

mahindra^{Rise}

NOT JUST FARMING,
TRANSFORMING.



SAMPO ROSENLEW

Mahindra
Rise.



MITSUBISHI MAHINDRA
AGRICULTURAL MACHINERY CO., LTD.

ERKUNT

SWARAJ

ArmaTrac

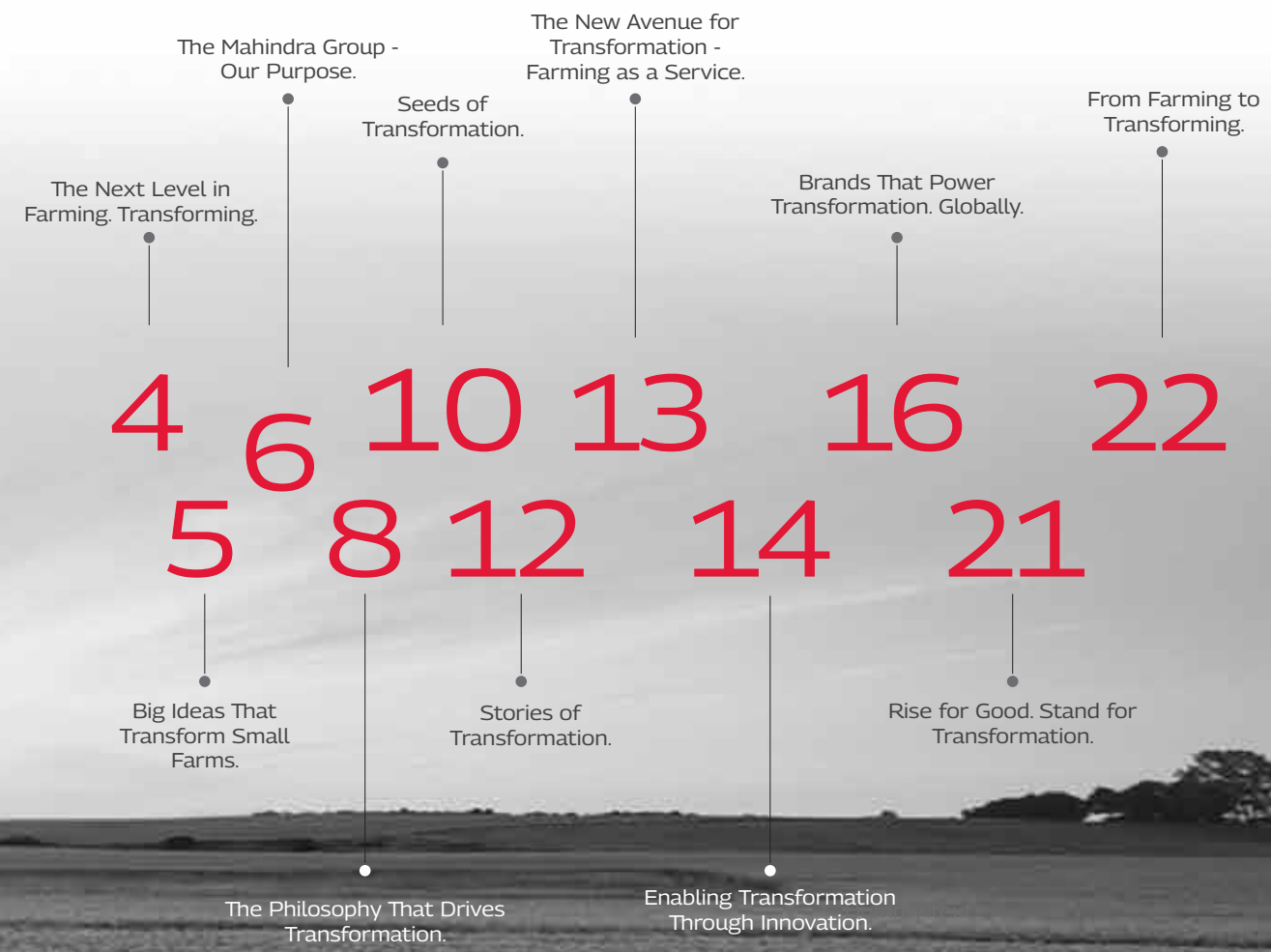
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The Next Level in Farming. Transforming.

