Mahindra launches first Samriddhi Centre in Gujarat

Emerging

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Jamnagar: Mahindra's Farm Equipment Sector (FES), one of the world's top tractor brands and the market leader in India, today launched its first Samriddhi Centre for farmers in Jamnagar, Gujarat. Samriddhi Centres have been specially set up by Mahindra to help farmers boost crop productivity and thereby enhance rural prosperity.

'This initiative is a part of our focus on offering customers agribusiness solutions which encompass the entire range of farming activities. Through the Samriddhi Centre, farmers can avail of a host of services under one roof including soil and water testing facilities, finance related services and advice on enhancing agricultural productivity. Mahindra already has a strong rural presence in the country and the Samriddhi Centres will help us establish a long-term relationship with the farming community,' said Mr. Gautam Nagwekar, Chief Operating Officer, Farm Equipment Sector, Mahindra & Mahindra Ltd.

The Samriddhi Centres offer farmers a wide range of agri-related services under one roof. These include insurance products, sales and service of tractors and implements, productivity demo farms, soil and water testing facilities, knowledge updates on the weather, crops, eradication of pests and diseases, mandi prices, etc., via the internet, finance facilities and agri counselling.

As part of this initiative, the company has also set up Mahindra Kisan Mitra (MKM), a website which provides farmers with the latest information relating to crops, weather conditions, loans, insurance schemes, commodity prices, government policies, news and events. FES has also tied up with ETV's Annadata programme which will give farmers across 10 states advice and solutions related to agribusiness. A special toll free number has been set up for this purpose – 1800-425-4085.

The sector has also initiated a special Samriddhi Farmer Award which will be presented to the farmer who delivers the highest yield. The award winning farmer's success story will be highlighted on the MKM website and on ETV's Annadata programme.

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 to win the Deming Application Prize and the Japan Quality Medal, two of the highest quality accolades that can be won by any organization.

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).

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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The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputation list.

Tags :

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