Mahindra Tractor’s ARJUN series celebrates 25 Years of Empowering Indian Farmers

Farm

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A trusted companion for 25 years, Mahindra Tractors ARJUN series has transformed
farming across India with power, productivity and unmatched reliability

Mumbai, September 04, 2025: Mahindra Tractors, part of Mahindra’s Farm Equipment Business, the world’s largest tractor manufacturer by volume, proudly celebrates 25 years of its iconic tractor series, the ‘Mahindra ARJUN series’. One of India’s most trusted tractor brands, the ‘Mahindra ARJUN series’ is a **tough, rugged and versatile higher horsepower series,** which offers **maximum operator comfort** for **great customer value**, **across agri and non-agri applications.**

In celebration of this milestone, Mahindra Tractors is proud to offer a **standard 6-year warranty across the ARJUN series.**

Introduced in 2000 with three initial horsepower variants, Mahindra Tractor’s ARJUN series has undergone continuous upgrades to meet the rigorous demands of farming and haulage operations, while staying compliant with

evolving emission standards, including TREM III and TREM IV. Today, the series is **offered in both 2WD and 4WD configurations**, with power ratings of up to 60 HP. Powered by **Mahindra's advanced mDI and CRDe 4-cylinder engine** technologies, Mahindra Tractor's ARJUN series' delivers best-in-class power and fuel efficiency; a preferred choice for farmers and a dependable partner for heavy-duty haulage operations.

Constant mesh transmission with dual clutch technology for **easy gear shifting**, **high max torque** and **excellent backup torque** ensures that the Mahindra ARJUN series handles sudden increases in load, or when operating at lower speeds. **Class leading PTO power** and **advanced hydraulics systems** ensures **unmatched performance for every kind of implement**, helping farmers **maximize productivity** for critical operations like **land preparation, puddling for paddy, deep tillage, sugarcane haulage**, and **harvesting**.

Talking about this milestone,**Veejay Nakra – President, Farm Equipment Business, Mahindra & Mahindra Ltd. said,** *"We take immense pride in the Mahindra Tractor's ARJUN series — a name that has earned the trust of over 2.5 lakh farmers across India. Built with Mahindra's legendary toughness, the Mahindra ARJUN series has been a reliable partner in both farming and haulage for 25 years. Whether in the wheat fields of Punjab, the cotton belts of Maharashtra, or the rice paddy fields of Tamil Nadu, the Mahindra ARJUN series continues to power prosperity across India's diverse farmlands."*

Mahindra Tractor's ARJUN series includes **five models**, with each model designed to meet unique farming needs for first-generation farmers investing in mechanization, large landholders or haulage operators.

The Mahindra Tractor's ARJUN series is sold through Mahindra's extensive tractor dealer network across the country, along with a comprehensive range of farm implements. Additionally, the tractor series is also offered with convenient and attractive finance schemes from Mahindra Finance.

About Mahindra Tractors

Mahindra Tractors is India's No.1 tractor brand and has been the country's largest tractor manufacturer by volume for nearly four decades, with Mahindra having rolled out its first tractor in 1963 through a joint venture with International Harvester Inc., USA. Built 'Tough', Mahindra Tractors are known for their exceptional build quality and performance on rugged, unforgiving terrains. This reputation has earned the Mahindra Tractor brand prestigious global recognition, including the Deming Award and the Japanese Quality Medal—making it the only tractor manufacturer to receive both honors.

In March 2024, Mahindra Tractors became the first Indian tractor company to sell 4 million tractors globally, with a presence in over 50 countries across six continents. Powerful, fuel-efficient, and designed for longer duty cycles, Mahindra Tractors offers the widest portfolio of over 300 tractor models, developed through world-class product development, R&D, testing, and

manufacturing standards. Proudly made in India, Mahindra Tractors are manufactured across five locations in the country, while also maintaining a strong global manufacturing and assembly footprint through subsidiaries and joint ventures in North America, Brazil, Finland, Turkey, and Japan. The U.S. is the second-largest market for Mahindra Tractors after India.

The Mahindra Tractors range is supported by India's most comprehensive network for sales, service, and spares—ensuring the lowest total cost of ownership and the highest resale value in the industry. In addition to tractors, Mahindra also has a significant presence in farm machinery, offering a comprehensive range of self-propelled and tractor-driven machinery that provides solutions across the entire agri-machinery value chain.

Learn more about Mahindra Tractors:

Website: https://www.mahindratractor.com/

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