Swaraj Tractors extends association with MS Dhoni; partnership enters a new strategic phase

Farm

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Unveils new DVC 'Bharosa' celebrating shared value of Power, Trust and Reliability

Mohali, February 23, 2026: Swaraj Tractors, a part of the **Mahindra Group**, today announced the renewal of its partnership with **MS Dhoni** as the brand's endorser. Built on shared values, the association has grown into a strategic pillar of Swaraj's brand evolution, ever since the former Indian Skipper chose a Swaraj tractor for his own farm operations — adding authenticity and real-world credibility to the partnership.

MS Dhoni has enhanced Swaraj's brand visibility and strengthened customer consideration for the brand. His rooted persona, strong credibility, and dependable image align closely with Swaraj's core values of being powerful and trustworthy.

Commenting on the continued association, **Gaganjot Singh, CEO, Swaraj Division M&M Ltd.** said: *"MS Dhoni reflects the ethos of Swaraj — dependable,*

authentic, and consistently focused on performance. This partnership has helped us strengthen our connect with customers while reinforcing the values that define the brand. As we move ahead, his association will play an important role in building greater resonance for Swaraj across markets and supporting our efforts to present the brand with contemporary outlook and energy while staying true to its legacy."

The extended partnership will see Dhoni feature in Swaraj's upcoming integrated campaigns across platforms and play a key role in building momentum around the brand's next big product introduction, designed for the evolving needs of progressive Indian farmers.

Ushering in the next phase of its association with MS Dhoni, Swaraj Tractors has also launched a new campaign **"Bharosa"** celebrating unmatched power, trust and reliability -a natural reflection of the values embodied by both the brand and cricketing icon. Here are the links for the new campaign

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IG:

https://www.instagram.com/reel/DU8GXk4Apr3/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

YT: https://youtube.com/shorts/hGkOxapE_6I?feature=share

About Swaraj

Swaraj Tractors, a division of the Mahindra Group, is India's rapidly growing tractor brand. Established in 1974 and based in Punjab, the grain bowl of India. Swaraj is a brand created 'by the farmers, for farmers', as many of its employees belong to farming community, 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), Farm Machinery and Harvesters providing comprehensive farming solutions and pioneering in 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 of companies with 324,000 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.

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