Mahindra introduces New Rotavator Series with Bold New Look & Enhanced Mast Design

Farm

Author : mahindraadmin Category : Farm Published : 3/6/2026

- *Developed to match the evolving needs of progressive farmers seeking performance with a premium visual and functional appeal*
- *Offering superior structural integrity and enhanced durability, Mahindra's new Rotavator series will be offered in the Heavy rotavator category*
- *Will offer limited-edition Mahindra Rotavators in tricolour-inspired hues*

Mumbai, February 27, 2026: Mahindra & Mahindra India's No.1 tractor company and among the largest farm machinery and rotavator makers in India has announced the launch of its new Mahindra Rotavator series. Featuring **a bold new look** and **characterized by a wider mast design**, the new Mahindra Rotavator series ensures heavy duty performance and a robust overall appearance. The new rotavator series will be available under the Heavy Duty rotavator category – ***Mahavator & Mahavator HD*** – spanning 4 to 9 feet.

Developed based on comprehensive market analysis and feedback from farmers, Mahindra's new Rotavator series ***delivers superior structural integrity*** and ***enhanced durability***. The new range offers greater functional impact to take on heavy duty tillage operations and wear and tear, with improved stability and handling, while also ensuring long-term reliability on tough and uneven farm surfaces commonly found in India.

Commenting on the new look rotavator series, Dr. Anusha Kothandaraman, Vice President & Head – International Operations & Business Head – *Farm Machinery* - Mahindra Farm Equipment Business explains, *"Farm mechanization is crucial to farm productivity and rotavators play a crucial role in efficiently preparing farmlands. At Mahindra our newly designed rotavators are developed to further deliver superior performance, while also elevating a farmer's sense of ownership of the farm equipment that support their livelihood beyond tractors. Offered initially in the 4 to 9 feet category, the new look rotavators will reach farmers through a phased rollout across Mahindra's extensive dealer network."*

While the newly designed rotavator range will replace Mahindra's current rotavator models, ***Mahindra will continue to offer its existing model line-up*** giving customers a complete portfolio that addresses diverse farming preferences and operational requirements.

To celebrate the spirit of our nation, Mahindra also introduced a ***limited-edition Mahindra Rotavators in tricolour-inspired hues—Metallic Orange, Everest White and Metallic Green.***

Available in Mahavator HD, Supervator and Gyrovator ZLX+ variants, this edition stands as a tribute to the strength and resilience of India's farming community.

Mahindra also offers an **'Intelligent Rotavator' – a patented innovation under the brand name Tez-e.** With Bluetooth technology integrated into the rotavator, the intelligent rotavator transmits real time information from the farm seamlessly onto a mobile application. This is where cutting-edge technology meets the age-old tradition of tilling, redefining precision farming.

Mahindra is among the largest rotavator manufacturers in the country, with the company's extensive rotavator range designed and tested to world-class standards, with the company working closely with farmers to ensure optimum performance and reliability for varied farming condition across India and the world. **MADE IN INDIA**, Mahindra rotavators are manufactured at a dedicated manufacturing unit in Nabha, Punjab and Zaheerabad, Telangana.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 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.

About Mahindra Tractors & Farm Machinery

Mahindra rolled out its first tractor in 1963 through a joint venture with International Harvester Inc., USA, is the only Indian company to have sold over 4 million tractors globally. With a presence in over 50 countries across six continents, Mahindra's largest market outside India is the U.S. The company also maintains a strong global manufacturing and assembly footprint through subsidiaries and joint ventures in North America, Brazil, Turkey, and Japan.

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. Having set up its first dedicated farm machinery manufacturing facility in Pithampur, Madhya Pradesh in 2023, the facility is capable of rolling-out a series of new products designed at Mahindra's global technology Centres of Excellence. It is spread over 23 acres and can manufacture 1,200 combine harvesters and 3,300 rice transplanters per year.

Learn more about Mahindra Farm Machinery:

Website: https://mahindrafarmmachinery.com/

Instagram: https://www.instagram.com/mahindra_farmmachinery/

Facebook: https://www.facebook.com/profile.php?id=100092196235213

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