Outdoor Play Gets Furthermore Exciting for Young Drivers with Mahindra’s Ride-On Toy Tractor

Farm

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The scale replica of the Mahindra Tractor NOVO series blends fun and lets children
discover farming practices through imaginative outdoor play

Mumbai, 11 September 2025: Taking outdoor play to the next level, Mahindra Tractors, India’s No.1 tractor brand has introduced a new Ride-On Electric Toy Farm Tractor designed to let children experience the joy of riding a tractor and encourage active, imaginative play.

A scale replica of Mahindra Tractors flag-ship NOVO tractor series, in its distinctive red hue, complete with NOVO-themed decals, the new ride-on toy tractor is intended for children ages 3 and above, helping them gain tractor knowledge from an early age and encouraging lifelong learning in agriculture.

Battery-powered and developed at a scale of 1:2.5, with a weight capacity of up to 30 kilograms, this realistic toy tractor is comfortable and easy for children to operate. With a sturdy, low-riding design, children can confidently

climb on and ride, controlled by a steering wheel. The tractor features dashboard buttons for power, forward/reverse function, speed control, and parking, with a safe maximum speed of 7 km/hr, making it a delightful addition to backyard or neighbourhood park playtime.

The new Mahindra ride-on toy tractor is powered by a safe, rechargeable battery and holds BIS certification, ensuring the highest standards of safety and quality for young users. For added child safety, the tractor is equipped with comfortable seating and broad, skid-free wheels, making the ride secure and stable in various play environments. Beside intuitive dashboard controls, parents can conveniently operate the battery-powered tractor via a wireless remote control with a range of up to 9 meters, enabling close supervision and enhanced safety while children play.

Children can also enjoy listening to their favourite nursery rhymes and music with in-built Bluetooth connectivity, a USB port, and an AUX port.

- Product Dimensions – 1360mm×790mm×750mm
- Packaging dimensions – 1365mm×805mm×650mm
- Main Material used – PP (polypropylene)

The Mahindra Ride-On Electric Toy Tractor is now available at an attractive price of ₹24,999/- on www.mahindratractor.com. It can also be purchased at Mahindra Tractor dealerships across India, alongside a range of branded merchandise including the Mahindra OJA Remote Control Toy Model, t-shirts,

jackets, bags, and more.

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/

Instagram: https://www.instagram.com/mahindratractorsofficial/?hl=en

Facebook: @MahindraTractorsIndia

X: https://x.com/TractorMahindra

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