Mahindra launches 4 Revolutionary OJA Tractor Platforms; Set to Transform Farming Globally

Farm

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Built Tough: To take on any Challenge

- A paradigm shift in tractor design and engineering, the OJA is **Mahindra's Future Ready range of Global Light Weight 4WD Tractors** developed in collaboration with **Mitsubishi Mahindra Agriculture Machinery, Japan**
- Developed to cater to India and global markets, the new OJA platform is versatile, capable of spawning **over 40 tractor models**
- Developed to serve diverse needs of **farming** and **non-farming** applications

OJA: Empowering Farming Globally

- Showcased **3 Light Weight 4WD Tractors** on **3 platforms** in Cape Town
- Engineered Tough to server markets across **6 continents, OJA will be launched in India, North America, Japan, ASEAN, Brazil, Australia, South Africa, Europe** and the **SAARC region**.
- **Loaded with category first technology features, based on Three Technology Packs – MYOJA** (Intelligence Pack), **PROJA** (Productivity Pack) and **ROBOJA** (Automation Pack)

Cape Town, 15, August 2023: Mahindra Tractors, the world's largest tractor manufacturer by volume, today launched its much-anticipated, future ready range of tractors – the Mahindra OJA – at Futurescape, an event held in Cape Town, South Africa.

Derived from the Sanskrit word **"Ojas", meaning Powerhouse of Energy, OJA is Mahindra's most ambitious global lightweight tractor platform.** Developed in collaboration between the engineering teams of **Mahindra Research Valley, India,** the R&D centre for Mahindra AFS and **Mitsubishi Mahindra Agriculture Machinery, Japan,** at an investment of $ 145 million, the new OJA range brings about a transformative shift in Light Weight 4WD Tractor design and engineering, to deliver cutting-edge innovation in tractor technology.

With 4WD as standard, the OJA range is based on 4 platforms:

Sub-Compact - 20-26HP

Compact - 21-30HP

Small Utility - 26-40HP

Large Utility - 45-70HP

Differentiated based on variations in weight and dimensions (length, width, and height), the 4 new platforms are poised to facilitate the introduction of more than **40 distinct tractor models** by Mahindra. Encompassing a broad range of horsepower levels, **from 20HP to 70HP** (equivalent to 14.71kW to

52.48kW), the OJA range leverages **4 Engines and 4 Transmission technologies** ensuring adaptability of the OJA range for a wide range of applications, providing unparalleled versatility and efficiency to handle diverse agricultural tasks.

In Cape Town, **Mahindra unveiled new tractors on 3 OJA platforms – the Sub Compact, Compact and Small Utility platforms**, addressing diverse market needs including that of the U.S., India, and ASEAN. With 4WD as standard, Mahindra also **launched 7 new tractor models for the Indian market** on the Compact and Small Utility platforms. These models **range from 20HP – 40HP (14.91kW – 29.82kW).**

By **partnering with prominent attachment and implement suppliers** at a global level, the OJA range will **provide all-encompassing solutions** tailored to the demands of farmers and a wide range of users. This will result in unparalleled product performance, catering to customers across various segments, including horticulture, paddy and vineyards.

During the Mahindra OJA launch, **Mr. Rajesh Jejurikar, Executive Director and CEO (Auto & Farm Sector), Mahindra & Mahindra,** said 'At Mahindra we are extremely proud with the Global launch of the OJA range, epitomizing innovation to transform farming globally. After kickstarting its exciting journey in India, the OJA range will subsequently be launched across new and existing markets. Encompassing over 25% of the Global Tractor Industry, OJA will also signify our entry into Europe and with Thailand serving as our

gateway, we are all set to enter into the ASEAN region."

Talking about the OJA launch, **Mr. Hemant Sikka, President, Farm Equipment Sector, Mahindra & Mahindra** said, "A powerhouse of energy, the OJA range features 4 Light Weight 4WD Tractor platforms (20-70 hp). Pioneering technologies like Connectivity, Precision, and Automation combined with modern design, operator comfort, and convenience, ensure that the OJA range is world-class in every way. A monumental leap for us at Mahindra, these new tractors will redefine agriculture mechanisation across the globe, promising profound farm productivity."

