

Swaraj tractors launches new brand campaign through 'Josh' manifesto

Farm

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'Josh Ka Raaz Mera Swaraj' highlights the power of Swaraj tractors that fuels the passion in farmers

Mohali, November 11, 2020: Swaraj Tractors, a part of the USD 19.4 billion Mahindra Group today launched a new brand campaign 'Josh Ka Raaz Mera Swaraj' to communicate how Swaraj tractors fuel the passion in its customers as true companions in their farmlands.

This new brand campaign is a sequel to Swaraj Tractors' – Mera Swaraj campaign, which successfully highlighted the feeling of ownership, pride and togetherness among its stakeholders, especially its customers. It defined the long-standing and successful association of its stakeholders with brand Swaraj.

The new 'Josh Ka Raaz Mera Swaraj' campaign describes the passion within its stakeholders, which is the key to the success of the brand and its ability to outperform. To describe 'Josh', a new Swaraj Tractors' manifesto has been released with this campaign. The manifesto exemplifies the passion of its stakeholders to take on every new challenge and inspires Swaraj engineers to design powerful, rugged and reliable tractors.

Talking about its latest campaign CEO Swaraj Division, Mr. Harish Chavan said, ***“We believe Mera Swaraj brings out the Josh in each one of us and in everything we do. This Josh in turn is also reflected in the ability of our powerful tractors that perform the best in toughest conditions across the length and breadth of our country.”***

The new Josh Ka Raaz Mera Swaraj campaign is also an indication of the changing face of Swaraj in times to come.

The campaign has been crafted by FCB Interface.

Link to the video for this campaign:

<https://www.youtube.com/watch?v=NmHkey8skpk&feature=youtu.be>

About Swaraj

Swaraj Tractors a division of the USD 19.4 billion Mahindra Group and is India's second largest is fastest growing tractor brand. Established in 1974, Swaraj has sold over 1.5 million tractors since inception. 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 and also provides complete farming solutions.

Learn more about Swaraj Tractor on www.swarajtractors.com

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