Mahindra & Mahindra unveils unique Precision Farming Solutions at AGRITECHNICA 2019

Farm

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To champion the cause of small landholders globally

Hannover, November 11, 2019: Mahindra & Mahindra Ltd. (M&M), the world's largest tractor manufacturer by volumes and a part of the USD 20.7 billion Mahindra Group, showcased innovative Precision Farming solutions powered by advanced digital technologies for the very first time, at Agritechnica 2019.

On display are a ***Smart Fertilising Solution & a Smart Spraying Solution*** that translate the power of imagery analytics, artificial intelligence and machine learning into commercial benefits for the small landholder.

Not just Farming, Transforming

Accounting for 98% or over 550 million of the world's agricultural holdings, small landholders with under 50 hectares of land play a critical role in farming. Highly vulnerable to the uncertainties of farming, they would benefit enormously from the transformative potential of digital technologies.

However, the steep prices and high complexities of existing solutions that use these technologies make them unaffordable and inaccessible to smaller landholders.

To address this challenge, Mahindra is pioneering **Farming as a Service (FaaS)**, a new delivery model that will provide solutions that are progressive, and at the same time affordable and accessible to these farmers. FaaS is holistic and will integrate ***agronomy advisory, mechanization services and high-tech digital solutions*** to offer farmers support across their full crop cycle. FaaS will provide small landholders access to knowledge and new age practices thus enabling them to improve productivity and profitability in a manner similar to large landholders.

Under FaaS, Mahindra is working on various farm centric solutions to help farmers with smaller landholdings reduce cost of cultivation, improve productivity and therefore income.

Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd. said, ***"With productivity and profitability as key issues of farmers, we at Mahindra want to champion the cause of the small landholding farmers globally, democratising technologies to make a difference in their lives and transform the way farming is done. We want to do this through the introduction of value adding technologies currently unaffordable and inaccessible to them. Our new precision farming initiatives showcased at Agritechnica are fine examples of our efforts in this direction."***

To develop and deploy next-generation solutions that improve farmers outcomes, Mahindra is investing in future ready technologies to provide holistic and affordable offerings to the global farming community and is building technology skillsets beyond farm equipment (Farm Machinery & Tractors). Mahindra has partnered with global names in farm machinery and has strategically invested in agri and technology start-ups, to develop some of the best farming solutions at affordable prices.

Mahindra's eco-system of global innovation centers develop digital and mechanized solutions to transform the way small landholders farm, helping them achieve significantly better outcomes.

Mahindra's Centres of Excellence (CoE).

Japan – Rice Value Chain

Finland – Harvesters

Turkey – Farm Machinery

Canada & Switzerland – Precision Farming Solutions

India – Mechanization Solutions, Affordable IoT and Automation solutions

Mahindra's latest investment in Gamaya of Switzerland, following its previous investments in Resson Aerospace (Canada) and Carnot Technologies (India) has given the company access to cutting edge technologies such as hyperspectral imagery analytics, artificial intelligence, machine learning and IoT.

About Mahindra & 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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