

Mahindra Tractors launches 'Duniyo Vich Ikko Lalkaar' campaign in Punjab, in collaboration with Sukhbir Singh and Parmish Verma

Farm

Author : mahindraadmin Category : Farm Published : 8/4/2026

- *Campaign launched through a high-energy music video bringing alive the brand's scale, power and technology through a vibrant cinematic journey across Punjab*
- *Music video features Sukhbir Singh recreating his iconic 'Oh Ho Ho Ho' song in collaboration with Parmish Verma*

Chandigarh, August 04, 2026: Mahindra Tractors, part of the Mahindra Group and India's No.1 tractor brand, announced the launch of 'Oh Ho Ho Ho', a high-energy music video released under its new Punjab-focused brand campaign, 'Duniya Vich Ikko Lalkaar', at an event held in Chandigarh today. The new music video is based on Sukhbir Singh's globally renowned, energetic and celebratory track 'Ishq Tera Tadpave', popularly known as 'Oh Ho Ho Ho', first released in 1999.

The music video brings alive Mahindra Tractors' scale, power and technology through a vibrant cinematic journey across Punjab. Featuring celebrated Punjabi singer, songwriter and performer Sukhbir Singh, popularly known as the 'Prince of Bhangra', and rapper, music video director, videographer and actor Parmish Verma, the new music video is a contemporary reimagination of 'Oh Ho Ho Ho'. This marks the beginning of

a broader 'Duniya Vich Ikko Lalkaar' campaign, that will continue to engage audiences through multiple touchpoints, celebrating the pride and progressive mindset that connect Mahindra Tractors with Punjab and its people.

The campaign celebrates the aspirations and enterprising spirit of Punjab's people while showcasing Mahindra Tractors' scale and deep-rooted connection with the region. It recognizes Punjab as one of the world's most progressive agrarian societies, where Mahindra tractors has earned the trust of customers built over decades of shared progress.

Parikshit Ghosh – Sr. Vice President & Head – Marketing & National Business Operations, Mahindra Tractors said, ***"Mahindra Tractors is a global brand born in India, trusted by farmers across markets and recognised for its power, technology and performance. Through Duniya Vich Ikko Lalkaar, we are celebrating the shared spirit of ambition, confidence and global influence that defines both Mahindra Tractors and Punjabi music. This is an expression of our global offerings, bringing together culture and creativity to connect with audiences in a way that is contemporary and unmistakably Punjabi."***

Sukhbir Singh said ***"Growing up, Mahindra Tractors was a common sight on farms, and over the years I have watched this brand become a global success story while staying deeply connected to Indian farming. This journey of Mahindra Tractors resonates strongly with me personally. I am delighted to collaborate with this powerful brand on 'Duniya Vich Ikko Lalkaar. It was exciting to recreate my song with these campaign lyrics that celebrate the passion, pride and global influence that both Punjab and Mahindra Tractors share."***

This enduring association with Punjab has enabled Mahindra Tractors to remain closely connected to the state's farming practices and evolving agricultural needs, reflected in award-winning tractor platforms such as the Mahindra NOVO series, Mahindra ARJUN series and Mahindra YUVO TECH+. These tractor platforms have been engineered to deliver the power, technology, performance and durability required for Punjab's highly progressive agrarian economy.

Watch the video here:

Instagram -

<https://www.instagram.com/reel/DbnKezlhKwQ/?igsh=dHBkajl0MnVzNzhi>

YouTube - <https://youtu.be/3zLzb3NOXxA?si=8dwZDzj6D2qrKK7l>

Facebook:

<https://www.facebook.com/share/v/18KGLKNasW/?mibextid=wwXlfr>

X: <https://x.com/TractorMahindra/status/2084571731214356740?s=20>

Join Mahindra Tractors Whatsapp channel:

<https://whatsapp.com/channel/0029Vb3HUCb6buMGCrSDKy2D/949>

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. Known for its tough and reliable machines, the brand has earned global recognition, including the prestigious Deming Award and the Japanese Quality Medal.

With a presence in over 50 countries, Mahindra Tractors has sold over 4.5 million tractors globally. The company offers a wide portfolio of products supported by strong R&D, advanced manufacturing, and a comprehensive service network, ensuring high performance, low cost of ownership, and exceptional resale value.

Learn more about Mahindra Tractors:

Website: <https://www.mahindractor.com/>

Instagram: <https://www.instagram.com/mahindractorsofficial/?hl=en>

Facebook: [MahindraTractorsIndia](#)

X: <https://x.com/TractorMahindra>

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