Mahindra Tractors go green-Launch India's first bio-diesel tractor

Farm

Author : mahindraadmin Category : Farm Published : 12/14/2007

Pune: India's undisputed leader in tractors, Mahindra & Mahindra's Farm Equipment Sector (FES), today showcased yet another ecologically friendly marvel – India's first bio-diesel tractor at the Kisan Mela in Pune. It is these technological innovations that have kept Mahindra's at the forefront of rural development and has helped Mahindra Tractors become one of the top three tractor manufacturers in the world. Created entirely through indigenous R&D at Mahindra Tractors, the bio-diesel B5 tractor is yet another first in the Farm Equipment Sectors long line of achievements including the first tractor manufacturer in the world to be awarded the Japanese JQM award for quality.

Commenting at the unveiling of the B5 at the Kisan Mela in Pune, Mr. Sanjeev Goyle, Senior Vice President, Marketing and Sales, Farm Equipment Sector, M&M said, 'Mahindra Tractors have always been in the forefront of technology-driven innovation. The development of the bio-diesel tractor is an outcome of our relentless R&D and commitment towards fuel conservation

and a clean environment. M&M as a responsible corporate citizen is completely committed to fuel conservation and evolution of alternate forms of environment-friendly products now and in the future.'

The Bio-diesel advantage

Use of bio-diesel fuel in conventional diesel engines results in substantial reduction of unburned hydrocarbons, carbon monoxide and particulate matter compared to regular diesel oil. It has better lubrication capabilities, zero aromatics and minimal sulphur. It is safer to handle and use as it has much higher flash point than diesel oil. Biodegradability and non-toxic nature of the material is another great advantage with respect to its use in farming applications and does not dry out hands or burn eyes like diesel exhaust fumes do.

Bio-diesel technology in M&M vehicles is a result of M&M's tireless research and world-class expertise in India's alternate fuel and engine development domains. Mahindra's tractor division has been the market leader in India and the frontrunner in serving the needs of rural development. M&M had initiated its Bio-Diesel programme for Tractors some time back and the 5% bio-diesel option is a result of this evolution. The bio-diesel range of tractors will be rolled out in a phased manner across various geographical locations.

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 three

tractor manufacturers 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 (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components, information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has

made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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