

REF:NS:SEC:  
27<sup>th</sup> September, 2019

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> Floor,  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400051.

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400001.

**Bourse de Luxembourg**  
Societe de la Bourse de Luxembourg  
Societe Anonyme/R.C.B. 6222,  
B.P. 165, L-2011 Luxembourg.

**London Stock Exchange Plc**  
10 Paternoster Square  
London EC4M 7LS.

Dear Sirs

**Sub: Gromax Agri Equipment launches Trakstar DLX, a new deluxe variant of tractors  
To offer more value to the farmers with powerful engine & extra performance**

Please find enclosed a Press Release issued by Gromax Agri Equipment Limited, a subsidiary of the Company.

No new product is being launched but the Company is voluntarily furnishing the details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September, 2015 which are given below:

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Trakstar DLX
b)	date of launch;	27 <sup>th</sup> September, 2019
c)	category of the product;	31 HP and 40 HP
d)	whether caters to domestic/ international market;	Domestic
e)	name of the countries in which the product is launched (in case of international)	Not Applicable

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,  
For MAHINDRA & MAHINDRA LIMITED

  
NARAYAN SHANKAR  
COMPANY SECRETARY

Encl.: a/a

## Press Note

### **Gromax Agri Equipment launches Trakstar DLX, a new deluxe variant of tractors**

*To offer more value to the farmers with powerful engine & extra performance*

**Bhopal, September 27, 2019** : Gromax Agri Equipment Limited, today announced the launch of its new deluxe variant of tractors - Trakstar DLX in Madhya Pradesh. The Trakstar DLX series comes with powerful engine and new styling along with extra performance.

Continuing its endeavour to provide affordable mechanization solutions, Trakstar DLX series is best suited for a wide range of applications from pre to post harvest operations. The Trakstar DLX series is currently being introduced in 31 HP and 40 HP categories. Soon the DLX series will also be available across five HP (horsepower) points, between 30 and 50 HP, which covers 80% of the Indian tractor market.

Trakstar DLX is highly compatible with the Trakmate range of implements including cultivators and rotavators. With its new styling, easy control switch, soft clutch and improved leg room, it offers unique proposition to value seeking farmers. These new DELUXE variants also come with 350 hours service interval, thus reducing visits to service stations as well as the cost of ownership.

Trakstar DLX will be available across Gromax's wide network of dealers in Madhya Pradesh & will be rolled out pan India in coming months.

#### **About Trakstar DLX**

- **Unique features:** Powerful engine, comfortable ride, contemporary styling and smooth driving experience.
- **Better Performance:** Trakstar runs on fuel efficient engine with better pulling power and backup torque.
- **Higher Productivity:** With lesser maintenance and better speed, Trakstar DLX series is suitable for all kinds of applications, ensuring better productivity.
- **Comfort & Ergonomics:** Trakstar DLX provides operator comfort and convenience. It has easy control switch and soft clutch.
- **Aesthetics:** Stylish new look with new sheet metal and head lamps flush with front panel.
- **Lesser cost of Ownership:** 350 hours service interval for reduced cost of ownership

#### **About Gromax Agri Equipment Ltd.**

Gromax Agri Equipment Limited is a jointly owned company between Mahindra & Mahindra Ltd. and the Government of Gujarat with an equity ratio of 60% and 40%, respectively.

Gromax is an agri-equipment company that is committed to the cause of enhancing and enriching the lives of farmers across the nation with its mechanization solutions. The company believes that life of a farmer in India can truly change only when he is able to access mechanization opportunities, thus enabling him to enhance his prosperity. The company's mechanization solutions – Trakstar Tractors and Trakmate farm implements endeavour to carry out this task.

## **About Mahindra**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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