Swaraj Tractors Bats for Farmers with MS Dhoni: Longstanding Customer and Brand Endorser

Farm

Author : mahindraadmin Category : Farm Published : 4/8/2025

Mohali, 08 th April 2025: Swaraj Tractors, a leading brand and part of the Mahindra Group, proudly announced the continuation of its partnership with legendary cricketer and loyal customer, MS Dhoni. This continued collaboration reflects Swaraj's commitment to empowering Indian farmers with innovative and reliable mechanization solutions.

Since the original announcement in June 2023, MS Dhoni's association has strengthened Swaraj's connection with the farming community. His personal experience as a farmer and deep-rooted ties to agriculture make him an ideal ambassador for the brand. Dhoni's influence has not only bolstered Swaraj's presence but also inspired farmers across generations to embrace modern, tech-driven agricultural practices. This partnership underscores Swaraj's focus on empowering youth and progressive farmers while remaining true to the values trusted by India's farming community.

Speaking about the extension of this collaboration, **Gaganjot Singh, CEO of Swaraj Division at Mahindra & Mahindra Ltd.**, said, *"We are delighted to continue our partnership with MS Dhoni, whose values resonate deeply with Swaraj's mission of driving agricultural innovation. Dhoni's endorsement reinforces our commitment to empowering farmers and inspire the next generation to adopt advanced mechanization solutions."*

Sharing his thoughts, **MS Dhoni** stated, *"Farming is not just a passion for me—it's a way of life. Swaraj has been a trusted partner in my agricultural journey, helping me tackle challenges with confidence. I am proud to continue working with a brand that strives to make a meaningful difference in farmers' lives and contribute to the progress of Indian agriculture."*

The renewed partnership will feature MS Dhoni in upcoming campaigns showcasing Swaraj's state-of-the-art tractors, innovative features, and farmer-centric benefits, further strengthening the brand's connection with its audience.

Watch Dhoni's association with Swaraj Tractors develop through the years in the digital films below:

- Naya Swaraj Mera Swaraj
- Naya Swaraj Target 630 | Hindi
- Explore with MS Dhoni: How Swaraj Tractors is Future-Ready - Assembly Line

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/news-room

About Swaraj

Swaraj Tractors, a division of the Mahindra Group, is India's second largest and rapidly growing tractor brand. Established in 1974 and based in Punjab, the grain bowl of India, Swaraj is a brand created 'by the farmer, for farmer', as many of its employees are also farmers themselves. They bring real-world experience to create an authentic, powerful product with assured performance and enduring quality, all designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors manufactures a range of tractors

from 11.2 kW (15 HP) to 49.2 kW (65 HP), providing comprehensive farming solutions and pioneering horticulture mechanization.

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