With the agriculture sector assuming more importance than ever before, the world is facing challenges that need reliable as well as sustainable solutions. The answer lies in making the most of the available resources and growing more crops to cater to the needs of an ever-growing population that will touch a whopping 10 billion by 2050. And that is why we need more than just ideas in farming, but a culture that will change the way you farm and feed the world. At Mahindra, it is called transforming.



Big Ideas That Transform Small Farms.

Accounting for 98% of the world's agricultural holdings, small farms play the most critical role in today's world. These are farm holdings that are less than 50 hectares and classified as small land holdings by FAO. That makes 550 million farmers globally. Precisely why, the future of agriculture depends on how well small-scale farmers can tackle the uncertainties they face on a day-to-day basis. Unpredictable climatic conditions, increasing financial pressures and deteriorating quality of soil are major deterrents that affect small-scale farming adversely. The story of every farmer is one of hard work and hope.

At Mahindra, we understand that there is more to farming than tilling land, sowing seeds and reaping yields. And we have a holistic approach to transform the lives of farmers. We strive to create an ecosystem that goes beyond mechanization and reaches out to farming communities across continents. Armed with relevant agronomy based advisory, precision farming solutions and advanced digital technologies, we aim to help farmers improve their knowledge, methods, efficiency and productivity. Because empowering farmers is the best way to transform their lives.



The Mahindra Group - Our Purpose.

We've made humanity's innate desire to Rise, our driving purpose: we will challenge conventional thinking, and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise. Our purpose is why we exist and why we come to work every day, infusing our lives with meaning, and galvanizing us to deliver our promise.

The Mahindra Group

Mahindra Group is a federation of companies that touches the lives of millions every day in every walk of life. Besides being a leading player in the farm equipment sector, Mahindra is actively involved in a host of other sectors like automotive, financial services, urban lifestyle, Information Technology, aerospace, logistics and clean energy.

A \$ 23B+ billion conglomerate, Mahindra Group is powered by over 2,60,000 employees who are dedicated to drive progress in more than 100 countries. They work relentlessly to bring innovations in 20+ core industries across 9 sectors where Mahindra has made a name for itself. And no matter what we do and where we go, one thing remains unchanged. Our mission to transform lives.

