब्ध कराती है। ये ट्रैक्टर पारंपरिक खेती से लेकर आधुनिक, हल्के और सटीक कृषि कार्यों तक विभिन्न जरूरतों को पूरा करते हैं।

Headline: Swaraj Tractors preparing to enter tractor segment with capacity more than 70 HP

Publication : businessremedies.com

Date : 15-06-2026

Journalist: Business Remedies

<https://www.businessremedies.com/%e0%a4%b8%e0%a5%8d%e0%a4%b5%e0%a4%b0%e0%a4%be%e0%a4%9c-%e0%a4%9f%e0%a5%8d%e0%a4%b0%e0%a5%88%e0%a4%95%e0%a5%8d%e0%a4%9f%e0%a4%b0%e0%a5%8d%e0%a4%b8-%e0%a4%95%e0%a5%80-70-%e0%a4%8f%e0%a4%9a%e0%a4%aa/>

Mahindra Group subsidiary **Swaraj Tractors** is planning to enter the tractor segment with capacity above 70 horsepower (HP) for customers with special needs. The company will also invest over Rs 100 crore to expand the paint shop capacity at its manufacturing unit in Punjab. **Gaganjot Singh**, Chief Executive Officer (CEO) of **Swaraj Tractors** , said the company aims to launch at least one new product every year over the next five to seven years. It will also expand the geographical footprint of its next-generation premium tractor, 'Protek', and expand its product portfolio. The company's current product portfolio includes the **Swaraj 855** , **Swaraj 735** , **Swaraj 744** , **Swaraj 960** , **Swaraj 742** , **Swaraj 963** , the compact **Swaraj Target** , the recently launched **Naya Swaraj** series, and the **Protek** .

Singh said, "Two trends have been observed over the past few years. Demand for high-HP tractors is growing faster than the industry average. Meanwhile, demand for low-HP tractors is also growing rapidly. The 30-40 HP segment is seeing a decline in share, while demand for tractors above 40 HP and below 30 HP is increasing." He added that these trends are driven by factors such as the increase in horticultural activities and the growing need for higher-powered tractors for harvesting and post-harvest operations. **Swaraj Tractors** currently has three manufacturing plants in Punjab. The company offers models ranging from compact lightweight tractors to 70 HP. These tractors meet various needs, from traditional farming to modern, lightweight, and precision farming.

Headline: स्वराज का बड़ा एलान : बाजार में नए दमदार ट्रैक्टर उतारे जाएंगे, 30-40 HP वाले ट्रैक्टरों की मांग सिकुड़ रही...

Publication : gaonjunction.com

Date : 15-06-2026

Journalist:

<https://www.gaonjunction.com/khabar-junction/swaraj-will-launch-new-powerful-tractors-in-market-as-demand-for-30-40-hp-tractors-is-shrinking>

सार

किसानों को बाजार में स्वराज के अधिक क्षमता वाले ट्रैक्टर (Swaraj Tractors) देखने को मिलेंगे। स्वराज कंपनी ने बड़ा कदम उठाते हुए 70 से अधिक हॉर्स पावर वाले ट्रैक्टर बाजार में उतारने का फैसला लिया है। बता दें कि इस समय कंपनी 70 हॉर्स पावर तक ही ट्रैक्टर उपलब्ध करा रही है।

किसानों को बाजार में स्वराज के अधिक क्षमता वाले ट्रैक्टर (Swaraj Tractors) देखने को मिलेंगे। स्वराज कंपनी ने बड़ा कदम उठाते हुए 70 हॉर्स पावर से अधिक हॉर्स पावर वाले ट्रैक्टर बाजार में उतारने का फैसला लिया है। बता दें कि इस समय कंपनी 70 हॉर्स पावर तक ही ट्रैक्टर उपलब्ध करा रही है। खबरों के अनुसार, अपने पंजाब कारखाने में ट्रैक्टरों को पेंट करने की क्षमता को बढ़ाने के लिए स्वराज ने 100 करोड़ से अधिक का निवेश करने का एलान किया है।

बदल रहा ट्रैक्टर बाजार

स्वराज CEO गगनजोत सिंह के अनुसार, भारत में ट्रैक्टरों की मांग (Tractor Demand) का मिजाज बदल रहा है। उन्होंने बताया कि अब किसान ज्यादा हॉर्स पावर वाले ट्रैक्टरों और छोटे मॉडलों को तरजीह दे रहे हैं। वहीं, पारंपरिक तौर पर चलने वाले 30-40 HP वाले ट्रैक्टरों की मांग धीरे-धीरे सिकुड़ रही है।