The Mahindra Oja tractor range will be exclusively manufactured at Mahindra's state-of-the-art tractor facility in Zaheerabad, Telangana, India's largest and most advanced tractor manufacturing plants. A vertically integrated tractor facility, this facility rolls-out Mahindra's wide range of tractors.

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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom

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ANNNEXURE – 1

About The OJA Range

With cutting-edge technologies, the Mahindra OJA range is set to **advance the Mahindra Farm Equipment Sector's Globalization Vision,** significantly unlocking new opportunities for Mahindra Tractors in line with the company's **purpose of 'Transform Farming, Enrich Lives'.** This also includes addressing the needs of varied farming & non-farming applications, including like paddy, cotton, sugarcane, hobby farming, landscaping, vineyard and horticulture.

REDEFINING DESIGN EXCELLENCE IN LIGHTWEIGHT 4WD TRACTORS

The new Mahindra OJA range introduces a **paradigm shift in the world of tractor design** with its new Lightweight 4WD Tractors platforms, empowering farmers to achieve more.

The design philosophy behind the OJA revolves around key attributes like **robustness, progressiveness, unmatched functionality**, setting new benchmarks for modern farming equipment.

The visual identity of the range, with its sharply focused **'Eagle Eye' treatment**, brings to the fore the high-tech underpinnings that are core to this new offering from Mahindra Tractors.

At every level, the design impresses with its proportions that clearly communicates professional intent, a clean and taut surface language that conveys modernity and technology, and superlative detailing that speaks of the highest-end quality and craftsmanship. The execution of fit and finish, as well as the selection of materials, is premium to the sense of touch and feel, ensuring that farmers take pride in their ownership.

To ensure enhanced usability and efficiency, the OJA range boasts an optimal overall height, providing farmers with better visibility and a 360-degree view of their work and implements. Signature lamps across the range and four well-positioned projector headlamps provide enhanced visibility while also

giving the OJA a modern futuristic look. The modular design of the tractor allows for smart provisions like additional work lamps and attachments, ensuring that farmers can tailor their tractors to specific tasks and operational needs seamlessly.

The driver workspace is thoughtfully designed for utmost comfort and ergonomics, with user-friendly and easy-to-understand controls positioned for convenience. The clean and clutter-free appearance ensures a sleek and aesthetically pleasing design. Intelligently designed utility storage areas accommodate tools like a tool kit, chains, hooks, and spanners, streamlining day-to-day farming tasks.

Furthermore, the OJA range places significant emphasis on reducing NVH (Noise, Vibration, and Harshness), ease of service, and enhanced safety during operation.

ANNNEXURE – 2

CORE TECHNOLOGIES

The OJA tractor range boasts several key advantages that elevates its performance and user experience:

Power-to-Weight Ratio: With its best-in-class power-to-weight ratio, the OJA range offers higher power availability, making them agile and suitable for various farming applications.

Enhanced Traction: The OJA range comes with 4WD as standard, ensuring better traction availability, productivity and improved performance in various terrains.

Precision and Performance, with Automation: Equipped with best-in-class engine technologies, featuring higher back-up torque, the OJA range ensures superior performance in terms of fuel economy and lugging abilities. Advanced hydraulics deliver precision in every farm application. Additionally, industry first automation controls across the OJA range enhances the overall precision and performance of the platform.

Comfort and Convenience: The OJA range is thoughtfully designed, catering to user comfort. Tilt and telescopic steering with conveniently positioned controls, side shift controls with color-coded knobs adds to the operator's awareness and convenience.

Cost-Effectiveness: The advanced features of the OJA range contributes to low operational costs during each crop cycle. Lower maintenance cost for every service multiplies the benefits of reduced operational expenses.

