

Deming & Japan Quality Medal winner Mahindra Tractors launches its tractor range in Turkey

Farm

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Istanbul: Mahindra's Farm Equipment Sector, one of the world's top tractor brands and the market leader in India, today launched its international range of tractors in Turkey, in partnership with ILCE Otomotiv Servis ve Ticaret A.S., a group company of the ILCE Group. The latter is also the distributor for the Mahindra Goa and Pik Up range in Turkey.

The company has introduced its 55 HP, 60 HP and 65 HP range of tractors for the Turkish market. These products are part of the successful 00 Series which are very popular in the USA and Australia. The tractors, which are competitively priced, are highly fuel efficient with powerful engines and incorporate all the features required for a diverse range of field applications.

'We are delighted to launch our product range in Turkey which is a long-term, strategic market for us. With their strong and durable features, our tractors are ideal for the small and medium farmers which comprise close to 80 per cent of the farming community in Turkey.

Today, Mahindra Tractors are perceived as a powerful symbol of productivity and performance in countries across the world, including the USA, China and Africa. I am certain that our tractors will be a success in the Turkish market as well. We are happy to be working with the ILCE Group

and are confident about its commitment ,and professionalism.' said Mr. Anjanikumar Choudhari, President, Farm Equipment Sector, Mahindra & Mahindra Ltd.

'The ILCE Group is extremely pleased to have associated itself with the Mahindra brand in Turkey. With its unique combination of power, reliability and ruggedness, backed by strong after sales service the Mahindra Tractor offers a strong value proposition to the Turkish farmer and is a good fit for the country's thriving agriculture sector,' said Mr. Ilhan Cetinkaya, Chairman, ILCE Otomotiv Servis ve Ticaret A.S.

Established in 1982 by Mr. Ilhan Cetinkaya, one of the most respected figures in the Turkish auto industry, the ILCE Group is active in the finished motor vehicle logistics and transportation fields as well as the automotive industry. The Group has an extensive dealer network and 20 service centres across the country.

Mahindra's Farm Equipment Sector is one of the world's top tractor brands and has been the undisputed market leader in India for 25 years. It is also the only tractor company in the world to win the Deming Application Prize and the Japan Quality Medal, two of the highest quality accolades that can be won by any organization.

The Sector has also found significant success in the international market. M&M has a 100% subsidiary, Mahindra USA, with 3 assembly plants catering to the American market and selling 10,000 tractors annually. Mahindra Australia has also established itself as a powerful brand in Australia. Mahindra China Tractor Co. Ltd. manufactures tractors for the growing Chinese market.

Mahindra's FES recently acquired a 51 per cent stake in Jiangsu Yueda Yancheng Tractor Manufacturing Co. Ltd. (Yancheng Tractor), China. This

is the second tractor venture of Mahindra in China, in addition to Mahindra's current tractor business namely, Mahindra China Tractor Company Ltd. (MCTCL).

In 2006, the Sector achieved a new milestone with the launch of the Shaan, India's first multi-utility tractor. In 2007, the company won the AE50 Outstanding Innovation Award 2007 from the American Society for Engineering in Agricultural, Food, and Biological Systems, for the Shaan.

In 2008, Mahindra USA was rated highest in Overall Satisfaction amongst tractor manufacturers in a survey conducted by the North American Equipment Dealers Association (NAEDA) – the apex dealer association in the USA.

Mahindra Tractors also recently featured in the top 10 list of most innovative Indian companies compiled by the Wall Street Journal as part of its survey to determine Asia's 200 most-admired and innovative companies.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

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