गगनजोत बागवानी की और बढ़ता किसानों (Farmers) के रुझान और कटाई के लिए मशीनों के उपयोग को अधिक हॉर्स पावर वाले ट्रैक्टरों (Tractors) की बढ़ती मांग से जोड़ते हैं। उन्होंने बताया कि आगामी सालों में स्वराज ट्रैक्टर्स 70 HP से ऊपर श्रेणी में अपनी मौजूदगी दर्ज कराएगी।

ट्रैक्टर बाजार में तेजी

बीते वित्त वर्ष (2025-26) ट्रैक्टर उद्योग के लिए अच्छा रहा है। इस दौरान कुल 10.5 लाख से अधिक ट्रैक्टरों की बिक्री (Tractor Sales) दर्ज की गई, जो इससे पहले वाले साल से 18.9 फीसदी ज्यादा है। स्वराज ट्रैक्टर्स सहित महिंद्रा ग्रुप (Mahindra Group) की इस वित्तीय वर्ष के दौरान बाजार में कुल हिस्सेदारी 43.6 प्रतिशत रही।

Headline: स्वराज ट्रैक्टर्स का हेवी-ड्यूटी ट्रैक्टरों पर फोकस, 70 HP से अधिक क्षमता वाले ट्रैक्टर होंगे लॉन्च

Publication : tractorjunction.com

Date : 15-06-2026

Journalist:

<https://www.tractorjunction.com/tractor-news/swaraj-tractors-plans-new-above-70-hp-heavy-duty-tractor-lineup/?amp=1>

बागवानी और मशीनीकृत कटाई के बढ़ते चलन से कॉम्पैक्ट व हाई-एचपी ट्रैक्टरों की बिक्री को मिल रहा बढ़ावा

महिंद्रा समूह की सहायक कंपनी स्वराज ट्रैक्टर्स भारतीय कृषि क्षेत्र में बदलती जरूरतों को देखते हुए अपने कारोबार का विस्तार करने की तैयारी में है। कंपनी अब 70 हॉर्सपावर (HP) से अधिक क्षमता वाले हेवी-ड्यूटी ट्रैक्टर सेगमेंट में प्रवेश करने की योजना बना रही है। इसके साथ ही पंजाब स्थित अपने विनिर्माण संयंत्र में उत्पादन क्षमता बढ़ाने के लिए 100 करोड़ रुपये से अधिक का निवेश भी करेगी।

स्वराज ट्रैक्टर्स के मुख्य कार्यकारी अधिकारी (CEO) गगनजोत सिंह के अनुसार, भारतीय ट्रैक्टर बाजार में पिछले कुछ वर्षों के दौरान मांग का स्वरूप तेजी से बदला है। जहां पहले 30-40 HP श्रेणी के ट्रैक्टरों की मांग अधिक रहती थी, वहीं अब किसानों का रुझान दो अलग-अलग श्रेणियों की ओर बढ़ रहा है। एक तरफ बागवानी और विशेष फसलों की खेती करने वाले किसान कॉम्पैक्ट ट्रैक्टरों को प्राथमिकता दे रहे हैं, जबकि दूसरी ओर बड़े कृषि कार्यों और मशीनीकृत खेती के लिए उच्च हॉर्सपावर वाले ट्रैक्टरों की मांग लगातार बढ़ रही है।

हाई-एचपी ट्रैक्टरों पर बढ़ेगा फोकस

वर्तमान में [स्वराज ट्रैक्टर्स](#) 70 HP तक की क्षमता वाले मॉडल बाजार में उपलब्ध कराती है। हालांकि कंपनी का मानना है कि भविष्य में कृषि मशीनीकरण की बढ़ती जरूरतों के कारण 70 HP से ऊपर के ट्रैक्टरों की मांग और मजबूत होगी। इसी को देखते हुए कंपनी मध्यम और दीर्घकालिक रणनीति के तहत हेवी-ड्यूटी ट्रैक्टर सेगमेंट में अपनी मौजूदगी बढ़ाने की तैयारी कर रही है। गगनजोत सिंह ने कहा कि आने वाले वर्षों में कंपनी उच्च हॉर्सपावर श्रेणी में नए उत्पाद पेश करेगी और इस सेगमेंट में अपनी स्थिति को और मजबूत बनाएगी। उनका मानना है कि बड़े कृषि कार्यों, आधुनिक कृषि उपकरणों के उपयोग और मशीनीकृत कटाई की बढ़ती प्रवृत्ति से हाई-एचपी ट्रैक्टरों की मांग को मजबूती मिलेगी।