

## World's #1 Tractor, now at home in South Africa



- Mahindra South Africa enters into its fourth business line in South Africa by introducing farming equipment
- The entire range of Farm Equipment products were showcased, including Mahindra tractors and implements and Hisarlar implements - sourced from India and Turkey, with Sampo combines from Finland to follow soon

**May 3, 2019, Johannesburg:** In its endeavour to establish South Africa as its home outside India, Mahindra South Africa announced entry into its fourth business line, by introducing its range of tough and efficient farming equipment.

The announcement was made at a gala event in the North West province on 3 May 2019, and introduced the entire range of farm equipment, including Mahindra tractors and implements, Sampo Combines, and Hisarlar implements - sourced from India, Turkey and Finland.

Speaking on the occasion, Mr. Arvind Mathew, Chief of International Operations, Mahindra & Mahindra Ltd. said, "At Mahindra, we've made humanity's innate desire to Rise our driving purpose: we challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise. We have been expanding our global operations and South Africa is a key market for us."

He further said: "We have embraced South Africa as our home outside India and have already established a strong presence in the Automotive business and have seen initial success in

Generators and Construction Equipment businesses. We feel this is the right time for us to introduce our wide range of farm solutions here."

Rajesh Gupta, CEO of Mahindra South Africa added, "Mahindra is the world's largest tractor manufacturer by volume and many of our models are designed for markets that demand tough and efficient solutions which are also effortless to operate in harsh conditions. Our initial market study shows that these attributes are in high demand in South Africa as well and we trust that it will find favour with our customers. The South African farmers have been supportive to us, they have been using our bakkies on various applications and this has motivated us to widen our product offering to the farming community."

Mahindra South Africa is now among the fastest growing automotive brands in South Africa and is well known for its range of bakkies and SUVs. In May, 2018, Mahindra SA set up a plant to assemble its Pik Up-range in Durban and is already among the Top 6 bakkie brands in the country.

Mahindra also offers its TLBs under the Mahindra EarthMaster brand and a comprehensive range of industrial diesel-powered generators, under the Powerol brand.

As part of its commitment to provide nationwide sales and service support, Mahindra has partnered with MB Plant SA (MBSA) to utilise its network of urban and rural sales and service outlets. MBSA is a division of the international MB AfroAsia Group, with operations in more than 20 countries.

Says Glenn Franklin DeSilva, Group CEO, MB Afro Asia: "MB Group is a multinational corporation with operations and subsidiaries spread in more than 20 countries with more than 5000 employees. The group started operations in the year 1982 and has diversified businesses including drilling and integrated oilfield services, the exploration and production of oil and gas, investments, engineering, manufacturing and trading, and mining and processing of minerals. We entered South Africa in 2013 and are delighted to partner with the world's largest tractors manufacturing company. Being a highly customer centric company, we will have presence in 4 provinces at the time of launch, and expand pan South Africa, by March, 2020."

### **Mahindra 6000 and 7500 tractors**

Taking centre stage at the announcement was Mahindra's range of tractors, which include 2 models in the 7500 series and 3 in the 6000 series. The range stretches from the 40 KW Mahindra 6060 to the powerful Mahindra 7590, with its 70 KW diesel engine.

The 7500 series tractors are equipped with a heavy-duty cast iron chassis, comes in both two-wheel and four-wheel drive options and two-speed power take-off systems (PTO). Power is delivered to the wheels through Mahindra's proprietary Easy Shift synchromesh gearbox. All 7500 models feature a four-cylinder turbocharged diesel engine with intercooler.

In the 6000 series, the four-cylinder turbodiesel engine has been optimised to provide an extremely flat torque curve, which allows for maximum productivity in both PTO and draft applications.

Both the 7500 and 6000 series have dedicated left-hand synchronised reversers that provide smooth control for maximum productivity during intensive loader and headland operations. The rear axle has large oil cooled disc brakes and heavy-duty inboard planetary reduction units for strength, safety and reliability.

All models mentioned above come with a standard 2 years / 2500 hours powertrain warranty and service kit.

A luxury cab model with power shift transmission is currently undergoing homologation and will join the product range soon.

### **Hisarlar and Mahindra Implements and other Farm Machinery**

Rounding off Mahindra's range of agricultural products is a wide range of Implements for every step of the crop cycle. Manufactured in India and in Turkey, these implements have been tested vigorously on various soil conditions and applications. The comprehensive range of implements include:

- Tilling Equipment : Heavy Chisels, Ploughs, Harrows, Rotary Tillers and Power Harrows
- Seeders and Planters
- Fertilisers spreaders and applicators
- Post-Harvest equipment: Mulchers and Shredders
- Hay Equipment : Rakes, Small Square Balers and Silage Balers

### **Soon to come: Sampo Rosenlew Combine Harvester**

- Sampo Rosenlew is a world-renowned manufacturer of combine harvesters with over 50 000 units sold across 60 countries in both cold and hot climates.

Mahindra's full range of farm equipment will be on display at this year's NAMPO Harvest Festival in Bothaville, which is held from 13 to 15 May 2019 in the Free State.