Mahindra launches first dedicated farm machinery plant in Pithampur

Farm

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- Part of Mahindra's aggressive plan to grow its Farm Machinery business (beyond tractors) by 10x in 5 years, through launch of 'Made in India' farm machinery products
- New plant to create the largest hub for farm machinery in Madhya Pradesh.
- Hon. Union Minister of Agriculture and Farmers Welfare Narendra Singh Tomar delivers keynote address at launch function, also attended by key state officials and dignitaries

Pithampur, November 15, 2022: Mahindra & Mahindra Farm Equipment Sector (FES), a part of the Mahindra Group, today formally inaugurated its first dedicated farm machinery plant (non-tractor) in Pithampur, Madhya Pradesh.

The new plant was inaugurated by Honourable Union Minister of Agriculture and Farmers' Welfare, Government of India, Shri Narendra Singh Tomar at an event attended by key state officials, dignitaries and senior leaders from Mahindra & Mahindra.

Mahindra's new farm machinery plant is strategically situated in the industrial city of Pithampur with access to a diverse supplier base, enabling the company to manufacture durable, high-quality, affordable and accessible 'Made in India, for India' farm machinery, marketed in both the Mahindra & Swaraj brands. The plant will also manufacture products for export to global markets in Asia, Africa, Europe and Americas.

With its well-planned lay-out, the new plant is capable of rolling-out a series of new products designed at Mahindra's global technology Centres of Excellence in Finland, Japan and Turkey. The new plant is spread over 23 acres and has a capacity to manufacture 1,200 combine harvesters and 3,300 rice transplanters per year. The Pithampur plant, along with its dedicated supplier park, is eventually expected to provide employment to 1,100 persons.

Speaking at the launch event of the new farm machinery plant, Honorable Minister of Agriculture and Rural welfare, Shri Narendra Singh Tomar said, "It gives me immense pleasure to be here at the launch of this one-of-a-kind facility for farm machinery in Madhya Pradesh, set up by the Mahindra Group. Mahindra has one of the most notable investments in the state providing mass direct and indirect employment in the region. Today, the Group is further enhancing its investment with the launch of its all-new greenfield facility to manufacture 'Made in India' farm machinery in Pithampur. This a milestone moment not just for the Mahindra group, but also for the country and our farmers."

He further added, "Globally, mechanisation has been one of the key components of high agricultural growth and higher food security with several studies suggesting a direct relationship between increased yields and farm mechanisation. With our ambition of doubling farm mechanisation in India by 2030, the Government of India has introduced several schemes and policies to support greater mechanisation of Indian agriculture and bringing Aatmanirbarta in farm mechanisation is one of them."

Hemant Sikka, President, Farm Equipment Sector, Mahindra & Mahindra Limited, said, "Mahindra has been the leader in the Tractorisation of India for several decades and is now determined to be a leader in mechanisation of farming. We aim to grow our farm machinery business by 10x in 5 years and the new farm machinery plant in Pithampur is a key pillar in the execution of this strategy."

Mahindra's Farm Mechanisation Push

With a presence in over 50 countries, Mahindra has a large role to play in mechanising India's farmlands and aims to deliver prosperity, through pioneering technologies for farmers in India and across the world to enable them to Rise.

Driven by its purpose of 'Transform Farming, Enrich Lives' and as the world's largest tractor manufacturer by volume, Mahindra's Farm Equipment Sector has been consistently working towards meeting the changing needs of the agriculture sector, with a complete range of farm machinery products and

solutions (beyond tractors) with inputs and learnings from markets across the world, while having established three global technology Centers of Excellence, through acquisitions in the last decade. These centres allow Mahindra to bring back and adapt technologies relevant for the Indian market, by taking technologies used in large land holding farms around the world and making them affordable and accessible for the small land holding farmer for India and the world.

GLOBAL CENTRES OF EXCELLENCE (CoE)

Japan – CoE for Lightweight tractors and Rice Machinery Value Chain

Finland – CoE for Harvester and Forest Machinery

Turkey – CoE for Farm Implements

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 position in 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.

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