

Swaraj Tractors wins top accolades at ITOTY awards

Farm

Author : mahindraadmin Category : Farm Published : 7/22/2022

Swaraj Tractors receives four awards ITOTY 2022

New Delhi, July 22, 2022: Swaraj Tractors', part of Mahindra's Farm Equipment Sector, the world's largest tractor manufacturer by volume, received four awards at the third edition of the prestigious Indian Tractor of the Year (ITOTY) awards in New Delhi.

Swaraj Tractors was awarded –

- **INDIA'S FASTEST GROWING TRACTOR MANUFACTURER AT ITOTY 2022.**
- **BEST TRACTOR BETWEEN 30 TO 40 HP FOR SWARAJ 735FE**
- **BEST CSR INITIATIVE 2022 FOR PROJECT PANI**
- **SMART MACHINERY OF THE YEAR FOR CODE BY SWARAJ**

Swaraj is a brand that evokes strong emotions in every Indian is the result of India's pursuit for self-reliance. SWARAJ today produces tractors ranging from 15 to 65HP, Wheel and Track type combine harvesters and a range of agricultural implements and complete farming solutions.

Swaraj has also become a leader in bringing Horticulture mechanization to India with its recently launched product CODE, a versatile multi-purpose ride-on machine, narrowest and lightest in design and weight.

Known for its power, reliability, performance, iconic styling and sound, Swaraj also takes pride in 'made by the farmer for the farmer' as many Swaraj employees come from an agricultural background giving unique insights into the practice of agriculture.

At ITOTY 2022, Swaraj tractors was recognized as India's fastest growing tractor manufacturer. The brand also won three other awards in different categories.

ITOTY initiated by Tractor Junction in 2019 is platform to recognize the hard work and efforts of tractor and farm equipment manufacturers in India – the largest tractor market in the world. The ITOTY awards is judged by jury members comprising of experts of farm equipment specialists from across the country who choose the most deserving contender after fair-minded voting

About the **SMART MACHINERY OF THE YEAR – CODE BY SWARAJ**

CODE, is a revolutionary multi-purpose farm mechanization solution to transform horticulture farming in India. It is conceived with the idea of eliminating drudgery of labour involved in horticulture farming. The narrowest and the lightest ride-on machine, allows farmers to carry out inter-culture operations in narrow rows for various vegetable & fruit crops. Additionally, the shorter turning radius of this machine provides better maneuverability in smaller farms cultivating horticulture crops.

About the **BEST TRACTOR BETWEEN 30 TO 40HP – SWARAJ 735 FE**

Swaraj 735 FE is the most preferred tractor in the farming community because of its long life, low maintenance costs & ergonomic design. It comes with very powerful engine and is suitable for both agriculture and allied operations.

About the **BEST CSR INITIATIVE –PROJECT PANI**

Swaraj's CSR team undertaken Project Pani to deal with the problem of ground water depletion in Punjab as well as Rajasthan. This project is largely focused on conservation of water through renovation of the 18 traditional water ponds in four years in the needy villages of Punjab & Rajasthan. This initiative would annually conserve around 40 Lakh CMT of water which can support irrigation and drinking water needs of more than 20 villages. In another such initiative, Roof rainwater Harvesting tanks have been constructed in 44 Government Schools of Rajasthan & Punjab. About 40 Lakh litres of water will be conserved through this project annually. Under this project clean drinking water will be provided to more than 10000 students of Rural Rajasthan where there was high concentration of fluoride in existing ground water.

Media contact information

Shruti Chhabra

Communications Manager

Mahindra & Mahindra Ltd. Swaraj Division

Email: chhabra.shruti@mahindra.com

Tags :

Swaraj Tractors **ITOTY awards**