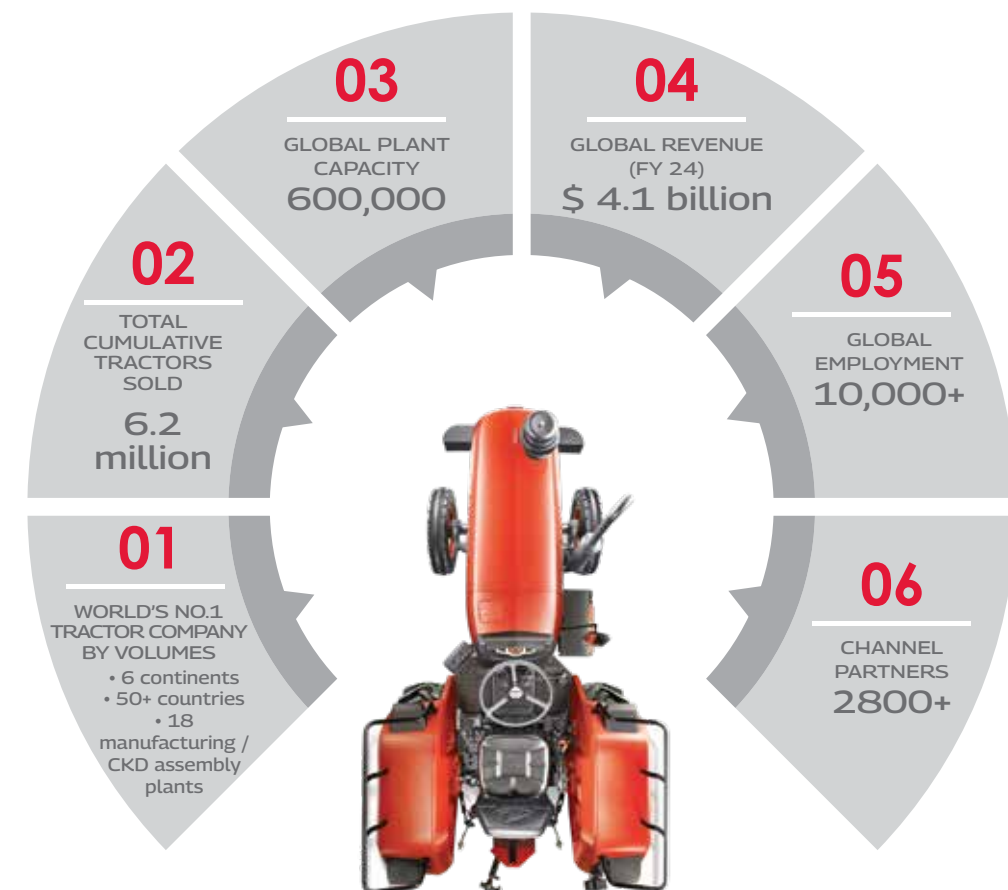


The Farm Equipment Sector (FES)

The seeds of transformation were sown way back in 1963 when Mahindra started manufacturing tractors for Indian farmers. Today, these tractors enjoy a market share of over 43.7%, thanks to their superior quality and unparalleled reliability. To provide reliable and affordable farm equipment solutions to farmers across the globe Mahindra transcended boundaries, and today tractors from Mahindra's stable are much sought-after in North America, Africa and Asia.



By virtue of superior technology and ease of operation, Mahindra has become the world's largest tractor manufacturer by volumes. Today, farmers across 6 continents rely on these tractors for better yield and better profits.



* Includes exports from group companies.

The Philosophy That Drives Transformation.

Driven by the philosophy of Rise, Mahindra FES seeks to pioneer and democratize farm technology for small and medium-size farmers across the globe, helping them to rise. Mahindra's commitment to innovation and technology is best reflected in its portfolio of best-in-class brands like Sampo Rosenlew from Finland, Swaraj from India, Erkunt Tractors from Turkey and Mitsubishi Agricultural Machinery from Japan.

Rise Pillars

Rise is composed of three basic tenets that shape all actions & business decisions across Mahindra & Its group companies. These are : Rise for a more equal World, Rise to be Future Ready, & Rise to create Value

RISE FOR A MORE EQUAL WORLD

We believe that business can be a force for good. To create a more equal world, we prioritise humanising our ESG efforts; making sure our Environmental, Social and Governance practices go beyond compliance and truly impact people and the planet. We stand committed to mitigating climate change, fostering inclusion and operating with ethics at the forefront of all our decisions. Our aim is to redefine customer experience through a human-centric approach, embracing empathy and empowerment for a sustainable tomorrow.

RISE TO BE FUTURE-READY

We see growth as more than just a number; it's about purpose. Being future-ready means constantly evolving, staying customer-focused and embracing technology and innovation as the cornerstones of our strategy. With a relentless drive for progress, we are surging ahead to ensure that we secure a future that is both meaningful and glorious.

RISE TO CREATE VALUE

We believe in creating lasting value through entrepreneurship, scale and impact. Every action we take is geared towards delivering business results that benefit not just the organisation but all our stakeholders. We focus on delivering on ideas that have scale, ensuring that our impact is profound and far-reaching. By fostering a culture of entrepreneurship, we empower our teams to think big and innovate continuously, so that our contributions elevate our business and the communities we serve.



Seeds of Transformation.

Powered by a global network of Centres of Excellence (CoE), Mahindra focuses on harnessing the power of new technologies that benefit farmers across the globe.

The Mahindra Research Valley

Mahindra Research Valley, India, is where ideas of transformation are born and bred. This CoE is complete with a spectrum of cutting-edge facilities that include a world-class Engine Development Center (EDC), NVH lab and Fatigue Test Lab. It focuses on developing affordable farming solutions including tractors, harvesters, farm implements, as well as high-tech, affordable IoT and simple precision farming equipment and solutions.

JAPAN: Mahindra's CoE for rice value chain and lightweight equipment, it focuses on products and solutions for the rice or paddy value chain such as compact tractors, rice transplanters and harvesters.

FINLAND: Mahindra's CoE for small and medium sized harvesters.

TURKEY: Mahindra's CoE for tractor pulled implements and specialized farm equipment including products like soil tillage and silage balers.

CANADA AND SWITZERLAND: Mahindra's CoEs for developing high-tech algorithms and AI solutions for precision farming.

USA: Mahindra's CoE that leverages the American technology ecosystem to develop next generation farm equipment.



CoE, Turkey



CoE, Japan



Stories of Transformation.