OJA TECHNOLOGY PACKS

Developed to cater to the **diverse needs of advanced and progressive farmers**, hobby farmers, and agricultural enthusiasts worldwide, the revolutionary Mahindra Oja **offers unparalleled operational flexibility and efficiency**. The range boasts category-first technology and best-in-class

features, ensuring it meets the highest standards of performance.

The OJA range is powered by three state-of-the-art technology packs for enhanced productivity and experience: ***PROJA (Productivity Pack), MYOJA (Telematics Pack), and ROBOJA (Automation Pack)*** with the technology available first in India.

PROJA – EFFICIENT FARMING FOR A BETTER YIELD

Also known as The Productivity Pack, PROJA is an integral part of the OJA platform, ensuring enhanced application suitability and maximised returns. It aims to reduce manual interventions and operator fatigue, ultimately enhancing productivity, minimizing costs and experience efficient farming, while enhancing the overall product experience, especially in compact field conditions.

The **Creeper Mode** makes sure that the farmer operates with precision. With the lowest speed of 0.3 kmph, enables sowing of seeds with precision and lay mulching sheets with ease.

Formidable compact engine technology ensures exceptionally smooth operations, featuring best-in-class NVH (Noise, Vibration, and Harshness) levels, while generating maximum torque for optimal performance.

The **F/R Shuttle** feature offers multiple reverse speed options leading to improved work speed during field operations. Usage of a single lever for both forward and reverse direction ensures 15-20% of time savings at each turn,

reducing operator fatigue.

Tilt & Telescopic Steering gives the operator the flexibility to adjust both the angle and height of the steering position, for optimal comfort and convenience during operations.

The Wet Electric PTO enables the operator to start and stop the PTO at the click of a button, while manoeuvring between vineyard or row crop-aisles and small puddling fields.

MYOJA – DELIVERING EXCEPTIONAL PRODUCTIVITY & EFFICIENCY

The MYOJA or the Telematics Pack empowers farmers with advanced control over their tractors, via a mobile phone application. The feature provides real-time data on location, fuel usage and tractor health. This proactive approach enhances maintenance planning and ensures farmers are always in control, with a constant eye on the health and functionality of their tractors.

GPS Live Location helps track the live location of the tractor, and enables geofencing, ensuring lesser dependency on the operator.

Service Alerts plays a crucial role in keeping the farmer informed about their tractor's service requirements through proactive service reminders, ensuring timely and efficient servicing.

The Critical Alerts feature provides immediate notifications in the event of major engine-related issues, while ensuring monitoring and detection of

tractor abuse or misuse.

The Diesel Monitoring feature offers visibility into the fuel level and effectively prevents instances of fuel theft.

The Coverage & Trip Calculator provides effortless tracking of the tractor's performance, across both field work and haulage conveniently, ensuring effortless tracking of performance.

ROBOJA – DELIVERING ADVANCED AUTOMATION AND SMART APPLICATIONS TO TRANSFORM PRECISION

For supreme efficiency and precision, ROBOJA or the Automation Pack, eliminates the need for extensive manual intervention while operating a tractor. With category first features it allows OJA tractors to transmit power to additional equipment that do not have their own engine or power source ensuring efficient and precise farming.

The **Auto PTO** feature grants farmers with the ability to effortlessly engage the PTO with a simple touch of a button. The Electric Wet PTO clutch ensures smooth functionality and offers immense ease of use. Additionally, the **Auto PTO can be automatically turned ON or OFF while turning and reversing** of a tractor further enhancing convenience during field operations, while also providing the benefit of saving on costs of pesticides and fertilizers.

The **Auto Implement Lift** function enables automatic lifting and lowering of implements while turning and reversing, further streamlining the tractor's capabilities. Electronic depth & draft control hydraulic systems ensures precise and efficient farming operations.

Auto One-Side Braking allows intelligent brake application on one side during turns, eliminating management of both steering and braking simultaneously, helping tighter turning radius and preventing the risk of skidding or loss of control during turns.

For more information about the Mahindra Oja and its innovative features, please visit https://www.mahindratractor.com/