Mahindra celebrates 11 years of the Iconic NOVO Tractor series

Farm

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Launches Premium New Features across the range

- ✓ ***Creeper Mode*** for Low-speed Operations
- ✓ Attractive ***Metallic Red Colour*** now starting at 50HP
- ✓ ***mBoost*** technology – 1 tractor, 3 driving modes
- ✓ ***MahaLIFT Hydraulic with 'QLift'*** – 2900kg High Lift capacity
- ✓ ***Digisense 4G*** – Connected Tractor Tech
- ✓ ***Other factory fitted accessories*** across the range for enhanced value
- ✓ Introduction of ***O6-year warranty*** as standard across the range

Mumbai, September 15, 2025: Mahindra Tractor, India's No.1 tractor brand, proudly celebrates 11 years of its flagship 'Mahindra NOVO tractor series'.

Built tough, the Mahindra NOVO tractor series is a high-performance range engineered for durability, advanced technology, and powerful yet fuel-efficient engines. With high maximum torque and excellent backup torque, it

delivers unmatched performance across a wide variety of farming equipment. Available in multiple horsepower options ranging from 49 HP to 74 HP, the Mahindra NOVO tractor series is ideal for diverse farming applications such as ploughing, tilling, sowing, and transportation.

The Mahindra NOVO tractor series includes the ***NOVO 605 DI PS, NOVO 605 DI PP, NOVO 655 DI PP*** and ***NOVO 755 DI PP*** in both 2WD & 4WD variants. Each model is engineered to cater to meet specific farming conditions, setting new benchmarks in performance, comfort, and versatility for Indian farming conditions.

To mark this milestone, Mahindra Tractors has introduced a range of premium features in the NOVO Tractor series, tailored specifically for Indian farming conditions. These include features like the ***Creeper Mode, mBoost technology, Smart Balancer Technology*** and the ***MahaLIFT Hydraulic system*** with ***'QLift'***. These enhancements are available in models over 50hp, with the range now featuring in a premium ***Metallic Red*** finish. Mahindra has also introduced a ***standard warranty of 6-year warranty*** across the NOVO series.

The ***Creeper Gear Mode*** enables ultra-low speeds of 0.3 to 0.4 km/h, allowing operators to perform precision tasks such as onion planting and banana mulching using implements like rotavators. This feature ensures delicate crops are handled with care, minimizing damage and maximizing yield

Equipped with Mahindra Tractors revolutionary, future-ready ***CRDe engine***, through the NOVO series, Mahindra has introduced the industry-first ***mBoost technology***. This feature allows operators to customize and optimize tractor performance across three distinct drive modes—***DIESEL SAVER, NORMAL, and POWER***—catering to a wide range of farming and commercial operations.

Smart Balancer technology reduces engine noise and vibrations, ensuring a quieter and more comfortable ride, even during extended operations. This is further enhanced by a ***forward-reverse (FR) shuttle with smooth gear shifting***, making it ideal for loader and dozer applications commonly used in construction, mining, and other industries.

The next-gen ***MahaLift Hydraulics*** in the Mahindra NOVO tractor series, enables best-in-class lift capacity of 2700 – 2900 kgs, with a ***'QLift'*** button operated hydraulics system for seamless operations. Superior pump flow enables smooth lifting of heavy equipment like super seeders and potato planters. QLift also ensures maximum PTO power and ease of operations for equipment like rotavators, all-kinds of ploughs, TMCH (Tractor Mounted Combine Harvester), mulchers and power harrows.

The Mahindra NOVO tractor series also features Mahindra's next-generation ***DigiSense*** technology for farmers to monitor their tractors remotely via their smart phones. DigiSense provides insights into *fuel consumption*, *acreage covered*, *trips made*, as well as *tractor performance*. Additionally, the *Geofencing*

feature ensures the tractor stays within predefined boundaries.

The flat platform of the NOVO tractor series allows easy movement for the operator. An **8-inch air cleaner** and **large radiators** helps maintain optimal engine temperature, enabling longer operating hours.

The company will also offer the following factory-fitted features as optional add-ons.

- **Factory-Fitted Fibre Canopy:** Protects the operator from the sun during long working hours.
- **Factory-Fitted Accessories:** Includes Jeriken weight, front tyre mud guard, and ROPS (Roll over Protection Structure) for enhanced safety and durability.
- **Factory-Fitted Aux Valve:**Supports a wide range of hydraulic implements for increased productivity.
- **4-Way Adjustable Captain Seat with Arm Rest:**Provides unmatched comfort, reducing fatigue during extended use.

To mark the 11-year milestone of the iconic NOVO Tractor series, Mahindra Tractors has introduced a ride-on toy tractor, a scale replica of the Tough tractor for young drivers.

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

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