At Mahindra, the accent is always on transforming the lives of small landholders across the world. And Mahindra partners farmers across their full crop-cycle by offering farm equipment and other value-added solutions which help them increase yield, reduce costs and improve productivity.

Digisense

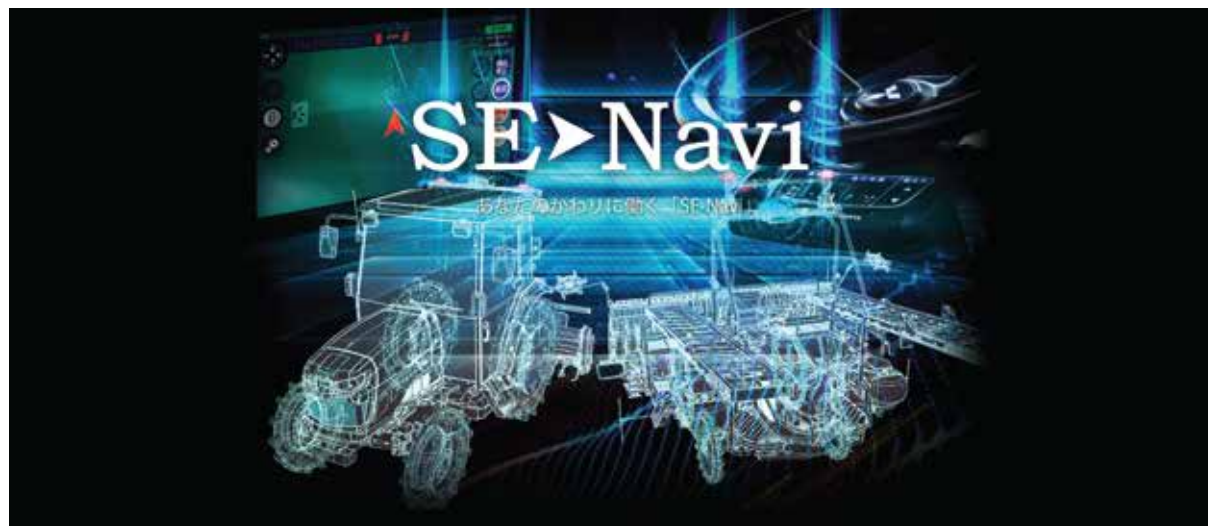
The smartness of DigiSense lies in its ability to connect owners with their machines through smartphones, which leads to less machine downtime and more productivity for farmers. This technology helps farmers keep track of their tractor's location, monitor its health, and receive warning alerts round the clock.

Smart Harvesting

With a goal of revolutionizing sugarcane harvesting, Mahindra has worked with various sugarcane mills for more than 4 years and is the first company to use AI-based harvesting in India. Mahindra uses sophisticated precision farming methods in conjunction with spectrometry and satellite imaging to precisely determine the amount of sugar present in the sugarcane crop. The AI algorithms analyses photosynthetic components of crop leaves to identify and determine maturity stages and calculate when harvesting is best for maximum sugar yield and ultimately farmer revenues

SE-NAVI Technology

This autonomous steering system draws its strength from Global Navigation Satellite System. Extremely easy to operate, it only requires the establishment of geographic line features, which serve as guidance references for the whole field. Besides reducing fatigue during long working hours, it eliminates any overlap passes on the field.



Mahindra Smart Track

This AI powered telematics solution is designed to improve performance and profitability pertaining to farm equipment fleet operations. This plug and play facility is intuitive to use and extremely affordable.

Smart-Eye Drive Technology

This auto steering system is as cost competitive as it is accurate. Instead of relying on GPS, Smart-Eye Drive Technology uses an in-Vehicle Monocular Camera and Image Data Processor. With 4 mode options, it facilitates auto steering for maximum field optimization, resulting in enhanced yield.

The New Avenue for Transformation - Farming as a Service.

Mahindra provides solutions specifically conceived to make agronomy knowledge, mechanization and high-tech precision farming, more affordable and accessible for small landholders. This in turn, gives them the same opportunity as larger farmers to improve productivity and profitability.

The Mahindra group has invested in building various farmer centric solutions to help farmers with smaller landholdings reduce cost, improve productivity and increase income. These include a network of 200 Agronomy Advisory Centers impacting 800,000 farmers, a platform for Pay-Per-Use Mechanization Services, an agronomy-based Farm Management Platform and Precision Farming Solutions powered by technologies such as Artificial Intelligence, IoT and Robotics.



