Gromax Agri Equipment launches Trakstar DLX, a new deluxe variant of tractors

Farm

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To offer more value to the farmers with powerful engine & extra performance

Bhopal, September 27, 2019 : Gromax Agri Equipment Limited, today announced the launch of its new deluxe variant of tractors - Trakstar DLX in Madhya Pradesh. The Trakstar DLX series comes with powerful engine and new styling along with extra performance.

Continuing its endeavour to provide affordable mechanization solutions, Trakstar DLX series is best suited for a wide range of applications from pre to post harvest operations. The Trakstar DLX series is currently being introduced in 31 HP and 40 HP categories. Soon the DLX series will also be available across five HP (horsepower) points, between 30 and 50 HP, which covers 80% of the Indian tractor market.

Trakstar DLX is highly compatible with the Trakmate range of implements including cultivators and rotavators. With its new styling, easy control switch, soft clutch and improved leg room, it offers unique proposition to value

seeking farmers. These new DELUXE variants also come with 350 hours service interval, thus reducing visits to service stations as well as the cost of ownership.

Trakstar DLX will be available across Gromax's wide network of dealers in Madhya Pradesh & will be rolled out pan India in coming months.

About Trakstar DLX

- **Unique features**: Powerful engine, comfortable ride, contemporary styling and smooth driving experience.
- **Better Performance**: Trakstar runs on fuel efficient engine with better pulling power and backup torque.
- **Higher Productivity**: With lesser maintenance and better speed, Trakstar DLX series is suitable for all kinds of applications, ensuring better productivity.
- **Comfort & Ergonomics**: Trakstar DLX provides operator comfort and convenience. It has easy control switch and soft clutch
- **Aesthetics**: Stylish new look with new sheet metal and head lamps flush with front panel.
- **Lesser cost of Ownership**: 350 hours service interval for reduced cost of ownership

About Gromax Agri Equipment Ltd.

Gromax Agri Equipment Limited is a jointly owned company between Mahindra & Mahindra Ltd. and the Government of Gujarat with an equity ratio of 60% and 40%, respectively.

Gromax is an agri-equipment company that is committed to the cause of enhancing and enriching the lives of farmers across the nation with its mechanization solutions. The company believes that life of a farmer in India can truly change only when he is able to access mechanization opportunities, thus enabling him to enhance his prosperity. The company's mechanization solutions – Trakstar Tractors and Trakmate farm implements endeavour to carry out this task.

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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