

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

*Farm*

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- *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/](https://www.instagram.com/mahindra_farmmachinery/)

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

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