Enabling Transformation Through Innovation.

Farmers with small and medium landholdings across the world face two big opposite challenges. The first is the “too much” challenge when it comes to inputs - too much fertilizer, too much pesticide, too much water, too many seeds. And the second is the “not enough” challenge when it comes to the farming process and farm outputs - not enough yield, not enough predictability, not enough control, not enough convenience.

Backed by the conviction that traditional farming methods are inadequate to bring about transformation, Mahindra encourages farmers to rely on exhaustive data instead of just intuition and experience. We equip small farmers with powerful data driven insights that enable them to make better farming decisions.

Precision farming solutions use a variety of sensors and camera systems, drones and satellites for monitoring and forecasting, collecting soil, weather and crop information from the farm land, and use Artificial intelligence (AI) to highlight localized problem areas. This enables farmers and agronomists to diagnose and treat distinct parts of their field differently, enabling them to release the right quantities of fertilizers, pesticides, water etc., to optimize costs and improve crop productivity.

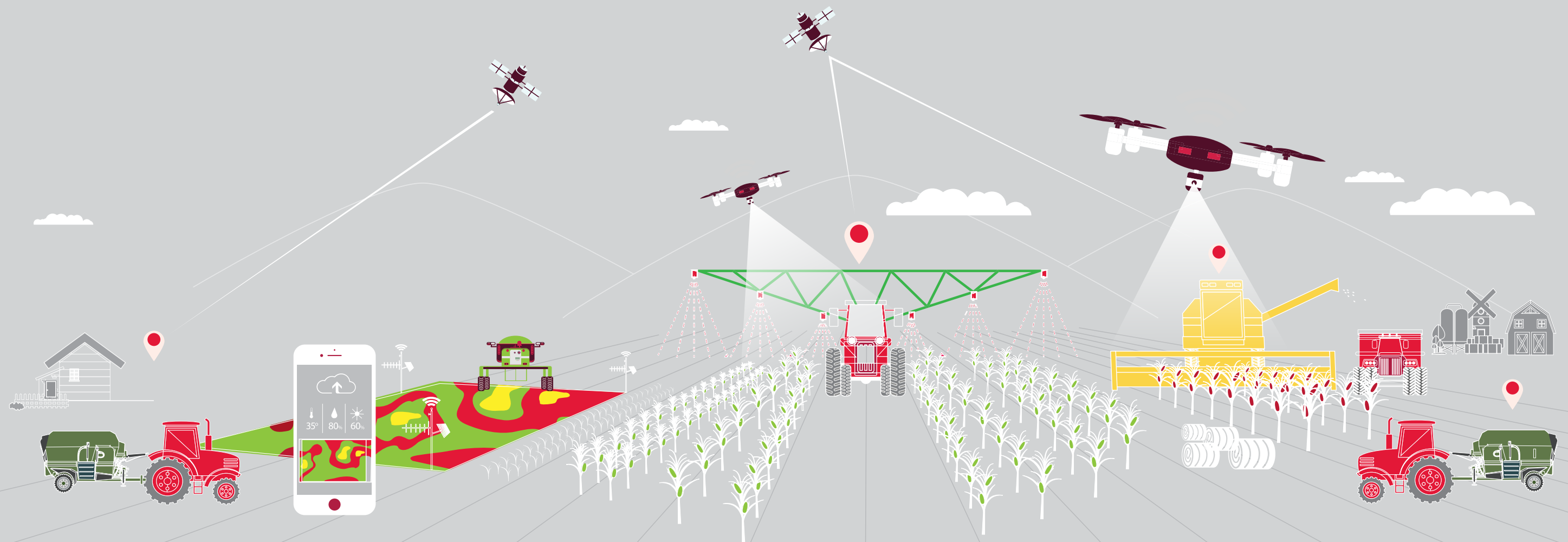
Below are two examples of Precision Farming Solutions.

Smart Fertilizing

A precision farming service which uses high-tech sensors and artificial intelligence to map the field and apply fertilizers variably leading to about 15% reduction in fertilizer usage.

Smart Spraying

Using high-tech cameras and artificial intelligence, this solution maps the field to detect disease hot spots and then executes targeted spraying. This reduces spraying costs and ensures more sustainable and higher value produce.



Brands That Power Transformation. Globally.

