Mahindra OJA set to Transform Farming in India, with the launch of 7 Revolutionary Lightweight 4WD Tractors

Farm

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Built Tough in India, for India & the World

- *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.***
- *The OJA will be Made in India, for the World -* ***serving diverse markets across 6 continents.***

OJA: Empowering Farmer in India, with World-Class Technology

- Launched 7 models for India, loaded with pioneering first-in-category technology features, based on **Three Technology Packs – MYOJA (Intelligence Pack), PROJA (Productivity Pack) and ROBOJA (Automation Pack)**
- Launched at a price (Pune) of INR 5,64,500 for the OJA 2127 and Rs. 7,35,000 for the OJA 3140

Cape Town, 15, August 2023: Mahindra Tractors, a part of the Mahindra Group and the world's largest tractor manufacturer by volume, has officially 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 INR 1200 crore, 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.

In Cape Town, **Mahindra unveiled new tractors on 3 OJA platforms – the Sub Compact, Compact and Small Utility platforms**, addressing diverse market needs. With **4WD as standard**, Mahindra 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),** for a wide array of applications, for unparalleled platform versatility and efficiency to handle diverse agricultural tasks.

After kickstarting its exciting journey in India, the OJA range will subsequently be launched in **North America, ASEAN, Brazil, Australia, South Africa, Europe and the SAARC region.** Mahindra will also mark its debut in the ASEAN region starting with Thailand in 2024.

Speaking on the launch of the new OJA tractor range, **Mr. Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra said,** "The new OJA range of lightweight tractors is a powerhouse of energy, aimed at progressive farmers. Embodied with innovation and technology, OJA tractors empower Mahindra to address 25% of the Global Tractor industry, while opening new markets like Europe and ASEAN. Unveiling 7 agile Lightweight 4WD Tractors Light Weight 4WD OJA tractors (21-40HP) in India, equipped with pioneering technologies, truly embodies our commitment to revolutionize farming worldwide."

Further talking about OJA's launch plans for India, **Mr. Vikram Wagh, CEO, Farm Division, Mahindra & Mahindra Ltd. said** "The OJA tractor range introduces a paradigm shift in Indian agriculture. With 4WD capabilities as standard, pioneering automation controls amplify precision and performance across the range. Reducing operator effort and elevating farm productivity enables us to further embrace fast growing segments like horticulture and grape farming to redefine mechanized farming. Featuring three advanced technology packs – PROJA, MYOJA, and ROBOJA – we proudly present OJA as India's global innovation. OJA will be exclusively made in Zaheerabad, our youngest tractor manufacturing facility. The range will be available for customers in India starting October."

Alongside the introduction of the OJA range, Mahindra will **enhance its network of over 1100 channel partners**, to enhance customer experience.

MADE IN INDIA, FOR THE WORLD

The Mahindra Oja tractor range will be exclusively manufactured at Mahindra's state-of-the-art tractor facility in Zaheerabad, Telangana, one of 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

Equipped with cutting-edge differentiating technologies, the Mahindra OJA range will 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, vineyard and horticulture and grape farming.

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/