

MS Dhoni: a proud customer, now endorses Swaraj Tractors

Farm

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The legendary wicket-keeper-batsman, a farmer and an existing customer of Swaraj Tractors, will now officially endorse the brand

Mumbai, June 02, 2023: Mahendra Singh Dhoni (MS Dhoni), legendary wicket-keeper-batsman, a farmer and an existing customer of Swaraj Tractors, will now officially endorse the brand. His association with Swaraj Tractors will reinforce the brand's commitment to provide innovative and reliable mechanisation solutions to farmers in India.

MS Dhoni's strong connect with the farming community and understanding of the agricultural sector makes this partnership prefect for the brand Swaraj. The announcement was made today, during the grand launch of Swaraj's highly anticipated range of Compact lightweight tractor, the "Swaraj Target."

MS Dhoni, "Coming from a small town, farming is not far from our day-to-day life. I always found it fascinating. When I started spending more time at my farm during the pandemic, I realised we need farm mechanisation to save time and we need a powerful tractor to do the job. This led me to choose Swaraj and I am extremely happy with the product and now to be formally associated with it."

Rajesh Jejurikar, Executive Director & CEO Auto and Farm Sector at M&M Ltd., “We are delighted that someone like Dhoni who is into farming and is already using a Swaraj tractor in his farm, has decided to endorse the brand. We strongly believe that his endorsement will motivate young and progressive farmers towards adopting farm mechanisation.”

Watch Dhoni talking about his love for farming in this video:

<https://youtu.be/0uQpvlyQXSI>

MS Dhoni will feature in a new advertising campaign for Swaraj tractors, which highlights Swaraj tractors' best-in-class features and unrivalled benefits, which will help farmers increase productivity and efficiency.

About Swaraj

Swaraj Tractors a division of Mahindra Group is India's second largest and rapidly growing tractor brand. Established in 1974, based in Punjab, the grain bowl of India, Swaraj is a brand that is made by the farmer, for the farmer as many of its employees are also farmers. They bring real world performance and create an authentic, powerful product with assured performance and enduring quality, designed with one purpose – enabling the Indian farmer to Rise. Swaraj Tractors manufactures tractors in the range of 15HP to 65HP, provides complete farming solutions and are pioneers in Horticulture mechanisation.

Learn more about Swaraj Tractor on its **Brand Website:**

<https://www.swarajtractors.com/>

Twitter: <https://twitter.com/TractorsSwaraj>

YouTube: <https://www.youtube.com/c/SwarajTractors/>

Facebook: <https://www.facebook.com/SwarajTractors>

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 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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