



# Mahindra & Mahindra

## Strengthening Technology with Simplicity

In the mid-sixties, with the Green Revolution triggering large-scale tractor usage, there was a need for the country to build sufficient indigenous capacity to meet this growing demand



### CERTITUDES

- "Mahindra" is the world's largest selling tractor brand, by volume and India's No.1 tractor maker for more than three decades now.
- They are the only tractor company to have won the Deming Prize and Japan Quality Medal.
- Their high quality, tough and durable tractors and implements raise productivity in farms across all continents on earth.

### BEACON OF TOMORROW

- Mahindra believes that innovation has to be at the core of our business.
- The brand aspiration is to become one of the most admired brands in the world demands such an outlook, and requires the collaboration of everyone across the organization.

In 1965, the Central Mechanical Engineering Research Institute (CMERI), Durgapur initiated design and development of Swaraj Tractor based on indigenous know how. That is how the idea for development of what was to become Swaraj was initiated. The first prototype was ready in May 1967 and by April 1970, field experience of over 1,500 hours had been gained. At that point, it was decided to christen a name for the product – signifying Indian, easy to pronounce and signifying power and grace. The name 'Swaraj' was approved by the then Prime Minister, Mrs Indira Gandhi.

In 1970, the Government of Punjab acquired the Swaraj tractor's design and established Punjab Tractors Limited (PTL). The tractors were produced and sold under the brand name of Swaraj. In 2007, Mahindra & Mahindra Ltd. acquired majority stake in PTL, and in Feb 2009, it was merged into M&M as the Swaraj Division of Mahindra & Mahindra.

#### A RUNDOWN

Swaraj has become synonymous with tractors that are powerful and reliable because of their long term expertise in delivering such products consistently. We have been manufacturing tractors that serve the need of our buyers in agricultural as well as commercial operations. Our product range starting from a 22 HP category tractor to a 72 HP category tractor straddles every HP category requirement of our customers.

The brand enjoys a strong equity in the market and commands a market share of close to 12%. The brand is known for producing tractors that are powerful and reliable. Presently,

there are more than 7,00,000 satisfied customers of Swaraj in the country. Swaraj tractors are also exported to various countries including Bangladesh, Nepal, Sri Lanka, Nigeria, Ghana, Gambia, Zimbabwe, Zambia, Tanzania and the USA.

#### WORKING HAND IN HAND

At Swaraj, we provide immense opportunities for personal and professional growth to our members giving them freedom to excel on their aspired career paths in tune with their strengths, competencies and skills.

Creativity, innovation and freedom to accomplish tasks in novel ways is always encouraged. All members are provided superior training to explore, develop and sharpen their capabilities and skills for excelling in their roles.

This is accompanied by accelerated career path in an environment where learning and growth is accorded high priority.

Swaraj offers a fast-paced, performance-oriented and challenging, yet enjoyable work environment which is truly working towards being world-class in every aspect.

#### LEARNING AT EVERY STAGE

Continuous Growth & Development being an integral part of Swaraj's vision, learning is accorded a high priority. Training is provided to members to expose them to new ideas, concepts and expand their horizons.