Mahindra launches 3 new Yuvo Tech+ tractors

Farm

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Technology mein No. 1 & har aam mein No. 1

- ***Yuvo Tech+ tractors launched in the (26-31.3 kW) 35-42 HP power range***
- ***Yuvo Tech+ is powered by advanced 3-cylinder mZIP engine and several industry firsts , like 12 F + 3 R transmission & high precision hydraulics***
- ***Yuvo Tech+ is backed up with best in class warranty of 6 years***

Mumbai, October 12, 2021: Mahindra & Mahindra's Farm Equipment Sector, part of the Mahindra Group and the world's largest manufacturer of tractors by volume, today launched a new-age advanced tractor range called the Yuvo Tech+. The tractors will be available in three models: Yuvo Tech+ 275 (27.6 kW-37 HP), Yuvo Tech+ 405 (29.1kW 39 HP) & Yuvo Tech+ 415 (*31.33 kW-42 HP*).

Based on Mahindra's next-generation Yuvo tractor platform, the new Mahindra Yuvo Tech+ is powered by Mahindra's new mZIP 3-cylinder engine which comes with higher cubic capacity technology. The new engine boasts

of the highest torque and best-in-class delivery of power and fuel-efficiency in the category. The Yuvo Tech+ range comes with 12F (forward) + 3R (reverse) transmission technology, with a 3- speed range option (H-M-L) to help select speeds based on soil type & agri applications. With high precision control valves, and best-in-class lift capacity of up to 1700 kgs, the Yuvo Tech+ can handle heavy implements with ease & precision.

A world-class tractor platform, the Mahindra Yuvo was launched in the (26-37.3 kW) 35-50 HP range five years ago and designed and developed at Mahindra's Research Valley (MRV) in Chennai. The Yuvo range is based on over 1,50,000 hours of extensive testing in more than thirty applications and terrains across the world and is the most successful product in Mahindra's stable with over 1,25,000 happy customers.

These products will initially be launched in Uttar Pradesh, Madhya Pradesh, Rajasthan, Chhattisgarh, Bihar, Jharkhand, and Gujarat. This will be followed by new launches from the same platform across markets in subsequent months.

Speaking about the launch, Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd. said, "At Mahindra, our brand purpose is to Transform Farming & Enrich lives. The new advanced mZip engine technology, transmission & hydraulics technology of Yuvo Tech+ makes it the most advanced tractor in its segment. It aims to deliver the best in productivity, comfort, savings & earnings to Indian farmers. With the Yuvo

Tech+ brand promise of 'Technology mein No.1' we are delighted and confident that the product will be very well received by our customers, with its 6 years warranty & aggressive pricing."

Mahindra (FES) is the world's largest tractor manufacturer by volume and India's No.1 tractor brand for more than three decades.

Having rolled-out its first tractor in 1963 through a joint venture with International Harvester Inc., USA, Mahindra & Mahindra in March 2019, became the first Indian tractor brand to roll-out 3 million Mahindra tractors, inclusive of sales to global customers. Known for their exceptional built quality and performance on rugged and unforgiving terrains, Mahindra has leveraged both the Deming Award and the Japanese Quality Medals, as the only tractor manufacturer to have achieved this feat and today has one of the most diverse range of tractors developed for multi-functional use for both domestic and global markets.

With a presence in over 50 countries across six continents, the U.S. is the largest market for Mahindra outside India. Today Mahindra has over 14 tractor manufacturing (8 of them being in India) and assembly units worldwide, with an on-ground presence in North America, Brazil, Mexico, Finland, Turkey, and Japan through subsidiaries.

Key Features & benefits of the new Mahindra Yuvo Tech + tractor range:

Engine Technology: Power aur Mileage mein ho No.1

Powerful 3-Cylinder M Zip engine with enhanced back up torque up to 25%

High Max torque (183 Nm for 31.33kW - 42 HP tractor) -gives more coverage in less time

Best in class PTO HP suitable for rotary implements

Most fuel-efficient engine – saves money

Transmission Technology: Speed options mein ho No.1

12 Forward + 3 Reverse, makes tractor suitable for any soil condition & multi applications

H-M-L speed range – more speed options to select for agri applications

Planetary drive & Reliable and Durable Helical Gear

Advanced Constant mesh transmission for ease of shifting of gears

Hydraulics Technology: Precision mein ho No.1

High precision control valve ensures uniform depth of sowing

Enhanced Lift Capacity up to 1700 kgs, lifts heaviest of implement with ease

Quick Lowering of heavy implement

Factory fitted tipping trailer pipe

Ergonomic design: Comfort me ho No.1.

Genuine Side Shift Gear

Spacious & Full Platform – easy entry & exit

Dual Acting Power Steering – Comfortable driving & enables long working hours

Ergonomically designed pedals & levers

Peace of mind me No.1

6 years warranty best in the industry

Robust Product design

No.1 Channel reach – Easy availability of spares & service points

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership positionin farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/news-room

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Tags :

Mahindra Group	Tractor	Mahindra Yuvo	3-cylinder mZIP engine	12 F + 3 R transmission