

MAHINDRA

CULTIVATE YOUR DREAMS®



WORLD WAR II VETERAN

- Mahindra & Mahindra was started in 1945, to assemble the famous Willys Jeep.
- In 1963, formed a joint venture with International Harvester to make tractors for the Indian market.





OVER ONE MILLION SERVED

- Worldwide, over a million Mahindra tractors have been sold.
- With an annual production capacity of 110,000 and sales in over 10 countries, M&M currently ranks among the largest tractor companies in the world.
- We're the first tractor company in the world to win the prestigious Deming Application Prize for Total Quality Management.

MAHINDRA USA

- In 1994 the company entered the American market as Mahindra USA, Inc., a wholly owned subsidiary of M&M.
- Mahindra USA headquarters are in Tomball, Texas, and we have multiple assembly and distribution facilities across the US.



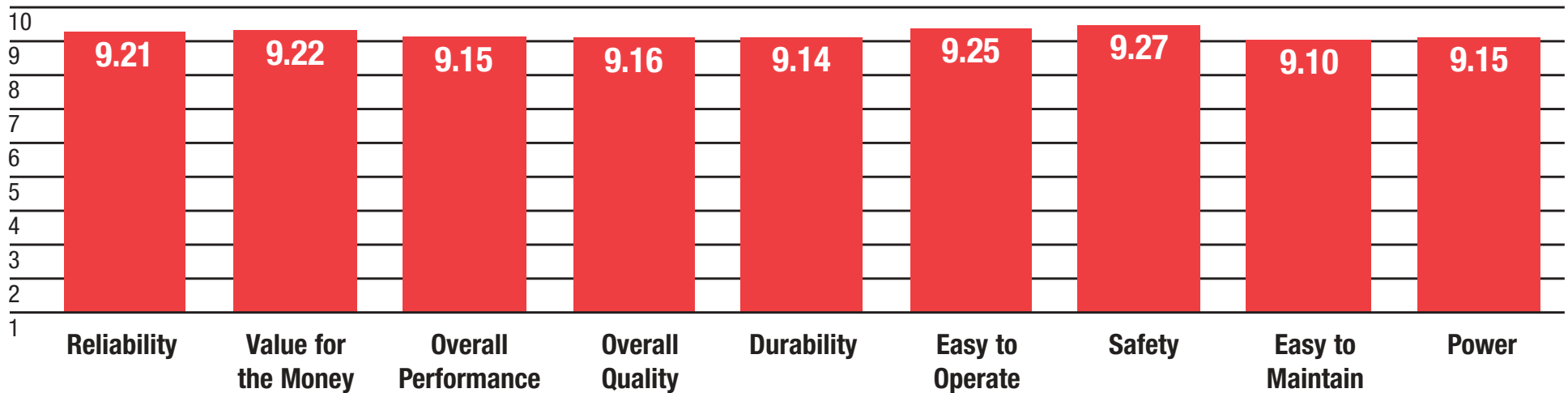
OWNER SATISFACTION

- In a recent study, Mahindra owners nationwide were asked to evaluate their level of satisfaction with their Mahindra tractors.
- The study found that 98% of Mahindra owners were likely to recommend Mahindra to their friends and family. What's more, owners recommend a Mahindra an average of eight times.



OWNER RATINGS

Satisfaction with Mahindra Based on Performance Attributes* (On a scale of 1 to 10)



*Based on an independent Mahindra Customer Profile Survey conducted by Creative Consumer Research, November 2003.



HEAVY METAL

- The rugged, cast-iron chassis on a Mahindra tractor makes it heavier than other tractors of similar size and horsepower.
- Extra weight offers more traction, stability and control.
- This allows Mahindra to specially design and engineer front end loaders and backhoes for the toughest jobs.

TAKE THIS JOB AND DO IT

- Mahindra tractors feature heavy-duty components.
- Compare our tractors to others and you will find ours to be bigger, thicker and more solid, to keep your Mahindra tractor working hard for you day after day for years to come.



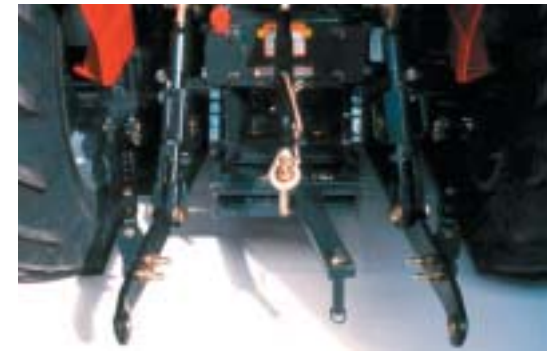
Reinforced fenders

Our fenders are reinforced and use a thicker gauge of sheet metal for strength and durability.



Front axle

Mahindra insists on using bigger, thicker, stronger axles to achieve maximum stability.



3-point hitch

Mahindra employs 3-point linkages that are heavy and sturdy to ensure stability and safety. Compare ours to other brands and you can see the difference.



HIGHER LIFT CAPACITY

- Their weight and heavy-duty components allow Mahindra tractors to lift hefty loads and use larger implements so you can get your work done faster.
- Compared to tractors in their class, Mahindra tractors typically show superior lift capacities.

QUALITY IS STANDARD

- Good value: Mahindra tractors come equipped with many standard features that would be costly additions on other brands — and offer it all at an affordable price.



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