With a comprehensive gamut of farming solutions across the complete farm value chain, Mahindra redefines farming. Mahindra owns an impressive line of power brands that are powering transformations in farming.

Mahindra

Mahindra, the world's largest selling tractor company by volume, has revolutionized farming with superior end-to-end tractor and farm mechanization solutions. Mahindra offers a wide range of tractors from 15 HP to 125 HP and advanced mechanisation solutions from land preparation to harvesting. With over 3 decades of undisputed market leadership in India, Mahindra has grown globally to North America, Africa and Asia.

Mahindra Ag North America (MAGNA), a 100% subsidiary of Mahindra & Mahindra Limited, assembles and distributes tractors and utility vehicles through more than 530 dealer locations across the North American continent. With a 98% owner loyalty rating, it has become the 3rd largest tractor selling company in the US in the less than 80 PTO HP tractor segment.



Erkunt

Among the top tractor companies in Turkey, Erkunt Tractor Sanayii A.S. manufactures tractors in the 50 to 120 HP category designed to cater to the needs of cereal, pasture, vegetable and orchard farmers. Over the years, it has won the trust of Turkish farmers with its high-performance tractors that come with an industry-leading 3-years warranty. Erkunt exports its tractors, under the Armatrac brand, to 30 countries, mainly to Western Europe, East Europe, CIS, Middle East and Africa.





Mitsubishi Mahindra Agricultural Machinery Co. Ltd.

Home to a diverse line of agricultural machinery including power tillers, tractors, rice transplanters, combine harvesters, horticulture machines, binders and planters, Mitsubishi Mahindra Agricultural Machinery Co. Ltd. is headquartered in Shimane, Japan. Thanks to its worldwide reputation for longevity, durability and safety, the company's products are widely preferred in many Southeast Asian and European countries. In North America and the Asia Pacific Region, the company's tractors sell under the Mahindra brand, with a commanding presence in the sub-compact and compact tractor industry.



Sampo Rosenlew

Born in Finland, the reputation of this 150-year-old company has transcended international boundaries and its products are exported to more than 50 countries across the globe. Sampo Rosenlew manufactures an extensive range of combine harvesters and forestry machines, and its machines are known for their reliability, power, low table losses, excellent clean-ability, maximum grain separation and superior driving ergonomics.





Swaraj

Ever since its inception in 1974, Swaraj has been the driving force behind empowering farmers to be self-reliant and prosper in their businesses. From developing India's first homegrown tractor to introducing farm equipment that enables end-to-end mechanization, Swaraj stands tall amongst the top tractor brands in India. Synonymous with power, performance & reliability, it has won the hearts & trust of countless farmers not just in India, but also in Bangladesh, Sri Lanka, Nepal, & Tanzania.



Rise for Good. Stand for Transformation.

At Mahindra, transforming the world into a better place is everyone's responsibility. And we strive to achieve this goal by constantly improving the environment we work in and the communities we are a part of. Mahindra has launched several programmes to support and enrich the lives of millions with a focus on education, health, environment and social issues.

Prerna - Empowering Women Farmers

Launched in October 2017, the Prerna initiative was shaped with the intention of transforming the lives of Indian women farmers, providing them with better social status and respect in society. The key constituents of the program include introduction of gender-neutral farm tools for reducing farm drudgery, and dissemination of knowledge and capability for increasing farm productivity. The ultimate objective is to increase overall income resulting in financial independence and empowerment for women farmers.



Women in Ag Program

This annual scholarship program recognizes and rewards women who play a significant role in redefining the future of agriculture in USA.



Mahindra Samridhi Agri Awards

Samridhi Agri Awards honour individuals and institutions that make meaningful contributions in the field of agriculture. Instituted in 2011, these awards serve as a platform to share best practices in agriculture for the benefit of the farming fraternity.



#SOWTHEFUTURE

#SowTheFuture is Mahindra's way to celebrate the most inspirational stories in the farming business from across India. This initiative helps Mahindra showcase the best farm practices and techniques that benefit the entire farming community.



From Farming to Transforming

There has never been a more important time for innovation in farming.

At Mahindra, we want small landholders to benefit from this. We aim to equip them to make decisions with accuracy and greater confidence, for a better tomorrow. With our unique position, we are committed to shaping agriculture and ensuring that farmers get their best harvest each growing season.

Because for Mahindra, transforming farming will transform the world.

