Mahindra celebrates 74th Republic Day with the launch of #DeshKiAawaz campaign

Farm

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Mumbai, January 24, 2023: Mahindra & Mahindra's Farm Equipment Sector, part of the Mahindra Group and the world's largest tractor manufacturer by volume, today commemorated India's 74th Republic Day with a digital film called **#DeshKiAawaz**, recreating the national song Vande Mataram, as a special tribute to the country's farmers.

An immersive digital film, **#DeshKiAawaz** is a recreation of Vande Mataram, with sounds and sights from India's farming ecosystem. The film captures sounds of Mahindra tractors in various applications through exhaust notes and engine sounds, including that of Mahindra's popular tractor and farm machinery range. The film also showcases the diversity of farming across India and captures sights that celebrates the daily life of a farmer.

On India's 74th Republic Day, Mahindra will also organise various customer engagement initiatives across dealerships and aim to create a record of the largest gathering of farmers singing India's national anthem at the same

time.

Hemant Sikka, President, Farm Equipment Sector, Mahindra & Mahindra Ltd said, "Farmers are an integral part of our country's ecosystem, who over the decades, have worked relentlessly to serve our country. Our purpose at Mahindra is to Transform Farming & Enrich Lives and with the **#DeshKiAawaz** campaign we have created something unique to celebrate India's 74th Republic Day across Mahindra's dealerships with our farmers. **#DeshKiAawaz** is our tribute to the farmers of the nation on this special day."

You can watch the #DeshkiAawaz video by clicking the link provided below:

Link: https://youtu.be/SxRfk3SptQU

About Mahindra Tractors & Farm Equipment

Mahindra has been 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 sell 3 million tractors, inclusive of sales to global customers.

Known for their exceptional build quality and performance on rugged and unforgiving terrain, Mahindra's tractors have earned the company both the Deming Award and the Japanese Quality Medals. The company is 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.

Mahindra has a presence in over 50 countries across six continents with the U.S. is the largest market for the company outside India. Today Mahindra has a global manufacturing and assembly presence worldwide with an on-ground presence in North America, Brazil, Mexico, Finland, Turkey, and Japan through subsidiaries.

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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