Mahindra’s Farm Equipment Sector records Highest-Ever Tractor Sales of 64,326 Units in India during October 2024

Farm

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Mumbai, November 01, 2024: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for October 2024.

Domestic sales in October 2024 were at **64326** units, as against **49336** units during October 2023.

Total tractor sales (Domestic + Exports) during October 2024 were at **65453** units, as against **50460** units for the same period last year. Exports for the month stood at **1127** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd. said** ***“We have sold 64326 tractors in the domestic market during October, a growth of 30% over last year. The tractor industry has seen very robust growth on the back of many positive factors coming together, notable being a very good monsoon, a good Kharif crop, high reservoir levels which will help in Rabi crops, and the government's announcement of higher***

MSP on key Rabi crops. With festive season providing momentum to positive sentiments, we expect demand to remain strong in the coming months. In the exports market, we have sold 1127 tractors."

Farm Equipment Sector Summary						
	Oct			Cummulative Oct		
	F25	F24	% Change	F25	F24	% Change
Domestic	64326	49336	30%	270562	248060	9%
Exports	1127	1124	0%	9740	7470	30%
Total	65453	50460	30%	280302	255530	10%

** Exports include CKD*

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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