Mahindra TRRINGO touches lives of India’s farmers by crossing 1 lac hour of work in the field

Farm

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- A preferred choice for farmers, TRRINGO successfully drives farm mechanization
- Empowers the farmer to order tractor through its toll free number '1800 266 266 8' or the website www.trringo.com
- Expands franchisee network to over 100+ hubs across 5 states, tractors made available in more than 1,000 villages

Mumbai, January 16, 2018: TRRINGO, India's foremost organized rental services for tractors and agricultural equipment and part of the USD 19 billion Mahindra Group, today announced the successful completion of 1 lac hours of farm mechanization rental, post operationalization of the service in October 2016.

Through rapid expansion into key states, TRRINGO has , clocked over 100,000 hours of work covering more than 1,000 villages by the beginning of 2018. Moreover, it has touched the lives of farmers in the states of Karnataka, Maharashtra, Gujarat, Rajasthan and Madhya Pradesh with over

100 TRRINGO hubs.

TRRINGO has incorporated a new platform in September 2017, with several enhancements. Its digital disruption has been recognized across various platforms – namely, IDC Digital Transformation Award, Assocham India Africa Biz Award and the SABRE Awards South Asia 2017.

Speaking on TRRINGO's milestone, **Atindriya Bose, CEO - Trringo**, said, "We are excited to have begun 2018 by clocking more than 1 lac hours of farm mechanization. This marks a significant milestone in our journey of increasing farm productivity and driving rural prosperity. Since its inception, TRRINGO has played a three-fold role by making farm mechanization accessible for all farmers, generating employment for tractor operators and creating business opportunities for the rural businessman."

Mr. Bose further added, “At TRRINGO we want to improve productivity and reduce cost for the farmer by consistently delivering on our customer value proposition of empowering farmers with advanced farm equipment. All these will play a pivotal role in heralding a new age of agriculture, one that we define as Farming 3.0. Going ahead, we will further expand our base and focus on adding significant value to more farmers."

Today, TRRINGO is the preferred choice for the agricultural community, as it has reached out directly to the farmers and enabled them to deploy mechanization technology on a pay per use basis without having to invest in

the asset. It has also helped bridge the gap between requirement and availability, offering farmers easy access to a wide variety of tractors and other farm equipment. The TRRINGO tagline, "Ab Tractor Call Karo" means - A call to '1800 266 266 8', (the toll free number) connects the farmer to the TRRINGO call center and based on the farmers' requirements, appropriate services are provided through the nearest available tractor and equipments. With TRRINGO, farmers in India are now empowered to order tractors and avail timely services, compared to earlier when they faced problems while ordering tractors in the unorganized market. TRRINGO's brand proposition is 'Ab tractor call karo', ensuring the farmer's right to mechanization with ease.

TRRINGO's way forward is based on 3 key pillars: Building reliable supply of tractors and farm equipment, attracting demand from farmers and ensuring a high quality service experience through a digital platform.

About Mahindra

The Mahindra Group is a USD 19 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.

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