Swaraj Tractors Achieves 25 Lakh Production Milestone

Farm

Author : mahindraadmin Category : Farm Published : 8/29/2025

- *Production grows fivefold since first milestone of 5-lakh units in 2002*
- *A celebration of Strength, Scale, and Resilience, fueling India's drive towards Farm Mechanization*
- *Milestone showcases Swaraj's deep emotional connect and enduring trust among Indian farmers*

Mohali, August 29, 2025: Swaraj Tractors, part of the Mahindra Group and one of India's leading tractor brands today announced the roll-out of its 25 th lakh tractor from its manufacturing facility in Mohali, Punjab. The significant milestone comes just three years after Swaraj crossed the 20-lakh production mark in 2022, reaffirming Swaraj Tractors as the fastest growing tractor brand in India's domestic tractor industry.

Swaraj's journey began in 1974 with the launch of its first model 'Swaraj 724' in the 20–25 HP category marking the debut of India's first indigenously designed and manufactured tractor. Born out of the spirit of self-reliance

during the Green Revolution, the brand name 'Swaraj' itself draws from the powerful sentiment of independence and self-sufficiency. Swaraj offered a rugged, reliable, and affordable tractor built by Indian engineers for Indian farmlands. Over the decades, Swaraj has remained true to its roots, leveraging customer insights, constantly evolving its tractor and farm mechanisation solutions and deepening the brand's relationship with the farmers.

Having marked a 05-lakh production milestone in 2002, in just 23 years since Swaraj has grown fivefold to reach 25 lakh units. This serves as a testament to Swaraj's strong presence in Indian agriculture.

The Swaraj portfolio includes a range of tractors that combines robust performance with simplicity and sophistication. The range comprises iconic models like the Swaraj 855, 735, 744, 960, 742, 963, Swaraj Target, and the recently launched Naya Swaraj range, showcasing the brand's capability to cater to emerging segments and lightweight farming solutions

Commenting on the milestone, **Mr. Veejay Nakra, President – Farm Equipment Business, M&M Ltd.**, said, *"Swaraj's 25 lakh production milestone reflects the trust that generations of farmers have placed in the brand. Born from India's spirit of self-reliance Swaraj continues to empower farmers reinforcing our commitment to Transform Farming and Enrich lives."*

Mr. Gaganjot Singh, CEO – Swaraj Division, M&M Ltd., furthered added, *"For us at Swaraj, each tractor is more than just a machine, it is a partner in the farmer's progress with reliable performance, low operating cost and solutions tailored to their needs. Our deep connect with the farming community comes from understanding their aspirations, challenges, and way of life. Achieving the 25-lakh mark is a proud moment for our entire team, and an inspiration to further support Indian farmers in their journey towards greater prosperity"*

From the quiet pride of a farmer buying his first tractor to the generational trust that passes from parents to children, Swaraj has been woven into the fabric of rural India. The Swaraj tractor range offers dependable performance in varied terrains, delivering value year after year, making it a brand that is an inseparable part of India's farming story.

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.

Twitter: https://twitter.com/TractorsSwaraj

YouTube: https://www.youtube.com/c/SwarajTractors/

Facebook: https://www.facebook.com/SwarajTractors

Instagram: Insta Swaraj Tractors (@swarajtractorsofficial)

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation 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

Media contact information:

Shruti Chhabra

Corporate Communications

Mahindra & Mahindra Ltd.

Email: chhabra.shruti@mahindra.com